

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

Market

Validation

and Evaluation

(in collaboration with iA7 experts)

Prerequisite: Business plan

- > Skype discussion with iA7 experts (Business Accelerator)
- > Prompt Go/No Go analysis based on 6 key factors:
 - Context
 - Potential North American market size
 - Future market development
 - Competitive presence
 - Technology potential
 - Market entry challenges

Production deadline: 4 weeks, report included

PHASE 3 COST: Can\$ 6,000

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

1308 de Portland Blvd
P.O. Box 1355
Sherbrooke (Québec) Canada
J1H 5L9

+1 819 821-5577
sherbrooke-innopole.com
info@sherbrooke-innopole.com

LEDEN

Private office entrepreneurial

215 St-Jacques St
Montréal (Québec) Canada
H2Y 1M6

+1 514 919-0726
ledenprivateoffice.com
skalfon@ledenprivateoffice.com



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\$ 8,000

Amount covered
by Sherbrooke Innopole

Can\$ 1,500

Net cost to the company

Can\$ 6,500



SUPPORT PROGRAM FOR ESTABLISHING A BUSINESS in North America

IN 5 PHASES



START-UP TECHNOLOGY COMPANIES

sherbrooke
innopole

LEDEN
Private office entrepreneurial