

Canada-Ontario Job Grant (COJG) Product Vendor and Business Consulting Examples

Product Vendor Eligibility

- For the purpose of the COJG, product vendor training is defined as any training where the vendor is involved in the creation/sale of the product and is also conducting the training
 - “Product” refers to business-related materials (e.g. technology/equipment, software, or proprietary process) purchased by the employer
- Product vendors are ineligible to deliver training on how to use the product or service
- Product vendors are only eligible to deliver training that is unrelated to the use of the product or service

For the purpose of COJG, “proprietary process” is defined as something that has:

Limitations (specific terms and conditions) on the use of the knowledge

- **This could include:**
 - **Ongoing payments to utilize the knowledge**
 - **Paying to utilize the knowledge for a specific duration of time**
 - **Paying to become a franchise or salesperson associated with the proprietary knowledge**
 - **Limitations on how the knowledge/process can be used (e.g. cannot resell/train others on this knowledge etc.)**
- **Purchase of or training on “Proprietary process” through the product vendor would be considered ineligible training**

It should be noted that many trainers have copyrighted their curriculum and a trainee does not have the right to resell or directly utilize the curriculum (eg. teaching materials, course outlines, etc.) to make a profit. These situations do not meet the definition for a “proprietary process”. “Proprietary knowledge” can be differentiated from a “proprietary process” based on meeting the following conditions:

- General one-time knowledge transfer
- No specific terms and conditions are attached to the use of the knowledge
- The employer can use the generalized knowledge for their own purposes/however they want

Eligible Training Scenarios:

Scenarios	Considerations
<ul style="list-style-type: none"> • A private trainer trains on the use of a product (e.g. technology/ equipment, software) • The private trainer is different from the product vendor 	<p>There should be sufficient investigation during the assessment phase into whether there is a conflict of interest between a product vendor and private trainer</p>
<ul style="list-style-type: none"> • Private trainer trains on the use of a product • Trainer only trains for product vendor • Trainer is independent and certified by the product vendor, but is not a seller of the product/equipment 	<ul style="list-style-type: none"> • It should be noted that there would be an open market for independent training providers for the product in this situation • If there is only a single specific trainer (“exclusive”) to be used for all training related to the products, this is ineligible
<ul style="list-style-type: none"> • A product vendor conducts training that is not related to the use or how to operate the product or service that 	

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Scenarios	Considerations
they are selling and/or producing	
<ul style="list-style-type: none"> • A trainer conducts “proprietary knowledge” training 	<ul style="list-style-type: none"> • Some Private Career Colleges (PCC) and Colleges of Applied Arts and Technology (CAAT) have curriculum/training materials that are proprietary (eg. copyrighted). This is eligible • Trainers may train participants on proprietary knowledge (as defined above) • If the proprietary knowledge/training is used for business consulting purposes, it would be ineligible

Ineligible Training Scenarios:

Scenarios	Considerations
Product vendor who trains on how to use or operate the product that they are also selling and/or producing	
Private trainer is an exclusive trainer for the Product Vendor	<ul style="list-style-type: none"> • A trainer is exclusive to the product vendor if the vendor mandates a single specific trainer that should be used for all training related to their products. These applications should not be considered for funding
Product Vendor with Controlling interest in Private Trainer	<ul style="list-style-type: none"> • For the purposes of COJG, a controlling interest is when an individual owns 50% or more of the company or when the individual has controlling authority (e.g. individual has voting power) over the board of directors. These applications should not be considered for funding. • If it is apparent that there is a conflict of interest between the product vendor and the private trainer (clear relationship between the two, product vendor would receive funding), the application would be ineligible for funding
Product vendor trains on a proprietary process	<ul style="list-style-type: none"> • Limitations (specific terms and conditions) with the use of the knowledge

Examples of eligible/ineligible Product Vendor training:

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1. General Product Vendor example

A landscaping company purchases a new lawnmower. Training from the product vendor on how to operate the lawnmower is ineligible. A training course on landscape design would be eligible from the product vendor.

2. General Product Vendor example

A firm purchases Microsoft Excel. Training on how to use the software and complete calculations using the software would be ineligible. A training course on statistical analysis which uses the software as part of the training curriculum would be eligible.

