

ENTERPRISE TRADE FUND

SMALL BUSINESS

YUKON ECONOMIC DEVELOPMENT | [INVESTYUKON.COM](https://www.investyukon.com)



The Enterprise Trade Fund (ETF) was established by Yukon Economic Development to stimulate and support the growth of Yukon business activity through market penetration and expansion and business development.



ELIGIBILITY

The Enterprise Trade Fund (ETF) is available to all Yukon businesses, proprietorships, partnerships, corporations, and both for-profit and not-for-profit business-related organizations and industry associations. Applicants from the Film and Sound Industry should use the ETF: Film and Sound guidelines. Subject to the relevant assessment criteria, assistance may be available for a variety of projects and activities that include:

- Marketing, market research and analysis, involvement in trade and investment missions, business conventions, conferences, and other similar events.
- The implementation of marketing and promotional strategies that may include material and activities such as banners, brochures, website design, trade show participation and other similar activities.
- Business development strategies such as marketing plans, business plans, investment plans, feasibility studies and other related business development strategies.
- Related business skills and entrepreneurship development training programs, workshops, seminars and conferences.
- Assistance for tourism marketing initiatives is available under the Tourism Cooperative Marketing Fund. Tourism marketing initiatives that do not meet the criteria of that fund may apply to the ETF for consideration.

INELIGIBLE ACTIVITIES

Ineligible activities include activities and projects that relate to the:

- Purchase of capital assets.
- Undertaking of leasehold improvements.
- Regular and routine business expenses including operating and maintenance costs.
- Any costs or expenses incurred prior to the approval date.

FUNDING

The maximum eligible ETF funding for any application is:

- 75 per cent of eligible costs for marketing and business development activities to a maximum of \$50,000.
- 50 per cent of eligible costs for business plans and 75 per cent of business skills training projects to a maximum of \$10,000.
- For-profit organizations must contribute at least 25 per cent of the total project costs and this financial contribution must be in the form of cash.

- Not-for-profit organizations must contribute 25 per cent of the total project costs of which 10 per cent must be in the form of cash; the additional 15 per cent may be in the form of cash OR documented volunteer 'in kind' contributions directly related to the specific project. (In-kind or contributed assets, labour or services do not satisfy the cash equity requirements.)
- Funding from other government programs is permitted for projects but it must be declared and cannot result in the applicant's cash equity to be reduced below 25 per cent of the eligible expenses for Yukon businesses and below 10 per cent for industry associations.

ASSESSMENT OF APPLICATIONS

APPLICANT CAPABILITY/EXPORT READY

- Applicants or the owner-manager must have a proven or demonstrated track record that indicates the person has the managerial and/or technical expertise necessary to successfully implement the project. They must also demonstrate the business is export ready.
- Applicants must have a product with export potential with the capability of producing the quantity required and have, or be capable of acquiring, the financial resources necessary to support the project.

CONTRACTING

Applications that involve a contractor or consultant must include quotes for the service from two or three contractors. If the applicant has not selected the lowest qualified bidder, a sound rationale is required. If the rationale is not adequate, assistance will be based on 75 per cent of the lowest qualified bid, resulting in the need for the applicant to increase his/her equity.

PROJECT COSTS

- Only new cash expenses are eligible for assistance under the program. Contributed assets are recognized as a legitimate component of the project but are not eligible for assistance. This could include, but is not restricted to, existing promotional items or contributed labour.
- Costs incurred prior to the date of approval are not eligible for assistance.
- The costs must be incremental and specific to the project and not for normal operational expenses. The program does not provide funding that would be considered an operational subsidy.

- Contributed labour costs or in-kind contributions are considered an eligible cost for industry associations when the contributed labour or service is not part of the normal activities of the position - it is outside of the job description of the position.
- The cost and scope of the project must have a reasonable relationship to the business and to the potential returns that could be generated.
- Websites will be funded up to 75 per cent of the eligible costs to a maximum of \$10,000.

Costs that will not be funded by the ETF:

- Expenses incurred for draws, prizes and awards.
- Expenses for the travel costs, etc., of a non-Yukon resident to attend or participate in trade shows, marketing missions, etc., except when the individual has special or unique skills or experience that are essential to the project and pre-approval has been obtained.

WHEN CAN YOU APPLY?

ETF applications may be submitted to the Business and Trade Branch of Yukon Economic Development at any time during the fiscal year.

Project applicants are highly encouraged to contact the Business and Trade Branch regarding any questions or concerns encountered during the ETF application process.

