

CANADA CATALYST

In partnership with



**BREAKING INTO NORTH AMERICAN
MARKETS CALLS FOR DEEP
MARKET KNOWLEDGE, SKILLED
TALENT AND AN EXPERIENCED
SUPPORT NETWORK WHO CAN
ASSIST YOU IN YOUR JOURNEY TO
CANADA.**

With over a decade of experience, we understand that every company is unique, and entrepreneurs face distinct challenges in bringing their visions to life. We recognize that Canadian business practices differ, and navigating the regulations can be demanding. Considering your international background, we are well aware of the finite resources available to you for business growth, and our commitment lies in supporting and facilitating your business expansion.

YOUR GATEWAY TO CANADIAN MARKETS

ventureLAB's Canada Catalyst is a specialized program for European companies in the hardware and enterprise technology sectors, with a focus on DeepTech. By leveraging ventureLAB's personalized business advisory services, access to exceptional talent from renowned Canadian institutions, an experienced support network, and extensive market expertise, Canada Catalyst serves as a springboard for international companies to enter the Canadian market and beyond.

WHAT ARE THE BENEFITS OF JOINING?

Through our three-month program, companies benefit from tailored guidance and strategic support, enabling them to navigate the intricacies of the Canadian market with confidence.



**LAND
CONNECT
GROW**



LAND

Supporting companies with comprehensive business resources and tools valued up to \$20,000 CAD and additional ventureLAB exclusive perks worth over \$500K to assist in establishing your presence and operations in Canada.

- Our support encompasses a wide range of services
 - Legal services including incorporation, contracting, etc.
 - Business services including accounting, taxation, corporate finance and valuation
 - Intellectual property (IP) services including technology and brand protection
 - Marketing services including branding, advertising, marketing strategy, etc.
- Access to ventureLAB Innovation Space including roundtables, events, and community socials. Save thousands of dollars on the best tools & access exclusive resources.
- Access to world-class prototype and testing hardware lab - the first of its kind in Canada, cutting-edge servers designed for semiconductor-based companies, Artificial Intelligence (AI)/ Machine Learning (ML) applications that provide faster processing speeds and enhanced overall performance
- Access to a state-of-the-art MedTech lab facility that focuses on developing microelectronic hardware devices for medical applications.

CONNECT

We are committed to supporting your growth and accelerating your success by leveraging our extensive ecosystem and network of partners.

- With our strong associations with various academic institutions, we are uniquely positioned to facilitate introductions and assist you in fulfilling your talent acquisition requirements.
- Our vast network of partners and investors offer unparalleled opportunities for collaboration, funding, and market expansion.

We will actively connect you with the right stakeholders who can contribute to your growth trajectory and provide valuable resources to fuel your success.



GROW

Our dedication lies in providing you with exceptional guidance and advice to effectively navigate the Canadian business landscape

- Personalized one-to-one business advisory by seasoned entrepreneurs and business leaders with decades of industry experience to support you in fostering your growth covering areas such as product roadmap, R&D, go-to-market strategy, and customer relations
- Comprehensive evaluation of your intellectual property (IP) portfolio, including identifying your IP and determining the best way to protect it in light of your business objectives.
- Extensive support to enhance your investment readiness (pitch review, financial model review, data room, valuation analysis, investor intros, grants, etc.), equipping you with expertise needed to attract and secure investments for your business growth.

WHAT YOU INVEST...

Time: Three months (hybrid)

Cost: \$15,000 CAD*

For up to 2 founders/ leaders per company

*Fee waiver for selected hardware companies incorporated in Ontario, Canada

WHAT YOU RECEIVE...

- **Direct resources of up to \$20,000 CAD including legal, marketing, business operations, IP, hardware and medtech labs, AI/ML servers**
- **Access to Canadian talent via academic partners**
- **One-to-one business advisory to support you in fostering business growth**
- **Intellectual Property strategy review session with the possibility of additional support available depending on your IP needs**
- **High-touch Investment Readiness 1:1 sessions as per your business stage and need**
- **Office hours with our mentor network**
- **Ecosystem partner introduction**
- **Marketing opportunities via promotional videos and articles**
- **Working space for up to 2 people for 6 months**
- **Additional ventureLAB's exclusive perks worth over \$500K**

Canada Catalyst is designed for growing tech companies developing innovative hardware or enterprise software with a DeepTech focus.

