



Atlantic IP Advantage Funding Program
Guidelines for
IP Strategy Development Program
IP Strategy Implementation Program

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AIPA IP Strategy Development and IP Strategy Implementation Funding Program Guidelines

This guide is for Startups interested in applying for IP Strategy Development and/or IP Strategy Implementation funding through Springboard Atlantic's Atlantic IP Advantage Funding Program. Applicants are expected to have attended a virtual or in-person AIPA Awareness event, prior to seeking this funding. This guide will also be useful to Springboard Atlantic staff.

The Atlantic IP Advantage (AIPA) provides services to Atlantic Canadian Business Startups needing intellectual property education and support. Within the AIPA, the AIPA Funding Program provides funding support for the Startup ecosystem and Startups.

The AIPA Funding Program is made up of three major activities and funding categories:

1. IP Awareness Events
- 2. IP Strategy Development**
- 3. IP Strategy Implementation**

This guide specifically pertains to IP Strategy Development and IP Strategy Implementation funding categories.

IP Strategy Development Program

Objective

The IP Strategy Development Program provides supports for Startups to engage with professionals 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. The result of this work will be an executable IP Strategy.

Funding Amounts

IP Strategy Development: Up to \$50,000

Category Awards

Stage of Support	Activities	Providers
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Assessment	This will include providing basic technology, market and IP assessments to determine the value of the opportunity, the value of investing in the IP with a protective strategy	This is expected to be a contracted cost to be paid for by Springboard Atlantic, although the IP Counsellors may have some relevant ability to provide cursory support depending on their experience in that domain
Search	Provide comprehensive IP searching services including Freedom-to-Operate (FTO), and interpretation from an IP/technology practitioner (or) Provide formal legal opinions (patentability/trademarking/trade secret)	This is expected to be a contracted cost to be paid for by Springboard Atlantic
Strategy	Support the development of an IP road map, as part of developing an IP Strategy and management framework that suits the startup	This is expected to be a contracted cost to be paid for by Springboard Atlantic

Note: Startups receiving funding to develop their IP strategy will be required to co-invest/match at a minimum 10% of eligible costs. As an example, a full \$50,000 match at 90% would require a total project cost of \$55,555.55, a Springboard Atlantic contribution of \$50,000, and startup a co-investment of \$5,555.55.

IP Strategy Implementation Program

Objective

The IP Strategy Implementation Program comprises supports for Startups to engage with experts 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 filing themselves. Prior to applying for IP Strategy Implementation Program funds, the Startup will have received in-person and/or on-line training exposure regarding IP implementation, as well as consultation from Collaborator experts, BAI advisors and/or provincially located IP Counsellors and will have finalized their IP Strategy.

Funding Amounts

IP Strategy Implementation: Up to \$25,000

Category Awards

Stage of Support	Activities	Providers
Consult	A contracted consultant provides support for the internal implementation as noted above, and supports the protection execution with Startup leadership	This is expected to be a contracted cost to be paid for by Springboard Atlantic, although the IP Counsellors may have some relevant ability to provide cursory support depending on their experience in that domain
IP filings	Filing costs	This is expected to be a contracted cost to be paid for by Springboard Atlantic

Note: Startups receiving funding to implement their IP strategy will be required to co-invest/match at a minimum 10% of eligible costs. As an example, a full \$25,000 match at 90% would require a total project cost of \$27,777.77, a Springboard Atlantic contribution of \$25,000, and startup a co-investment of \$2,777.77.

