



NRC-CNRC

*Industrial Research
Assistance Program*

National Research Council Industrial Research Assistance Program (NRC-IRAP)

Stimulating Technological Innovation in Canadian Small-Medium Enterprises (SMEs)

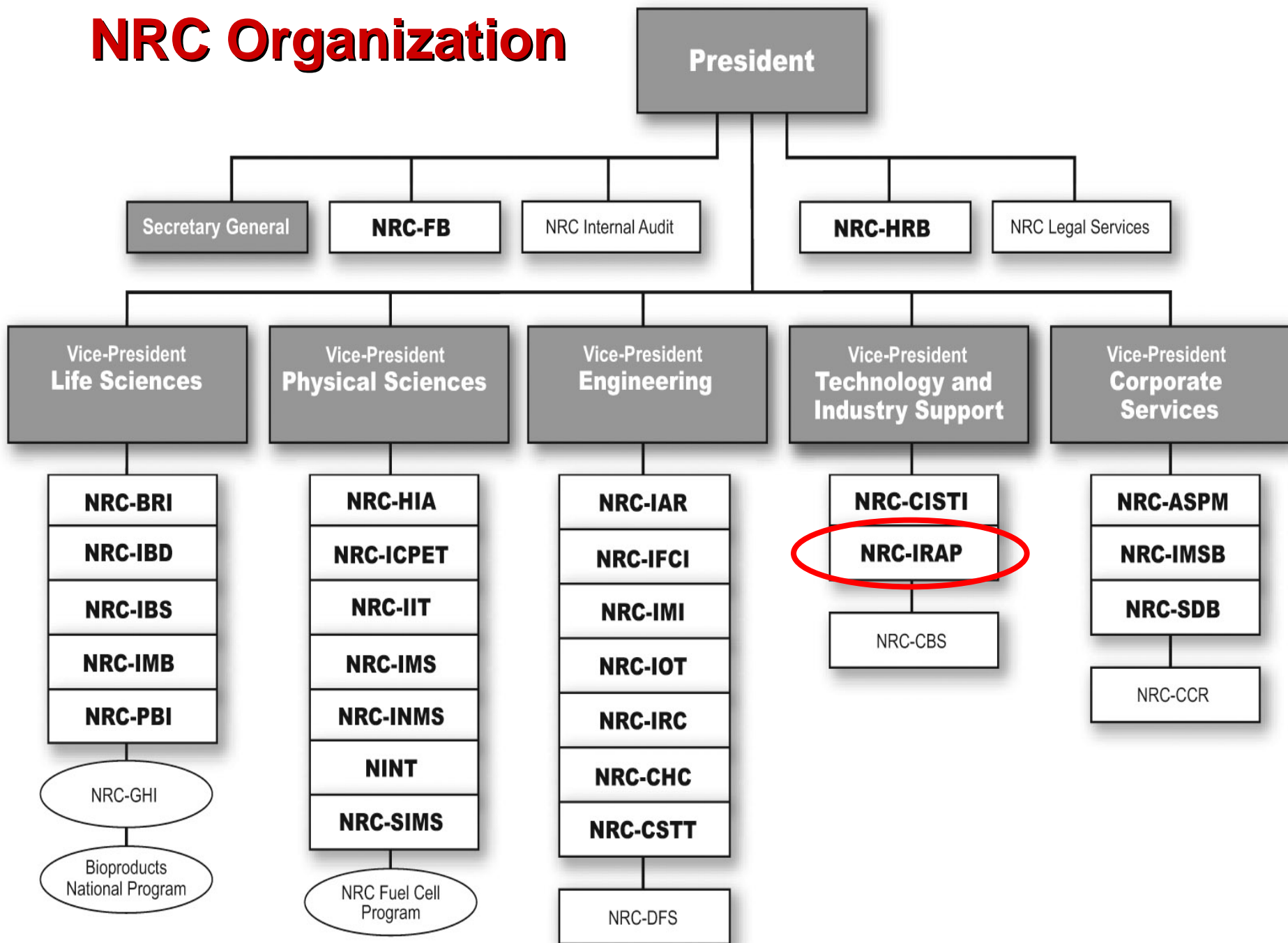


National Research
Council Canada

Conseil national
de recherches Canada

Canada

NRC Organization



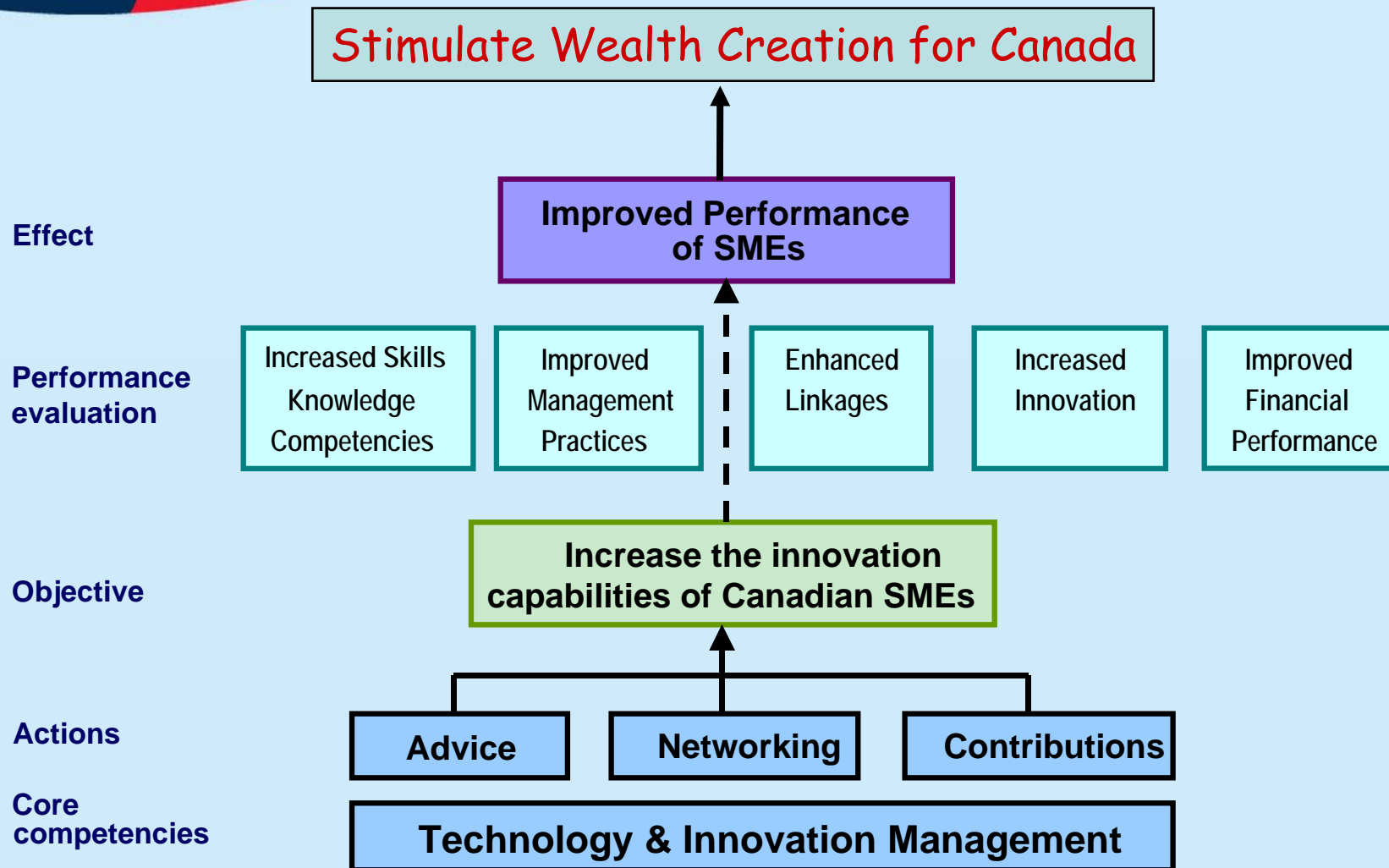
What is NRC-IRAP?

- NRC-IRAP stands for **National Research Council Industrial Research Assistance Program**
- Canada-wide program that assists innovative Canadian SMEs ... our client
- Delivers services to industry from locations across Canada with strategically located offices:
 - NRC research institutes all across Canada
 - Presence in all provinces and territories
 - Canadian university campuses
 - Co-located with other Canadian government agencies

What does NRC-IRAP do?

- Provides:
 - Scientific and technical advisory services to SMEs
 - Financial contributions towards for SME R&D projects
- Works closely with other government agencies in the coordinated delivery of support to Canadian SMEs
- Provides technology networking opportunities via national and international linkages to other relevant firms and agencies
- Encourages employment of new graduates in industry through Youth Employment Strategy (YES)

NRC-IRAP value proposition



Client activity?

- NRC-IRAP SME client base exceeds 12,000
- Clients have benefited from:
 - Advisory services
 - Networking opportunities
 - Financial support
- In 2005-06 over 2,600 clients received funding support totalling \$90M. Approximately 700 were new clients.

How are services delivered to SMEs?