To be eligible, you should meet the following criteria:

- Have a working product with paying clients to showcase market traction in the home country.
- If not already incorporated in Ontario, have plans to establish a long-term presence in Southern Ontario
- Qualify in any of the two categories:
 - Category 1: Startups
 - Average Funding: Bootstrapped - Series A
 - Revenue generated in last 12 months: \$500K - \$5M CAD
 - Team: At least 2 co-founders or more with a composition of both business and technical expertise.
 - Category 2: Scaleups/ SMEs
 - Average Funding: Series B+
 - Revenue generated in last 12 months: over \$5M CAD



**IS CANADA CATALYST
RIGHT FOR YOU?**





WHY CHOOSE CANADA?

HIGHLY SKILLED TALENT

Canada's talent pool is diverse, committed and highly skilled. It's also the world's most educated workforce. Canadian workers bring new ideas, break barriers and set a global standard for excellence. Canada's focus on science, technology, engineering and math (STEM) underpins our culture of innovation and bolsters our reputation as a world leader in R&D.

MARKET ACCESS

With its long history of free and open trade, Canada is the perfect place to sell to global markets. Canada provides access to 1.5 billion consumers across 51 countries via 15 trade agreements that make it an attractive location for hardware companies looking to expand globally.



COMPETITIVE BUSINESS COSTS

The Canadian government has prioritized supporting innovation and entrepreneurship, with several programs and initiatives aimed at helping companies grow and succeed. For example, Companies of any size that invest in research and development in Canada can take advantage of the Scientific Research and Experimental Development (SR&ED) tax incentive program, Canada's largest R&D program.

BUSINESS SUPPORT

Government grants and match funding avenues including 5 super AI clusters, Mitacs, SDTC, OVIN, etc. which provide non-dilutive capital for business growth.



A VAST ECOSYSTEM AT VENTURELAB

ventureLAB is a leading technology hub located in Markham in York Region, Canada's second-largest tech cluster. At ventureLAB, we grow globally competitive tech titans that build-to-scale in Canada, with a focus on hardware and enterprise software technologies. ventureLAB has enabled thousands of tech companies to scale, and our portfolio of companies have created close to 5,000 jobs that have raised over \$340 million in investment capital to continue their growth and scale.

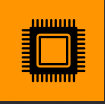
We are in Markham in York Region, centrally located in the Greater Toronto Area – one of North America's largest business hubs – and is an in-demand location for high-skilled talent. It is home to a mosaic of cultures where 50% of residents are foreign-born; providing a diverse and skilled workforce for your business to tap into. It is home to Canada's most ethnically diverse community with more than 180 different spoken languages in the Greater Toronto Area.



HARDWARE PROTOTYPE & TESTING LAB

ventureLAB's Hardware Catalyst Initiative is Canada's only lab and incubator for building hardware and semiconductor-focused products.

\$9M



World-class prototype and testing lab - the first of its kind in Canada

\$9.7M



Investment by the Government of Canada through FedDev Ontario

\$55M+

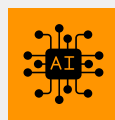


Tools, resources, equipment, expertise, and mentorship committed by Hardware Catalyst Initiative partners



DATA CENTRE & MEDTECH LAB

DATA CENTRE



- Cutting-edge servers specifically designed for semiconductor, Artificial Intelligence (AI)/ Machine Learning (ML) applications that provide faster processing speeds and enhanced overall performance
- includes Servers for Synopsys Electronic Design Automation Tools, Servers for AI/ML with Nvidia A100 Graphics Processing Unit, Rack workstations for SolidWorks/Computer-Aided Manufacturing/ Design, and Arm Servers.

MEDTECH LAB



- State-of-the-art facility, in partnership with Sterling Industries, that focuses on developing microelectronic hardware devices for medical applications
- Equipped with industry-standard equipment and testing facilities used to develop and test the functionality of the products designed for medical purposes

OUR PARTNERS

At ventureLAB, we collaborate with industry, academic, government, and innovation partners to support innovative tech entrepreneurs and stimulate Canada's economy.