General Submission Guidelines

Eligible Expenses

- Costs related to filing, prosecuting and/or registering IP with IP offices, including, but not limited to, IP landscape search and analysis, drafting of IP applications, filing of IP applications, requesting examination of IP applications, prosecuting IP applications and filing and registration fees for formal IP protection
- Contract services to conduct IP Assessments, including basic searches, market intelligence and technology scans
- Contract services to conduct detailed formal IP search reports
- Contract services to develop an IP Strategy and IP Management plan

Ineligible Expenses

- Litigations costs, including enforcement of IP rights against a Third Party
- Ongoing licensing fees of Startups
- Costs related to maintenance or renewal fees on IP applications or registrations
- Infringement and enforcement related costs
- Costs associated with the repayment or refinancing of an existing debt
- Costs associated with the purchase of any assets for more than the fair market value of said asset
- Costs of amortization
- Costs of land, building or vehicle acquisition
- Costs of goodwill

Application Criteria

The applications are evaluated after a complete application is submitted and the following criteria remain true:

Potential for Technology/Knowledge Transfer and Commercial Benefit

- Protection, support and creation of existing or future commercially viable IP
- Anticipated commercial and social benefits and anticipated benefits for Atlantic Canada
- Identification and evaluation of potential markets and market applications
- Demonstrated understanding of a commercialization plan and impact on company growth

Intellectual Property

- Understanding of the potential benefits of IP protection (patent/copyright/trade secret)
- Understanding of IP positioning benefits in terms of commercial strategy

Scientific/Technical Merit

- Scientific/Technical/Social basis for the expected commercial application
- Project is feasible - technical complexity, technical risk
- Potential for intellectual property protection (existing searching efforts described)
- Likely benefit from intellectual property protection

Application Submissions

Electronic submissions **are due by 5:00 PM (AST) on the first working day of each month.**

Evaluation Process

An AIPA Funding Program Evaluation Committee meets monthly. Applications are processed and reviewed by the Evaluation Committee. If additional information is needed, applicants will be contacted prior to the Committee meeting or if requested by the Committee following the Committee review.

Ownership of Intellectual Property

Springboard Atlantic makes no claim to ownership of any Intellectual Property generated by the Startups solely by virtue of the Startup having been provided IP support through the Funding Program. **Applicants are encouraged not to disclose any IP.**

Conditional Approvals and Re-Submissions

Conditionally approved applications usually involve minor clarification of missing information, or other minor, administrative confirmations like budget clarification/justification. Conditional approvals allow for confirmation of the conditions being met and the subsequent issue of a funding award without any further AIPA Funding Program Evaluation Committee review.

Applicants may choose to proceed with work that has been conditionally approved, but the expenses requested will only be paid if the required conditions are met and the application is confirmed as awarded, received in writing from Springboard Atlantic.

The Evaluation Committee can request re-submissions and may postpone a decision to award the funding until the next Committee meeting. If agreed by the Evaluation Committee, it may also be put to e-vote if additional information is required, and time constraints have been indicated. If the Evaluation Committee has more involved questions or concerns, applicants will be encouraged to clarify and re-submit their applications. Applications can be submitted up to three times and re-submissions must address the concerns and questions raised by the Committee.

Terms and Conditions

- All expenses must comply with the Springboard Contribution Agreements.
- The Applicant is responsible for any expenditures and commitments greater than the amount awarded.
- The Applicant and/or provider must provide a proof of payment including receipts or other documentation to show that Startup co-investment/match was completed. Proof of expenses must be retained in case of a request from auditors.

- Project changes must be pre-approved before expenses occur. Extensions for project time and project cost increases must be requested in advance of the costs being incurred and are not automatically granted.
- Applicants acknowledge that any information which has been shared in engagements with Springboard Atlantic including any personal information contained in any records, information, audit and evaluation and other reports provided may be provided to the federal government for evaluation, audit and other programmatic purposes.
- The Applicant must provide survey responses on all follow up reporting.
- A Final Project Report is required by three months after project completion. Any press coverage or success stories regarding the event is to be included.
- Appropriate acknowledgment of financial support provided by Springboard Atlantic and ISED will be included in any information relating to the project issued the award recipient.

The participants also agree that Springboard Atlantic may publish the award amount and company title in external communications. Companies may be approached for other media related or outreach efforts.

AIPA Contact Information

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