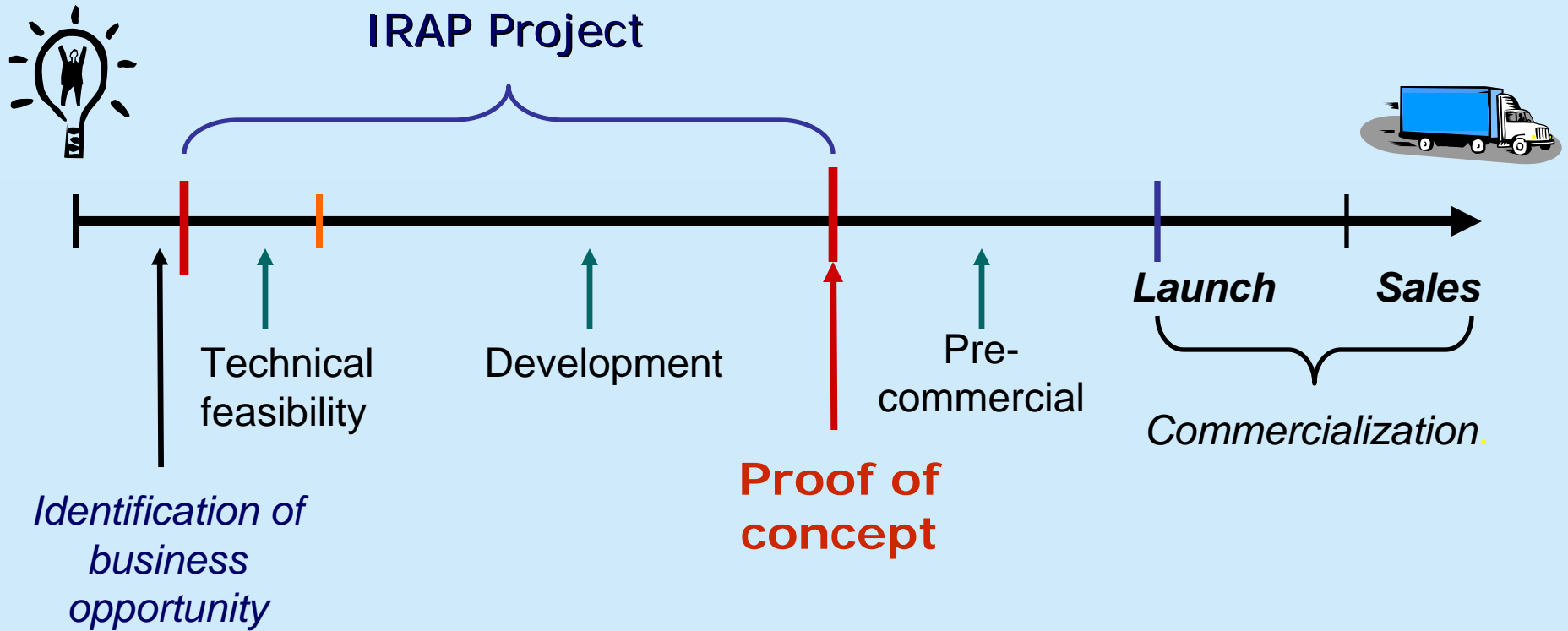
- Customized service delivered to SMEs by 260 Industrial Technology Advisors (ITAs) located in 100 communities across Canada
- By Innovation Network Advisors, Business Analysts, and Network Members, such as universities and industry associations
- Assisted by 25 experts in competitive technology intelligence and business / finance
- Total advisor resource pool in Atlantic Canada: 42

NRC-IRAP advisory services

NRC-IRAP can provide advice on:

- Competitive technology in the marketplace
- Research project definition
- Alignment of the schedule to the market window
- Risk management
- Financial and business matters

NRC-IRAP projects in the development cycle



Why work with SMEs?

- SMEs have limited resources to invest in new and improved products, skills and technologies
- Canadian SMEs struggle to grow into medium-sized enterprises
- Survival rate for new small businesses is typically low:
 - 7 in 10 fail after one year

Eligible SME clients

- For-profit company with less than 500 employees
- Willingness and potential to improve their technological innovation capability
- Open to establish a trusting relationship with NRC-IRAP
- Willingness to accept NRC-IRAP terms and conditions re benefits to Canada
- Possess*
 - Coherent business plan demonstrating required competencies in marketing, technology and management
 - Necessary financial strength to undertake the project and exploit its results

Eligible projects

NRC-IRAP project eligibility criteria:

- That the project / activity is well structured and defined
- The potential of the project to produce a scientific / technological innovation that will positively impact upon the competitiveness of the SME
- The potential positive impact of the project upon the SME's technological innovation capability

NRC-IRAP financial assistance

There are two types of NRC-IRAP financial contributions:

- **1 (a)** Support for research and technology development activities. (This funding is available to SMEs interested in using technology to commercialize services, products, and processes for Canadian and international markets.)
- **1 (b)** Cost-sharing in research and pre-competitive development technical projects
- **1 (c)** Indirect support through contributions to regional and national partner organizations that supply business, technical, and research assistance to Canadian SMEs

NRC-IRAP financial assistance (Cont.)

