

IP Funding Sources Know the Money (and Where to Find it).

IP is important, but it can quickly get expensive, which is why it is critical to be able to identify smart ways to allocate your funds to maximize your ROI.

Small and mid-sized companies shouldn't let budget restrictions keep them from taking full advantage of the invaluable protection IP offers. By exploring various cost-effective sources, savvy SMEs can grow their business while also protecting it - a must in today's competitive environment.

With updated information for 2024, we've put together this guide to help you identify potential sources of funding to extend your IP budget. We want you to be able to implement an IP strategy that works for you, protects your interests appropriately, and provides you with the resources to help grow and scale your business.

Stratford can help you make the most of the budget you do have and leverage additional funding to help support your growth objectives.

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IP plays a critical role in exploiting the growth and innovation potential of businesses. An IP strategy for your business can help extract value from existing products and services, create new revenue streams and raise capital.

— GOVERNMENT OF CANADA

How to Use this Resource



Stratford Intellectual Property is a team of IP experts that are dedicated to helping you solve your innovation questions. Whether that's how to design and implement a proactive IP strategy or where to find resources to help your company grow and scale, our team can help you succeed.

This resource was intended to help you identify possible sources of funding that may be able to help your organization grow and scale through prioritizing innovation. We're here help you determine which programs you might be eligible for and dig deeper into how to make these programs work for your unique needs. We can help you find, identify, and leverage various sources of funding and assistance so that your budget and your people are being used optimally.



SOURCES:

Additional information and source materials can be found at the links provided in the contact information box

ADDITIONAL SOURCES:

<https://www.bdc.ca/en/about/mediaroom/news-releases/bdc-launches-financing-envelope-support-ip-development-canada>

<https://ised-isde.canada.ca/site/innovation-canada/en>

**KNOW THE MONEY is an ongoing publication that is researched by our Intellectual Property team, collecting the most relevant funding options available to Canadian businesses and organizations. We do our best to maintain the accuracy of the information collected within.

DATE OF LATEST RELEASE: 11/23

Leverage Our Expertise


The process to seek out and apply for funding can be an overwhelming process...

We're here to offer our expertise in simplifying and streamlining this process for you.

By leveraging our knowledge and experience, we can collaborate with you to make sense of the myriad funding options available to support your intellectual property endeavours. From scoping your project to aligning it with the specific requirements of funding programs, we ensure that your proposals stand out and increase the likelihood of securing the funding you need.

Let's talk !

BOOK YOUR COMPLIMENTARY CONSULTATION TODAY

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 <https://www.stratford.group/full-service-ip-agency>

***Please note that not all programs listed are available/seeking applicants on an ongoing basis. We invite you to reach out to a member of our team to help determine your options.**



NRC IRAP IP Assist

ABOUT

The National Research Council of Canada Industrial Research Assistance Program (NRC IRAP) provides comprehensive advisory services as well as funding to help accelerate the growth of Canadian small and medium-sized businesses. They have expanded their advisory service offering by adding a new program, IP Assist, to help innovative Canadian businesses make the very most of their innovations.

IP is a valuable tool that can help to leverage company innovations. IP Assist offers a range of targeted IP services to help both transform innovations into valuable assets in support of commercial goals and safeguard innovations.

TARGET

- An incorporated, profit-oriented small or medium-sized business in Canada
- Companies with 500 or fewer full-time equivalent employees
- Companies with plans to pursue growth and profit by developing and commercializing innovative, technology-driven new or improved products, services or processes in Canada

SERVICES

- **Level 1, Awareness:** Provides access to their network of advisors, resources and partner organizations to increase knowledge of IP best practices and better understand how to leverage and safeguard innovations
- **Level 2, Strategy:** Provides access to IP experts who can assist in developing an IP strategy to support business goals, help prioritize IP actions as well as provide valuable insight related to technology, competitors and the IP landscape
- **Level 3, Action:** Provides funding to help execute the actions prioritized in IP strategy (drafting and prosecution fees are not eligible for Level 3 funding)

