

Atlantic Canada Launch Export Program Mission

to Ottawa and Toronto Nov 2025



Atlantic Canada
Opportunities
Agency

Agence de
promotion économique
du Canada atlantique

Canada

DELEGATE CORPORATE PROFILE

Company information	Company name: Bloom Funding
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Delegates Attending	Maria Murphy, VP Development and Social Sustainability, Bloom Funding Colúm Connolly, Co-Founder and Co-CEO, Bloom Funding
Company Logo (insert or attach)	
Company Description	At Bloom, we empower businesses and nonprofits to access funding, scale innovative initiatives, and elevate their social and environmental impact. With our hands-on guidance, organizations can diversify revenue streams, maximize SR&ED refunds, and align business goals with social and environmental responsibility. As of September 2025, our clients have raised \$26 million through working with Bloom Funding, a testament to the transformative power of our approach.
Product and/or Service Information. Unique benefit you seek to promote for your service or product (USP).	At Bloom, we're a team of scientists and researchers helping growth-minded businesses access funding, grow sustainably, and measure what matters. SR&ED:

	<ul style="list-style-type: none"> • We leverage our science-backed approach to help innovative companies maximize their SR&ED returns. • Our team includes a PhD in Medical Genetics, Masters in Chemistry and Masters in Environmental Assessment, we understand the technical and scientific aspects of our clients' work. • That means we can take that SR&ED claim work off their desk, maximize their claim, and communicate the impact of R&D to make sure the claims get through CRA. <p>Sustainability:</p> <ul style="list-style-type: none"> • We also help businesses track and improve their social and environmental performance, so they can future-proof their organizations. • Businesses work with us on sustainability for a variety of reasons: <ul style="list-style-type: none"> ◦ They want an environmental certification or ensure compliance ◦ They are having trouble with employee productivity & engagement ◦ They need to stabilize supply chains ◦ Or they just want to stand out from the competition with the data to back it all up. <p>Whether you're innovating in a lab, scaling up, or redefining your industry, Bloom helps turn complexity into clarity—and impact into competitive advantage.</p>
<p>Exporting</p> <p>Sales Pitch:</p>	<p>At Bloom, we're a team of scientists, researchers, and community advocates helping growth-minded businesses access funding and measure what matters.</p> <p>We help innovative companies maximize their SR&ED returns by translating complex R&D work into clear, defensible claims—taking the work off your plate and ensuring nothing gets missed.</p> <p>On the sustainability side, we help businesses track and improve their environmental and social performance to:</p> <ul style="list-style-type: none"> • Earn certifications • Boost employee engagement and well-being • Stabilize supply chains

	<ul style="list-style-type: none"> • Ensure compliance • Access opportunities through impact reporting <p>Whether through funding strategy, impact metrics, or our Sustainability Bootcamp, Bloom helps you turn complexity into clarity—and impact into advantage.</p> <p>Let's redefine what's possible for your business.</p>
Businesses of Diversity	LGBTQ2SIA+ Persons with Disabilities Women
Sectors or Industries	SMEs Clean tech Professional service firms Production/manufacturing

Needs Assessment:

Currently Exporting	
Tell us a bit more about your expectations, interests, and goals for the mission	We are particularly interested to meet with potential clients in the R&D space (described below) and would also be open to meeting with strategic partners who represent larger professional associations whose members are looking for guidance on advancing their business' social and environmental sustainability.
Does your company have ready-for-mission marketing assets, either digital or handouts? Please select all that apply (email with the approved DELEGATE CORPORATE PROFILE):	Brochures Company Profile Logos/photos/etc. Product or Service Information Sheets Video promoting your company or created Website
Social Media and IT information	https://www.linkedin.com/company/bloomfunding/ https://www.instagram.com/bloomfunding/ https://www.facebook.com/people/Bloom-Funding/61566942613207/
List your most important end-users or end-user industries.	<ul style="list-style-type: none"> • Businesses conducting innovative R&D (clean tech, AI and machine learning, cyber security, sustainable product design, health and biotech, etc) • Organizations that are pursuing B Corp or other certification or need impact reporting
Job title(s) of person in the prospect organization you typically meet with.	Director of Operations COO CEOs of smaller companies Senior leadership Founders of startups Executive Directors of larger professional associations or professional alliances.

<p>How is your product typically distributed and marketed (and in other countries if applicable)?</p>	<p>Typically our services are provided virtually but we are also open to in-person arrangements, permitting budget & resources. We have offered free introductory workshops to audiences of start ups, clean tech orgs, and other SME gatherings, which have led to most of our clients so far. Our partnership with The Decency Foundation has led to some American-based participants in our virtual Sustainability Bootcamp offering.</p> <p>What sets us apart is our science-driven approach and academic excellence, paired with a dedicated and talented team. Our team at Bloom Funding is composed of folks with specific expertise, specialties, and experience in sustainability, strategy, Diversity, Equity, Inclusion & Belonging, and impact measurement.</p>
<p>Describe the type of business partner you are looking for (ideal profile) Nature of relationship sought?</p>	<ol style="list-style-type: none"> 1. Organizations doing Innovative work in R&D 2. Purpose-driven or social impact startups, SMEs, or businesses looking to access environmental or social impact certifications (for example if they want to sell to government) <p>Ideally we'd be meeting with potential clients for either our SR&ED services or Sustainability services.</p> <p>We'd also be very interested in meeting with municipality representatives or leaders of professional associations (tech, agricultural, construction, health, etc) who would be interested in supporting member organizations on their sustainability initiatives.</p>
<p>Seeking representation in-market?</p>	<p>Open to partnerships or subcontracting opportunities</p>
<p>Export markets within Canada</p>	<p>Across the country.</p>
<p>Are you currently doing business in the USA? Where, how, with whom.</p>	<p>Yes, we have worked with 2 clients outside of Philadelphia who have participated in a Sustainability Bootcamp for SMEs. They came recommended by our partners at The Decency Foundation.</p>
<p>Particular businesses of interest are:</p>	<p>Mars Discovery District DMZ Ventures Chamber of Commerce WBE Accelerators and incubators</p>
<p>Embassies/Consulates/Trade Offices of interest are:</p>	<ul style="list-style-type: none"> - USA - Europe but hasn't explored it yet
<p>Particular that we DO NOT want to meet at are:</p>	<p>Fossil fuel companies, gaming/gambling organizations, or businesses whose core operation, product, or service are counter to sustainability initiatives.</p>

Business Organization Membership	Saint John Region Chamber of Commerce Wallace McCain Institute Alumni Diverse Supplier - CGLCC, Canada's 2SLGBTQI+ Chamber of Commerce
Intake Meeting Notes	Organizations engaged in innovative R&D “Sweet spot” is small to medium-sized businesses needing help with social and environmental impact reporting Firms seeking BCorp clients or want to sell to government, they need to do impact reporting