



# Springboard ATLANTIC IP ADVANTAGE

**Springboard's Atlantic IP Advantage Program provides supports for Startups to increase their IP knowledge and engage with professionals to develop and implement an executable intellectual property strategy.**

Springboard Atlantic is a delivery partner for the federal ElevateIP program. Business Accelerators and Incubators and their Startup clients can benefit by accessing IP awareness events and training. Startups can access support to fund IP strategy development and implementation by 3rd party service providers. Engage with us today to increase IP education, awareness and capacity in Atlantic Canada.

## **PROVIDE TRAINING**

As an IP service provider, are you interested in providing IP education, awareness and/or training events? Engage with our team to participate in events designed to increase IP capacity in Atlantic Canada.

## **PROVIDE IP STRATEGY SERVICES**

Ready to provide IP strategy development and implementation services for Atlantic Canadian Startups? Startups can access funding support of up to \$50,000 to develop an IP strategy including services such as IP searches, audits, pre-commercialization IP protection, and investor readiness IP strategies. An additional \$25,000 in funding is available to implement an IP strategy. Connect with our team find how to register as a provider.

# Program Details

## IP Strategy Development

- The IP Strategy Development Program provides supports for Startups to engage with IP service providers to develop an executable strategy, which ensures Startups will have a comprehensive understanding of the domain they are pursuing, and that IP is informing decisions along that process.
- Eligible activities include but are not limited to basic technology, market and IP assessments, comprehensive searches, and/or development of an IP road map. Work may also include strategic IP protection considerations including employee contracts, NDAs, strategies for managing IP assets, monitoring for infringement, using open source, and go to market (commercialization) strategies. The result of this work will be an executable IP Strategy.
- Eligibility limited to Startups that have attended awareness events.
- Startups work with Springboard Atlantic staff to develop applications.\*
- Award amounts are 90% of costs up to \$50,000.\*\*
- Funding is paid directly to providers to develop an executable strategy.

