



The VR/AR Global Entry Program / 2019-2020 Guidelines (AWE EU)

What is The VR/AR Global Entry Program?

The VR/AR Global Entry Program is a program designed to support Canadian VR/AR companies to visit foreign markets. The program is managed by [The Vancouver VR/AR Association](#) and [Launch Academy](#), and partially funded by [Global Opportunities for Association \(GOA\)](#). The program aims to accomplish the following:

- Reimburse 75% of eligible travel costs (airfare, per diem, booth, conference registration, shipping etc)
- Secure speaking opportunities for delegates
- Secure booth space for delegates
- Organize B2B networking opportunities for delegates

What is Global Opportunities for Associations?

Global Opportunities for Associations (GOA) provides annual non-repayable contribution funding to support Canadian national trade organizations undertaking new or expanded international business development activities, in strategic markets and sectors, for the benefit of an entire industry (member and non-member firms). GOA's objective is to increase Canadian prosperity, competitiveness, and capacity in the international marketplace. The expectation is that supported projects will lead to establishing business relationships and marketing potential for Canadian industry. More info here:

<https://www.tradecommissioner.gc.ca/funding-financement/goa-oma/index.aspx?lang=eng>

Eligible Applicants

The Eligibility Requirements are:

- Be a for-profit company;
- Be an incorporated legal entity or a limited liability partnership (LLP);
- Have a Canada Revenue Agency (CRA) business number;
- Have a maximum of 500 full-time equivalent (FTE) employees.
- Have no less than \$50,000 and no more than \$100 million in annual revenue declared in Canada during its last complete fiscal year. Launch Academy reserves the right to validate this through the company's Financial Statements.
- Must have an export-ready product that can be sold for more than an accumulated amount of \$10,000 per annum;
- Must be in the Virtual Reality and Augmented Reality industry

Application Process

Application opens on July 3rd, 2019 and will run until August 2nd, 2019. Selected companies will be announced on August 5th, 2019.

The application form can be accessed via this url:

<https://launchacademy.typeform.com/to/p9t5dd>

There is a \$25 CAD application fee to help cover administrative costs.

If selected, a participating agreement will be sent out to the selected companies and the agreement needs to be signed within 3 business days.

There is a mandatory program fee of \$500 CAD plus applicable tax that will include the following:

- Startup booth space or demo area for one day (2m x 1m in a 6m x 6m space)
- 1 all-access pass and 1 expo-only pass
- VIP dinner and exclusive B2B networking opportunities
- Potential speaking opportunities (if selected)

Fees must be paid in full within 3 business days after the participating agreement is signed. This fee is not eligible for the 75% reimbursement.

Summary of Reimbursements for Eligible Expenses

Max value for reimbursement per company (all value in CAD, 75% of total cost)

	Max reimbursement (75% of max budget)	Max allocated budget
Airfare (economy class only)	\$1050 CAD	\$1,400 CAD
Per Diem ((\$300 maximum for each working day, including accommodation and meals)	\$900 CAD	\$1,200 CAD
Conference Registration	\$622.50 CAD	\$830 CAD
Shipping	\$375 CAD	\$500 CAD
Ground transportation (Taxi, bus, car rental, train)	\$277.5 CAD	\$370 CAD

If your cost ended up being higher, you are responsible for the amount above the max allocated budget.

Eligible Expenses

Airfare

- Reimbursement up to \$1050 CAD (up 75% of total cost)
- Economy class only, business class or first class will not be approved
- Straight route only (straight route is defined as the route between the traveller's home location and the location of the approved activity (AWE EU in Munich, Germany), without any additional stops/legs/destinations for non-CanExport Associations related purposes
- Proof of flight purchase, receipts and boarding passes should be kept for claim purposes

Per Diem

CanExport offers a Per Diem to address expenses for accommodation, meals and incidentals. CanExport estimates a daily average of \$400 incurred by travellers for accommodation, meals and incidentals and will therefore reimburse applicants 75% of a Per Diem incurred and paid to travellers, up to a maximum \$300 for each traveller for each working day while travelling for CanExport - Associations activities.

Conference Registration

One all access pass and one expo-only pass are included in the program fee.

Ground transportation (Taxi, Bus, Train)

If a traveller chooses to use bus, car, (or train) to travel (straight route) to an event as an alternative to flying, the claimed expense cannot exceed what an equivalent straight route economy class airfare would be expected to cost. (If the amount seems excessive, applicants will be expected to provide economy airfare estimates.)

Shipping

Shipping costs of material not directly related to a CanExport - Associations funded activity are ineligible.

Booth Information

Here are the steps to rent AV equipment

1. Go to [Exhibitor Portal](#)
2. Click on AV Equipment Rental
3. Input the things you need onto this [spreadsheet](#)
4. Order and pay for your own AV equipment (this is not eligible for 75% reimbursement)

Information you might need:

- Booth #: 228
- Booth name: Canadian Pavilion

Please organize among yourselves if you are sharing AV equipments. I believe the rate is for both days so it's totally possible to share the cost between Day 1 and Day 2 companies, hence why it's important to list your needs on the spreadsheet.

