

Integrated Marketplace: Early-Stage Demonstration Call Guidelines (2025-26)

Call Overview

The Integrated Marketplace (IM) is a platform designed to test, deploy, and scale made-in-B.C. innovation while de-risking technology adoption for key provincial industries. By fostering collaborative projects that advance decarbonization, health and safety, productivity, and other critical priorities, the IM strengthens B.C.'s industrial sectors while providing local innovators with real-world environments to prove performance, gain reference customers, and accelerate growth.

This Early-Stage Demonstration Call under the IM supports B.C.-based small and medium-sized enterprises (SMEs) in validating and demonstrating innovative technologies under real-world conditions. By funding pilot-scale projects, this call helps companies bridge the gap between proof-of-concept and market readiness- enabling them to prove performance, attract customers, and advance toward commercialization.

Through funding of up to 40 percent of eligible project costs, to a maximum of \$500,000, this call enables innovators to pilot and validate their technologies with committed early adopters. Projects are expected to deliver measurable impact by reducing emissions, improving efficiency, strengthening productivity, and enhancing health and safety outcomes across British Columbia.

The call provides targeted support to help innovators validate performance, build customer confidence, and accelerate their path to market.

This initiative is funded by the Province of British Columbia through the Ministry of Jobs and Economic Growth and delivered by Innovate BC.

Call Objectives

The Early-Stage Demonstration Call supports the goals of government's economic priorities by helping innovators:

- Advance commercialization - Enable B.C. companies to move beyond prototyping and achieve real-world validation of their technology.
- De-risk adoption - Build early customer confidence by demonstrating proven performance and measurable impact.
- Strengthen industry collaboration - Connect innovators with early adopters and partners to accelerate deployment across sectors.

- Drive provincial priorities - Support technologies that advance decarbonization, health and safety, and productivity in key sectors.
- Grow B.C.'s innovation economy - Create high-value jobs, attract investment, and support the long-term competitiveness of B.C. SMEs.

Together, these objectives position the call as a bridge between early-stage development and full-scale commercial adoption.

Call Timeline (2025–26 Cycle)

- Application Intake: open **until December 21, 2025, at 11:59pm PST**
- Review & Selection: January 2026
- Notifications: January 2026
- Contracting & Onboarding: January & February 2026
- All contribution agreements must be finalized and signed by February 28, 2026.¹
- Estimated Project Start: February 2026
- Project Completion Target: August 2027

Call Funding

The Early-Stage Demonstration Call provides financial support to help B.C.-based SMEs pilot and demonstrate innovative technologies with an early adopter under real-world conditions. Funding is provided on a cost-shared, milestone-based model to support projects that drive measurable impact and accelerate commercialization.

Funding Overview

- Contribution: Up to 40% of eligible project costs (found in “Appendix A”) and a maximum of \$500,000 per project.
- Matching Funds Requirements: Applicants are required to secure the remaining minimum 60% of project funding through a combination of cash and in-kind contributions from the applicant and project partners.
 - A minimum of 25% of total project costs must come from non-government sources (such as industry partners, investors, non-for-profit, or customers)
- Projects Duration: up to 12 months - Extensions of up to 18 months may be considered upon request.

Funding will be disbursed in stages, tied to project milestones and the submission of approved progress reports and deliverables.

¹Innovate BC provides a contribution agreement template to successful project developers that includes terms and conditions that are firm to facilitate expediency of contracting and onboarding.

Use of Funds

Awarded funds may be used for eligible project expenses (directly related to the design, testing, installation, and validation of the pilot). Applicants must ensure expenditures comply with Innovate BC's funding guidelines and adhere to recognized accounting standards.

Eligibility

Applicant Eligibility

To be eligible, applicants must:

- Be a for-profit company incorporated in British Columbia;
- Have fewer than 500 employees;
- Operate primarily in B.C. with an active business presence (office, staff, or operations);
- Possess the financial and operational capacity to fund and deliver the project; and
- Be advancing a technology at Technology Readiness Level (TRL) 6 or higher, demonstrating readiness for pilot testing.
 - TRL 6 definition: System/subsystem model or prototype demonstration in a simulated environment.

