

## Sources of Business Funding and Support



APPLIED SUPPORT SERVICES  
MANAGEMENT CONSULTING



## Sources of Business Funding and Support

We provide grant application and documentation services for:

Small Research & Development grants.  
Large Research & Development grants.  
Student grants for Research and Development.  
Technology Transfer Vouchers for Research & Development.  
Agricultural grants.  
Energy grants.

### Energy Audits

Energy audits evaluate how efficiently energy is being used, and identify energy and cost-saving opportunities. Your business may be eligible for a grant for part of the cost of the energy audit if it spends more than \$250,000 per year on energy. The grant is for energy efficiency and renewable energy projects only. The maximum amount of the grant is 33% of the cost of the audit, and the cap is 3% of your energy cost, to a maximum of \$20,000 per site. Visit [www.eecabusiness.govt.nz](http://www.eecabusiness.govt.nz). For further information and assistance applying for energy grants visit [this page](#).

### Energy Efficiency Grants

Technology Implementation Grants are for firms that spend more than \$250,000 per year on energy and have completed an energy management assessment. The maximum amount of the grant is 33% of the cost of implementing the project to a maximum of \$50,000 per site. Priority may be to businesses in specific industry sectors. Priority will be given to projects that have been identified in an energy audit, can be replicated across other businesses, involve new or under utilised technology and other criteria as published by EECA. Grants will be awarded through monthly allocation rounds, closing on the 20th day of each month, and will be allocated through a ranking process. Visit [www.eecabusiness.govt.nz](http://www.eecabusiness.govt.nz). For further information and assistance applying for energy grants visit [this page](#).

### Expansion Capital, Angel Investment, Venture Funding

For information about the New Zealand Venture Investment Fund visit [www.nzvif.com](http://www.nzvif.com) For contacts in the New Zealand venture capital and angel investor sector visit [www.nzvca.co.nz](http://www.nzvca.co.nz), For information on public listing and the stock exchange visit [www.nzx.com](http://www.nzx.com). For start-up and business expansion training, advice and assistance visit the ICEHOUSE [www.theicehouse.co.nz](http://www.theicehouse.co.nz) For help preparing business plans for angel investment and capital raising visit [this page](#).



## Export Credit Office

The New Zealand Export Credit Office (NZECO) provides financial guarantee and trade credit insurance products for New Zealand exporters, banks and insurers. Our products help exporters and their banks manage risk and capitalise on trade opportunities around the globe, by enabling them to mitigate credit risk, secure export sales and access trade finance. As well as working directly with exporters, we work closely with commercial financiers in New Zealand and offshore to support and improve the competitiveness of New Zealand exporters. NZECO is currently located in the Treasury and obligations to third parties are guaranteed by the New Zealand government. Learn more about the Export Credit Office at [www.nzeco.govt.nz](http://www.nzeco.govt.nz) The Export Credit Office has underwritten over \$1 billion in trade in recent years.

## Export Market Development

New Zealand Trade and Enterprise (NZTE) provides information and advice to New Zealand exporters. For example the Beachheads Programme gives high growth companies access to international networks. The International Growth Fund provides invited companies assistance with international market development. To learn more about NZTE's support programmes visit [www.nzte.govt.nz](http://www.nzte.govt.nz) For help with export feasibility studies, export budgets, export plans and export market research, [visit this page](#).

## Intellectual Property

The Intellectual Property Office provides information on patents, trade marks and designs. Here you can search the registers, pay renewal fees, file trade mark applications, and find forms and guides on intellectual property in New Zealand. [www.iponz.govt.nz](http://www.iponz.govt.nz)

## Primary Growth Partnership

The Primary Growth Partnership (PGP) aims to boost productivity across the primary sector. The budget provides \$50m over the 2011/2012 year and \$70m over the 2012/2013 year. Investment programmes will be funded 50:50 by industry and government. Industries included are:

- Pastoral (including wool) and arable production.
- Horticulture.
- Seafood (including aquaculture).
- Forestry and wood products.
- Food Processing (e.g. nutraceuticals).

An independent Investment Advisory Panel (IAP) has been established to call for expressions of interest in the funding. The minimum amount that the Primary Growth Partnership will co-invest, and which must be matched by industry co-investors, is \$500,000 excluding GST over the lifetime of the co-investment programme. Investments will focus on initiatives that deliver significant economic growth and sustainability across the primary sectors from producer to consumer. Investments can cover the whole of the value chain, including education, research and development, product development, commercialisation, market development and technology transfer. The next application round will occur in the second half of 2011. For further information contact [www.maf.govt.nz](http://www.maf.govt.nz) . For further information and assistance applying for the Primary Growth Partnership [visit this page](#).



