



## Program Overview & Objective

Under the Atlantic Growth Strategy, the four Atlantic Canadian provinces and the Atlantic Canada Opportunities Agency (ACOA) are offering the Launch Export Atlantic Incubator Program. This exporter readiness program will build the export capacity of small businesses in Atlantic Canada with the goal of enabling long-term economic growth in the region.

Launch Export will select 32 eligible SMEs, eight from each Atlantic Province to participate in the program. With the support of the provincial and federal governments, participation gives each SME access to an estimated \$15,000 of valuable export training, coaching and consultation.

## Launch Export Goals and Objectives

### Goals:

- Build an export culture of SMEs in the Atlantic Provinces
- Increase Atlantic Canada Exports
- Leverage sustainable growth in Atlantic Canada

### Objectives:

- Increase the number of Atlantic Canadian SMEs exporting
- Increase the value of Atlantic Canadian SME exports
- Increase the percentage of Atlantic Canadian SMEs exporting to more than one market

## Eligible Applicants

To be considered for the Launch Export Program, you must be a registered business in Atlantic Canada that qualifies as an SME. As there are only eight available spots per province, there will be a selection process to finalize applicants. It is important to note that all selected businesses must agree to fully partake in all the required stages of the Launch Export Program.

To be eligible for Launch Export, the SME must:

- Have interest to sell its products and/or services outside of Canada.
- Have a developed product and/or service.
- Be available to fully participate in all required program activities, including:
  - Needs Assessment Interview
  - Training (virtual)
    - Customer Discovery
    - Digital Marketing
    - Export Budgeting - Cash Flow Projections
    - Pricing Strategies for Export
    - Sales Training
  - Participate in coaching activities (online or via phone)
  - Complete an Export Monthly Action Plan, (Export MAP) to guide export planning
  - Participate in all program surveys



**Launch Export**  
Atlantic Incubator

## Program Guidelines

Participants accepted into the Launch Export Program will also be invited to participate in an Educational Trade Mission to the US in May 2024.

### Immediate Benefits

The short-term quantitative benefits for each organization based on the services and training you will receive are estimated to be \$15,000 of value. If you are selected for participation in the Launch Export program, you will receive:

- Support to develop an Export Monthly Action Plan (Export MAP) to guide export planning
- Targeted export educational sessions
  - Customer Discovery
  - Digital Marketing
  - Export Budgeting - Cash Flow Projections
  - Pricing Strategies for Export
  - Sales Training
- Coaching opportunities on how to solve export challenges and enter foreign markets
- Educational Trade Mission to the US in May 2024 - includes travel funding support.

### Intermediate to Long-term Benefits

Participation in Launch Export should result in one or more of the following outcomes:

- Entering a new market(s) outside of Canada
- Introducing a new product or service to a new market outside of Canada
- Increased export sales outside of Canada
- Participation in a global value and/or supply chain
- Increased investment in the business
- Understanding the requirements needed (i.e. certifications) to enter a specific market outside of Canada

### Application Process

To apply for Launch Export, please complete the online application form. Applications will be reviewed by each provincial representative. Launch Export will accept 8 qualifying SMEs from each Atlantic province to participate. Please note, if accepted the fee to participate in the training and coaching components is \$250 and the optional educational mission fee is also \$250.

### Application Intake

Applications for Launch Export 2023 Program will be accepted until 5 pm on Friday, September 1, 2023.

### Personal Information

As the purpose of this program is to build an export culture of SMEs in the Atlantic Provinces, all program partners and participants will have access to your name, contact information and company profile to promote collaboration and growth.





# Launch Export Program Guidelines

Atlantic Incubator

As well, to assess the effectiveness and to improve the quality of services supporting international business development efforts in Atlantic Canada, data gathered during this program will be shared among the following organizations: Atlantic Canada Opportunities Agency, Global Affairs Canada, NSACBDCs, the provinces of New Brunswick, Newfoundland and Labrador, Nova Scotia and Prince Edward Island.

## Provincial Representative Contact Information

For more information, contact your provincial representative.

PE - Bonnie MacDonald, Trade Development Officer, Innovation PEI, 902-620-3508,  
[bjmacdonald@gov.pe.ca](mailto:bjmacdonald@gov.pe.ca)

NL - Kevin Pomroy, Provincial Trade Commissioner, Government of Newfoundland and Labrador, 709-729-1946, [kevinpomroy@gov.nl.ca](mailto:kevinpomroy@gov.nl.ca)

NB – Nandi Kaul, Trade Mission Specialist, Opportunities New Brunswick, 506 470-6516,  
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NS - Jessica McCall, Export Development Executive, Invest Nova Scotia, 902-223-8252  
[jessica.mccall@investnovascotia.ca](mailto:jessica.mccall@investnovascotia.ca)

