

**STRATFORD INTELLECTUAL
PROPERTY**

Know the Money (And Where to Find It).

A GUIDE FOR WHERE TO FIND AND APPLY FOR FUNDING FOR YOUR INTELLECTUAL PROPERTY

Intellectual Property (IP) is important, but it can quickly get expensive, which is why it is critical to be able to identify smart ways to allocate your funds to maximize your ROI.

Know the Money is your go-to resource for identifying funding opportunities that can help you invest in and grow your IP strategically.

At a Glance.

Executive Summary

Building a strong intellectual property (IP) strategy shouldn't be out of reach for small and mid-sized enterprises (SMEs). Budget limitations are a reality, but they don't have to stand in the way of securing the valuable protection that IP provides. By tapping into cost-effective funding sources, savvy organizations can safeguard their innovations while setting the stage for growth.

Know the Money is designed to help you navigate the current funding landscape and identify opportunities to extend your IP budget. With up-to-date information and practical insights, this guide supports your efforts to implement an IP strategy that protects your interests, fuels your business objectives, and evolves alongside your growth.

About Stratford Intellectual Property

Stratford Intellectual Property, a division of Stratford Group, is a full-service patent and trademark agency that offers end-to-end IP services covering all types of IP. Our virtual IP department service is offered on a monthly subscription basis where our cross-functional team of IP experts collaborate to proactively and pragmatically develop and implement your IP strategy. We work with you to ensure it stays in sync with your business objectives to maximize value and reduce risks. Equipping your team with hands-on support, Stratford Intellectual Property delivers you peace of mind as it relates to your intellectual property.

At Stratford, we're here to help you maximize the resources you have — and leverage additional funding opportunities to build a stronger, more sustainable path forward.

How to Use This Resource

Leverage our Expertise

The process of identifying and applying for funding can be an overwhelming process. This guide is organized to help you quickly scan for opportunities, identify next steps, and move forward with clarity.

To get the most out of this guide:

- **Explore:** Review available funding programs and supports that may align with your IP initiatives.
- **Evaluate:** Consider eligibility criteria, timelines, and fit with your business objectives.
- **Engage:** Reach out to Stratford if you'd like expert support in mapping your project to the right funding opportunities and strengthening your applications.

Our team can help you scope your projects, align with program requirements, and develop strong proposals that increase your chances of success — making the most of your time, resources, and IP investment.

***Please note that not all programs listed are available/seeking applicants on an ongoing basis. We invite you to reach out to a member of our team to help determine your options.**

Find the Sources. Fund Your Ideas. Fuel Your Growth.

Identifying the right funding sources can make the difference between setting aside great ideas — and bringing them to life. From tax credits and grants to advisory support programs, there are resources available to help you grow, protect, and scale your intellectual property investments.

Use this guide as a starting point to discover options that fit your goals — and remember, Stratford is here to help you every step of the way.

Book Your Free Consultation

Not sure where to start?

Schedule a free, no-obligation consultation with Stratford's IP funding experts. We'll help you assess your options, prioritize opportunities, and map out a strategy to extend your IP budget — and your impact.

LET'S TALK



Natalie Giroux | President, Stratford Intellectual Property



Natalie.Giroux@stratford.group



<https://www.stratford.group/full-service-ip-agency>



IP plays a critical role in exploiting the growth and innovation potential of businesses. An IP strategy for your business can help extract value from existing products and services, create new revenue streams and raise capital.

— GOVERNMENT OF CANADA

Sources

Additional information and source materials can be found at the links provided in the contact information box

ADDITIONAL SOURCES:

<https://ised-isde.canada.ca/site/innovation-canada/en>

**KNOW THE MONEY is an ongoing publication that is researched by our Intellectual Property team, collecting the most relevant funding options available to Canadian businesses and organizations. We do our best to maintain the accuracy of the information collected within.

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NRC IRAP IP Assist

ABOUT

The National Research Council of Canada Industrial Research Assistance Program (NRC IRAP) provides comprehensive advisory services as well as funding to help accelerate the growth of Canadian small and medium-sized businesses. They have expanded their advisory service offering by adding a new program, IP Assist, to help innovative Canadian businesses make the very most of their innovations.

IP is a valuable tool that can help to leverage company innovations. IP Assist offers a range of targeted IP services to help both transform innovations into valuable assets in support of commercial goals and safeguard innovations.

TARGET

- An incorporated, profit-oriented small or medium-sized business in Canada
- Companies with 500 or fewer full-time equivalent employees
- Companies with plans to pursue growth and profit by developing and commercializing innovative, technology-driven new or improved products, services or processes in Canada

SERVICES

- **Level 1, Awareness:** Provides access to their network of advisors, resources and partner organizations to increase knowledge of IP best practices and better understand how to leverage and safeguard innovations
- **Level 2, Strategy:** Provides access to IP experts who can assist in developing an IP strategy to support business goals, help prioritize IP actions as well as provide valuable insight related to technology, competitors and the IP landscape
- **Level 3, Action:** Provides funding to help execute the actions prioritized in IP strategy (drafting and prosecution fees are not eligible for Level 3 funding)

NEXT STEPS:



<https://nrc.canada.ca/en/support-technology-innovation/nrc-irap-support-intellectual-property>



Contact Stratford Intellectual Property for help to access funding through IP Assist



Innovation Asset Collective (IAC)

ABOUT

IAC is an independent, membership based not-for-profit selected by the Canadian Government's Department of Innovation, Science and Economic Development (ISED) to assist Canadian SMEs in leveraging IP strategy to compete and scale. A key pillar in Canada's IP Strategy, they are the first program that considers the broader relevant IP needs for companies. Their role is to help Canadian companies to understand the importance of IP know who to build formidable IP and data positions to support growth.

