

Financing Innovation

White Paper on Grants
and Incentives and How to
ensure your Company is
getting its Fair Share

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Executive Summary

Grants and Incentives are an important source of funding for many companies and organizations. Governments in Canada alone disburse about \$26B annually through federal and provincial grants and incentives, largely to fund innovation. In the US, this number rises to US\$180B per year across federal and state programs. Yet, actioning this funding can be time-consuming and expensive for companies; many choose not to action it at all. Traditionally, it has represented a heavy drain on internal human resources or expensive professional fees.

Now, with the trend toward Software-as-a-Service (SaaS), CFOs can access the data and tools they require on their desktops and mobile devices, 24/7. This White Paper, and associated CFO Webinar is delivered in partnership with **Financial Executives International (FEI)** Canada. It seeks to help CFOs understand the grants and incentives funding marketplace, and ensure that their organization is getting its fair share.



Problem

Governments in North America fund more than 10,000 incentive programs that distribute US\$200B/year. Grants & Incentives constitute the 3rd largest spending envelope of most governments. Yet Administrators tend to have last generation analogue systems for administering this funding; Applicants have trouble finding and successfully applying to these programs; and Advisory firms have struggled to secure reliable data and efficient systems to advise their clients and prepare winning applications. As a result, this capital – often the very life blood of innovation—is inefficiently distributed, with as much as 50% of promised program spending diverted from the innovation sector to program overhead.



Solution

The applicant community is comprised of leading companies that are transforming almost every sphere of economic activity: agri-innovation, health tech, life sciences, aerospace, cleantech, and the digital sector, among others. Successful applicants range from startups to global leaders, with more than half (51%) of the largest cheques (\$10M+) going to enterprise market companies that are able to leverage this funding with their own resources to achieve a high impact on the economy.

These companies have been early and consistent adopters of today’s office automation solutions, driving the demand for Big Data, Cloud, and SaaS solutions. Their enterprise systems include **CRM** (Customer Relations Management), **ERP** (Enterprise Resource Planning), and **ECM** (Electronic Content Management). Now, CFOs in these organizations are leading the trend toward **GMS** and **IMS**—Grants and Incentives Management Systems.

By the Numbers

- \$180B USD in annual incentives by US federal and state programs
- \$26B CAD in by Canadian federal and provincial funders
- Comprises grants, contributions, and tax credits for industry and related organizations
- Most of the money supports R&D and innovation—advanced manufacturing, cleantech, agri-innovation, biotech and ICT
- Within Canada alone, the top 500 companies receive an aggregate of \$2.2B in grants and contributions (G&Cs) funding per year; ~50 companies receive \$10M+ in G&Cs each year; and 350 companies receive \$1M+
- Fundingportal publishes **The Fundingportal Top 500** each year on the distribution of this funding in Canada. It can be purchased from The Globe & Mail Data Store or directly at www.fundingportal.com/purchase

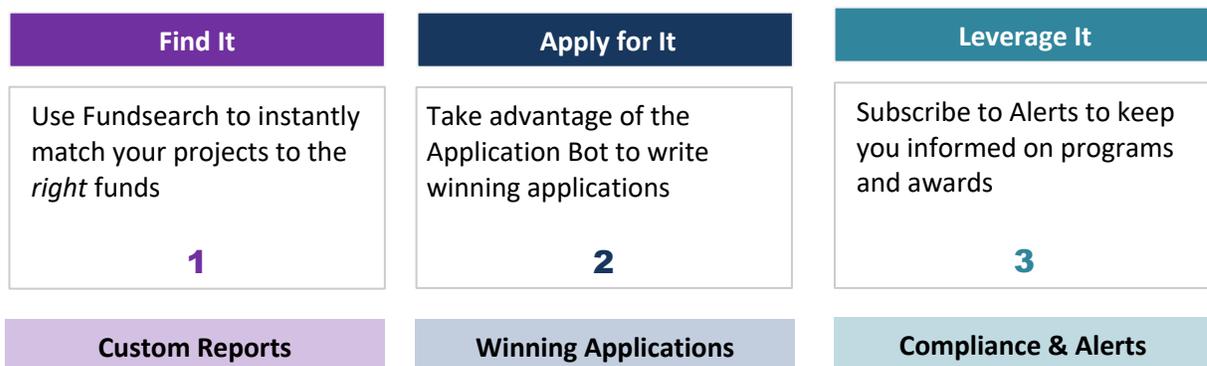


What is GMS?

GMS and IMS solutions streamline processes for grant applicants, advisory firms, administrators, or all of the above. Fundsuite GMS is an award-winning Grants Management System that helps companies to navigate and succeed in the grants and incentives marketplace. It leverages AI, human intelligence, big data, analytics, and super smart tools to greatly improve funding outcomes for a wide range of applicants. The Fundsuite e-business process guides applicants seamlessly along three steps to funding.

Fundsuite | Three Steps to Funding

Powered by Fundingportal.com



Fundsuite is a cloud solution, hosted on the Microsoft Azure Cloud. It can go live for use by your team in 10 business days, interoperates with your enterprise systems (ERP, CRM, and ECM), requires no training, and is highly configurable by your team with no coding or IT skills required. Choose your languages (EN and/or FR), countries (Canada and/or US) and organization use case (S, M or L).

Support from Accounting Firms and CFOs

- Fundingportal has been named a **Deloitte Top 50 Company to Watch**
- Winner of the **EY CATA Top Female Innovator and Entrepreneur of the Year for Canada**
- “Fundingportal is a valuable new tool that adds insights into government investments in private sector initiatives.” -- Rob Brouwer, Managing Partner, Clients & Markets, KPMG
- CFO White Paper and Webinar for **Financial Executives International (FEI) Canada, 2019**

What is Fundingportal?

Fundingportal is an award-winning software and services firm. It owns and operates

fundingportal.com, an online platform for organizations and industry to source and apply for funding from more than 10,000 government grants and incentives programs in Canada, the US, and the UK; and owns and operates Fundsuite, a SaaS solution that powers your in-house Grants Management System.



Conclusion

In this White Paper, we have shone a spotlight on the benefits of cloud-based enterprise software to power in-house grants and incentives data and management systems. We hope that it provides practical insights into GMS, some of the options that exist, and the Fundsuite example, in our quest to provide Applicants, Advisors, and Administrators with the perfect grants management system.

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