



INNOVATORS & ENTREPRENEURS FOUNDATION FALL 2023 MICRO-GRANT APPLICATION

Presented in Partnership with UPS



***** This document is to aid applicants in preparing for applicant entry. All FALL 2023 micro-grant applicants must be submitted through the charity's portal during the Open Call for Applications between October 2, 2023 at 9am ET to midnight PT on November 12, 2023.*****

The Innovators & Entrepreneurs Foundation (IEF) FALL 2023 Micro-grant application is open to any natural person who meets all the eligibility requirements listed below, and each micro-grant category's specific requirements when noted.

All IEF FALL 2023 Micro-grant applicants/nominees must:

- 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 an active senior leader and key decision-maker for the business.
- Have a business founded and based/headquartered in Canada.
- Have a business that has been operating and generating revenue with a product or service available in market for a minimum of one year.
- Be a member of an equity-deserving or/and racialized community(ies), per the charity's definition (see definition below). If specified in the micro-grant category, the applicant/nominee must be a member of the equity-deserving group identified in the category name and/or description.
- Meet the additional categorical requirements that are specified in the IEF FALL 2023 Micro-grant category for which the applicant/nominee is applying.

Innovators & Entrepreneurs Foundation (IEF, or "the charity") exists to support entrepreneurs and innovators belonging to equity-seeking 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.

Terms and Conditions

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-seeking 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-seeking and/or racialized groups as they grow and scale their small businesses locally, nationally, and internationally.

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 and submitting 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 FALL 2023 micro-grants. 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 complete application information. Original applications submitted to the charity will be retained per the charity’s legal requirements 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. The applicant's name, business name, website URL, business email, and business phone number will be extracted and shared with the charity's partners/sponsors.
- iii. The charity will share anonymized demographic 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.

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.

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APPLICATION QUESTIONS

The FALL 2023 IEF Micro-grant application is divided into two sections: **Business & Applicant/Nominee Details**, and **Micro-grant Questions**. Answers must be provided for all questions. The Business & Applicant/Nominee Details are reviewed to determine eligibility for the FALL 2023 IEF Micro-grant(s), and the category selection. For the FALL 2023 IEF Micro-grant adjudication process, only the responses in Section Two: Micro-grant Questions are graded. Please complete all answers under both sections. Incomplete or inaccurate applications will be disqualified.

Please save your answers in a personal document for your records prior to submission. Do not exceed the maximum words per answer as indicated with each question.

Section One: Business & Applicant/Nominee Details

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

(FALL 2023 Micro-grant category list pulldown)

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.

Please select racialized or equity-deserving community(ies) the applicant identifies with:

(Pull-down 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

Full First and Last Name of applicant

Business name

Business website

Business email

Business phone number

town/territory/city/region of applicant's business headquarters

Province/Territory

- ON
- QC
- NS
- NB
- MB
- BC
- PE
- SK

- AB
- NL
- NT
- YT
- NU

Last 12 months' Operational Expenditures \$

Last 12 months' Gross Revenue/Gross Income \$

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 _____

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

Number of all employees (FT and PT), **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(s), please answer "none".

Facebook

Instagram

LinkedIn

YouTube
TikTok

How did you hear about Innovators & Entrepreneurs Foundation FALL 2023 micro-grants?

- Our website
- Other websites
- Email invitation
- Facebook
- Google ad
- Other social media platforms (please specify) {Anna, pls add 20 character text box}
- Newspaper / radio
- Friend / colleague
- College / University
- Internet search
- Other (please specify) _____

Section Two: Micro-grant Questions

Describe how the applicant and the applicant's business aligns with the micro-grant category applied for. (Max. 200 words)

Describe the products and/or services your business provides, and how and where products/services are distributed (locally, regionally, nationally, internationally). (Max. 200 words)

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)

Describe the expected impact the microgrant could have on your business. This can include expected impact on the business' revenue, profit, operational expenditures, operational efficiencies, and any other key performance indicators (KPIs) the business will use to measure the micro-grant's impact. (Max. 300 words)