Day 1 (Oct 17, 2019) Companies:

- VR Vision Inc.
- Finger Food Advanced Technology Group
- MAMMOTH XR
- Kognitiv Spark
- Motive.io

Day 2 (Oct 18, 2019) Companies:

- Arcane Technologies

- Volumetric Camera Systems
- Precision OS Technology
- Quantum Capture Inc.
- YDX Innovation

Reporting

After attending the conference, delegates will have 15 business days to submit a final report which must include the following information:

- A written report on market activities outlining meetings held, leads generated, intelligence garnered, co-venture or coproduction deals initiated, rights acquired and financing secured and/or pending; and
- A final cost report with photocopies of supporting invoices and receipts.

A template for this final report will be supplied to successful applicants. Failure to submit a final report to Launch Academy within the specified time period may result in forfeiture of the award.

In addition, follow-up surveys may be conducted 6 and 12 months after the market has concluded to confirm any additional pre-sales, rights acquired, financing secured and/or co-production deals signed.

Forfeiture of Award

Successful applicants who fail to submit a final report to Launch Academy within the specified time period will be given one written reminder. Should all materials not be provided following this reminder, the successful applicant forfeits any outstanding drawdown amounts and the commitment will be reduced by this amount.

FAQ

About AWE EU

What is AWE EU?

AWE (Augmented World Expo) is the world's #1 event series for XR professionals who are passionate about improving the way we work, live, and communicate via technologies like

Augmented Reality (AR), Mixed Reality (MR), Virtual Reality (VR), Smart Eyewear and Wearable Computing, as well as gesture, sensor, and tracking devices. Now in its 10th year, AWE continues to work with the top innovators — from the hottest startups to Fortune 500 companies — to showcase the best AR and VR experiences in all aspects of life and work; including arts and entertainment, social interaction and brand engagement, enterprise and industry, architecture and design, education and training, healthcare, government and commerce.

AWE EU by the numbers



2,000
attendees and growing

100
Leading XR
sponsors and exhibitors



50
XR investors



150
Leading press
members

250,000
Tap into the largest
worldwide community
of XR professionals



125
Leading XR
speakers and
presenters

Who is going to be at AWE EU?

Who Attends AWE



STARTUPS

Meet with investors, strategic partners and potential clients and get on the radar of top press.



CORPORATIONS

Find new AR & VR software and hardware to help further your business by increasing productivity, efficiency and safety.



INVESTORS

Identify and meet with startups solving real problems in AR & VR and network with fellow investors interested in this emerging space.



DEVELOPERS, DESIGNERS, PROJECT MANAGERS, & ENGINEERS

Learn how to develop and design for the latest AR & VR platforms through workshops and hands-on demos with the latest devices.



PRESS & ANALYSTS

Get access to launch announcements, go hands-on with the latest in AR & VR and walk the floor to see trends emerging in this next wave.

Companies that attended in 2018



Why attend AWE EU?

The Event

THE AWE PROGRAM

2-DAY CONFERENCE | 2-DAY EXPO

Whether you work in XR or are looking to see how these technologies are going to impact your industry, your life and the world, there is something in the AWE program for you. During the two-day, content-packed event, visionaries and practitioners join one another to listen to and participate in inspiring keynotes, panels, roundtables, case studies and workshops.

MAIN STAGE

Keynote talks by inspiring thought leaders who are using AR & VR to fundamentally change the world.

DESIGN

Lectures and discussions on the new user interfaces and design thinking unique to AR & VR.

DEVELOP

Developer workshops on the latest hardware, tools and SDKs to develop for AR & VR platforms.

CONSUMER

Conversations and presentations on how AR & VR are changing marketing, advertising, storytelling, entertainment, education, healthcare, and more.

ENTERPRISE

Use cases and discussions demonstrating best practices and ROI with AR & VR in the enterprise.

STARTUPS & INVESTORS

Hear pitches from startups who are actively seeking investments in their unique XR solutions.

Who is Launch Academy and The Vancouver VR/AR Association?

Launch Academy is a not-for-profit corporation that provides SME digital entrepreneurs with the mentorship, resources, and networks they need to launch, fund, and grow their start-ups. Since 2012, Launch Academy has incubated over 700 companies, collectively raised over \$200 million and created more than 1,500 jobs in Canada. In 2017, Launch Academy was approved as a designated Startup Visa Organization and has since assisted global entrepreneurs to relocate their businesses to Canada.

Launch Academy has a stellar track record of positive economic outputs via business incubation and support in Canada. Their services include: advising new businesses on multiple aspects of entrepreneurship and start-up; mentor and investor networking; expanding existing businesses, including assisting foreign businesses immigrate to Canada; and organizing community events and business workshops for entrepreneurs.

Launch Academy will partner with The Vancouver VR/AR Association to organize a delegation of 10 Canadian companies to visit AWE EU. The Vancouver VR/AR Association is the leading industry association for virtual reality and augmented reality companies based in British Columbia. Its mandate is to advance industry adoption of immersive technology and accelerate industry growth. It is a strategic partner of The VR/AR Association, a global community of 24,000 VR/AR professionals and a network of 50 chapters around the world.

Have questions? E-mail us at:

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