There are two types of NRC-IRAP financial contributions: (cont.)

- **2 Youth Employment Strategy** - funded by Human Resources and Social Development Canada
 - NRC-IRAP delivers these initiatives to enable SMEs to hire recent post-secondary graduates with specific skill sets required to advance innovative projects. (For 6 to 12 month projects up to \$15,000 per graduate.)
- **2 (a) Youth Internship Program**
- **2 (b) Collaborative Research Internship Program**

NRC-IRAP financial assistance (Cont.)

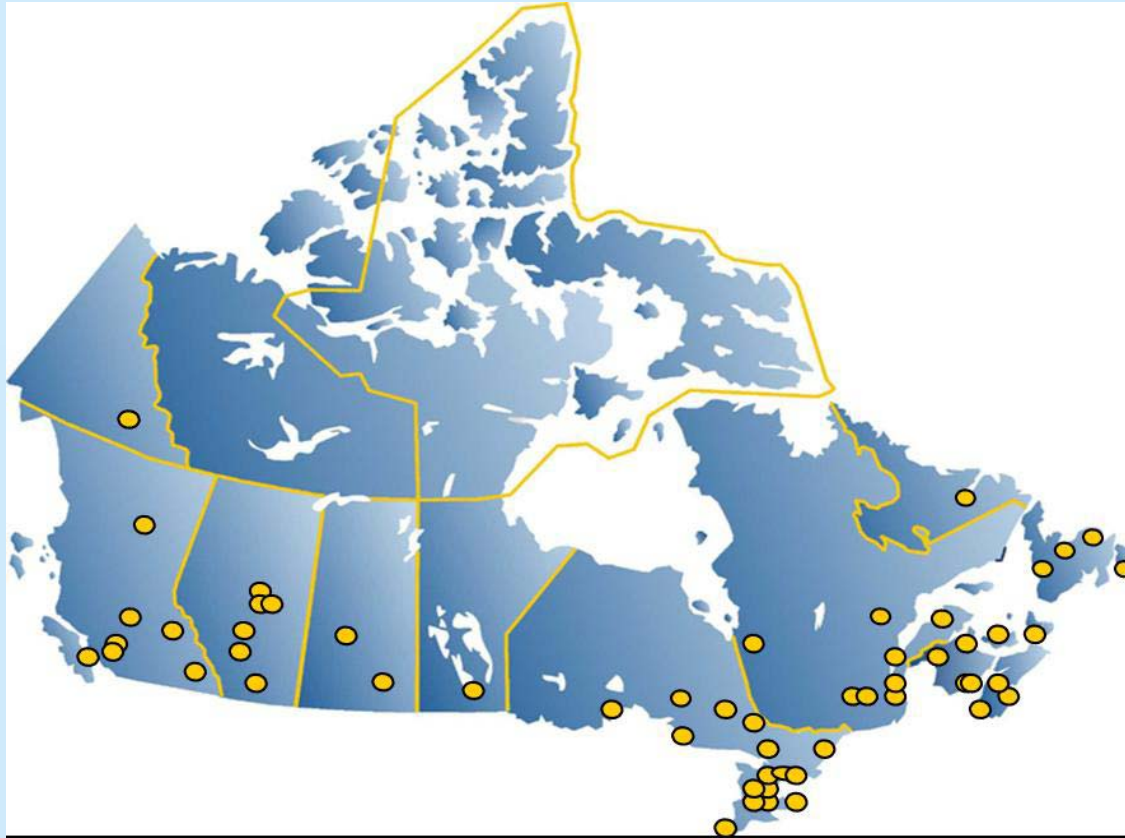
NRC-IRAP contribution is to be based on a team assessment of the following:

- The degree and nature of technological uncertainties involved
- The importance of NRC-IRAP assistance to the SME's technological innovation capability
- The estimated impact of the R&D work on the SME's business

Success Story: Blue Line Innovations, St. John's, NL

- **NRC-IRAP Industrial Technology Advisor** - Bob Robinson
- **President** - Danny Tuff
- **Partners include** - Hydro One
- **NRC-IRAP involvement** – Supported the R&D of the PowerCost Monitor™ an unobtrusive as a small electric clock, the PowerCost Monitor™ is a powerful real-time direct feedback display device for domestic energy consumers. It tells them at a glance, in real-time, how much electricity their home is using in dollars and cents and in kW.

Contact NRC-IRAP



NRC-IRAP Website:

[http://www.nrc-
cnrc.gc.ca](http://www.nrc-cnrc.gc.ca)

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Thank you

Merci