Project Eligibility

Projects must:

- Focus on the demonstration or validation of an innovative technology in a real-world environment;
- Include at least one confirmed early adopter partner that will host, test, and/or evaluate the solution under operational conditions;
- Deliver measurable outcomes related to performance validation, customer adoption, and/or market readiness; and demonstrate a clear pathway to advance the technology by at least one TRL during the project;
- Be completed within 12 months of contracting, with the possibility of an extension of up to 6 additional months, considered upon request and subject to Innovate BC's approval;
- Project must align with one or more of the following areas:
 - Decarbonization and Clean technology: Pilot initiatives that reduce negative environmental impacts through energy efficiency improvements, sustainable resource use, emissions reduction, or environmental protection.
 - Operational Efficiency and Productivity: Technologies that improve the efficiency, competitiveness, and resiliency of B.C. industries, with a clear pathway to broader adoption and scale.
 - Health and Safety Improvements: Innovations that enhance worker safety, public health, or community well-being.
- Projects must align with one or more of the following innovation themes:
 - **Health:** anchored by the Provincial Health Services Authority (PHSA), this theme supports innovations that improve patient care, clinical outcomes, and overall health system efficiency.

- **Aviation:** Focused on aviation, logistics, and passenger services, this theme supports technologies that enhance operational performance, safety, and sustainability within airport and transportation environments.
- **Marine & Coastal:** supports innovations that enhance maritime sustainability, safety, and operational resilience. Projects may address vessel and port optimization, environmental monitoring, renewable marine energy, robotics, coastal resilience, or digital transformation in supply chain and transportation operations.
- **Forestry Innovation & Emergency Management:** supports innovations addressing wildfire and flood management, digital permitting, forestry data systems, and predictive tools such as AI and digital twins to improve emergency response and resource management.
- **Mining & Critical Minerals:** Designed to accelerate the development, validation, and deployment of cutting-edge technologies in the mining and critical minerals sectors. This theme focuses on innovations in productivity, renewable energy integration, traceability, and mineral processing to enhance sustainability, regulatory compliance, and supply chain efficiency
- **Defence & Dual-Use Technologies:** Supports province-wide projects that advance the validation and deployment of technologies designed for secure, high-reliability, or mission-critical environments. Projects may address applications in border and coastal security, Arctic and remote operations, disaster response, cybersecurity, simulation and training, or environmental monitoring, contributing to B.C.'s economic and operational resilience through dual-use innovation. must have a specific defence/military application outlined to test as a use-case with potential dual-use applications as a secondary output.
- Projects with the following attributes may be favourably adjudicated:
 - **Regional Implementation** – Projects led by regional B.C. SMEs and/or pilots located in B.C. communities outside the Lower Mainland.
 - **Indigenous Participation** – Projects developed in partnership with, or directly benefitting, Indigenous communities or organizations.
 - **Collaborative Partnerships** – Projects that bring together multiple sectors or organizations to scale impact and advance provincial innovation goals.

Partnership Requirements

Each project must include:

- A primary early adopter partner (an organization or firm that is a potential customer of the piloted product or service and has agreed to evaluate it at pilot scale), with a mandatory written support (LOI, MOU, or equivalent).
 - The SME should secure the early adopter's agreement to operate the pilot-scale installation under real world conditions, either at the adopter's site or at the location in the field, agreed to by the adopter.
 - All LOIs or MOUs submitted in support of the project must be signed by a representative with decision-making authority at the partnering organization - preferably an executive or individual based at the company's headquarters.

- Optional observer or additional supporting partners, such as potential customers, investors, or industry organizations that contribute financially or in-kind.

How to Apply

Applicants must apply via SurveyMonkey Apply by **December 21, 2025, at 11:59pm PST**. The application will include:

- **Company & Eligibility Information:** Legal name, incorporation details, and confirmation of B.C. operations.
- **Technology Overview:** Description of the innovation, TRL level, and IP status or strategy.
- **Pilot Project Plan:** Workplan, key milestones, location, and expected outcomes.
- **Partnerships:** LOI or MOU from the early adopter (mandatory) and observer partner(s) if applicable.
- **Budget & Financing:** Breakdown of eligible costs, matching fund sources, and financial readiness.
- **Impact & Alignment:** Explanation of how the project supports one or more provincial innovation themes.
- **Risk & Mitigation:** Summary of key technical or operational risks and management strategies.

Evaluation Process

- **Innovation and Technology Merit:** Novelty, technical strength, and differentiation of the solution.
- **Market Potential:** Commercial readiness, scalability, and customer need.
- **Partnership Strength:** Commitment and credibility of early adopter(s) and partners.
- **Feasibility:** Project plan, resources, and risk management.
- **Expected Impact:** Economic, environmental, or community benefits.

