



## PRODUCT/MARKET DEVELOPMENT

**Purpose:** The purpose of this category is to support projects that lead to the developments of new products or sale of new or existing products in new markets. Examples of eligible activities include costs related to product design, proof of concept and research & development, or marketing and promotional costs related to the development of new markets.

**Maximum Application Amount: \$25,000.00**

**If approved, PELA CFDC's contribution will be no more than 50% of eligible costs up to a maximum of \$25,000.00**

**Once an application for funding has been approved, in order to receive approved funds, you must submit project expenses that have been incurred and paid in full. EODP funding cannot be advanced to cover your initial purchases. .**

Applicants are welcome to discuss their application with PELA CFDC staff prior to submission. Submitted applications are reviewed by staff to ensure completeness prior to review by PELA CFDC's Area Development Committee which meets on an approximate monthly basis and is responsible for all funding decisions.

**Please submit completed applications to Katie Gould-Creasy, EODP Co-ordinator:**

Email: [kg@pelacfdc.ca](mailto:kg@pelacfdc.ca)

PELA CFDC Picton Office  
280 Main Street, Suite 103  
Picton, ON K0K 2T0  
Tel: 613-476-7901 x 205  
Fax: 613-476-7235

PELA CFDC Napanee Office  
47 Dundas Street East  
Napanee, ON K7R 1H7  
Tel: 613-354-0162  
Fax: 613-354-2361

Please refer to our Glossary of Terms on the back page of this application or contact the EODP Coordinator for assistance.



## Product & Market Development Application

### Applicant Information

Full Business Name:

Applicant Name:

Applicant Title:

Business Address (physical):

Town:

Province:

Postal Code:

Mailing Address (if different from above):

Town:

Province

Postal Code:

Telephone:

Email Address:

Business Number (9 digit number ending in RT 001 or RT 002):

Organization Type (check one):

Sole Proprietorship

Incorporated Company, Private or Public

Partnership

Non-Profit Organization

Municipality

Other (please specify):

*Note: Please attach additional Applicant Information for any partners involved in this project.*

### Project Information

Will the proposed project involve any of the following identified priority sectors? Check all that apply:

Value-Added Agriculture

Information, Communication & Technology (ICT)/Media

Manufacturing

Trades & Services

Other (Retail, wholesale, etc.)

Please indicate the number of youth (age 18-29 years) who will be trained as a result of this project:

Please indicate the total number of people who will be trained as a result of this project:

Will the proposed project result in increased revenues?

Yes

No

Will the proposed project facilitate entrance into new markets?

Yes

No

Will the proposed project contribute to the development of new products or services?

Yes

No

Will the proposed project create additional jobs? Yes No

If yes, please quantify the following:

# Full-Time:

# Part-Time:

# Temporary:

# Recurrent Seasonal

## **Business Description**

**Provide a description of your business or organization including principal trade activity, ownership, management, employees, business experience, financial results, etc.**

## **Project Plan**

**Provide specific details of your product or market development project. This may include product design, proof of concept, research & development activities, or promotion and marketing activities related to new market development.**

## Project Benefits

Please explain how this project will strengthen your business and/or the local economy.

## Project Costs and Financing

Identify specific project expenses, noting both anticipated measureable outcomes and estimated time frame for completion. When indicating costs, please enter the estimated amount before HST.

PROJECT ACTIVITY OR EXPENSE	MEASUREABLE OUTCOME	ESTIMATED TIME FRAME	COST
TOTAL COSTS			
Applicant Contribution	Partner Contribution (If Applicable)	Anticipated PELA CFDC Contribution	Total Funding

Note: If approved, PELA CFDC's contribution will be no more than 50% of eligible costs up to a maximum of \$25,000. Project Costs must equal the sum of project funding from all sources. Please include any travel-related costs you intend to claim.

## Declarations

Please check the boxes below to make the following declarations in relation to this application.

- I confirm that I will disclose to PELA CFDC, the amount of any federal, provincial, territorial or municipal assistance or tax credit, received or likely to be received as a result of this project.
- I confirm that any lobbyists utilized are registered in accordance with the *Lobbying Act* (<http://laws.justice.gc.ca/eng/acts/L-12.4/>) and that no actual or potential conflict of interest exists nor contingency fee arrangement.
- I confirm that the activity of any former public servant or any former public office holder involved with this project will be in compliance with the *Conflict of Interest Act* and the *Values and Ethics Code for the Public Sector*. I confirm, in addition, to disclose to PELA CFDC, the involvement of any such individual(s). It is the responsibility of the applicant to ensure compliance of involved parties (example: hired consultant).
- I confirm that any activities carried out as a result of this application will be in compliance with all environmental laws and regulations.
- I understand that submission of this application **does not** guarantee the provision of any funding.
- I understand that if this application is approved, I will be required to enter into a formal, legally binding agreement with PELA CFDC that will outline the terms and conditions of the funding associated with the Eastern Ontario Development Program, and that I may be required to provide additional business information and documentation prior to contract signing.
- I authorize PELA CFDC to retain this application for PELA CFDC's records and reporting to the Federal Economic Development Agency for Southern Ontario (FedDev) who oversees and funds the Eastern Ontario Development Program.
- I understand that PELA CFDC is required to disclose EODP funding recipients and that if approved, my business or organization name and amount of funding received through EODP will be posted to a list on PELA CFDC's website.

By signing below, I am indicating that the information I have provided in this application is true, accurate and complete. Provision of false information will result in funding cancellation. *(If submitting this application electronically, click the box to the left of the signature field and type your name to accept the agreement)*

Signature:

Date: (D/M/Y)

How did you hear about the EODP program?

PELA CFDC Website

PELA CFDC Facebook Page

Referral, please specify:

Other, please specify:

Are you a previous client of PELA CFDC?

Loan

OSEB

EODP

If you selected EODP, please indicate the following:

Year Received:

Amount:

Purpose of Funds:



## **GLOSSARY OF TERMS**

Please refer to this glossary for definitions of the terms used in our EODP Application forms. If you require any additional clarification or assistance in filling out an application, please contact Katie Gould-Creasy, EODP Coordinator at [kg@pelacfdc.ca](mailto:kg@pelacfdc.ca) or 613-476-7901 x 205

**ICT** – Acronym for Information & Communication Technology

**Social Enterprise** – An organization that is run like a business but exists for the purpose of advancing an environmental or societal cause

**Market(s)** –does not refer to an individual physical retail space. When we refer to your business accessing or developing new markets, we mean selling to different types of customers (i.e in a different area like BC , Quebec, US or South Korea)

**Claim** – list of the expenses and proof of payment you must submit in order to receive reimbursement

**Permanent Seasonal Jobs** – positions where the employee may only work certain months of the year, but that continue year after year

**Temporary Jobs** – positions that have a specified end date after which the position will no longer exist

**Part-Time Jobs** – permanent, year-round jobs with part-time hours (less than 35 hours per week)

**Full-Time Jobs** – permanent, year-round jobs with full-time hours (35 hours per week or more)