

FAQ

Market Exploration Program UK

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–October 2026
- Application deadline: October 9, 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, and submit via email to:

Judith Dardon, Export Development Executive
Invest Nova Scotia
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 **Friday, October 9, 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

Atlantic Canada Opportunities Agency (ACOA) / Agence de promotion économique du Canada atlantique (ACOA / APECA)

josee.ouellet@acoa-apeca.gc.ca | 506.260.9735

For complete details about the Program, visit www.investnovascotia.ca/MEPUK.