Reporting Requirements

Funding is tied to milestone completion, reporting, and verification of project progress and expenditures. The following represent the baseline reporting requirements for all projects. Additional or alternative reporting milestones may be defined in the Contribution Agreement based on project scope, duration, and funding structure.

Recipients must submit reports in SurveyMonkey Apply and participate in review meetings with Innovate BC to confirm project status and outcomes.

Interim Report

- Submitted at mid-project or annually, as outlined in the Contribution Agreement.
- Includes updates on project progress, budget and expenditures, adopter engagement, early performance results, and any risks or mitigation actions.
- Reporting will be accompanied by a progress review meeting involving the applicant, pilot partner(s), and an Innovate BC Project Manager from the Calls Team to discuss achievements, challenges, and any required adjustments.
- Interim disbursements may be issued upon approval of the report and verification of eligible progress.

Final Report

- Submitted **upon project completion**, or at the end of the approved funding period.
- Report will include:
 - Summary of pilot activities and outcomes
 - Verification of project milestones and deliverables
 - Adopter feedback and validation results
 - Updated budget reconciliation and financial statement
 - Assessment of commercialization readiness and next steps
- **Final disbursement** is contingent upon Innovate BC's review and acceptance of the report and supporting documentation.

Post Project Reports

Following project completion, Innovate BC may request post-project updates to help assess longer-term impact and adoption outcomes. These brief updates may include qualitative or quantitative information on progress toward commercialization, partnerships, and market traction. Specific requirements, format, and timing for post-project follow-up will be determined by Innovate BC and communicated during the contracting phase.

Additional Notes

- The specific reporting schedule and disbursement milestones will be defined in each project's Contribution Agreement.
- Innovate BC may request additional reports, data, or check-ins to verify project status or outcomes.
- Templates and submission instructions will be provided upon contracting.
- Recipients must maintain all supporting records for seven years following project completion and may be subject to audit.

Contact

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Appendix A: Eligible & Ineligible Costs

Eligible Costs

- Technical salaries and benefits.
- Contractor fees for specialized services or testing.
- Field testing services.
- License fees and permits.
- Supplies and equipment, including the costs to purchase, rent, fabricate and install supplies and equipment related to the project.
- Purchase, installation, repair, upgrade, testing and commissioning of equipment, materials and products, including diagnostic and testing tools and instruments.
- Laboratory and field supplies and materials.
- Consumables (i.e., items used completely during the project such as motor oil, lubricants, transmission fluids).
- Data collection services, including processing, analysis and management.
- Statutory training, regulatory specified training (e.g., environment, health and safety) and associated certification costs as a result of a new product including training for the pilot site call manager.
- Capital items specifically required for the delivery of the Eligible Project, including data collection equipment, prototypes, pilot plants or demonstration facilities, if they have no residual value beyond the Period of Funding, as determined by Recognized Accounting Standards
- Site-specific travel required for the deployment of the project.
- Subject to prior approval by Innovate BC, professional and administrative fees for Intellectual Property (IP) activities directly required for the delivery of the project, including:
 - obtaining or maintaining an Intellectual Property Right arising from the project;
 - drafting or refining an IP Strategy required for commercialization planning or market readiness;
 - review or preparation of licence agreements, master service agreements, or other contractual assessments related to IP ownership and licensing clauses;
 - IP assessments supporting go-to-market activities (e.g., market entry, export readiness, partnership readiness) when directly tied to project outcomes.
 - *To ensure coordination of public resources and avoid duplication of support, applicants must disclose any IP-related funding received or anticipated from other government sources. Innovate BC may request additional information to confirm how such funding complements, rather than duplicates, the IP activities supported through this project. (Note: This coordination clause does not change eligibility; it ensures transparency when multiple funders support IP-related activities.)*

Ineligible Costs

- Shipping costs, including customs costs.

- General overhead costs, including operating costs related to general maintenance and repairs, utilities and telecommunications.
- Costs to decommission a Funded Project.
- Capital costs associated with ongoing scientific or technical activities.
- Fees and expenses incurred in relation marketing, communications and business development work.
- Contingency fees.
- Legal, financing fees and costs.
- Costs associated with the subsequent technology diffusion.
- Costs to apply for certifications; data collection in pursuit of these, in alignment with project objectives and KPI's, is eligible.
- Modifications or upgrades to existing infrastructure at any pilot site or supplier location
- Insurance.
- Existing digital collections and background IP, and the costs associated with their development or access.
- Government lobbying.
- Cost associated with land lease, sale or purchase.