



National Research  
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Canada

# **CONCIERGE SERVICE SERVICE DE GUIDE-EXPERT**

Your Guide to  
Votre conseiller en **Innovation**



# Why is there a need for Concierge Service?

- **No clear place to start** – finding relevant information on innovation resources available in Canada can be challenging to SMEs.
- **Confusing** – when an SME identifies a program or service suited to their needs it is difficult to establish eligibility criteria having access to vague or often outdated materials to go by.
- Going through the **submission process** and understanding key acceptance criteria can also be confusing/challenging. Many don't have a dedicated resource for this process.
- **ROI is not there** – there is a perception by many SMEs that many programs do not offer enough incentive to warrant the application process.



# What is Concierge Service?



- **Customized service** to help SMEs leverage available programs and services to expand their markets
- Up-to-date, **easily accessed information** under a single umbrella
- **Guidance** on the most appropriate business innovation assistance that aligns with where the business is in their development.
- **Soft Hand-offs and referrals** to the right partners or service providers that can provide timely support



# Target Audience for Concierge Service



- Canadian SMEs seeking to innovate with new products, services or markets
- Firms looking to adopt/adapt their innovation to grow their companies
- Concierge supports all industry sectors
- Any phase of product and service development

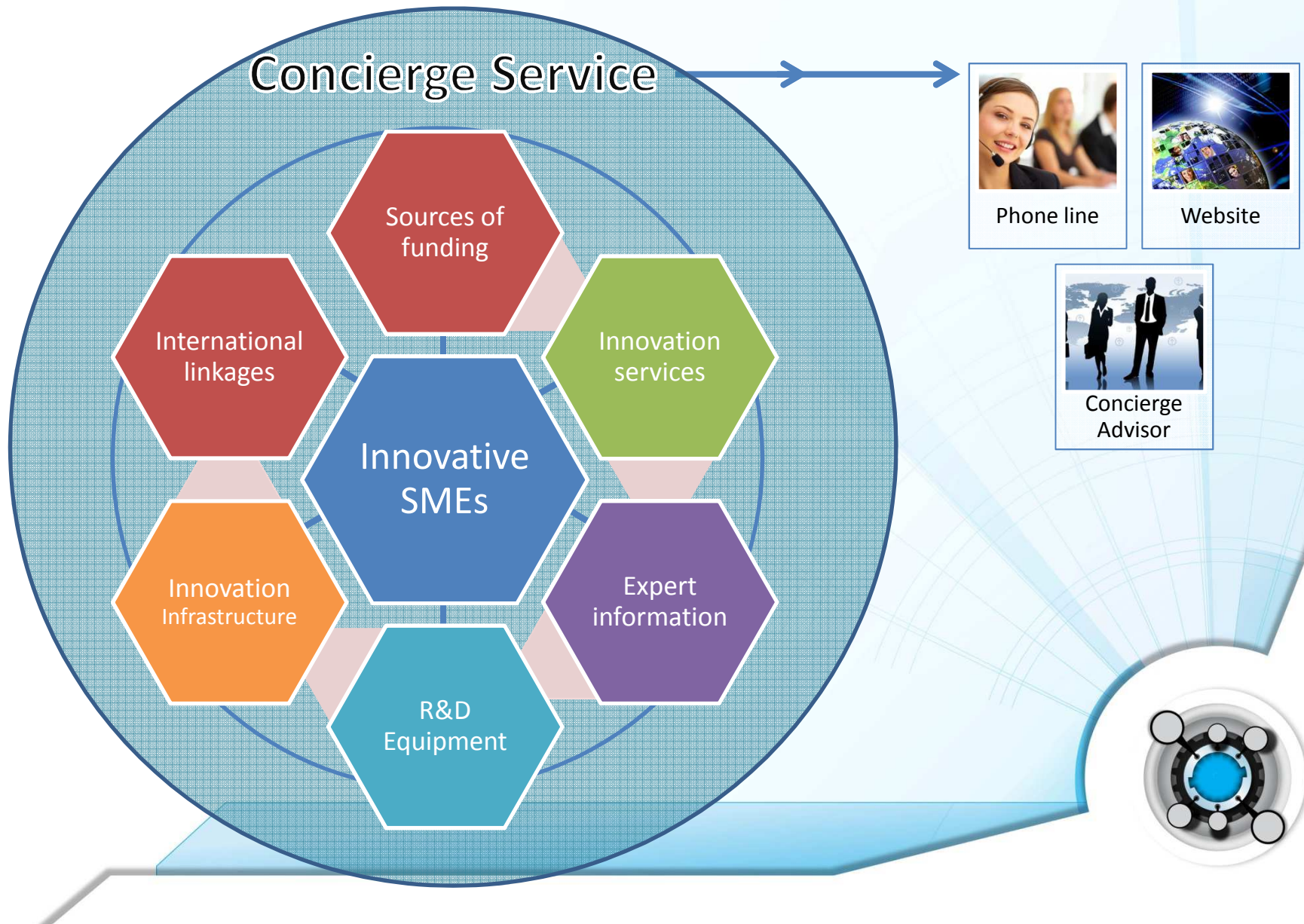


# How Concierge Service Works

- Helps innovation-based SMEs define specific business needs for where they are in the business development cycle
- Identifies most stage appropriate support for the development of new products, services or markets
- Identifies programs/services that the SME might not have otherwise identified themselves
- Helps SMEs understand what they need to have in place to successfully access the available programs/services (who they need to be)



# One Simple Access Point



# Benefits of Collaboration

- Leverage the National network of ITAs and Concierge Advisors to know what is going on with programming and support across the country
- Cross-fertilization should benefit more SMEs plus stakeholders/partners
- Consolidated and standardized profile of programs & services will be continually expanded and updated
- Referrals to your organization are targeted, screened and tracked to save you time



# Concierge Service Advantage for Partners

- **Complements** – not competes with – your existing programs
- **The Concierge Service is a platform** for public & private sector organizations who support SME innovation
- **Opportunities** to share information about your programs, services or resources
- **Encourages you to provide feedback** in order to continuously enrich the Concierge Service for Canadian SMEs

