



Go-To-Market Microgrant

Call Guide

Delivered by Innovate BC

Call Overview

The Go-To-Market Microgrant helps BC-based companies accelerate early sales and marketing efforts by providing non-repayable funding to support key early stage go-to-market activities. The call provides rapid, non-repayable funding of \$10,000–\$50,000 to help B.C. companies accelerate growth by catalyzing traction, equity creation, and enterprise value. With a streamlined 4–6 week intake, review, and contracting process, the call delivers fast, flexible support for innovators to act on their most pressing business opportunities.

Whether it's building brand awareness, launching campaigns, or investing in materials and talent to secure first customers, this call is designed to support early go-to-market activities.

This initiative is funded by Innovate BC.

Call Goals

- Enable BC-based startups and SMEs to achieve early revenue traction
- Support strong go-to-market execution through marketing, branding, and outreach
- Improve investor readiness and sales performance
- Help companies expand their customer base and market footprint

Key Dates

November 17, 2025: Application intake opens

November 30, 2025: Application intake closes

December 15, 2025: Award decisions to be shared with applicants

March 20, 2026: All technologies projects must have incurred all costs and submitted claims.

March 20, 2027: Results reporting on first year of traction follow-up.

Funding Available

- Non-repayable grants of up to \$50,000 per company
- Covers up to 75% of total project costs
- Requires a minimum 25% cash contribution from the applicant.
- All funded activities must be completed by March 20, 2026.
- Reimbursement-based funding: applicants must submit proof of payment for eligible activities

Who Can Apply

Applicants must:

- Be a for-profit company headquartered in British Columbia
- Be incorporated and in good standing in B.C. or federally
- Have a product or service in-market or ready to sell
- Be able to demonstrate:
 - A clear market opportunity
 - A plan to reach early customers or channels
 - Capacity to execute the proposed activities
 - Established product market fit
 - Secured funding or early revenue.
 - Tip: From a venture capital perspective, your company has secured Pre-Seed or Seed Funding, great! If your company is post-Series A, you're probably too late, and if you haven't needed private capital, tell us why! Also, if this is a completely new line of business, almost like an incubated business within a business, that can be considered on a case-by-case basis.

Priority may be given to:

- Companies who have completed additional ecosystem programming
- Companies with export potential

Eligible Costs

The call supports a wide range of early sales and marketing costs, including but not limited to:

Marketing & Communications

- Salaries for marketing staff (including fractional or advisory roles)
- Paid advertising and digital marketing campaigns
- Marketing Tools

Sales Enablement

- Salaries for sales staff or consultants (including fractional or advisory roles)
- Sales management tools (first-year only);
- Legal costs associated with Contract Development/Review / Retention/Licensing.

Market Development Activities

- Customer validation and pilot demonstrations to secure first customers or test adoption in new markets.
- Advanced market assessments including segmentation, competitor analysis, and pricing studies.
- Channel and partnership development, including distributors, resellers, or key strategic alliances.
- Export readiness and market entry activities such as certifications, localization, or compliance reviews.
- Development of go-to-market playbooks or launch campaigns that accelerate customer acquisition.
- Regulatory or standards alignment required for entering specific industry markets (e.g., safety, data, or environmental).
- Third-party consulting services to refine value propositions, pricing, or positioning in target markets.
- Marketing asset localization (translation, packaging, or region-specific adaptation).

Other Activities

- Legal costs associated with the creation or review of standardized master service agreements, licensing terms, or other commercialization-related contracts required for market development, that are designed to streamline customer onboarding and ensure consistent, optimal terms for market entry and growth.
- IP protection and brand strengthening, including new trademark and patent filings tied to commercialization, or new foreign filing extensions tied to an expansion strategy.
- If there are activities not included above, they will be evaluated on a case-by-case basis.

Ineligible Expenses

Funding cannot be used for:

- Retrospective costs (expenses incurred before approval)
- Ongoing activities and expenses not tied to the project
- Capital equipment purchases
- R&D, product development, or manufacturing
- Legal costs beyond IP filing and contract development. (ongoing prosecution costs are ineligible)
- Office rent, depreciation, or internal overhead
- In-kind contributions (only cash expenses are eligible for matching)

Application Process

Applicants must submit:

- A short online application outlining:
 - Company background
 - Description of the market opportunity
 - Use of funds and expected outcomes (Project Description)
 - (Project) Budget and timeline
 - One supporting quote per subcontracted or third-party service (if applicable)
- A current customer and/or investor pitch deck

- A brief description of their IP strategy (Please do not upload any material subject due to attorney-client privilege)
- A risk management matrix

Adjudication

Applications will be evaluated based on:

- Clarity of market opportunity and proposed activities (25%)
- Readiness to execute (team, product, timing) (25%)
- Potential impact on sales, partnerships, or visibility (25%)
- Budget realism and alignment with eligible costs (25%)

Reimbursement & Reporting

Approved companies will enter into a funding agreement with Innovate BC. This process may take 4 to 6 weeks. Reimbursements are made upon:

- Submission of paid invoices and proof of payment
- Completion of final reporting outlining outcomes, learnings, and next steps
- Companies must submit a short final report within 30 days of completing their project

Data Privacy

Innovate BC is committed to respecting your privacy. Innovate BC's Privacy Policy identifies what information is collected about you and how it's used by Innovate BC when you visit innovatebc.ca (the "Site"), apply to one of our programs, or communicate with Innovate BC. [Please visit us here to learn more.](#)