

**2025-2028 NMM Business Support Program  
for the Adoption or Commercialization of AI Technologies (AI Interactive Program)**

## HELP GUIDE FOR THE EXPRESSION OF INTEREST FORM

### Preparation

Before beginning your expression of interest (EOI), carefully review the guidelines for this initiative, to ensure your company is eligible to apply for funding and your proposed activities meet the objective and criteria of the initiative.

- This expression of interest will be used to determine whether you will be invited to submit a full application.
- Projects must have a minimum budget of \$2,000 (of which \$1,000 or 50% must be contributed by the applicant).
- All questions are mandatory; incomplete EOIs cannot be assessed and may be deemed ineligible and declined.
- Contact NMM's Manager, AI Initiatives and Services, Lesley Klassen, at [lesley@newmediamanitoba.com](mailto:lesley@newmediamanitoba.com) with any questions or if you wish to discuss your proposed project.

### Completing the form

Refer to the guidance below for explanations of how to complete the expression of interest form.

#### Company information

**1. Legal name of applicant company**

The legal name as shown on the certificate of incorporation or business registration.

**2. Operating name (if different than legal name)**

Provide the name you are operating under if different from the full legal name.

**3. Mailing address (Including suite, unit, apt #)**

The mailing address of the applicant company.

**4. Telephone:**

The telephone number of your company.

**5. Email address**

Include the general email address of your company.

**6. Website**

Your company's website address (if available).

## **7. Confirmation of For-Profit Status**

Confirm that your company is for-profit.

Select Yes or No.

## **8. Provide your Canada Revenue Agency (CRA) Business number or Goods and Services Tax (GST) number (first 9 digits only)**

The unique business number or GST number assigned to the applicant company by the CRA. A business number or GST number must be obtained through the CRA. For information on obtaining a business number visit the CRA's Business Number Registration page.

## **9. Number of years of consecutive operations**

Indicate the date the company commenced operations.

## **10. Is your company a subsidiary of another company?**

Select Yes or No.

## **11. If yes, what is the legal name of the parent company?**

Enter name.

## **12. List all current board directors of your company and the number of years they have been board members.**

Provide the full names of all the directors of your company's board along with their position on the board.

## **13. Do you confirm that you have the financial resources to pay for the project costs (e.g. prior to being reimbursed following the project's completion)?**

Select Yes or No.

## **14. Do you confirm that you have the human and infrastructure resources to complete the proposed project?**

Select Yes or No.

## **15. What was your company's net income from your last fiscal year-end?**

Enter your net income for your most recent fiscal year end.

## **16. Is your company operating in Manitoba?**

Select Yes or No.

## **17. Number of employees working for your company (full time equivalents)**

Indicate the number of Full-Time Equivalent employees (FTEs) working for your company (and if applicable, any affiliated companies). Part-time employees should be calculated based on their equivalent to a FTE (i.e., 1 part-time employee working approx. 20

hours/week should be represented as 0.5 FTE).

**18. Are you an Indigenous (First Nation, Métis or Inuit) company? (See Glossary for definition.)**

Select yes or no.

**19. Provide a brief summary of your company and mandate (Maximum of 500 words)**

The description of the applicant company and an explanation of the company's mandate and priorities. Include the date your company established business in Canada.

**Project primary contact**

**20. Name**

This person will be contacted for any follow-up on this application.

**21. Title**

Provide the contact person's job title (e.g., President, Executive Director).

**22. Email address**

The email at which the primary contact may be reached.

**23. Phone Number**

The direct phone number at which the primary contact may be reached

**24. Project secondary contact**

This person will be contacted for any follow-up on this application if the project's primary contact does not respond to communication within 24 hours.

**25. Title**

Provide the contact person's job title (e.g., President, Executive Director).

**26. Email address**

The email at which the secondary contact may be reached.

**27. Phone Number**

The direct phone number at which the secondary contact may be reached.

**Project information**

**28. Project title**

Provide a project title that accurately reflects the activities and results of the project.

**29.**

**Project address is the same as Mailing address on the account?**

Yes / No

Select “Yes” if the address at which the project will be undertaken is the same as the company’s mailing address. If checked, the mailing address will be automatically entered.

**30. Project address / location (Including suite, unit, apt #):**

If the project address is different from the mailing address, enter the location at which the project will take place.

**31. Describe your project activities in plain language. The description should include the objectives of the project, as well as key activities of the project and how these activities will achieve the intended objectives. (Maximum of 600 words)**

Briefly describe your project in plain language. This is important as this section will be used in summary documents to describe your project at various review stages. The description should provide a high-level overview of the project and outline its main elements. It should provide an understanding of why you are seeking financial assistance, how you will use the funds, and how the funds will support the objectives of your project. Do not use technical language in this section.

