





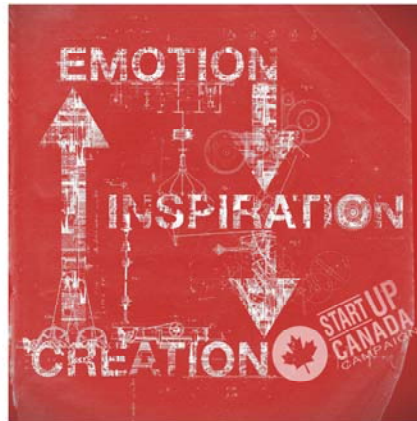




-  Context
-  Background
-  Vision
-  Structure
-  Programming
-  Charting a course for the future





- Global Competition
- Declining market to the south
- Skills shortage
- Aging Population
- Brain drain



Increasing the number of entrepreneurs and the longevity of their companies and investing in innovation is the solution

Entrepreneurs produce the net job creation in the country

Although they may not be able to compete in size (with the average size being 5), they compete in innovation

They create companies, that employ themselves and others

They help build their communities – they are heroes and nation builders

But they confront:

- 1.Red tape
- 2.Lack of access to capital
- 3.A confusing and bureaucratic system
- 4.Stigma – under celebrated
- 5.And often the grass may look greener in others parts of the world – they have choice

It's not that Canada is not an entrepreneurial and innovative place. It's just that Canadians have choices <awareness and education widens these> and there are easier places – they have choices



Negative assessments of entrepreneurship in Canada based on solicited opinions about Canada’s “entrepreneurial culture”, which are often accompanied by a call for improvement of this culture through public policy initiatives;

Regional, sectoral and industry silos that serve to further fragment the entrepreneurship ecosystem

The call to action by *Action Canada* in their recent report ‘Fuelling Canada’s Economic Success: A National Strategy for High-Growth Entrepreneurship’;

Innovative proposals and recommendations put forward by the *Coalition for Action on Innovation in Canada* – ‘An Action Plan for Prosperity’, *C100* ‘Canada’s National Accelerator Fund’, *Startup Visa Canada*, and more than 100 Tech Entrepreneurs at Grow Conference 2011 in Vancouver.

The designation of 2011 as the ‘Year of the Entrepreneur’ by Prime Minister Stephen Harper;

The Government of Canada’s recognition that entrepreneurs and small and medium-sized enterprises will play an important role in “securing our fragile economic recovery”.

The launch of Startup America, Startup Britain, Startup Chile and similar movements across the world;



What we need is a made in Canada solution that engages all Canadians,

Highlights entrepreneurship and innovation as key element of the Canadian DNA
Inspire Canadians to think in terms of their impact on their communities and economy
Champion entrepreneurs as hero's and nation builders

Then we need to

So that to be Canadian is to be entrepreneurial, innovative and impact-driven to make our communities, countries and the world a better place

A thriving entrepreneurial culture and a strong ecosystem supporting engaged citizens that contribute to the improvement of their communities.

So entrepreneurship in our discussion goes beyond venture generation – it is a mindset – entrepreneurship empower everybody.



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Grassroots / Complementary / Inclusiveness / Transparency

In pursuit of this mission, Startup Canada will:

Partner, Convene & Collaborate – Build partnerships with, bring together and leverage the capacities of the Canadian enterprise support community across sectors and industries to build an ecosystem where entrepreneurs and start-ups have the best chance to succeed;

Increase Public Awareness – Catalyze a national mainstream media campaign and program of events to increase awareness of the impact of entrepreneurs;

¹ Industry Canada, 'The State of Entrepreneurship in Canada', February 2010, p. 26.

