



MaRS Global Programme

January 2025

Guidance Notes

We encourage you to read these Guidance Notes along with the programme [FAQs](#).

Overview

Invest Northern Ireland has partnered with [MaRS](#) to deliver the MaRS Global Programme aimed at businesses seeking to explore and exploit opportunities in North America.

Through the six-month programme, you will gain access to leading-edge workshops, and one-on-one support to help to sharpen your value proposition and perfect your pitch. You'll also connect with key stakeholders on an immersive, in-market visit to Toronto.

The programme is managed and administered by Invest NI

The call for applications will open on **Monday 20 January 2025, 9:00** until **Friday 31 January 2025, 12:00 noon**.

We reserve the right to close the application call earlier, or extend its opening, depending on the volume of applications received. Only applications submitted via the INI Portal by the agreed closure time, or any extended closing point will be considered.

This is a two-stage application process. The first stage is the completion of an online application, which will be assessed by an Invest NI panel. Successful applicants will be invited to the second stage. The second stage will be a face-to-face meeting to validate the information provided in the application form.

Successful applicants will be offered a place on the programme.

There are only ten places available on the programme.

Participants are responsible for covering their own travel expenses (flights, accommodation, meals) during the in-market visit, but all programme-related costs will be covered by Invest NI.

Eligibility

The MaRS Global Programme is suitable for science and technology-related businesses that have:

- Successfully tested their product and/or service offering (i.e. able to demonstrate their offering is acceptable to a clearly defined market segment)
- Generated over £100k in income (e.g. sales revenue, grants, equity investment)
- The ability to grow globally with adequate resources to pursue and succeed in the North American market

Applicants will be expected to demonstrate ability to meet the above criteria and their interest in the North American market.



Applicants must meet all the following criteria:

- The business must currently be operating in Northern Ireland, with at least one director, partner, or proprietor residing here
- The business must intend to grow sales from customers outside Northern Ireland
- The business must be a small to medium enterprise (SME) with fewer than 250 employees and with turnover less than or equal to €50m or a balance sheet total of less than or equal to €42m
- The business must provide a value-added commercial product and or service
- The business must be able to demonstrate that it is viable and will remain so for the duration of the period of Invest NI support, with evidence that the business has sufficient resources to meet any funding gaps