NEXT STEPS:



<https://nrc.canada.ca/en/support-technology-innovation/nrc-irap-support-intellectual-property>



Contact Stratford Intellectual Property for help to access funding through IP Assist



Innovation Asset Collective (IAC)

ABOUT

IAC is an independent, membership based not-for-profit selected by the Canadian Government's Department of Innovation, Science and Economic Development (ISED) to assist Canadian SMEs in leveraging IP strategy to compete and scale. A key pillar in Canada's IP Strategy, they are the first program that considers the broader relevant IP needs for companies. Their role is to help Canadian companies to understand the importance of IP know who to build formidable IP and data positions to support growth.

TARGET

- IAC members that are small and medium-sized enterprises in the data-driven cleantech sector
- **ASSOCIATE MEMBERS** are early-stage start-up organizations with fewer than 25 employees and less than \$500,000 in annual revenue (complimentary tier)
- **FULL MEMBERS** are small to medium-sized companies that are at the start-up and scale-up phase of growth and have fewer than 500 employees

SERVICES

- IP Credit
 - IAC annual fee can be used as credit/reimbursement towards IP spend for services such as trademark prosecution, patent filing, drafting, IP consultation with law firms, or software tools required to monitor existing IP
 - Designed to incentivize IP spend wherever you operate and can be used in international jurisdictions and with the service provider of your choice
- IAC Grants
 - 3 programs available (Full - \$200K per round; Associate and Women in IP - \$100K per round)
 - Submissions are judged on ability to demonstrate ability to move business strategy forward using IP

NEXT STEPS:



Multiple submission rounds throughout the year



<https://www.ipcollective.ca/>



Contact Stratford Intellectual Property for help to access funding through IAC



Intellectual Property Ontario (IPON)

ABOUT

IPON was created to drive economic growth for companies by leveraging IP; working with innovators, businesses, and researchers at various stages of their IP journey by providing access to expert IP education, financial supports, and mentorship to help clients better understand how to: maximize the value of IP, strengthen their capacity to grow, compete in the market, and enhance research and commercialization outcomes.

TARGET

- Prospective clients must be IP owners or licensees developing intellectual property.
- Priority sectors include MedTech, life sciences, artificial intelligence, vehicle technology, and mining & advanced manufacturing.
- Ontario-based small-and-medium size enterprises with < 500 employees

SERVICES

- **Financial Support for Protection and Commercialization of IP** to subsidize the cost of IP protection and commercialization services and provides access to roster of service providers
 - Available for assessments, IP audits, IP valuation, IP strategy assessments, IP registrations, drafting and prosecution, trademarks/copyright registrations, support for IP agreements (NDA, licences) or contracts with high IP impact (MSA's, partnership agreements, or data management plans)
- **Micro-credentialing** - A rapid training program for clients who complete recommended basic IP education courses, as well as live learning sessions with IP thought leaders
- **IP Mentorship**
 - Direct one-on-one mentorship with independent IP experts to help validate or consider approaches to improve business or commercialization outcomes using IP. IP experts help determine IP needs, understand how to develop IP strategies, and manage and commercialize IP in new ways

NEXT STEPS:



Applications are reviewed on a rolling basis



<https://www.ip-ontario.ca/>



Contact Stratford Intellectual Property for help to access funding through IPON



BDC Capital: Intellectual Property-Backed Financing

ABOUT

BDC Capital has created a development financing envelope to support IP rich companies in Canada. This \$160M envelope is the first of its kind in Canada providing customized, patient capital that recognizes the strength and value of a company's IP strategy and portfolio. BDC's Intellectual Property-Backed Financing solution recognizes the value of IP strategy to raise capital in support of commercialization and expansion.

