

Hands-on expert support for your business — built around your schedule

ProfitLearn is LearnSphere's accessible, bilingual learning program delivering best-in-class business management skills development for New Brunswick small and medium-sized businesses since 2000. The Customized Support component of the *ProfitLearn* program pairs you with a trusted business expert who helps you turn your business growth goals into action. Your business expert meets you where you are, working around your schedule. They build you a tailored growth roadmap and help you implement it with practical training, tools, and coaching.

Are you Eligible?

Eligible applicants must:

- Be a registered business headquartered in New Brunswick
- Operate in an eligible sector (any sector except retail/wholesale, real estate, government services or those providing services of a personal or social nature)
- Have been in operation for at least two years
- Have established revenue

Outcome Alignment

Customized Support is designed for small or medium-sized businesses looking to achieve one or more of the following outcomes:

- Strengthen strategy development and implementation
- Build strong leadership and management capabilities
- Improve internal processes and operational efficiency

Applicants that demonstrate that the activities they request support for will have a positive impact on their business growth will be given priority.

Activities

Customized Support follows a clear, five-step process, designed to maximize your time and investment. All activities must be completed if you are approved:

1. **Business Assessment:** Work with LearnSphere to complete a high-level Business Assessment to identify where to focus your customized support.
2. **Select a business expert:** Select a [LearnSphere Associate](#) with the expertise you'll need.
3. **Growth Support Plan:** Together, you and the business expert will create a simple, focused Growth Support Plan that outlines your goals and the activities the program will support to help you achieve them.
4. **Implementation:** Complete your Growth Support Plan activities with direct consulting, and coaching support from a LearnSphere business expert. This could entail the expert creating new strategies or tools and coaching you on their implementation to maximize positive impact. The expert can work with you and your company through virtual or in-person sessions, scheduled to fit your calendar.
5. **Feedback:** Complete and submit a final evaluation of the program to LearnSphere Canada.

Program Value & Cost

Businesses approved for Customized Support pay \$1,000 (+HST). Approved applicants receive up to \$7,500 worth of expert coaching and consulting support thanks to the generosity of our funders, including:

- A customized Growth Support Plan
- Up to five days of an expert's time to provide coaching, tool and resource development, and implementation support to carry out the work identified in the Growth Support Plan

LearnSphere can also cover travel costs for up to two in-person visits to participant company's site.

Approved businesses are only responsible to pay the \$1000 (+HST) participant fee. LearnSphere is responsible to pay the business expert for their time and travel costs associated with the work as approved under the program.

Contract Requirements

Applicants can only participate in this program once during the contract period November 1, 2023, to October 31, 2026. Once an application is approved, a contract is signed between LearnSphere and the Applicant. The following applicant commitments are included in the agreement:

- It is the sole responsibility of the Applicant to ensure that the high-level Business Assessment and subsequent creation and implementation of the Growth Support Plan are completed within the timeframe outlined, and with the involvement of key stakeholders. **Participation of the businesses' leadership / senior management is essential in the approval and completion of the plan.**
- The LearnSphere business expert will commit five days (40 hours) over a maximum of six months to the implementation of your Growth Support Plan. The time participants contribute will be dependent on the activities approved (ex: group training, creation of tools, development of strategies or templates, coaching on implementation, etc..). To maximize return on investment a participant should plan to commit time and effort into preparation and follow-up to achieve the goals outlined in the Growth Support Plan.
- Applicants agree to complete an immediate follow-up plan, and a 4-month post-program impact evaluation. They could be asked for further feedback or testimonial on impact up to 1-year post-program. Failure to complete the evaluations may result in loss of access to future support from LearnSphere. The impact evaluations are intended to help us better measure outcomes during participation and after the program is completed. These results will be shared on an aggregate basis in reports provided to the program's funders. No feedback will be shared publicly without the applicant's express consent.

Application Process

Application forms are available online [here](#). *Applications must be for incremental activity.* In other words, each application must be for new, distinct activities for your organization, not a continuation of previous work. The grant cannot be used to cover costs incurred for activities undertaken prior to approval of the application.

Timeline

We are now accepting applications for this component. Applications will be accepted and approved based on this schedule:

Application deadline: February 15, 2026 (Midnight - ADT). Applications received after this date will be considered only if space remains.

Review Period: February 16 to 27, 2026 - We may seek additional information as part of the review period. Ensure you have included a secondary contact person if you are not going to be reachable that week.

Notification: We aim to complete the review process and notify all applicants by March 6, 2026.

Contract period: All activities are expected to be undertaken and completed by the approved participating business within six months their project's approval date.

For further information, please contact :

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Program Funder:



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