



ALBERTA BUSINESS GRANTS LTD.

December 13, 2021

Advanced Grant Writing Course Online

Alberta Business Grants is pleased to offer the Advanced Grant Writing Course. As some former students will recall, I last hosted three grant writing workshops in 2018. I posted the [reviews of those courses online](#). We had guest grant agency speakers, a local mayor who talked about letters of support, and we had a pitch event. It was a one-day course, so we were unable to write a complete application in that amount of time.

Since that time, our team has been building a system and process to **write high-quality grants, faster**. We use the same process for our own VIPs and are constantly working to improve it.

About the course

The desired outcome of this course is that students learn the skills to write their own grant applications.

This course is a small class for advanced grant writing. You will be working in an online learning environment via Zoom. Students are required to sign a confidentiality agreement to ensure that they keep each other's work confidential.

Each week students will have homework to complete based on that week's content. This course is NOT a "done for you service". Instead, you are being taught how to write government grants. You're writing and building your master grant application with our guidance, feedback, templates, and draft answers. You can move forward confidently. As part of week two, we are helping students find their top grants. Having said that, students are encouraged to bring a blank application to class.

Here are the deliverables to develop the fundamental skills for advanced grant writing:

- 12 weeks. Starts on the **11th of January, 2022 at 9am MST**. Classes run weekly for 1.5 hours. Two 1.5 hour labs are included in the course, where we can work on your project's one-pager or lean canvas.
- The classroom facilitation is led with an instructor and delivered live via Zoom each week. David Kincade, MA will be the lead instructor for this course (see biography below). Other resources include an instructor with extensive grant agency experience and guest speakers on specific topics in the course.
- Trainee per class: 1-10
- Systems and processes are available on the course platform 24/7.
- Our draft answers and templates will be available to you.

- We teach how to complete all aspects of a grant application and the most efficient order.
- Trainees must complete each week's section for their master grant application before completion.
- Upon completion of the course, you will earn an Advanced Grant Writing Certificate.

About the potential students

- Your industry has grants. See the list [on this page](#) for grant sectors.
- This course is NOT an "introduction to grants"; it's an advanced, hardcore grant writing course.
- Some students will be company founders, but most will likely work at the organization.
- We're building a master grant application, and the course is for large, complicated grant applications (i.e. emission reductions, geothermal, scaling technology platform, exporting globally digitally, etc.).
- Ideally, you have a large grant application due this fall that you need help with.
- Training Cost: \$5,000 plus GST.

Due to the advanced nature of this course, I am asking people to fill out an [application form](#).

If your organization is not an ideal fit, we'll point you to useful resources.

For those of you that are a great fit, I'll set up a call. Ask us about a possible training grant.

David Kincade
support@albertabusinesgrants.ca

Course Syllabus

Training Details

Week One:

- **Initial Intake Meeting Training.** Gain an understanding of which documents and resources are crucial to almost every grant application. Learn to engage and identify stakeholders in a way that builds trust and helps you meet tight grant deadlines.

Week Two

- **Finding Grants Training.** Learn how to find all the grants that fit your business efficiently and effectively. Become proficient in identify free government grant sites and ways to track incoming grants with short deadlines.

Week Three

- **Lean Canvas Training.** Develop the skills required to put your 50 pages worth of application onto one page. Complete a Lean Canvas exercise to be able to answer the most important questions about your project.
- This week the instructor will be running an additional Lab to assist students develop their pitches.

Week Four

- **Project Overview Training.** Most grants fund projects, not general operations. Learn how to build clear and concise project plans, including objectives, anticipated outcomes, and deliverables.
- Large grants require business plans and financials. Learn the way we build business plans by leveraging grant application content. Develop the criteria for building a pro-forma internally or work with a consultant.

Week Five

- **Meeting Preparation Training.** Learn the steps and skills required when it comes to meeting with grant agencies and building trust. Create a meeting preparation template to ensure the most important questions are asked before you meet with the agency.

Week Six

- **Technology Week.** Grants require the specific steps that will occur in the project pertaining to the technology or innovation. Gain an understanding when to meet with a technical team and which questions to ask, so that those answers can be integrated in the grant application. This method saves hours of time and strengthens a team.

Week Seven

- **Marketing Week.** Learn how to write a clear and compelling go-to-market strategy, including: how to communicate timelines, methodologies, performance measurement, human resources, etc.
- A second lab will be provided this week to ensure that the technical and marketing roadmaps are clear and compelling.

Week Eight

- **Intellectual Property Week.** Nearly every grant application asks multiple questions about intellectual property. Learn to leverage exceptional free resources to build excellent answers. Our templates are available to assist students.