BDC Capital is the investment arm of BDC, the bank for Canadian entrepreneurs and serves as a strategic partner to the country's innovative firms. Supporting Canadian entrepreneurs, it offers businesses a full spectrum of capital, from seed investments to growth equity.

TARGET

- Scaling Canadian companies in knowledge-based industries
- Companies who have monetized their IP portfolios through product commercialization or licensing arrangements, or both
- Companies with emerging or established registered IP portfolios
- Companies with a commercialized offering with at least \$1M in revenue over last 12 months
- Companies with ambition and plan to be a global player

SERVICES

- Access to more capital earlier than would get from a traditional lender
- Financing solutions to IP-rich companies need to enable commercialization, increase competitiveness, and expand globally in the form of sub-debt, convertible debt, and equity to accelerate commercialization
- Strategic guidance from IP experts with extensive experience funding innovative companies

NEXT STEPS:

 <https://www.bdc.ca/en/bdc-capital/intellectual-property-backed-financing>

 Contact Stratford Intellectual Property for help to access funding through BDC



ElevateIP

ABOUT

ElevateIP is an ISED program to provide the tools Canadian startups need to understand, strategically manage and leverage their IP. The program is offered through Business Accelerators and Incubators (BAIs) across Canada.

- Facilitating IP supports by BAIs to startups in Canada;
- Increasing IP capacity in the BAI ecosystem in Canada through IP education for BAIs and their client startups; and
- Enabling BAIs to provide targeted supports that are customized to the unique requirements of each startup to help them secure and maintain IP rights.

TARGET

- Business should be headquartered in Canada with less than 500 employees
- Should be a Canadian Controlled Private Corporation (CCPC) which owns or has exclusive rights to the IP looking to be protected.
- Business should be incorporated less than 15 years.

*Note that the eligibility and implementation may vary from one BAI to another

SERVICES

ElevateIP will leverage the existing Canadian BAI network to provide targeted IP supports to startups (up to 100K\$), as a complement to the BAIs' existing suite of services, such as:

- **Level 1** - Increasing IP awareness and educational opportunities for startups through activities such as workshops, programs, conferences, and peer-to-peer learning opportunities, so they have the foundational IP knowledge required to succeed.
- **Level 2** - Developing IP Strategies and providing startups with the tools, talent and supports to manage and make the most of their IP assets.
- **Level 3** - Implementing IP Strategies by enabling startups to realize the objectives of their IP Strategies, which includes preparation, filings (including foreign filings) and prosecution of patents and trademarks.

NEXT STEPS:



Contact Stratford Intellectual Property for help to access funding through ElevateIP



Implement a Better IP Strategy

ABOUT STRATFORD INTELLECTUAL PROPERTY

Stratford Intellectual Property, a division of Stratford Group, is a full service patent and trademark agency that offers end-to-end IP services covering all types of IP. Our virtual IP department service is offered on a monthly subscription basis where our cross-functional team of IP experts collaborate to proactively and pragmatically develop and implement your IP strategy.

We work with you to ensure it stays in sync with your business objectives to maximize value and reduce risks. Equipping your team with hands-on support, Stratford intellectual Property delivers you peace of mind as it relates to your intellectual property.

Offering a unique combination of strategic and operational experience to ensure a better implementation of your IP strategy.

Ask us how today.

How Can We Help?

- Seeking a tailor made IP strategy that aligns with your business objectives?
- Looking for peace of mind when it comes to your IP portfolio?
- Need actionable insights and daily operations support?
- Looking for guidance to find and improve your chances to secure funding for IP strategy design & implementation?

At Stratford, we believe better is possible, and it's our mission to help clients get there with better strategies, better processes, better technology, better intellectual property protection, and better leadership. Our teams have years of practical business experience and deliver customized solutions that help clients realize value, achieve results and build enduring capabilities. Capabilities that leave our clients in better positions to thrive and contribute to the prosperity and vibrancy of their organizations, their teams and their communities.

Contact us: info@stratford.group | Stratford.Group