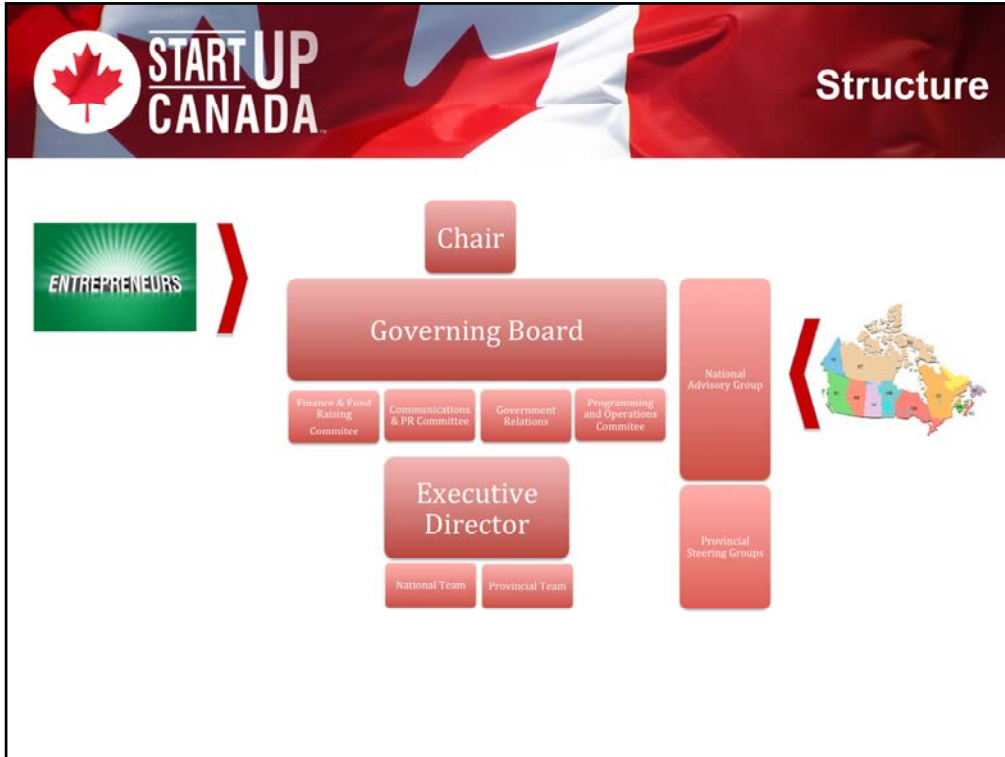
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Startup Canada 2011-2014 Blueprints CONFIDENTIAL

Connect Canadians to Support – Provide Canadians with a useful online resource to easily identify and connect with enterprise support, resources, opportunities and offerings to start and grow their ventures;

Catalyze Innovative Programs & Initiatives – Develop and act as a catalyst for programs and initiatives that contribute to our Mission and that help Canadians to start, grow and accelerate the businesses; and,

Support Research & Dissemination – Partner with those looking to undertake research in the areas of entrepreneurship education, accelerating innovation, high-growth firms and other related issues and support the dissemination and communications of findings. The objective is not to replace current provisions, rather it is to give them higher profile, and complement existing provisions with further offers of support.



Why? What entrepreneurs do



Structure





1. National Tour, Mega Startup Weekend & Startup Canada Live– To cultivate understandings, encourage collaboration, build the community and give life to new partnerships and ideas

Startup Canada will launch a National Tour featuring provincial launch events, multi-stakeholder round tables, networking events, fundraisers, school visits, business startup boot camps, and a **Startup Canada First Adopter Pitch Competition** in partnership with Startup Canada partners across the country throughout 2011-2012, culminating in a Mega Startup Weekend and National Conference in November 2012. All events will leverage existing partner pre-planned programming and will be streamed live online (where possible / appropriate) for Canadians to participate remotely.

2. National Media Campaign – To promote, inspire and celebrate entrepreneurship and foster a more vibrant entrepreneurial culture

In any effort to change attitudes and behaviour, one cannot ignore the power of media, particularly broadcast media. The objectives of entrepreneurship promotion are to create more awareness of the role of small business in the economy, to promote entrepreneurship as a viable and feasible employment and career opportunity, and to generally raise the profile of entrepreneurs in the community.

Startup Canada will place a focus on the use of television, radio, and print publications to achieve its objectives. Apart from awareness creating outcomes, the use of mass media vehicles available allows communication of other key small business messages through the choice of entrepreneurs and themes featured. By profiling business owners with a diversity of backgrounds, experiences and motivations, viewers realise that many entrepreneurs are



So far...

- Connected with our global counterparts
- Generated momentum
- +200 Partners
- 3 Honorary Patrons
- Provincial Ambassadors 9/10
- Convening Steering Committees
- Initial Board
- Landing Page
- Partner Registration System
- Federal government briefed and engaged
- Corporate partner interest
- +2000 Mailing List
- Working Business Plan
- Grow Conference (Vancouver)
- Founder Fuel Day (Montreal)
- Website in Development
- Program Planning in Development








Being fully volunteer run...



**START UP
CANADA**

Next Steps

- Select Chair
- Secure Government Support
- Finalize Corporate Relationships
- Determine Launch Date
- Finalize Operational Elements
- Finalize Programming Elements
- Launch





START UP CANADA

Charting a course for the future

- It is not yet fully invented
- You can help to co-create it & leverage it
- It is flexible
- Startup Canada is an idea that's time has come



Startup Canada can be the **centerpiece** of a National Entrepreneurship Agenda to accelerate entrepreneurship and innovation in Canada.

The best part is that



Entrepreneurship Empowers Everyone

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Community Builder

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