

**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 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

##### **Legal name of applicant company**

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

##### **Operating name (if different than legal name)**

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

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

The mailing address of the applicant company.

##### **Telephone:**

The telephone number of your company.

##### **Email address**

Include the general email address of your company.

**Website**

Your company's website address (if available).

**Confirmation of For-Profit Status**

Confirm that your company is for-profit.

Select Yes or No.

**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.

**Number of years of consecutive operations**

Indicate the date the company commenced operations.

**Is your company a subsidiary of another company?**

Select Yes or No.

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

Enter name.

**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.

**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.

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

Select Yes or No.

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

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

**Is your company operating in Manitoba?**

Select Yes or No.

**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).

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

Select yes or no.

**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**

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

**Title**

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

**Email address**

The email at which the primary contact may be reached.

**Phone Number**

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

**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.

**Title**

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

**Email address**

The email at which the secondary contact may be reached.

## Phone Number

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

## Project information

### Project title

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

### 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.

### 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.

### **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.

**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.

**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.

**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.

**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.

**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
Professional Services (legal, etc.)				
Consultants				
Contractors				
Data Compute				
Software and Licensing				
Commercial Demonstration				
Marketing				
Travel				
Other Eligible:				
<b>Totals (company's cash contribution must be equal or greater than the requested assistance)</b>				

### 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.

### Title

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

### Email address

The email at which the signing authority may be reached.

### Attestation

Before you can complete and submit your expression of interest, it is necessary in this final step for you to affirm that you are aware of certain statutory obligations, and that your organization meets the eligibility requirements. The attestation must be completed by a member of your

organization with signing power/authority to enter into a legal agreement. For your reference, the complete text of this attestation is given below.

**On behalf of the Applicant Organization, I hereby acknowledge and agree that:**

This expression of interest does not constitute a commitment from NMM for financial assistance. I have read and understand the application process, including the NMM's eligibility criteria.

Project costs incurred by the Applicant Organization in the absence of a signed funding agreement with NMM are incurred at the sole risk of the applicant and any such costs may not be considered eligible for NMM assistance.

The Applicant Organization is under no obligation or prohibition, nor is it subject to, or threatened by any actions, suits or proceedings, which could or would affect its ability to implement this proposed project.

The Applicant Organization has no amounts owing in arrears to the federal government under any legislation or other contribution agreements.

The Applicant Organization has not, nor has any other person, corporation or organization, directly or indirectly paid or agreed to pay any person to solicit a contribution arising as a result of this expression of interest for a commission, contingency fee or any other consideration dependent on the execution of an Agreement or the payment of any contribution arising as a result of this expression of interest.

Where lobbyists are utilized, they are registered in accordance with the Lobbying Act and no actual or potential conflict of interest exists nor any contingency fee arrangement. Any former public office holder that derives benefit from this agreement will be in compliance with the Conflict of Interest Act and the Values and Ethics Code for the Public Sector.

I have read and agree with the above acknowledgements and certify that all statements and information furnished in this application are true, complete and correct to the best of my knowledge. \*

Below is a short glossary of terms used in this guide:

**Assessment**

Thorough review and analysis of all aspects of an application prior to entering into a contribution agreement. This includes scoping the project to meet program objectives.

**Black community(ies)**

This term is a designation used for people of full or partial descent from over 200 ethnic or cultural origins, including sub-Saharan African descent, who are citizens or permanent residents of Canada. The majority of “Black” Canadians are of Caribbean origin, though the population also consists of African American immigrants and their descendants (including Black Nova Scotians), as well as many native African immigrants.

**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.

**Gender**

This refers to the socially constructed roles, behaviours, expressions and identities of girls, women, boys, men, and gender diverse people. It influences how people perceive themselves and each other, how they act and interact, and the distribution of power and resources in society. Gender is usually conceptualized as a binary (girl/women and boy/man), yet there is considerable diversity in how individuals and groups understand, experience, and express it. Self-identifying gender is an expression of what a person internally feels and/or the gender a person publicly expresses in their daily life. A person’s current gender may differ from the sex a person was assigned at birth (male, female, or intersex) and may differ from what is indicated on their current legal documents. A person’s gender may change over time.

**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.

**Majority-owned/led**

Majority owned or led is defined as an enterprise where 1 or more of the Diverse Groups has long-term control and management of the company and an active role in both strategic and day-to-day decision making. In for-profit enterprises, this may include an equity stake.

- Long-term control and management of the company – have been engaged in the operation, management and ownership of the company for at least 2 years
- Active role in strategic decision making – involved in elements related to the establishment of priorities, objective and goals for the company; overall operations of the company
- Day to day decision making – involved in elements related to the financial management, human resources, supply management, logistics or customer services (for example)
- Equity stake – demonstrates an ownership in the company

Majority-owned is where an individual(s) owns more than 50% of the company.

**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.

**Racialized communities**

Groups that have been socially constructed as races, other than Indigenous peoples, persons from Black communities, or persons who are Caucasian in race or white in colour, based on characteristics such as ethnicity, language, economics, religion, culture, and/or politics. For example, Chinese, Japanese, Korean, South Asian/East Indian, Southern Asian, non-white West Asian, North African or Arab, non-white Latin American, persons of mixed origin (with 1 parent in 1 of the visible minority or racialized groups in this list), or other racialized or visible minority group.

**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.