

Video Development Project (Program Description & Guidelines)

Life Sciences Nova Scotia recognizes that digital promotional tools have become critical assets for growth. The video development project is intended to support member companies to engage in virtual business growth activities while attracting investment, talent, and clients.

Program Assistance

Included in Life Sciences Nova Scotia's suite of Sales & Marketing Asset Development projects, the video portfolio can consist of any footage you require for the advancement of your business, including but not limited to:

- Founder story
- Interviews of employees/personnel
- Candid footage of employees/personnel "on the job" in their work environment
- Manufacturing and Product footage
- Interior and Exterior footage of facilities
- Customer/Patient Testimonials

Approve projects are welcome to engage any qualified, 3rd party video production consultant that you choose.

Eligible Financial Support

The program will reimburse 75% of eligible expenses (excluding applicable taxes), up to a maximum of \$4,000.00. Any contracts or business dealings will be between the Life Sciences Nova Scotia member company and the identified video production consultant. Additional footage or services can be arranged directly with the consultant and will be at your cost.

**Life Sciences Nova Scotia members may participate in the Video Development Project no more than once within the current funding cycle.*

Program Dates: Present – March 15, 2025. All projects must be completed, invoices paid, and claim submitted to Life Sciences Nova Scotia by March 15, 2025.

Program Eligibility Criteria

- Applicant is a Life Sciences Nova Scotia corporate member company in good standing.
- Applicant has not received prior funding from the Video Development Project within the current funding cycle.
- By participating in the Video Development Project companies will agree to allow Life Sciences Nova Scotia to use the video files in promotional activities and materials that benefit the development of the life sciences sector. They will also agree to include "Supported by Life Sciences Nova Scotia" including the Life Sciences Nova Scotia logo at the end of the video. No future royalties or fees will be required.
- Completion of attached Expression of Intent (Eoi)
- Project will be completed by the March 15, 2025, deadline

Program Reimbursement

Please ensure that your company and project meet the criteria described in the call for proposal program description.

Approved program reimbursement:

- Upon completion of project, please submit the following documentation for reimbursement:
 - Receipt copies of all eligible expenses
 - Proof of payment of eligible expense
 - Invoice to Life Sciences Nova Scotia for 75% of eligible expenses (excluding applicable taxes) up to program maximum (\$4,000)
- Access to completed video file(s). Participating companies will agree to allow Life Sciences Nova Scotia to use the video files in promotional activities and materials that benefit the development of the health and life sciences sector. They will also agree to allow Life Sciences Nova Scotia to include ‘Supported by Life Sciences Nova Scotia’ including the Life Sciences Nova Scotia logo. No future royalties or fees will be required.
- Video Development Project claim submission deadline: **March 15, 2025.**