3. Verification of Private Trainer who trains for Product Vendor

The private trainer and product vendor are located at the same address. In addition, the private trainer appears to work for the product vendor, based on information stated on the trainer's website. This training would be ineligible for funding.

4. General Proprietary Knowledge training

The private trainer is a renowned sales trainer and best-selling author. He is training employers on his award-winning "Making the Deal" sales technique.

- If there are no terms or conditions attached to this technique, the trainer would be eligible
- Business consulting services are ineligible for COJG funding. If the trainer is utilizing his technique for business consulting purposes, the training would be ineligible

5. Proprietary process example

A trainer has developed a new process of making widgets that would save time and money. He is training employers on this process.

- If there are terms or conditions attached to the training (eg. employer is required to pay for a specific duration of time for the use of this process), the training would be ineligible
- Business consulting services are ineligible for COJG funding. If the trainer is utilizing this process for business consulting purposes, the training would be ineligible
- If the training is general and does not require specific terms/conditions in order to use, this training is eligible

6. Franchise + Proprietary training

The trainer (ABC Company) is training participants on the **ABC Company Sales Methodology**. At the end of training, they will receive an "ABC Sales Certification".

- What does "ABC Sales Certified" mean?
 - If the trainer (ABC Company) is training participants to become "ABC Sales certified" as a franchise or salespeople associated with ABC Company, the training would be ineligible
 - If specific terms/conditions are attached to the use of the process, the training is ineligible (eg. continual payment to be certified)
 - If the training is a one-time general knowledge transfer to the employer, this is considered eligible
- If ABC Company or a franchise of ABC Company is delivering training for business consulting purposes, the training would be ineligible

7. Fee

The cost of training involves training modules to be completed, as well as access to an online training repository of over 100 online training videos and tools. The training cost consists of a fee for access to the online training repository.

- If the fee covers the sale of a product (software) and/or covers for a length of time longer than the training length (e.g. training is for 3 months, the subscription fee is for a year), this would be considered a subscription fee and is ineligible
- A fee that covers access to online modules/training materials for the duration of the training is eligible

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- Please note that the maximum support for software (required for the training), books and other training material is \$500 per trainee.

Business Consulting Services

- Business consulting services are ineligible for COJG funding
- Business consulting services are defined as any situation where the proposed "training" would consist of a review of the business or organization rather than the development or improvement of skills for training participants.
- Please note that the content of the training should be assessed for eligibility, as opposed to the name of the training course (eg. instead of determining that "Lean Black Belt training" is ineligible based on the course name, the actual content of the training should be assessed for eligibility).

Example of Business Consulting Services:

1. General Business Consulting Example

A business undergoing a review of operations to look for efficiencies in distribution processes would be ineligible and be considered consulting services

2. Business Consulting/Proprietary Process Example

As part of a sales training, the trainer would help establish a Business Development Centre (BDC) for a car dealership by providing supporting materials/templates for the set up. The trainer would provide ongoing organizational support to the BDC representatives to ensure the effectiveness of outbound calls to potential customers. This training would be ineligible as consulting is involved and the supporting materials/templates would be considered products.

3. Determined training from Business Consulting

Through analyzing their job positions, a consultant provided consulting services on increasing an employer's productivity and came up with a training plan to make their operations more efficient. As part of the business consulting recommendations, it was determined that customer service training was needed for front-line employees.

- Customer service training provided by the consultant is ineligible
- Customer service training provided by another training provider is eligible

4. Applying Lean Six Sigma to a specific company

Using the methodology of the Lean Six Sigma, a trainer has reviewed a manufacturer's current processes and provided analysis and recommendations to the company

- If the training was on the general principles of the Lean Six Sigma methodology, this training would be eligible
- The training is applying Lean to a specific business and production process. This would be considered consulting and would be ineligible
- Based on the results of the consultation, it was determined that advanced Microsoft Excel training is needed to make a certain company process more efficient
 - Microsoft Excel training provided by the consultant is ineligible
 - Microsoft Excel training provided by another training provider is eligible