



NSBDF

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# Nova Scotia Business Development Fund

The Nova Scotia Business Development Fund (NSBDF) is a \$2,500 grant initiative designed to fuel the growth of small to medium-sized businesses in Nova Scotia.

# OVERVIEW

The NSBDF provides eligible businesses with a \$2,500 grant to be used for business development initiatives in partnership with Ralli Marketing. This grant is designed to help Nova Scotian businesses overcome challenges, seize opportunities, and achieve their growth potential.

## ELIGIBILITY CRITERIA

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To be eligible for the NSBDF, applicants must:

- ✔ Be a Nova Scotia registered business in good standing
- ✔ Have fewer than 100 full-time employees in Nova Scotia
- ✔ Have a permanent establishment in Nova Scotia
- ✔ Demonstrate growth potential and a commitment to business development

# THE GRANT

## USAGE

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The \$2,500 grant can be applied towards various business development services provided by Ralli Marketing, including but not limited to:

### Digital Marketing Strategy & Brand Positioning

- Digital marketing strategy development
- Brand enhancement and positioning
- Market research and analysis

### Lead Generation & Funnel Optimization

- Sale funnel build-out
- Lead funnel creation
- Digital Ads
- Email Marketing
- CRM management & optimization

### Content & Social Media Management

- Social media marketing
- Content marketing and creation

### Website Optimization

- Website optimization and development
- Search Engine Optimization (SEO)

# APPLICATION

## PROCESS

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Interested businesses can apply for the NSBDF through our online application portal. The application will require:

- Basic business information
- A brief description of your growth objectives
- An outline of how you plan to use the grant

## SELECTION CRITERIA

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Applications will be evaluated based on:

*Note: Preference will be given to first time users of the grant*

- The business's growth potential
- The clarity and feasibility of the proposed use of funds
- The potential impact on Nova Scotia's entrepreneurial landscape



# BENEFITS

## WHY APPLY?

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### 1. Financial Support:

Receive \$2,500 in funding for business development initiatives.

### 2. Expert Guidance:

Work with Ralli Marketing's experienced team to enhance your business.

### 3. Growth Opportunity:

Gain valuable insights and strategies to scale your business.

### 4. Community Impact:

Contribute to the strengthening of Nova Scotia's entrepreneurial ecosystem.

## OUR COMMITMENT

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At Ralli Marketing, we're dedicated to fostering entrepreneurship in Nova Scotia. The NSBDF is more than just a grant; it's our investment in the future of our province's business landscape. We believe in the potential of Nova Scotian entrepreneurs and are committed to providing the support and resources needed to help them thrive.

By participating in this program, you're not only investing in your business's growth but also contributing to the broader goal of enhancing Nova Scotia's entrepreneurial spirit. Together, we can create a more vibrant, innovative, and prosperous business community in our province.

[Apply now and take the next step in your business's journey towards success!](#)

*Apply Now!*

# CONTACT

## DETAILS

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If you require any additional information, contact us at:

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