



GERMAN-CANADIAN CENTRE FOR INNOVATION AND RESEARCH



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GCCIR

- Located in Edmonton, Alberta
- Founded in 2009
- Our goal is to further cooperation in innovation and research between Canada and Germany
- Events, Missions...
- New funding program for Alberta SMEs



Why Collaborate with Alberta?

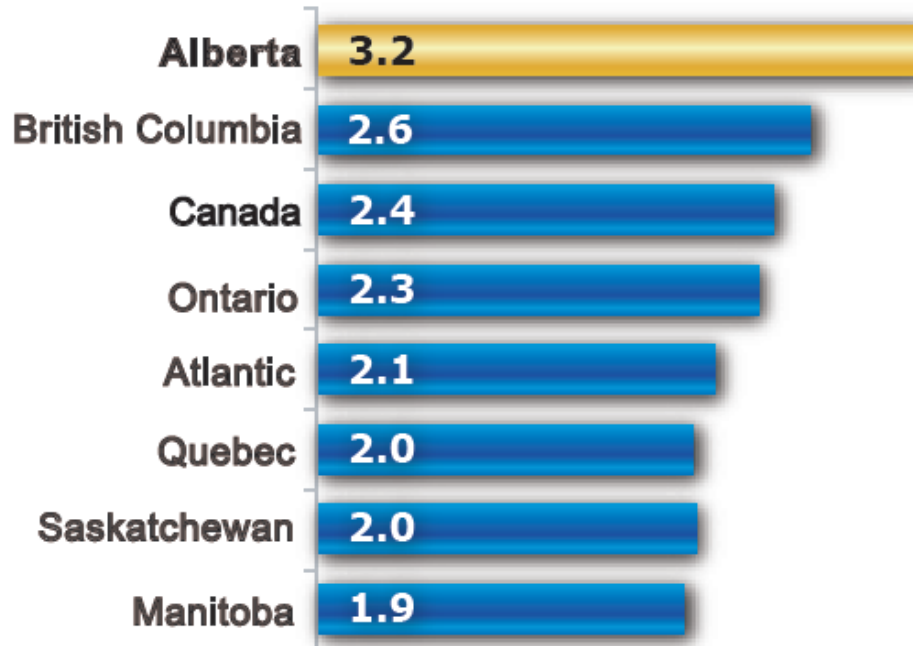
- Alberta has a diversified and prosperous economy and one of the strongest economies in Canada
- In the decade 2000-2010 small business growth was 15,5% - highest in all of Canada
- Attractive Investment Climate: per Capita Investment in 2010 was \$18,930 (1st)
- Population: 3.8 million; 2010: GDP \$263.5 B



Why Collaborate with Alberta?

Real Economic Growth 1990 - 2010

Average Annual Growth in GDP (per cent)



Source: Statistics Canada



Why Collaborate with Germany?

- World's 4th largest economy and most important market in EU (Pop. 82 million)
- 2011: 2nd biggest exporter of goods worldwide (1 in 4 Euro earned from exports)
- Share of total world trade: 9%
- 2011: GDP \$3.571 trillion USD
- Percentage of SMEs: 99.6% (of a total of 3.72 million companies in 2010)



Alberta – Germany Collaboration Fund for Product Development and Commercialization

➤ Eligible Participants:

- In Alberta – industry
- In Germany – industry, independent research institutions

➤ Supported Activities:

- initiatives or projects that promote innovation in these jointly defined areas: clean tech, advanced materials, health, industrial bio-technology and ICT

