

# COMMERCIALIZATION PROGRAM



## PURPOSE

The Commercialization Program bridges an identified funding and investment gap between product research and product marketing. It provides financial assistance to private sector enterprises for activities leading to the development of innovative, market-ready products and services, including support for technology transfer activities. The program will assist companies in Newfoundland and Labrador that have difficulty securing investment or loans to develop innovative products or services.

## AVAILABLE FUNDING

The program will provide assistance of up to 75% of total costs, to a maximum value of \$500,000 per project through either:

- a direct equity investment; or
- a conditionally repayable contribution.

## ELIGIBILITY

The proposed project activities must demonstrate innovation enhancement consistent with government's innovation strategy, ***Innovation Newfoundland and Labrador: A Blueprint for Prosperity***.

Applications will be considered from incorporated businesses proposing to complete development leading to the commercialization of a new product, process or service.

Projects considered under this program must:

- be based in Newfoundland and Labrador;
- be innovative in a post-research stage of product and market development leading to full commercialization; and
- provide confirmation that sufficient investment and funding is available to complete the project.

The applicant must clearly demonstrate:

- a strong potential for sustainable employment opportunities and long-term commercial viability;
- that the project cannot proceed without government participation and financial assistance; and
- that the company's management team has the required technical, financial, marketing and managerial expertise for the operation of an innovative business enterprise.

## INELIGIBLE ACTIVITIES

Funds from the program cannot be used:

- to support core administration functions;
- to compete with existing local private enterprise; or
- for residential and commercial real estate services, retail, wholesale and consumer-oriented establishments.



**GOVERNMENT OF  
NEWFOUNDLAND AND LABRADOR**  
Department of Innovation, Trade and Rural Development

## HOW TO APPLY

Application forms are available at any office of the Department of Innovation, Trade and Rural Development or at [www.gov.nl.ca/introd](http://www.gov.nl.ca/introd). For assistance, call 1-800-563-2299 or the departmental office closest to you.

## SECTOR CONTACTS

Life Sciences	729-4208
Communications Technologies	729-2208
Aerospace and Defence	729-2367
Oceans/Environment	729-0680
Manufacturing	729-6223
Other Sectors	729-3050

## LABRADOR REGION

Charlottetown	949-0378
Labrador City	944-4046
Happy Valley-Goose Bay	896-2400
Postville	479-9731
Forteau	931-2908

## WESTERN REGION

St. Anthony	454-3508
Port Saunders	861-3004
Corner Brook	637-2980
Deer Lake	635-2613
Stephenville	643-2600
Port aux Basques	695-9871

## CENTRAL REGION

Springdale	673-3481
Baie Verte	532-4772
Grand Falls-Windsor	292-4450
St. Alban's	538-3476
Gander	256-1484

## EASTERN REGION

Clareville	466-4174
Marystown	279-5531

## AVALON REGION

Carbonear	596-4109
Placentia	227-1350
St. John's	729-7104
Ferryland	432-3019