

Virtual Scale-up Hub Atlanta: FAQ



1. What is the Virtual Scale-up Hub Atlanta Program?

The Virtual Scale-up Hub Atlanta Program helps grow business development opportunities for Atlantic Canada companies in the Southern US. This Program has expanded from the US Northeast with Scale-up Hub Cambridge to the US Southeast with Scale-up Hub Atlanta.

The Program provides innovative, high-growth Atlantic Canada technology businesses with a professionally guided entry specifically into the Atlanta market, maximizing their international competitiveness and expanding their export sales.

2. How does the Virtual Scale-up Hub Program support Atlantic Canada businesses looking to export?

Scale-up Hub Atlanta provides participating businesses with access to experienced, in-market business development professionals whose goal is to help drive export sales and facilitate strategic business development connections via a virtual model.

3. Is there a participation fee for Virtual Scale-up Hub Atlanta?

Yes. Participating businesses are required to pay a non-refundable fee of \$1,000.00 CAD + HST for the 10-month period once accepted into the Program.

4. What is the application submission deadline?

Applications must be received by 12:00 PM (AST) on April 9, 2021. Applications received past the submission deadline will not be considered.

5. What is the application submission process?

Companies must complete and submit [the online application form](#). You can save information entered on your application form, close it, and come back to it at any point during the application timeframe to continue before final submission. Once the application form has been submitted, an email notification will be sent to confirm the application form has been received.

6. Who can I contact for questions about the application process?

For Program details or assistance completing the application form, please contact your respective provincial lead listed below:

New Brunswick

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Export Development Executive / Chargé du développement des exportations

Opportunities NB / Opportunités NB

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7. What businesses are eligible for Virtual Scale-up Hub Atlanta?

The Program is open to provincially registered businesses headquartered in Atlantic Canada in good standing and engaged in commercial activities outside of Atlantic Canada.

Ineligible businesses include:

- Franchises
- Games of chance operations, bingo halls, small scale gaming operations
- Real estate developers
- Licenced liquor establishments whose primary business is alcohol sales (except production breweries, brew pubs, wineries, and distilleries)
- Distributors, agents, or associations
- Creative industries businesses including Music, Written and Published Work, Performing Arts (touring), Visual and Applied Arts (Contemporary Art, Production Craft, Photography, and Fashion Design)
- Publicly funded organizations

8. How will applications be evaluated?

Applicants are scored and evaluated on:

- The strength of the company's product/market fit and business development plan for the Atlanta region; and
- Clear articulation of how participation in the Program will help accelerate export sales in the Atlanta market.

9. What is the evaluation process?

Once evaluated, short-listed businesses are notified and required to participate in a virtual interview process for final selection. Interviews are scheduled upon short-list notification.

10. What is the application approval process?

Following evaluation, approved businesses are extended a Scale-up Hub Atlanta Program Agreement (the "Agreement"). The Agreement must be accepted, signed and returned within fifteen (15) days to be valid. The Program team reserves the authority to remove a participating business from the Program if they are not compliant with the contractual agreement.

11. What information should my business development plan for the Atlanta market include?

Submitted business development plans via the online application form for the Atlanta market should outline the following:

- The products and services, and all related technologies and innovations the business plans to market and modifications, if any, that must be made to adapt them to the target market;
- A plan on how to make inroads during this challenging time when face-to-face meetings are limited;
- Supporting research on product/service market fit;
- All internal and external sales support that clearly highlights who will lead the expansion into the Atlanta market;
- Challenges (global pandemic, economic, distracted market, competition, intellectual property status, certifications, regulatory, legal, financial, etc.) and how these will be overcome;
- The strategy intended to be used to succeed in a virtual market, including timelines and organizational resources (human and financial) dedicated to support a virtual market entry;
- Expected outcomes in the Atlanta market including anticipated sales growth considering COVID-19 and its impact on the US economy.

12. Why is my export strategy for the Atlanta market and experience relevant?

Participation in Virtual Scale-up Hub Atlanta is competitive. Applicants are evaluated on the strength of their business development strategies for the Southern US market, and their ability to sell virtually, as well as their articulation of the link between participation in the Program and their export sales plan for this market, along with insights as to how participation will help accelerate export sales in this market.

13. Is there an expected level of commitment from participating businesses?

Yes. Participating businesses are expected to commit the appropriate personnel and financial resources necessary to develop and execute on business development opportunities. It is expected companies should be available to engage virtually, as required.

14. Are there reporting commitments from participating businesses?

Yes. Participating businesses are required to provide monthly progress updates to the in-market business development professionals for consistent tracking of booked sales. In the event of barriers or challenge, it is critical a consistent flow of communication is maintained to address issues expeditiously. At Program completion, the business must complete a final survey to summarize results and evaluate their participation in the Program.

15. How will performance expectations be managed?

Sales growth opportunities and business expectations are established collaboratively and managed with each participating business. This is a particularly challenging time as companies move to digital strategies to engage with potential clients in lieu of face-to-face connection. The sales cycle may be delayed, so expectations must be realistic considering these challenges.

For additional information please contact your respective provincial lead.