



2022/23

MICRO-GRANTS



**INNOVATORS &
ENTREPRENEURS
FOUNDATION**

FONDATION

**D'INNOVATEURS ET
D'ENTREPRENEURS**



INNOVATORS & ENTREPRENEURS FOUNDATION 2022/23 MICRO-GRANT APPLICATION

Micro-grant Applicant Qualifications

Applicants/nominees must:

- Be alive and be a Canadian citizen or permanent resident.
- Be at least one of the following for the business the application is based on: founder, owner, co-founder, co-owner, person who owns or co-owns the entity or trademark for brand, product name, or service.
- Be active in the business and a key decision-maker/senior leader.
- Business has been registered with the Canada Revenue Agency.
- The applicant is a member of (a) equity-deserving or/and racialized community(ies). See definition below.
- The business and/or the owner/co-owner or founder/co-founder meet the additional categorical requirements that are specified in the grant being applied for.

Innovators & Entrepreneurs Foundation (IEF, or “the charity”) exists to support entrepreneurs and innovators belonging to equity deserving and/or racialized communities across Canada. We align our definition of racialized and equity-deserving groups with definitions used by United Nations, and that used by the National Collaborating Centre for Determinants of Health: defined as members from groups and communities that experience social, cultural, political, educational, and economic discrimination and exclusion because of unequal power relationships across economic, political, educational, social, and cultural dimensions.

Disclaimer

PLEASE READ CAREFULLY

Innovators & Entrepreneurs Foundation (“the charity”) is a national charity dedicated to advocating for, supporting, and celebrating founders and innovators who belong to racialized and/or equity deserving communities across Canada, as they navigate the unfair barriers of institutional, structural, and interpersonal biases.

The charity offers Micro-grants to support Canadian entrepreneurs and small business owners belonging to equity-deserving and/or racialized groups as they recover from the various global and regional business disruptions and impacts of recent years.

You can apply for yourself and your company, or you can nominate a person and their company, with their knowledge. All questions must be completed with accurate information. If you are nominating a person and their company, you are required to inform them of the terms and conditions outlined in this disclaimer.

By completing this application, you agree to all terms and conditions as outlined below:

By submitting this form, the business owner/founder named on this application agrees to receive information and messages from the Innovators & Entrepreneurs Foundation which will include microgrant updates, and updates on free products, programs, and services that the charity provides. Completing this form also acts as an acknowledgement that you/the nominee understand(s) that you/the nominee may withdraw your consent at any time by unsubscribing.

Applicable Law and Dispute Settlement: These Terms and Conditions shall be interpreted in accordance with the general principles of international law, to the exclusion of any specific national law. Nothing in these Terms and Conditions or in relation to them shall be construed as a waiver of the privileges and immunities of the charity under national or international law, and/or submitting the charity to any national or provincial court jurisdiction.

Limitation of Liability and Indemnity: Under no circumstances will the charity be responsible to applicants/nominees for any loss, direct, indirect, incidental, special, or consequential damage, liability or expense incurred or suffered that is claimed to have resulted from or in connection with the 2022/23 microgrants. Applicants/nominees agree to indemnify and hold harmless the charity from and against any and all legal liability, claims, losses, actions, damages, and expenses that may occur, directly or indirectly, from or in relation to this competition, including, without limitation, any infringement of the intellectual property rights or other rights of any third party with respect to the projects they submit.

Confidentiality of Applicant Information:

- i. Only charity personnel and members of the grant's adjudication team will have access to full application information. Original applications submitted to the charity will be retained and maintained with strict confidentiality. All personnel and members of the adjudication team complete a confidentiality agreement prior to retaining access to the applications.
- ii. Only the applicant's business name, business email, and business phone number will be extracted and shared with the charity's partners/sponsors.
- iii. The charity will share anonymized information from applications with research and education partners as part of research studies to understand how to better serve the groups and communities the charity supports.

Final Considerations: This program may be modified, interrupted and/or canceled if there are justified circumstances that warrant it. The charity reserves the right to declare all or any of the benefits unawarded, if no submitted project meets the expected quality, in the opinion of the decision-making team.

Micro-grant recipients agree to provide the charity with their logo, a headshot of the nominee, and written statements that will allow the charity to support and market their business and micro-grant win.

Micro-grant recipients must also submit an update upon request of the charity approximately six months after receipt of the micro-grant, which will be shared with the micro-grant's sponsor, providing a brief summary (no more than 400 words) describing the micro-grant's impact on the recipient's business.

