

FAQ

Export Accelerator for Diverse-Owned Businesses

1. What is the Export Accelerator for Diverse-Owned Businesses Program?

It's a practical, eight-week program for diverse-owned Nova Scotia businesses ready to grow outside the province. It evaluates your organization's current export strengths and areas for improvement, then connects you directly to pre-vetted buyers or partners.

2. Who is eligible to apply?

Your business must be at least 51% owned and controlled by someone from an equity-deserving group (e.g., Women, Indigenous Peoples, Racialized People, 2SLGBTQIA+, etc.). Your business must also be registered and operating in Nova Scotia, have at least \$300,000 in annual revenue, have majority staff based in Nova Scotia and have a product/service that's successful locally.

3. Is there a cost to join?

Yes. There is a \$200 participation fee if you are accepted. The program support you receive is valued at approximately \$3,750.

4. Who from my company needs to participate?

At least one primary decision-maker (like the Founder or CEO) must fully participate throughout the entire eight weeks, attending all meetings and being actively involved.

5. When is the application deadline?

You must submit your completed application online by 3:00 PM (ADT) on July 07, 2026.

6. What do I need to include with my application?

You must submit the application form along with a filled out "Export Strategy Canvas" ([template provided](#)). It is also helpful to include a Supplier Diversity Certificate if you have one.

7. What is a Supplier Diversity Certification, and do I need it?

This is a certificate that verifies your business is majority-owned by an equity-deserving group. While not mandatory, having a valid certificate (from groups like WBE Canada, CQCC, IWSCC, WEConnect or CAMSC) will give your application priority in the selection process. Please refer our [Supplier Diversity Certification Program](#) for more information or reach out to Tamasha Fernando at Tamasha.Fernando@investnovascotia.ca.

8. What happens after I apply?

A selection committee will review applications. Applicants will be assessed on their export readiness, market strategy, and company commitment. Some may be invited for a short discussion. If selected, you'll get a Letter of Acceptance to sign and return with the \$200 fee to secure your spot.