TARGET

- IAC members that are small and medium-sized enterprises in the data-driven cleantech sector
- **ASSOCIATE MEMBERS** are early-stage start-up organizations with fewer than 25 employees and less than \$500,000 in annual revenue (complimentary tier)
- **FULL MEMBERS** are small to medium-sized companies that are at the start-up and scale-up phase of growth and have fewer than 500 employees

SERVICES

- IP Credit
 - IAC annual fee can be used as credit/reimbursement towards IP spend for services such as trademark prosecution, patent filing, drafting, IP consultation with law firms, or software tools required to monitor existing IP
 - Designed to incentivize IP spend wherever you operate and can be used in international jurisdictions and with the service provider of your choice
- IAC Grants
 - 3 programs available (Full - \$200K per round; Associate and Women in IP - \$100K per round)
 - Submissions are judged on ability to demonstrate ability to move business strategy forward using IP

NEXT STEPS:



Multiple submission rounds throughout the year



<https://www.ipcollective.ca/>



Contact Stratford Intellectual Property for help to access funding through IAC



Intellectual Property Ontario (IPON)

ABOUT

IPON was created to drive economic growth for companies by leveraging IP; working with innovators, businesses, and researchers at various stages of their IP journey by providing access to expert IP education, financial supports, and mentorship to help clients better understand how to: maximize the value of IP, strengthen their capacity to grow, compete in the market, and enhance research and commercialization outcomes.

TARGET

- Prospective clients must be IP owners or licensees developing intellectual property.
- Priority sectors include MedTech, life sciences, artificial intelligence, vehicle technology, and mining & advanced manufacturing.
- Ontario-based small-and-medium size enterprises with < 500 employees

SERVICES

- **Financial Support for Protection and Commercialization of IP** to subsidize the cost of IP protection and commercialization services and provides access to roster of service providers
 - Available for assessments, IP audits, IP valuation, IP strategy assessments, IP registrations, drafting and prosecution, trademarks/copyright registrations, support for IP agreements (NDA, licences) or contracts with high IP impact (MSA's, partnership agreements, or data management plans)
- **Micro-credentialing** - A rapid training program for clients who complete recommended basic IP education courses, as well as live learning sessions with IP thought leaders
- **IP Mentorship**
 - Direct one-on-one mentorship with independent IP experts to help validate or consider approaches to improve business or commercialization outcomes using IP. IP experts help determine IP needs, understand how to develop IP strategies, and manage and commercialize IP in new ways

NEXT STEPS:



Applications are reviewed on a rolling basis



<https://www.ip-ontario.ca/>



Contact Stratford Intellectual Property for help to access funding through IPON



ElevateIP

ABOUT

ElevateIP is an ISED program to provide the tools Canadian startups need to understand, strategically manage and leverage their IP. The program is offered through Business Accelerators and Incubators (BAIs) across Canada.

- Facilitating IP supports by BAIs to startups in Canada;
- Increasing IP capacity in the BAI ecosystem in Canada through IP education for BAIs and their client startups; and
- Enabling BAIs to provide targeted supports that are customized to the unique requirements of each startup to help them secure and maintain IP rights.

TARGET

- Business should be headquartered in Canada with less than 500 employees
- Should be a Canadian Controlled Private Corporation (CCPC) which owns or has exclusive rights to the IP looking to be protected.
- Business should be incorporated less than 15 years.

*Note that the eligibility and implementation may vary from one BAI to another

SERVICES

ElevateIP will leverage the existing Canadian BAI network to provide targeted IP supports to startups (up to 100K\$), as a complement to the BAIs' existing suite of services, such as:

- Level 1 - Increasing IP awareness and educational opportunities for startups through activities such as workshops, programs, conferences, and peer-to-peer learning opportunities, so they have the foundational IP knowledge required to succeed.
- Level 2 - Developing IP Strategies and providing startups with the tools, talent and supports to manage and make the most of their IP assets.
- Level 3 - Implementing IP Strategies by enabling startups to realize the objectives of their IP Strategies, which includes preparation, filings (including foreign filings) and prosecution of patents and trademarks.

NEXT STEPS:



Contact Stratford Intellectual Property for help to access funding through ElevateIP

Let's Stay in Touch.

EXPERT INSIGHTS TO STAY AHEAD

Innovation moves fast — and having the right insights can give you the edge you need. Our team tracks emerging IP trends, funding opportunities, and strategic shifts to help you stay ahead of the curve.

We're here to help you turn smart ideas into strong assets — and strong assets into real growth.

ABOUT STRATFORD

At Stratford, we believe better is possible, and it's our mission to help clients get there with better strategies, better processes, better technology, better intellectual property protection and better leadership. Our teams have years of practical business experience, and deliver customized solutions that help clients realize value, achieve results and build enduring capabilities. Capabilities that leave our clients in better positions to thrive and contribute to the prosperity and vibrancy of their organizations, their teams and their communities.

Join the Stratford Community

Get actionable insights—no fluff, just value. [Sign up](#) for updates that break down complex topics into practical takeaways.

Follow Us for Updates & Events

Stay informed about the latest resources, events, and expert perspectives. Follow us on LinkedIn to keep up with what's new.

Explore Key Resources

Our latest reports, frameworks, and best practices can help you think ahead. Check out our [resource library](#) on our website.

Take the Next Step

Ready to dive deeper into funding strategies and how Stratford can support your goals?

Explore our detailed guide: [Securing Funding For Your IP](#)

