

PHASE

1

Skype

# Presentation

of the Company to Sherbrooke Innopole  
(Pitch mode)

Before the pitch: Submission of the company's project, financial forecasts (business plan) and other documentation (e.g. patents)

- **Direct feedback** from Sherbrooke Innopole's specialists
- **Prompt identification** of potential distribution partners and expert contacts



PHASE

2

# Subscription

to the North America Support Program

Once a selected company has decided to subscribe to the program, a contract will be signed. **Leden** shall then open a file to take charge of all legal, fiscal, and immigration aspects, at both the federal and provincial levels.

**PHASE 2 COST: Can\$ 2,000**

Leden will directly invoice the company in Canadian dollars.



PHASE

3

# GO / NO GO

with iA7 experts

**Prerequisite: Business plan / Expansion plan**

Skype discussion with iA7 experts (Business Accelerator)

- > Potential North American market size
- > Main trends
- > Key challenges
- > Sales figures of competitors (maximum of 10)
- > Commercial presence and positioning of 3 primary competitors
- > Organizations that are the most active in terms of registering patents and the most visible in scientific publications
- > Discussions with market experts (minimum of 5)
- > Strengths / weaknesses / opportunities / threats

Production deadline: 6-8 weeks, report included

**PHASE 3 COST: Can\$ 17,000**

Upon the completion of Phase 3, the company will be in a position to decide if it is going to continue with phases 4 and 5. If Phase 3 is conclusive, the project shall be deemed a GO; if not, it shall be a NO GO. Sherbrooke Innopole will directly invoice the company in Canadian dollars for having conducted Phase 3.

PHASE

4

# Identification

of and connection to key contacts

Should Phase 3 prove positive, Sherbrooke Innopole's experts will be in a position to identify key resources for the company's expansion in North America.

- **Consultants**
- **Sector experts**
- **Distribution companies with partnership potential**
- **Potential suppliers**



**THE PROVINCE OF QUÉBEC**  
Gateway to the North American market

**SHERBROOKE**  
A central and strategic location!



**sherbrooke**  
innopole

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PHASE

**5**

## Sherbrooke Innopole's Soft Landing Program

### PREMISES

6 months rent free and assistance with set-up

### FINANCING

Assistance with seeking funds and funding programs

### HR

Help in recruiting and integrating employees

### NETWORKING

Contact with suppliers, subcontractors, distributors, consultants, etc. and with public bodies, institutions, companies, and consulting services

### INTELLECTUAL PROPERTY AND REGULATIONS

Support in terms of regulatory agencies (Health Canada, FDA, CE, CSA, UL), *Doing Business in Canada* guide, contact with strategic experts on intellectual property, etc.

## Overall cost

Overall cost

Can\$ 19,000

Amount covered  
by Sherbrooke Innopole

Can\$ 2,125

Net cost to the company

Can\$ 16,875



## SUPPORT PROGRAM FOR ESTABLISHING A BUSINESS in North America

IN 5 PHASES



**EXPERIENCED**  
TECHNOLOGY  
COMPANIES

**sherbrooke**  
innopole

**LEDEN**  
Private office entrepreneurial