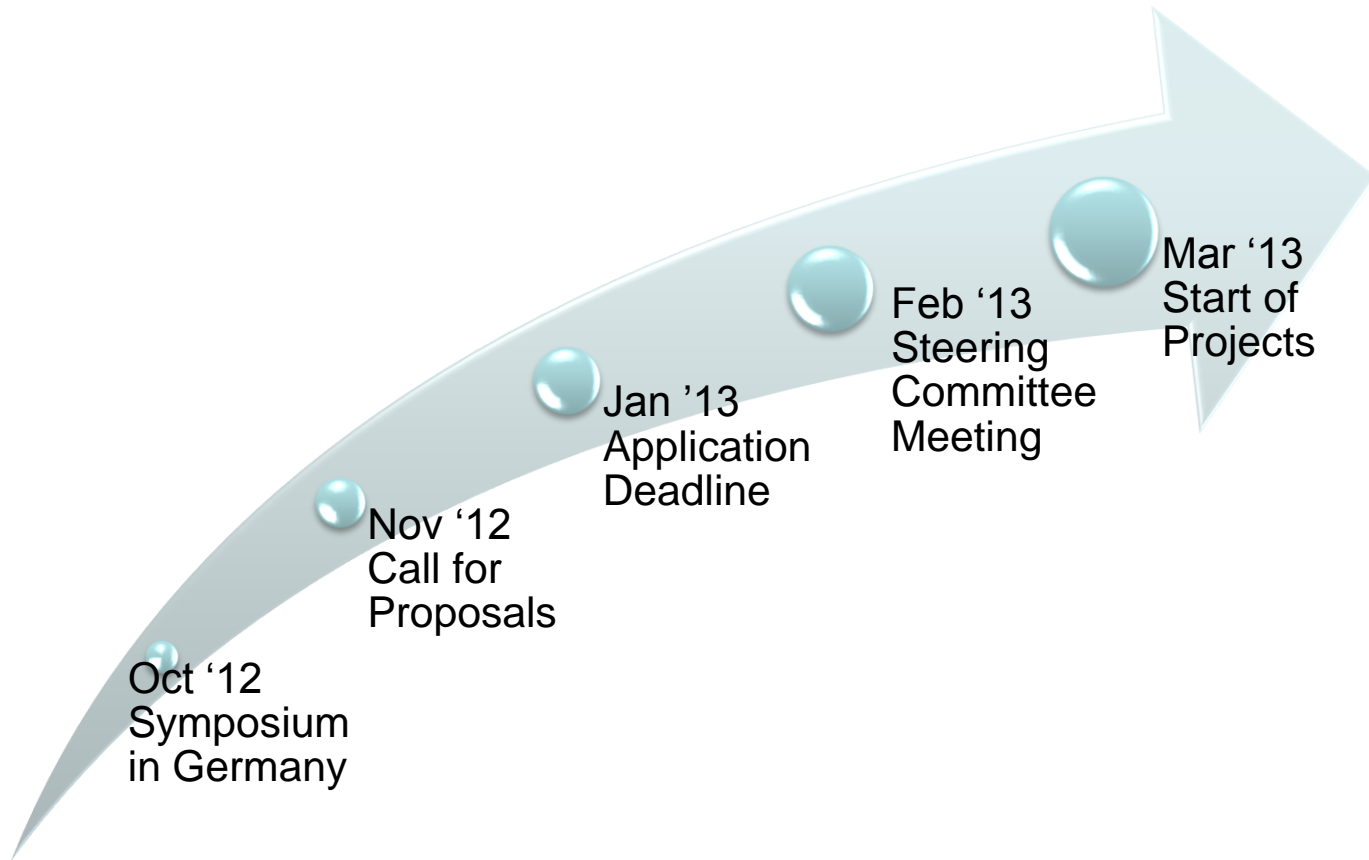


Funding

- At present maximum project contribution by GCCIR: 150,000 CAD
- Ideal project funding distribution for Alberta portion
 - 50,000 CAD GCCIR
 - 20,000 CAD cash contribution AB company
 - 30,000 CAD in-kind contribution AB company
- Minimum project funding contribution from Germany:
 - 50,000 CAD cash (and in-kind) German company
 - Additional funds from German/European pots a bonus



Timeline



Scope

- Eligible Projects:
 - Applied R&D
 - Product Development
 - Proof of Concept
 - Prototype Development
 - Technology Demonstration
- Additional requirements:
 - Proposals must include an IP management plan



Project Requirements

- Projects must include proponents from both Alberta and Germany
- Minimum of one industry partner from each jurisdiction with an interest in commercialization
- Project's scope must address one of the following:
 - Clean Energy and Environmental Technology,
 - Advanced Materials (including Micro/Nanotechnology)
 - Industrial Bio-Technology
 - Health
 - Information and Communication Technology



Project Requirements

- Projects are expected to indicate clearly identified commercialization goals consistent with project objectives
- Each project participant will indicate their respective human resource expertise contribution(s) to the project
- Applicants demonstrate their financial capacity and commitment to contributing their portion of the project funding



Project Requirements

- All funding sources must be disclosed
- The necessary infrastructure (space/ equipment) for execution of the project will be identified and secured for the use of project
- No funding will be granted for duplication of infrastructure in either Alberta or Germany for the purpose of conducting a project



Project Evaluations

- Peer Review
 - Industry Experts from different sectors
 - Ranking of Applications
- Steering Committee
 - One Industry member, one member of Alberta Government and one GCCIR board member
 - Final decision making authority



Project Scoring Considerations

- **Project Viability:**
 - Clear objectives
 - Resources identified
 - Leverages proven methodologies
 - Infrastructure identified and secured
 - Applicants provided realistic economic indicators
 - Applicants demonstrated financial capacity