Acceptance of Disclaimer, and Testament of Application Accuracy

By submitting this application, you agree to the above disclaimer, and you agree that all information provided in the application is accurate and verifiable if requested by the charity, its sponsors, or its external auditors.

APPLICATION QUESTIONS Please save your answers in a personal document for your records prior to submission.

1. Please select the micro-grant category you are applying for. You may only select one category per submission.

The Climate-Related Product Innovation Micro-grant, sponsored by UPS: granted to a business demonstrating innovation to address urgent climate-related issues.

The Global Impact Micro-grant, sponsored by UPS: granted to a business who has demonstrated international scale.

Woman & Women-Identifying Business Owner Micro-grant, sponsored by TD #TDWomenInEnterprise: 3 grants available to be granted to women & women identifying business owners seeking access to a business grant to scale their business

The Digital Innovator Micro-grant, sponsored by Meta: granted to a business who moved their operations online as a result of the COVID-19 global pandemic.

2. We align our definition of racialized and/or equity-deserving communities with definitions used by United Nations, and that used by the National Collaborating Centre for Determinants of Health: defined as members from groups and communities that experience social, cultural, political, educational, and economic discrimination and exclusion because of unequal power relationships across economic, political, educational, social, and cultural dimensions.

2.1 Please select the racialized or equity-deserving community the applicant identifies with.

2.2 Please select if the applicant identifies as a part of an additional equity-deserving or racialized community. If you are not selecting a second group, select none from the pulldown menu.

2.3 Please select if the applicant identifies as a part of an additional equity-deserving or racialized community. If you are not selecting a third group, select none from the pulldown menu.

Racialized and/or equity-deserving list:

Age 55+ new business entrepreneur

Black

Canadian Armed Forces Military Veteran

Chinese

Immigrant/Newcomer

Indigenous and Métis Peoples

LGBTQ2S+

Neurodivergent

Persons with disability(ies)

South Asian

Women

Youth (to age 29)

Other racialized or equity-deserving group not listed: please specify: _____

None

3. First Name of applicant
4. Last Name of applicant
5. Business name
6. Business website
7. Business email
8. Business phone number
9. Town/territory/city/region of applicant's business
10. Province/Territory
 - ON
 - QC
 - NS
 - NB
 - MB
 - BC
 - PE
 - SK
 - AB
 - NL
 - NT
 - YT
 - NU
11. Canada Revenue Agency Registered Business Number
12. Last 12 months' Operational Expenditures \$

13. Last 12 months' Gross Revenue/Gross Income \$

14. Industry sector

- Agriculture, forestry, fishing, and hunting
- Mining, quarrying, and oil and gas extraction
- Utilities
- Construction
- Manufacturing
- Wholesale trade
- Retail trade
- Transportation and warehousing
- Information and cultural industries
- Communications and/or marketing
- Human Resources
- Finance and insurance
- Real estate, rental, and leasing
- Professional, scientific, and technical services
- Management of companies and enterprises
- Administrative and support, waste management and remediation services
- Environmental product of services
- Educational services
- Health care and social assistance
- Arts, design, entertainment, and recreation
- Journalism
- Hospitality and tourism
- Public administration
- Other services or products: please specify _____

15. How long in years and months has the business been operational? *Example: 2 years, 4 months*

16. Number of employees, excluding contracted employees:

Social Media Profiles: Please provide links for the business' social media channels below. If you do not have a Social Media profile, please answer "none".

17. Facebook

18. Instagram

19. LinkedIn

20. YouTube

21. TikTok

22. How did you hear about Innovators & Entrepreneurs Foundation 2022/23 micro-grants?

- Our website
- Other websites
- Email invitation
- Facebook/Instagram

- Google ad
- Other social media platforms (please specify)
- Newspaper / radio
- Friend / colleague
- College / University
- Internet search
- Other (please specify) _____

23. Describe how your business aligns with the micro-grant category you are applying for. (Max. 250 words)

24. Describe the products and/or services your business provides, and how and where products/services are distributed (i.e., locally, regionally, nationally, or internationally). (Max. 250 words)

25. If you receive a micro-grant, how will it be invested into your business? Include timelines and milestones for micro-grant investment into your business (Max. 300 words)

26. Describe the expected impact the microgrant would have on your business, including Key Performance Indicators (KPIs) used to measure impact. (Max. 250 words)