Eligible projects under this program will help marketplace adoption, supporting the responsible development and use of AI in two key areas:

1. **AI commercialization** that will help AI SMEs in the start-up and scale-up phases to turn their ideas into real world solutions, with financing aimed at providing support to secure growth capital, hire the right people, manage data, and navigate the AI marketplace.
2. **Adoption of AI** This will help Canadian businesses enhance productivity, growth, and competitiveness. Support will focus on helping SMEs with integrating AI into business operations, implementing AI strategies, and finding workers with the right skills.

Identify the project objective and outline your planned activities. Describe how your project addresses market demand.

A suggested opening sentence could be ABC Company will demonstrate XYZ prototype, or adopt technology ABC that will enable ... etc.

**32. Briefly describe the economic benefits associated with this project. (300 words)**

Describe the economic benefits associated with the proposed project, including sales and job creation. Provide numerical values measured year over year from the project funding start date typically to 1 year following the project completion date.

Provide an explanation as to how these economic outcomes will be achieved. Ensure to identify and detail all assumptions to support the reasonableness of your economic outcomes. All projects will be screened for the significance of outcomes and the likelihood of them being achieved.

If your project supports the Government of Canada’s commitment to inclusive growth (i.e.

supports under-represented groups including women, Indigenous Peoples and/or youth) you may include this in your explanation.

**33. Explain how this project supports advancement of Digital Industries. (Maximum of 500 words).**

Explain in detail how the project's objectives, activities, and outcomes align with the advancement of digital industries.

**34. Describe the most significant risk(s) to your project and the steps you have in place to mitigate this risk(s). (maximum 300 words)**

Provide a description.

**35. Proposed project start date**

This is the proposed date the contribution agreement between your company and NMM could come into effect. If the application is approved, only eligible project costs incurred after this date may be reimbursed with proper documentation.

**36. Proposed project end date**

This is the anticipated date that the project activity will cease. Project activities cannot occur past the program end date of December 31, 2027.

**Total Project costs**

What is the total estimated cost for the project in its entirety?

**Distribution of Requested Assistance**

Insert how the requested assistance will be distributed across the categories provided. If exact costs are not yet known, include estimates. Submit quotes where possible.

Description	Total Project Cost	Requested Assistance (max 50% of total costs, up to \$10,000)	Company's Cash Contribution	Contribution from other sources
<b>Totals (company's cash contribution must be equal or greater than the requested assistance)</b>	Question 37	Question 38	Question 39	Question 40
Professional Services (legal, etc.)	Question 41	Question 42	Question 43	Question 44
Consultants	Question 45	Question 46	Question 47	Question 48
Contractors	Question 49	Question 50	Question 51	Question 52
Data Compute	Question 53	Question 54	Question 55	Question 56
Software and Licensing	Question 57	Question 58	Question 59	Question 60
Commercial Demonstration	Question 61	Question 62	Question 63	Question 64
Marketing	Question 65	Question 66	Question 67	Question 68
Travel	Question 69	Question 70	Question 71	Question 72

Other Eligible:73	Question 74	Question 75	Question 76	Question 77
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**78. Describe your management team (maximum of 400 words)**

In addition to your internal management team, this would include advisors and/or partnerships that would be important to the success of the proposed project.

**Signing authority**

Indicate here the individual within your company who has signing power, meaning the authority to enter into an agreement on behalf of your company. This person may be different from the contact person.

**79. Name**

Provide the signing authority's name

**80. Title**

Provide the signing authority's job title (e.g., President, Executive Director).

**81. Email address**

The email at which the signing authority may be reached.

**82. Phone Number**

## **Glossary**

### **Commercialization**

For the purposes of this application, commercialization is the process of introducing a new product, process, or service into the marketplace and is achieved when commercial level sales and/or production are realized.

### **Contribution**

A monetary payment to a successful Recipient. The payment(s) will be for assisted costs as identified in the Contribution Agreement with NMM. Contributions are subject to performance conditions specified in a Contribution Agreement, and therefore a Recipient is required to report to NMM on results achieved. A contribution is to be accounted for and may be subject to audit.

### **Diverse groups**

Includes, but is not limited to people living with disabilities, Indigenous persons, youth, immigrants, persons from racialized communities and people from official language minority communities (OLMCs).

### **Full-time equivalent**

The number of full-time employees working for the company.

### **Highly qualified personnel (HQP)**

Canada's Highly Qualified personnel (HQP) are defined as individuals with university degrees at the bachelor's level and above.

### **Indigenous Peoples**

Refers to those persons who identify with at least 1 Indigenous group, that is First Nations, Métis or Inuit. Aboriginal peoples of Canada (referred to here as Indigenous peoples) are defined in the *Constitution Act, 1982*, Section 35 (2) as including the Indian, Inuit and Métis peoples of Canada.

### **In-kind costs/contributions**

Contributions toward project costs that do not involve a cost incurred or paid for by the recipient. These types of contributions should be demonstrated in the application at fair market value.

### **Project**

The group of activities and actions, which are cost-shared, occurs in the period between the Project Start Date and the Project End Date.

### **Women**

The use of the word "women" is inclusive of cisgender and trans individuals.

**Youth**

Person(s) who are between the ages of 15 and 34.