Week Nine

- **Risks & Mitigation Week.** Governments want to mitigate risk. Our team has developed extensive checklists to ensure you are planning for risks that your business faces. You will have access to our draft answers and research in order to develop your own responses.

Week 10

- **Economic Impacts.** Learn how to communicate your economic benefits in your grant applications. Leverage our checklists based on government research to present your application in the strongest position.
- **Social Impacts.** Gain an understanding how to communicate your business' diverse social impacts to grant agencies. Our team has reviewed several government research reports to build a detailed checklist with research. You have access to our draft answers, which are based on government research.

Week 11

- **Export Training.** Most grant agencies love exports because it means more revenue for Canadian firms. Several grants exist in this sector. Learn the best (and easiest) grants to apply to first, as well as how to position your application for success.

Week 12

- **Class Grant Project Presentations.** Students will be given the opportunity to present their work to the group. Feedback will be given from other students and the instructors. By the end of this course, students will have learned the skills to write exceptional grant applications that will serve their business and career.

OTHER COURSE DETAILS

Hours

- Instructional Hours: 21. Each week on Wednesday class starts at 9am-10:30am MST. Two 1.5 hour labs are taking place; one in Week Three and one in Week Seven
- Student Homework Hours: 24
- Total Training Hours: 45 hours

Dates of Training

- Begin: January 11, 2022
- End: April 5, 2022
- No class February 22

Course Title:

- Advanced Grant Writing Course

Delivery Method:

- Online

Credential:

- Advanced Grant Writing Certificate awarded at the end of class

Provider Name:

- Alberta Business Grants Ltd.

Provider Type:

- Private Trainer

Mailing Address:

PO Box 88051
Rabbit Hill Post Office
Edmonton, Alberta T6R 0M5
Canada

Phone Number:

780-297-6177

Website:

<https://albertabusinessgrants.ca/grant-writing/>

Cost:

\$5,000 plus GST

More Information

Ask up about possible training grants.

Instructor: David Kincade

Biography

David's background includes nine years as a successful grant writer totalling over \$4.5 million in wins. He has written several winning applications for nearly every prestigious business award in Alberta. He is the author of *The Ultimate Guide for Winning Government Grants: 100 Golden Grant Rules*.

Prior to Alberta Business Grants, David worked for four years at the Legislative Assembly of Alberta as a finance research analyst and executive assistant to the leader of the official opposition. He has taught political science students at the University of British Columbia, Wilfrid Laurier University, Grant MacEwan University, and the University of New Brunswick. David speaks enough French to get by and holds a Master's degree in Canadian Politics specializing in media and public opinion. David has been a member of the Edmonton Sunrise Rotary Club for five years, volunteers with Elevate Aviation, and plays recreational hockey. David is committed to living a life of success and significance in his community.

TESTIMONIALS

"I have worked with David Kincade over the six years and find him both high integrity and very knowledgeable. David told us what he would do, when, and delivered every time. Uncommon in today's world so I highly recommend him. He has completed more grants by far than his costs."

Ed Alfke, Chairman of Radicle Inc.

2017 EY Entrepreneur of the Year in CleanTech and Environment

"I've known and worked with David for years. He is an expert at government grants, political process, and business awards. If you're trying to secure government funding, you found the best."

Frank Burdzy, President & CEO Champion Petfoods

2016 Exporter of the Year & Premier's Award of Distinction Winner

"I've known David for several years. He is hard-working, organized and brilliant at securing government funding and winning awards. He has helped us build relationships with key stakeholders and win large government grants. If you're trying to secure government funding, he is head and shoulders above the rest anyone else we have worked with."

Ted Power, President ViewTrak Technologies

2017 Alberta Small Business Award of Distinction, 2017 Innovation of the Year – AIRMILES Small Business Achievement Awards, and 2016 Alberta Export Award of Distinction

Other Testimonials:

“My team and I booked David Kincade’s 1-hour working session. We were blown away by his grant knowledge. He showed us how grants work, which grants we should apply to, and answered all our grant questions. I highly recommend this service if you’re looking to figure out how to win business grants.” Brandi M.

“I signed up for the 1-hour working session with David. I was blown away by how many grants he found for my business, as well his grant knowledge. Prior to this meeting, I was relatively new to the grant space. He showed me everything from how governments work, where to find grants, how to successfully approach grant agencies, and tips on writing great applications. I learn a lot and it was definitely great value. Thank you David!” Zhiya S.

“The grant Zoom call was very useful. There is value in everything discussed. I see opportunities.” Patricia U.

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