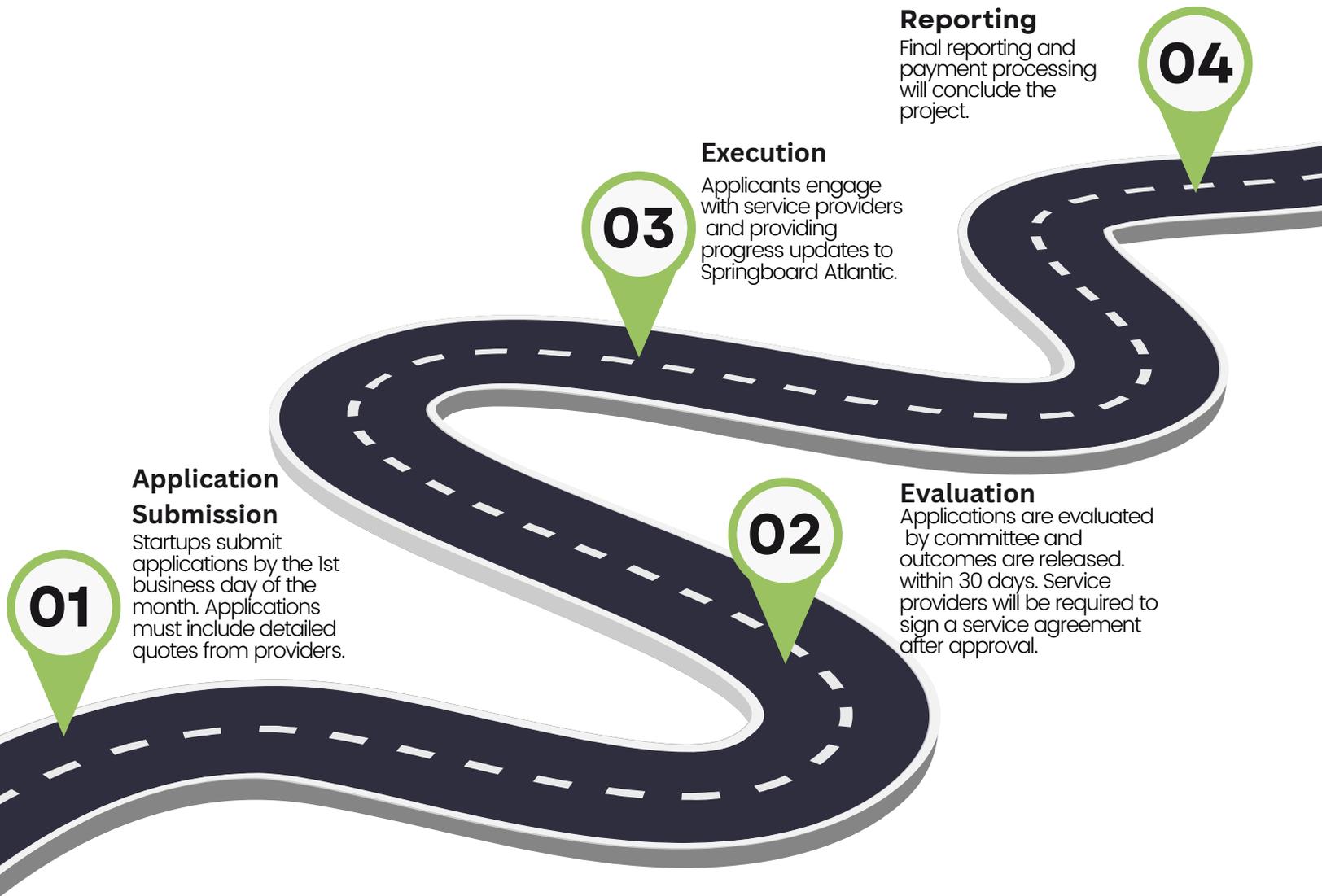
## IP Strategy Implementation

- The IP Strategy Implementation Program comprises supports for Startups to engage with expert IP service providers to assist with executing their IP strategies, which includes coaching to support the internal work and processes required to ensure IP protection is part of the operation process and the organizational culture, and IP filings themselves.
- Prior to accessing IP Strategy Implementation Program support, a Startup will have finalized their IP Strategy.
- Eligibility limited to Startups that have attended awareness events.
- Startups work with Springboard Atlantic staff to develop applications.\*
- Award amounts are 90% of costs up to \$25,000.\*\*
- Funding paid to providers to implement an executable strategy .

\*Applications may be combined for development & implementation support

\*\*The total contribution to a company can be up to \$75,000, staged as warranted and approved by the Evaluation committee.

# Application Process for Startups



## Additional Notes

- Startups are primary applicants and must secure detailed quotes from providers as part of the application.
- Applicants must ensure they abide by program guidelines.
- Springboard Atlantic will pay the provider directly for the approved contribution amount. The provider must provide to Springboard Atlantic proof of payment of Startup's required contribution (10%)

# Engage with us as an IP Strategy Service Provider

If you or your firm is interested in providing IP strategy services including but not limited to business consulting, market analysis, IP searches, and/or IP filings, we encourage you to register with us. Once registered, your company will be added to our website and the information shared with Startups looking for support.

If you are interested in providing information sessions or participating in other IP awareness and education events, please contact our team.



## Register

Complete the registration form to be listed on our website. Provide details on your areas of expertise and direct contact information.



## Review Program Guidelines

Review and familiarize yourself with the service agreement and program guidelines including eligible activities and expenses, reporting and proof of payment requirements.



## Engage with Startups

Work with Startups to present service offerings. Assist applicants by providing detailed quotes and other relevant information.



## Service Provision

Deliver services as per the approved applications. Provide reporting, proof of Startup payment and invoicing and activity information. Any changes to a project must be approved by Springboard Atlantic.