Project Scoring Considerations

- **Project Strategic Fit:**
 - Clear alignment of project objectives
 - Address needs of both Germany and Alberta
 - Real Potential to deliver IP (Intellectual Property)
 - Appropriate level of collaboration
 - Clearly demonstrates development of long-term innovation capacity



Project Scoring Considerations

- **Project Commercialization Potential:**
 - Must have clearly identified commercialization goals and strategies
 - Identifies target market
 - Includes business/ technological competitive assessment
 - Delineates the potential return on investment for all participants in proposal



Application



GERMANY/ALBERTA

PROGRAMM ZUR
PRODUKTENTWICKLUNG
UND
KOMMERZIALISIERUNG

PRODUCT
DEVELOPMENT
AND COMMERCIALISA-
TION PROGRAM

PROJEKTBEWERBUNG

PROJECT APPLICATION



PROGRAM STATEMENT

The Alberta - Germany Collaboration Fund for Product Development and Commercialization is intended to provide opportunities for Alberta, Canada and Germany to collaborate in product development leading to future labour and commercialization opportunities that will enhance relations and trade between and provide mutual benefit to both regions.

APPLICATION GUIDELINES

Submissions will be reviewed by the Program Steering Committee and evaluated on merit through a competitive peer-review process.

Key Dates:

Call for Proposals **November 15, 2012**

Application Deadline **January 31, 2013**

Application Decisions **March 15, 2013**

Please e-mail the application, including any optional supporting documents to: info@gccir.ca

CONTACT INFORMATION

Applicants are free to contact the German Canadian Center for Innovation and Research for advice and information regarding the preparation of the project submission

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Application

Please note that sections marked with an asterisk (*) are not considered confidential and may be released publicly

PROJECT TITLE*

PROJECT INFORMATION*			
Please provide a brief project abstract (max 100 words)			
Total Cost of Project		Amount Requested From Alberta - Germany Collaboration Fund for Product Development and Commercialization	
Project Start Date			
Project End Date			
Project Technology Scope	<input type="checkbox"/> Clean Energy and Environmental Technology <input type="checkbox"/> Advanced Materials (including Micro/Nanotechnology) <input type="checkbox"/> Industrial Biotechnology <input type="checkbox"/> Health <input type="checkbox"/> Information and Communication Technology		

COMMERCIAL POTENTIAL AND ECONOMIC BENEFITS *								
<ul style="list-style-type: none"> Projects must clearly articulate economic benefits (qualitative and quantitative) for both Alberta and Germany in the context of this program by: <ol style="list-style-type: none"> Clearly identifying commercialization goals and strategies; Demonstrating commercial potential driven by a validated customer need <ul style="list-style-type: none"> engaging a potential first customer/user of the technology validates the need Identifying target market, segments and approximate size for each region; Including business / technological competitive assessment <p>Commercial potential is the creation of critical support for identified sector(s) with significant and imminent high growth against real market needs delivering a reasonable expectation of a return on investment. Economic benefits have broad impact on regional prosperity, contribute to industry diversification in priority sectors, development of globally competitive industry, support and enhance clusters, create high tech employment, and add value to other economic sectors.</p> <p><i>The activities in this proposal will:</i></p> <table border="1"> <tr> <td style="background-color: #FFD700;">A</td> <td>Potentially provide support for an identified sector.</td> </tr> <tr> <td style="background-color: #FFD700;">B</td> <td>Provides tangible support for identified sector(s) that address a market need and company growth.</td> </tr> <tr> <td style="background-color: #FFD700;">C</td> <td>Create critical support for identified sector(s) with significant and imminent high growth and real market needs, while demonstrating the potential for economic growth in Germany and Alberta.</td> </tr> <tr> <td style="background-color: #FFD700;">D</td> <td>... AND accelerates high technology innovation products or services with high market demand and the creation of significant economic growth, within Germany and Alberta and globally through export opportunities.</td> </tr> </table> <p>Justification:</p>	A	Potentially provide support for an identified sector.	B	Provides tangible support for identified sector(s) that address a market need and company growth.	C	Create critical support for identified sector(s) with significant and imminent high growth and real market needs, while demonstrating the potential for economic growth in Germany and Alberta.	D	... AND accelerates high technology innovation products or services with high market demand and the creation of significant economic growth, within Germany and Alberta and globally through export opportunities.
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D	... AND accelerates high technology innovation products or services with high market demand and the creation of significant economic growth, within Germany and Alberta and globally through export opportunities.							



Important Dates for your Application

- **November 15: Call for Proposals**
- **January 31: Application Deadline**
- **March: Application Decisions**



Questions?

Thank you very much for your attention!

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