# FAQ
## Market Exploration Program UK

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### 1. What is the Market Exploration Program UK?
The Market Exploration Program UK (the Program) supports high-growth Atlantic Canadian ICT companies in cybersecurity, SaaS/enterprise software, and data analytics and AI in exploring, validating, and positioning their solutions in the UK's expanding innovation ecosystem.

The Program combines virtual education and preparation with in-market support, including targeted B2B meetings, strategic introductions, site visits, pitch coaching, and networking opportunities.

### 2. Who can apply?
All eligible applicants must:
- Be a registered business in good standing in one of the four Atlantic provinces.
- Have a differentiated and validated technology or product.
- Have a proven product-market fit with a defined target audience.
- Demonstrate interest in exploring opportunities in the UK.
- Have no outstanding legal actions or defaults under other financial assistance programs from provincial or federal agencies.
- Be willing to commit the required participation fee and cover their own travel, accommodation, and per diem costs for the in-market component.
- Have sufficient resources to target, visit and achieve growth in the UK market.

Ineligible applicants include:
- Non-export-ready companies
- Businesses not operating in or related to cybersecurity, SaaS/enterprise software, and data analytics and AI
- Publicly funded organizations and non-revenue-generating not-for-profits

### 3. How is the Program structured?
The Program is delivered in two phases:
- **Phase 1: Education & Preparation (Virtual)**: October 2026 for 4 weeks.
- **Phase 2: Market Entry (In-Market)**: November 2026–February 2027. Includes 10 targeted B2B meetings, local consultant support, strategic introductions, site visits, pitch coaching, and networking opportunities in Edinburgh, Scotland and Newcastle, England.

### 4. Is there a Program participation fee?
Yes. The Program is delivered in two phases; each phase has a non-refundable participation fee.

**Phase 1 participation fee: $150.00 + HST, per company**
**Phase 2 participation fee: $2,000.00 + HST, per approved/selected company**

**5. What costs does the Program cover?**
Costs covered include:

- Third-party professional fees, including consultants for program-delivered activities
- Program-related event and workshop costs
- Branding, translation (if applicable), and digital assets for program delivery

Costs not covered include:

- Airfare, accommodations, meals, and per diems
- Personal expenses and costs unrelated to Program delivery

**6. Can I just participate in Phase 1 of the Program?**
Yes. This is a flexible opportunity, where companies may choose to participate in Phase 1 only—a virtual education and preparation component that offers market validation before committing to in-market activities—or continue to Phase 2, which includes in-market support and B2B meetings.

Companies that complete Phase 1 and demonstrate interest and readiness to move forward are invited to apply for Phase 2, where applicants are evaluated based on their capability and commitment to scaling in the UK.

**7. What are the key program dates?**
The Program timeline and dates are as follows:

- Recruitment & Application: September 2026
- Application deadline: September 30, 2026 (5:00 PM ADT)
- Phase 1 (Virtual): October 2026
- Phase 2 (Market Entry): November 2026–February 2027
- In-Market Program: February 22–26, 2027

**8. How do I apply?**
To apply, please download and complete the **Market Exploration Program UK Application Form** available at [www.investnovascotia.ca/MEPUK](www.investnovascotia.ca/MEPUK), and submit via email to:

**Judith Dardon, Export Development Executive**
**Invest Nova Scotia**
[judith.dardon@investnovascotia.ca](mailto:judith.dardon@investnovascotia.ca)

Applicants will receive confirmation of receipt by email. Registration is not complete until you submit payment for Phase 1.

The application submission deadline is **Wednesday, September 30, 2026, at 5:00 PM ADT**. Applications received after the submission deadline will not be considered.

**9. How do I submit payment for Phase 1?**
To submit the mandatory non-refundable Phase 1 Participation Fee, click on the respective Eventbrite payment link below:

**Nova Scotia Companies – Payment Link**

**Atlantic Canada companies located in New Brunswick, Prince Edward Island, and Newfoundland & Labrador – Payment Link**

Companies that qualify for Phase 2 will receive a private payment link.

**10. How are applications evaluated?**
Applications will be assessed based on:

- Alignment with the eligibility requirements
- Differentiation and validation of the digital product, service, or technology
- Demonstrated product-market fit and understanding of the target audience
- Interest in exploring opportunities in the UK market
- Company's capacity and commitment to actively participate in Program activities

**11. What are participant commitments?**
Companies must:

- Pay the participation fee for each phase.
- Attend and actively participate in all virtual and in-market activities.
- Work closely with assigned consultants and Program staff.
- Cover their own travel, accommodation, meals, and per diem costs for in-market activities.
- Complete all required surveys and post-program follow-ups.
- Provide updates on business leads, partnerships, and market readiness outcomes.
- Represent Atlantic Canada professionally in all Program-related activities.

**12. Who do I contact if I have questions?**
For more information, visit **www.investnovascotia.ca/MEPUK** or contact your provincial representative:

**Nova Scotia / Program Lead**
Judith Dardon
Export Development Executive
Invest Nova Scotia
judith.dardon@investnovascotia.ca | 902.456.1533

**Prince Edward Island**
Shelby McDonald
Trade Officer, Global Trade Services
Innovation PEI – Province of Prince Edward Island
shelbymcdonald@gov.pe.ca | 902.213.0673

**Newfoundland and Labrador**
Patrick Foran
Provincial Trade Commissioner
patrickforan@gov.nl.ca | 709.729.1873

**New Brunswick**
Jeff Gordon-Johnson
Export Development Executive / Chargée de l'Expansion des Exportations
Opportunities NB / Opportunités NB
jeff.gordon-johnson@onbcanada.ca | 506.230.1420

**Atlantic Canada Opportunities Agency (ACOA)** *(if applicable)*
Josée Ouellet
Economic Development Officer Strategic Growth – Trade & Export / Agent de développement économique Croissance stratégique – Trade &/ Commerce et exportation
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**For complete details about the Program, visit www.investnovascotia.ca/MEPUK.**