REPORTING REQUIREMENTS

- Interim progress reports.

And upon the completion of the project:

- A detailed project report:
 - Project reports must provide a level of detail appropriate for the project. For example, attendance at a trade show should include a booth visitor count, sales actually made, a list of contacts made, an assessment of future sales potential and an overall assessment of the event, trade show or conference.
 - A project impact results summary.
 - A detailed statement of expenses that may require inclusion of copies of all invoices and/or receipts. All costs are to be supported by copies of invoices or paid receipts except for meal expenses.

PROJECT CHARACTERISTICS

- The project must represent something new for Yukon and not result in increased competition or market disruption within the territory or be primarily focused on external markets.
- Project activities must be intended to develop new markets or substantially increase market share in an existing export market.
- Multi-year funding or more than one application will be considered when it is apparent that a sustained marketing effort is necessary to develop the market. Funding will not normally be provided for more than three years. Assistance will normally be provided only once for an activity such as attending a specific trade show. Applications to attend different trade shows will be considered. The maximum funding provided will be up to 75 per cent of the eligible costs to a maximum of \$50,000 in year one, up to 75 per cent of the eligible costs to a maximum of \$25,000 in year two and up to 75 per cent of the eligible costs to a maximum of \$10,000 in year three.
- Projects for business planning will focus on ensuring that the individual has or will acquire the necessary business skills for the project. If an individual does not have the skills to substantially develop their own business plan they will not acquire those skills by hiring a consultant to develop the plan. Assistance to obtain business planning training will be considered in this situation. The program will assist in those situations where a consultant or professional is required for certain technical aspects of the business plan.
- Eligible projects must involve a Yukon product or service. A Yukon product is one that has been created or one that has had value added to it in Yukon and is owned by a Yukon business. Business activities that involve the sale of only non-Yukon products for salary or commission are not eligible.

PROFESSIONAL DEVELOPMENT & TRAINING

Funding is available for professional development workshops and other learning forums on business topics. Possible topics may include but not limited to marketing, market research, business planning and exporting.

Assistance will not be provided for the cost of formal courses provided by educational institutions.

PROJECT INFORMATION

Please provide detailed information to assist the ETF Assessment Committee in the evaluation process. Please attach your application details to the application form.

PROJECT DESCRIPTION

1. Describe your project, its goals, what you plan to do and how and when you plan to do it.
2. Describe the operations of your business or the objectives of your organization.
3. Include your marketing plan or describe in detail your marketing plan and details.
4. Identify a method for measuring the progress and success of the project that clearly shows the economic value and performance against which the project will be evaluated.

PROGRAM OBJECTIVES

1. Please indicate how your project will open up new export markets, significantly expand existing ones, support the development of Yukon business and/or spur new employment or wealth creation.
2. Describe how this project will enhance your business, organization or industry.
3. Indicate other Yukon businesses, if applicable, that may directly benefit from your project.
4. Identify the intended results of your project, how the results can be measured and how the project will be evaluated.

TOTAL PROJECT COSTS

1. Provide a breakdown of project costs by item. Identify business costs that are new and incremental to the business with respect to the described project. Any ineligible costs, if included, will be deducted from the total project costs.
2. Indicate the exact amount you are requesting from the ETF.

EQUITY CONTRIBUTION

1. Indicate the financial contribution your business or organization will be making to the project. (For-profit organizations must contribute at least 25 per cent of the total project cost and this financial contribution must be in the form of cash. Not-for-profit organizations must contribute at least 10 per cent of the total project costs.)
2. Please indicate other funding sources for the project and their amounts. Also identify if these sources are confirmed or pending.

PARTNERSHIPS AND ENDORSEMENTS

- Indicate if there are any partners in your project or if any endorsements support it. Please include any letters of support, if applicable.

ENTERPRISE TRADE FUND CHECK LIST

Please review your application before submission to ensure:

- All necessary information is provided;
- All questions have been answered;
- The application form is signed;
- The proposed activities are eligible within the program guidelines; and
- The proposed costs are within the program guidelines.

CONTACT:

For ETF applications you may contact or submit your application to:

Mailing Address:

Yukon Economic Development
Business and Industry Development Branch (F-2)
Box 2703
Whitehorse, Yukon
Y1A 2C6

Physical Address:

Suite 401, 309 Strickland Street (Nuvo Building)
Whitehorse, Yukon
Y1A 2J9

P: 867-393-7014

F: 867-393-6944

Email: etf@gov.yk.ca

