

GREEN BUILDING PRODUCTS MARKETING PROGRAM

[A PARTNERSHIP WITH SAIT POLYTECHNIC]



Program Guidelines

www.calgarygreenbuilding.com

PROGRAM GUIDELINES

The Competition is designed to enhance the ability of small 'green' technology businesses operating in Alberta to contribute to the growth and diversification of the Alberta economy.

THE COMPETITION AIMS TO

- a) Assist small businesses to develop a comprehensive Marketing Plan that will assist them in moving more rapidly their existing green building product to other viable markets, thereby gaining a competitive advantage in domestic and export markets
- b) Build links between the Calgary Region industry, Alberta Finance, Calgary Regional Partnership (CRP) and SAIT Polytechnic, thereby increasing access to technology and business expertise.

ELIGIBILITY REQUIREMENTS

- a) The applicant's business is an existing green building technology business developing new building products for growing markets.
- b) The applicant's business must be established and have gross revenue that, in the preceding fiscal year, did not exceed \$10,000,000.
- c) The applicant's business must be registered in Alberta or Canada and carry on more than 50 percent of its business operations in the CRP area and have an office in the CRP area (refer to CRP area map).
- d) Applicant must have already completed the web based Productivity Assessment Tool located at:
www.productivityalberta.ca/tools/assessment

PROGRAM CONDITIONS

During the program's pilot, preference will be given to businesses in the emerging clean, green building technology sector.

VALUE OF VOUCHERS

Vouchers to a **maximum value of \$15,000** will be available to be used specifically for the development of a comprehensive Marketing Plan.

COMPLETE APPLICATION FORM



PROGRAM CONDITIONS

RECIPIENTS OF A VOUCHER:

- a) Will use the voucher as partial payment to SAIT Polytechnic, the approved service provider, for the development of a comprehensive Marketing Plan. The partial payment can be up to 75% of the total eligible cost of the project or the value of the voucher, whichever is less
- b) Voucher recipient must contribute, up front, cash equal to no less than 25% of total project costs, and payable to SAIT Polytechnic.
- c) Cannot use vouchers to pay for services already funded through other municipal, provincial or federal government grant programs
- d) Cannot transfer their voucher to another individual or business
- e) Can only use their vouchers to pay for work undertaken or services rendered by SAIT Polytechnic, or its subcontractors, in the province of Alberta
- f) Must complete the project by March 31, 2011
- g) Must not make any public announcement or issue any press release regarding the receipt of a voucher except in consultation and with the approval of the CRP

The voucher can be used as partial payment for the following expenses:

Development of a comprehensive Commercialization and Marketing Plan for the green building product that the voucher recipient wishes to penetrate other markets with.

The Marketing Plan would specifically identify the following:

- a. Current Situation Analysis: Where are we now?
 - i. Internal Assessment
 - ii. External Assessment
- b. Strategic Direction: Where do we want to be?
 - i. Business and Marketing Objectives
 - ii. Business Definition: Mission/Vision/Value Statements
 - iii. Strategic Insights/Opportunities
- c. Barriers: What is keeping us from getting there?
 - i. Obstacles – Identified and Potential
 - ii. Competition
- d. Strategic initiatives: How are we going to get there?
 - i. Brand Identity, Positioning & Value Proposition
 - ii. Marketing & Communications – Strategy
 - iii. Required Resources
- e. Success Factors: How will we recognize success?
 - i. Benchmarks of Success
 - ii. Measuring Performance & Progress
 - iii. Future Investment
- f. Plan Implementation: Steps to successfully get where we want to be.
 - i. Action Plan

The voucher cannot be used as payment for the following expenses:

- a) Expenses incurred prior to receiving the voucher i.e.: retro-active payments
- b) Training courses
- c) Software
- d) Equipment purchases
- e) Design and production of advertising material
- f) Sales and promotion activities
- g) Costs associated with applying for government grants and programs
- h) Costs of internships or support for students of knowledge institutions
- i) Basic professional services such as ongoing, routine accounting, tax and legal business requirements, and financing fees
- j) Routine testing and maintenance
- k) Travel costs and entertainment costs
- l) Anything that would constitute an export subsidy
- m) Any expenditure of time by in-house personnel of the applicant
- n) Any administrative fee or surcharge for administering such expenditures

Application process:

The **Application Deadline is September 30, 2010.**

Selected companies will be contacted by October 15, 2010.

Complete the Green Building Products Commercialization application form at www.calgarygreenbuilding.com

For additional information, please contact:

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CALGARY REGION MAP

