



Accelerating
Manitoba's IDM
Industry through AI

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STRONG APPLICATION

WHAT GETS YOU A YES.



You don't need a perfect plan.
You need a credible one.

01

CLEAR FIT WITH MANITOBA'S IDM SECTOR

Interactive digital media products, chatbots, VFX & animation, and teams working with hardware like LiDAR or robotics.

02

A PROJECT WITH A CLEAR VISION

You can describe what you're building, who's doing it, and what "done" looks like.

03

STRONG KPIS

Export growth, new hires, capital raised, or additional revenue earned — outcomes you can measure.

04

MILESTONES WITH DATES

Clearly defined checkpoints across the life of the project, each tied to a real date.

05

RISK MITIGATION STRATEGIES

You've named the biggest risks and have a credible plan for how you'll handle them.

06

AI & DATA PRIVACY COMPLIANT

Your use of AI and customer data meets applicable privacy and compliance obligations.

WHAT A GOOD KPI LOOKS LIKE.

BASELINE & TARGET NUMBERS

REAL NUMBERS NOT PERCENTAGES

ESTIMATED TIMELINE

METHOD OF TRACKING

EXAMPLES OF POOR KPIS

- 1. Job creation. Hire some additional staff as needed to support growth.
- 1. Revenue growth. Increase revenue by 20–50% over the next year or so.
- 1. Project delivery efficiency. Significantly reduce project timelines by approximately 30–60%.
- 1. Client growth. Grow client base by a meaningful percentage.
- 1. AI adoption. Most of the team will be using AI tools regularly.
- 1. R&D investment. Invest a portion of the budget in AI tools and training.

EXAMPLES OF GOOD KPIS

- 1. **Job creation (HQP & non-HQP).** Hire 1 AI-focused developer (HQP) by March 2027 and 1 project coordinator by June 2027. Tracked via payroll records.
- 1. **Client revenue growth.** Grow from \$480K (Apr 2026) to \$672K by March 2027 — a 40% increase. Tracked monthly via invoicing.
- 1. **Project delivery efficiency.** Reduce average project from 10–12 weeks to 6–8 weeks via AI-assisted code gen and templated workflows. Tracked in Asana/Jira.
- 1. **Client capacity.** Grow from 8 to 12 active client projects per quarter by Q1 2027 without adding headcount beyond planned hires. Tracked in CRM.
- 1. **AI tool adoption.** Move from 2 of 12 staff to 10 of 12 actively using AI tools daily by December 2026. Tracked via internal training records.

WHAT A GOOD MILESTONE LOOKS LIKE.

CLEAR TITLE & DESCRIPTION TIMELINE

ESTIMATED TIMELINES

EXAMPLES OF POOR MILESTONES

1. Phase 1 — Early stages. Research AI tools and start exploring options. Get the team up to speed.
1. Phase 2 — Mid-project. Begin integrating AI into some workflows. Test with a few projects.
1. Phase 3 — Later stages. Scale up adoption across the company and refine as we go.

EXAMPLES OF GOOD MILESTONES

1. Phase 1 — Foundation (June–August 2026). Audit current workflows and identify highest-impact areas for AI integration. Select and license AI development tools. Begin team training.
1. Phase 2 — Integration (September–November 2026). AI tools deployed into code generation, QA testing, and client reporting workflows. First two client projects delivered using the new pipeline.
1. Phase 3 — Scale (December 2026–March 2027). Full team adoption. Refined processes based on Phase 2 learnings. New AI-enhanced service offerings marketed to prospective clients.

THANK YOU!

APPLY FOR FUNDING

newmediamanitoba.com/ai-interactive

QUESTIONS/CONTACT

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