Altium.



arm



Bereskin & Parr



Canada



imec

inertia

INO

intel



MNP



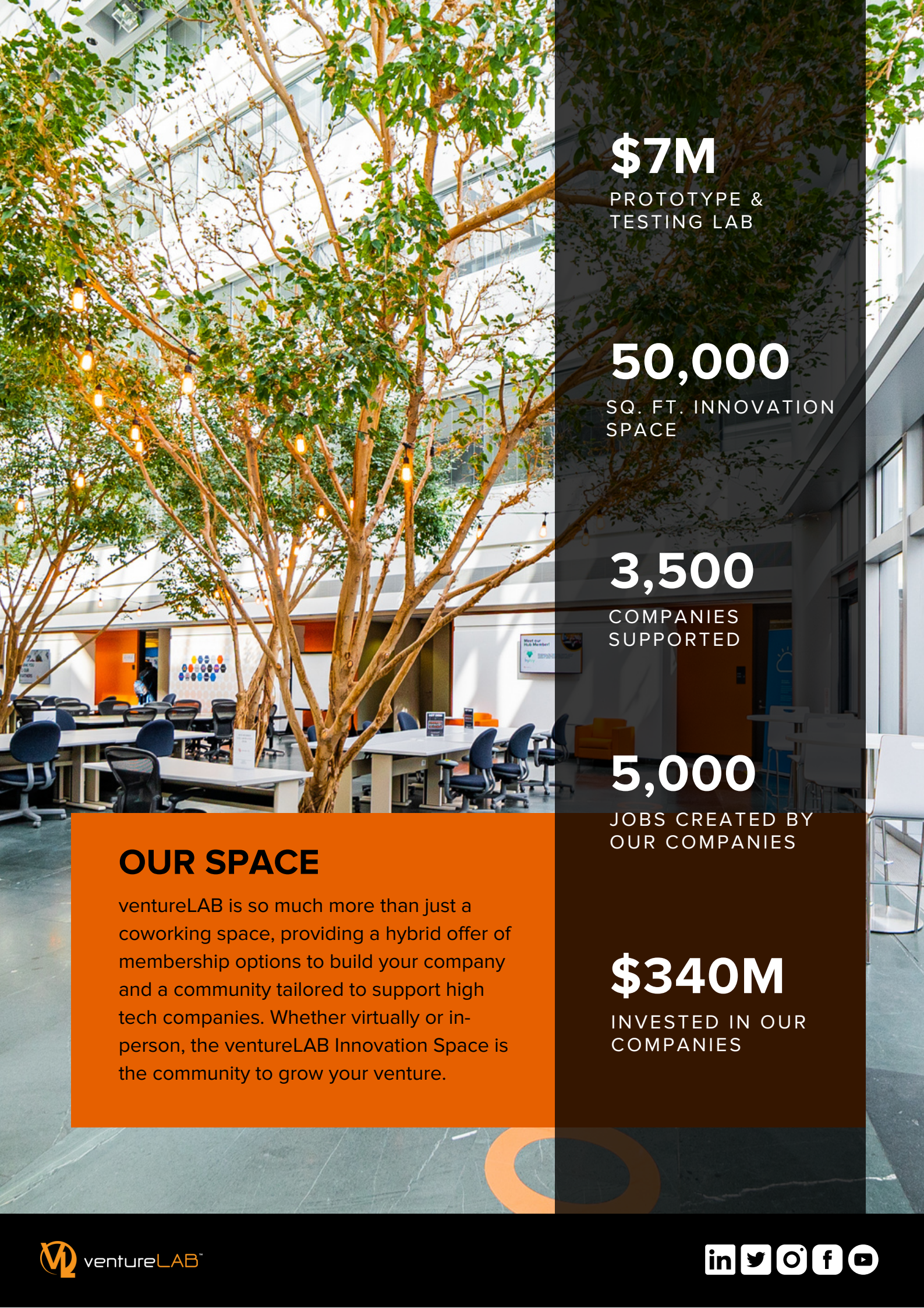
Seneca

SIEMENS



Sterling+





\$7M

PROTOTYPE &
TESTING LAB

50,000

SQ. FT. INNOVATION
SPACE

3,500

COMPANIES
SUPPORTED

5,000

JOBS CREATED BY
OUR COMPANIES

\$340M

INVESTED IN OUR
COMPANIES

OUR SPACE

ventureLAB is so much more than just a coworking space, providing a hybrid offer of membership options to build your company and a community tailored to support high tech companies. Whether virtually or in-person, the ventureLAB Innovation Space is the community to grow your venture.

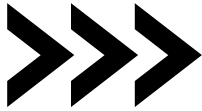


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In partnership with



TAKE THE NEXT STEP



- Schedule a call with us to know more and assess eligibility
- When you're ready, submit an application
- Selected applicants will have the opportunity to present at the Review Panel
- Due Diligence to ensure documentation completion
- Sign the agreement and submit the program fees to confirm your participation
- Once accepted, you will receive a letter of acceptance, marking the beginning of your journey with us

CONTACT US

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