### **Research and Development: TBG Grant**

The Technology for Business Growth, (TBG), grant provides co-funding to help firms do high risk, advanced R&D projects that they could not manage to undertake with their own resources. TBG applicants should be high growth and export focused. Grants are typically 50:50 and in excess of \$30,000. For further information and help applying for the TBG grant please [visit this page](#).

### **Research and Development: Capability Funding**

A network of "Regional Technology Partners" has been established to work with businesses undertaking early stage, or small R&D projects. Regional Technology Partners provide access to R&D funding up to a maximum of \$30,000. Applicants will need to work with the closest Technology Partner in their region. Capability funding provides support for the following: (1) small to medium sized R&D projects; (2) technology expert input and advice; (3) projects involving university graduates and undergraduates; and (4) solving technical problems and evaluating technology options. For further information and help applying for this grant [visit this page](#).

### **Research and Development: Technology Development Grant**

The Technology Development Grant is targeted at medium to large, research-intensive firms. To qualify, firms must have a ratio of R&D expenditure to revenue of five percent or more, over a period of three years; and must have revenues of at least \$3 million a year. They must have programmes of R&D that are likely to generate significant benefits for the wider economy via high-value products and services. The grant is equal to 20 percent of eligible expenditure of an R&D programme, up to \$2.4 million (excluding GST) a year. Requests for proposals are annual. In 2010 26 firms received the grant. In 2011 19 firms received the grant. For more information about this grant contact [www.msi.govt.nz](http://www.msi.govt.nz). For help applying for this grant [contact us](#).

### **Research and Development: Technology Transfer Vouchers**

The Technology Transfer Vouchers will be typically worth \$30,000 to \$200,000 and enable firms to work with public research organisations including Universities and Crown Research Institutes. The launch of the Technology Transfer Vouchers is planned for November 2010. Initially, Vouchers will be targeted at businesses requiring R&D services in the high-value manufacturing and services sectors only. Priority areas include novel materials, manufacturing and applications; health and medical technologies; information communications and digital technologies. For further information and help applying for this grant [visit this page](#).



### **Research and Development: Student Projects, Experts**

Student research projects and expert advice can be funded through the Technology New Zealand Capability funding programme. Up to \$25,000 per annum is available. For further information contact [www.msi.govt.nz](http://www.msi.govt.nz). For further information and help applying for student R&D grants [visit this page](#).

### **Research and Development Tax Credits**

R&D Tax Credits are not currently available. For a description of the R&D tax credit scheme for the 2008-2009 income year visit our [R&D Tax Credit](#) page. For further information contact [www.ird.govt.nz](http://www.ird.govt.nz).

### **Start-up Capital**

The Accelerator programme at the ICEHOUSE helps companies prepare for angel investment. Contact [www.theicehouse.co.nz](http://www.theicehouse.co.nz). For help preparing business plans for start-up capital [visit this page](#)

### **Special Purpose Funds**

Special purpose funds and special sector funds are available to businesses. To learn more about these funding sources please [contact us](#).

### **Sustainable Environment**

The Ministry for the Environment's Sustainable Industry group works with business and industry to promote sustainable business practices and to support innovation in environmental management. The group works with targeted sectors to initiate improvements in environmental performance. [www.mfe.govt.nz](http://www.mfe.govt.nz)

### **Sustainable Farming Fund**

Ministry of Agriculture and Fisheries. The purpose of the Sustainable Farming Fund is to support projects that will contribute to improving the financial and environmental performance of the land-based productive sectors. The Fund aims to help solve problems and take up opportunities to overcome barriers to economic, social and environmental viability. It will do this by bringing together "communities of interest". These are groups of people drawn together by a shared problem and/or opportunity in the sustainable use of resources. (applications annually). The next closing date for applications over \$25,000 is October 2011. For further information contact [www.maf.govt.nz](http://www.maf.govt.nz). For further information and assistance applying for the Sustainable Farming Fund [visit this page](#).



## Technology Partners

Regional technology and business partners appointed by the Ministry of Science and Innovation to deliver Capability Funding are:

Northland Chamber of Commerce  
Enterprise North Shore (ATEED)  
Enterprising Manukau (ATEED)  
Waitakere Enterprise (ATEED)  
Auckland Plus (ATEED)  
Opportunity Hamilton  
Tauranga Chamber of Commerce  
Gisborne Chamber of Commerce  
Hawkes Bay Chamber of Commerce  
Venture Taranaki  
Vision Manawatu  
Venture Hawkes Bay  
Grow Wellington  
Development West Coast  
Nelson Regional Economic Development Agency  
Canterbury Development Corporation  
Otago Chamber of Commerce and Economic Development Unit  
Venture Southland

For your nearest Regional Technology Partner contact [www.msi.govt.nz](http://www.msi.govt.nz)

## Training

New Zealand Trade & Enterprise (NZTE). A Voucher scheme is being planned for NZTE approved capability building services. NZTE Capability Development Vouchers are available through your local Regional Business Partner. (A list of these partners is given above). The vouchers can be used to help you access services that build your management capabilities, which in turn may accelerate the growth of your business. To be eligible for the vouchers your business needs to (1) have fewer than 50 employees, (2) be registered for GST in New Zealand, (3) operating in a commercial environment, (4) privately owned or a Maori Trust and (5) demonstrate a desire to innovate and grow. Vouchers can not be allocated until you have been assessed by your local Regional Business Partner. Please visit [www.business.govt.nz](http://www.business.govt.nz) to access online training.

