

# Guidelines

## Scotians Advisor Program



---

### 1. Program Objective

The Scotians Advisor Program (“the Program”) supports Nova Scotia businesses looking to build their export capacity, improve their global competitiveness and/or enhance their global connections in support of their export goals. The Program facilitates introductions to experienced international business professionals (“Advisor”) with expertise relating to the needs identified by businesses.

The Program **does not** have a financial incentives component.

### 2. Eligible Applicants

All Nova Scotia registered businesses (registered on the Registry of Joint Stock Companies) in good standing **except**:

- Franchises
- Personal service providers
- Games of chance operations, bingo halls, small scale gaming operations
- Real estate developers, agents or brokers
- Licenced liquor establishments whose primary business is alcohol sales (except production breweries, brew pubs, wineries, and distilleries)
- Distributors, agents, or traders, except where value-added products or services are part of the deliverables
- Associations
- Professional service providers, except where the project represents a unique and/or strategic opportunity with potential economic benefit and/or job creation
- Tourism operators
- Publicly funded organizations
- Non-revenue-generating not-for-profit organizations

#### To be eligible for the Program the business must:

- Be engaged or plan to engage in commercial activities outside of Nova Scotia;
- Have the majority of its workforce reside in Nova Scotia (some exceptions may apply)
- Have a fully-developed exportable product, service, technology, or intellectual property that can be sold into a market outside of Nova Scotia;
- Have an export plan outlining the following:
  - The products or services you plan to market;
  - Your business’ target market(s) and distribution channels with supporting research; and
  - Export growth goals over the next three years.

- If the business is pre-revenue, the business must clearly demonstrate the development of both a business plan and an export plan. The application may be subject to additional review or require additional information at NSBI's sole discretion.

### 3. Situations Assisted

Eligible businesses must demonstrate a specific need for expert advice in the areas of:

- Export business strategy
- Sector-specific challenges
- Market entry and/or expansion

### 4. Program Criteria

Businesses must demonstrate how the introduction to an Advisor will help increase a business' export capacity, become a first-time exporter, help a business overcome barriers to exporting, or grow a business' current exports.

### 5. Application Process

- Submit a **completed** Application Form in electronic format.
- Once approved, the business will have an introductory phone call with the Senior Advisor at Nova Scotia Business Inc.
- There is no application fee for this Program.

### 6. Application Intake

Applications for the Program are not restricted to an intake period.

### 7. Terms of Program

- All approved businesses must agree to the Scotians Advisor Program Code of Conduct.
- Introductions to an Advisor are for the purpose of a single conversation only, conducted by phone, in person or virtually.

Once the business has completed its meeting with its Advisor, it will be contacted to:

- Participate in a post-match conversations with NSBI's Senior Advisor and complete a post-match survey, and
- Communicate results of matches to Invest Nova Scotia.

### 8. Other Pertinent Information

#### a) Freedom of Information and Protection of Privacy Act

Information collected in connection with this program is subject to, and will be created in accordance with, the [Nova Scotia Freedom of Information and Protection of Privacy Act](#).

**b) Public Announcements and Disclosure of Information**

Approved applicants must consent to:

- Participate in any public announcement or public ceremony relating to the business' involvement in the Program and related accomplishments, at a mutually agreeable time; and
- The release of match information (company name, outcome of match) to the general public for marketing purposes.

**Contact Information**

For more information, go to [www.investnovascotia.ca/scotians](http://www.investnovascotia.ca/scotians) or email [scotians@investnovascotia.ca](mailto:scotians@investnovascotia.ca).