

The Canadian Trade Commissioner Service

Everywhere you do business



Innovation & Technology Partnering

A View on the US experience
from the Consulate General in New York



Foreign Affairs and
International Trade Canada

Affaires étrangères et
Commerce international Canada

Canada

Questions

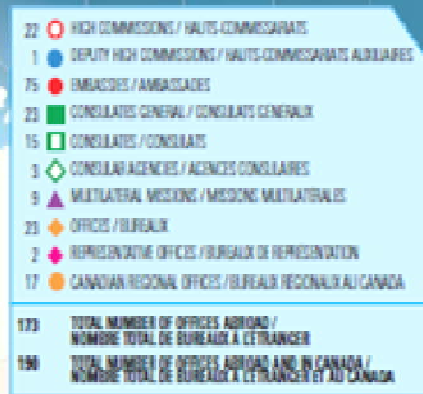
- How can the Trade Commissioner Service (TCS) identify promising start-ups and entrepreneurs to work with?
- Are there new models for supporting Canadian companies internationally that best enable commercialization?

Trade Commissioner Service (TCS)

<u>Clients:</u>	Canadian companies & entrepreneurs
<u>Mission:</u>	Help Canadian companies grow by leveraging global opportunities
<u>Core Services:</u>	Market Potential Assessment Preparing for International Markets Qualified Contacts Problem Solving
<u>Strategic Context:</u>	Integrative Trade (trade, investment, innovation)

The Canadian Trade Commissioner Service

Canada's TCS is located in +150 offices around the world, and in every province...



... we are uniquely positioned to build international networks for the benefit of Canadian business.



Commercialization Needs: A Short-List

- Capital – angel / VC, gvt \$, other
- Strategic Partnerships, including for R&D
- Access to Technology Transfer Opportunities
- Technology Demonstration Opportunities
- Customers

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- Entrepreneurship Skills

The North American Network

- **Dedicated “technology partnering” specialists to accelerate the commercialization of promising Canadian technologies**
- **Unique to the US?**
 - Mature Market (familiarity, proximity)
 - Availability of “smart” angel/VC capital
 - High Concentration of Fortune 500s, World-Class Universities & Leading Researchers
 - Adoption of Open Innovation
 - Culture of entrepreneurship, innovation, success
- **Initiatives are developed based on client needs:**
 - Identify potential opportunities and facilitate connections
 - Focus on mentoring / matchmaking / aftercare
 - Success = # of “innovation leads” that acted on

A New Model: Early-Stage Tech Start-Ups

- Number of internet-based tech start-ups being launched is exploding
- New York has seen tremendous growth in number of clients
- The “social” web:
 - complements NYC’s natural strengths for media, publishing, advertising, commerce, financial services and biotech;
 - is on the radar of every Fortune 500 company, over 45 of which are HQed in NYC alone
 - is predominantly funded by US VC funds – many of which are present in NYC

The “Demand”, or What Are TCS Clients Asking For?

“I am looking for connections to potential investors”

Funding needs are pushing start-ups to the US very early on in their development

“Can we use the Consulate for business meetings?”

Young start-ups are bootstrapping...
and NYC can be cost-prohibitive

“I am thinking of expanding my bizdev operations to NYC, can the TCS help?”

There is appetite for a soft landing

Working with Partners

Partners

- NAPP Partners (NRC-IRAP, ACOA)
- Provinces
- Canadian Digital Media Network
- C100

The Solution

- Designing a “soft landing” program to accelerate the development of early-stage tech start-ups
 - Build and maintain mentoring network
 - Offer 3-months of complementary “Incubator Space”
 - Continue delivering quality services and programs
- Ideal candidates are product-ready with high-growth potential
 - Must articulate an explicit need for NY-based strategic partnerships, customers, and risk capital

Mentoring Network

- Tap into network of expat Canadians, friends of Canada
 - Canadian NYCers in Tech
 - C100 in NYC
- Maximise existing relationships
- Mentors become part of an entrepreneur's business network
- Some characteristics specific to NYC:
 - New Yorkers think big, give direct feedback
 - Relatively new/small community that sees self-interest in “giving back”
 - Opportunities to learn from design/marketing and “lean start-up” tactics

The Incubator

- More than just space... features would include:
 - Desk, conference rooms with video conferencing capability, event space (at extra charge), internet connection, P.O. Box
 - Membership in an exclusive community of start-ups that attracts media coverage and is on the radar of NYC angel/VC investors
 - On-site access to Consulate Trade Commissioners and NYC-based mentors (including from C100 membership) paired with entrepreneurs according to needs
 - Proximity to customer base
 - Access to a large market of tech-savvy, early-adopters
 - Other infrastructure such as universities, art & cultural facilities, etc.

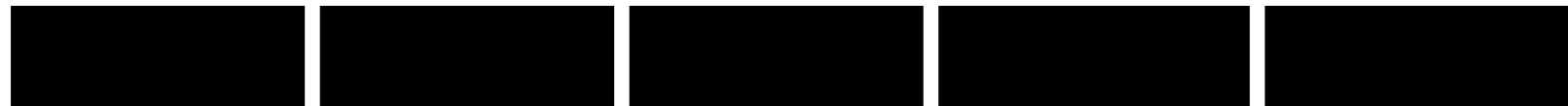
Measuring Success

- Expected economic opportunities facilitated for start-ups:
 - Establishing strategic partnerships
 - Customer acquisition
 - Closing an investment round
 - Expanding operations (in Canada or in the US)

At A Glance

Recruitment – 6 start-ups per Group
(ONGOING)

Group



Reporting Results
(ONGOING)

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Contact us today

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