Applied Support Services have undertaken training in association with Waitakere Enterprise and Enterprise North Shore.



## How Business Grants Work

### **Applied Support Services can assist you with:**

- Grant eligibility assessment
- Preparing your grant application
- Submitting your grant
- Grant claiming and reporting

Firms often find dealing with government agencies complex and confusing. On the other hand many of New Zealand's most successful companies have obtained government grants to help realise their business plans. Here are some answers to frequently asked questions about business grants.

### **Is my Business Eligible?**

The first step is to establish if your business is eligible for a particular grant. Most grants have rules about business eligibility. Some have restrictions on turnover or require 100% New Zealand ownership. The majority of grants require the applicant business to disclose their financial position. For example by submitting copies or summaries of financial statements, management accounts and annual accounts. Some grants are not available to start-ups. Others restrict the types of activities that can be approved for funding. As a first step we will establish if your company is eligible to apply for the funds that interest you.

### **Is my Project Eligible?**

Once you have established that your business is eligible to apply for a particular fund the next step is to determine if the project itself is eligible. Most grants do not support "business as usual" activities. Different grants have different eligibility criteria and approval conditions. For example, some grants require you to engage external experts to undertake the work while others require you to be developing new international markets. As a second step we will review your commercial and business plans and match your project to the most appropriate fund.

### **How do I Apply for a Business Grant?**

Having established that your business and your project are eligible the next step is to prepare the grant application itself. Grant applications usually have set questions to let you present your business case. These questions also help the reviewers determine if your project meets their policy criteria. Grant applications draw on information from your business, product or market development plans. Your business case is expected to be supported by sound financial arguments. We use an agenda and template driven process to help you complete your application documentation. If required we can assist you submit your grant application on-line. We can help you present your business case to the government agency who will review your application.



## **How are Grants Approved?**

Government business grants are assessed against set criteria. Sometimes these criteria are published and sometimes they are not. Some grants are contestable and others are available "on-demand". Some grant schemes require the applicant to show they have the funds to cover 100% of the total budgeted project cost as a pre-condition of approval. As a general rule the better your business case matches the eligibility criteria the higher your chance of approval. Some schemes use review panels of independent experts to assess applications.

## **How do I Claim my Grant?**

Most grants require you to prepare a report on the outcome of your project as part of the claim. Claims are often required to be completed by a due date. This date is set by the agency that approves your grant and will form part of your contract. A claim usually requires you to present a detailed statement of the project costs. Evidence may be required including invoices, receipts and proof of payment to third party suppliers.



## Our Experience

Applied Support Services has over 20 years experience assisting companies obtain government grants. For help applying for government business grants [contact us](#).

### Useful Links:

Government business grant [templates](#).  
 Help and advice preparing [business plans](#).  
 Help and advice with [marketing strategy](#).  
[New Zealand Private Equity & Venture Capital Association](#).  
[The Australian Private Equity & Venture Capital Association](#).  
 Network of commercialisation units of Universities and Crown Research Institutes ([Kiwinet](#)).  
 Research and development [project services](#).  
[Ministry of Science and Innovation website](#).  
 New Zealand Trade and Enterprise ([NZTE](#)) help for exporters.  
 Government [business support](#).  
 Applied Support Services [home page](#)

### More Information about Business Grants:

[Find out how](#) New Zealand government business grants work.  
[Small Research & Development grants](#).  
[Large Research & Development grants](#).  
[Student grants for Research and Development](#).  
[Technology Transfer Vouchers for Research & Development](#).  
[Agricultural grants](#).  
[Energy grants](#).

For the latest and most up to date description of business grants visit our [webpage](#).

Applied Support Services Limited  
 Unit 2, 48 Lemnos Place,  
 Auckland 0604

Phone           09 817 7460  
 Fax               09 817 7460  
 Email           [info@appliedsupportservices.co.nz](mailto:info@appliedsupportservices.co.nz)  
 Web             [www.appliedsupportservices.co.nz](http://www.appliedsupportservices.co.nz)

Contact         Michael Venter, Director  
 Contact         Kerri Murray, Project Manager

*This revision dated 28 September 2011.*

