

The Canadian Trade Commissioner Service
Everywhere you do business

Le Service des délégués commerciaux du Canada
Partout où vous faites des affaires

Accessing International Markets “AIM” bootcamps

A TCS program for Canadian technology companies seeking to accelerate global growth

Calgary

Friday September 10

Hotel Arts

with Featured Speaker
W. Brett Wilson



Entrepreneur,
Philanthropist and
Dragons’ Den Panelist

*Qualify for enhanced services from Canada’s Trade Commissioner Service.
How to gain access to customers, partners, investors and talent
in the US and around the world.*

AGENDA FOR THE DAY

Morning Lecture-Style Session, open to all:

- Speakers coming in from six markets, Silicon Valley, New York, Los Angeles, Denver, San Diego and Tokyo. Realities of doing business in each locale.
- Finding key partnerships, customers, talent, funding, etc.
- How the Trade Commissioner Service and other organizations can help meet your goals.

Lunchtime Keynote from W. Brett Wilson:

**The illusion of Dragon’s Den:
Is pitching to investors really
“As Seen on TV?”**

Afternoon Presentation Sessions, by invitation only:

- A 10-minute corporate presentation to a panel of investors, experts and entrepreneurs to gain feedback and insight on growing your business.

An Evening Networking Event.

- Unwind and connect with your new contacts.

This one day bootcamp-style program brings in expert investors and entrepreneurs from Canada and key markets in the US.

More than just a lecture or a *beauty-contest* style pitch session, this event serves as the front-end of a variety of programs offered by the Canadian Trade Commissioner Service in the US and worldwide. Top-rated companies will be invited to participate in “next step” events and initiatives in Silicon Valley, Los Angeles, New York, Denver, San Diego and Japan.



Canada



**MILLER
THOMSON** LLP
Barristers & Solicitors
Patent & Trade-Mark Agents



How to Apply

The AIM program targets technology and cleantech companies - including Software, Hardware, Wireless/Mobile, Gaming & Digital Media, Green IT, Health IT, etc. We're looking to identify the best-rated companies for the next phases of the program by offering in-market maximum exposure to business partners, investors and potential customers.

Ideal candidate companies have:

- *A vision for fast growth on a global level*
- *An existing product or service and a revenue stream*
- *A goal to expand internationally through the US and/or Japan*

To register for the AIM program, please visit:

<http://bootcamp-calgary.eventbrite.com>

Other participating cities include Winnipeg, Saskatoon, Vancouver and Victoria.

There is no charge to participate.

Registration deadline for AIM is **August 31, 2010**.

Space is limited so please apply early!

Accepted companies will be asked to complete a one-page company profile to be considered for an afternoon presentation.

TCS Technology Growth Program

In Canada



In USA



Preparation



Qualification/Selection



Access



Growth!!



Participating offices of the
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What Happens Next?

Top-Rated AIM companies will be invited to participate in next steps in six international sites



Silicon Valley & **C100**

48 hours in the Valley: Top-rated companies will be invited to Silicon Valley for a one-on-one mentoring session with influential Canadian expats (the C100) as well as a slot at the renowned Plug & Play PACT to an audience of over 400 local experts

Canadian Technology Accelerator: Companies will be invited on a competitive basis to participate in the Canadian Technology Accelerator of the Silicon Valley. Three months of fully subsidized rent, access to Plug & Play's services as well as specialized support from the Canadian Trade Commissioner Service and the C100.



New York

US Northeast strategic partnership and financing forum in Fall 2010. Speed dating, in-territory visits, introductions to private equity firms and potential customers as well as mentoring assistance.

Denver

Advice on how to further advance participants' knowledge of efficient partnership creation, deals, competition awareness, valuation, financial planning, management, boards and advisors.



Los Angeles

Participate in programs designed to further advance participants' knowledge of efficient partnership creation, deals, competition awareness, valuation, financial planning, management, boards and advisors.



San Diego

Top companies will be invited to participate in **LEAP!**, a multi-phase program developed for Canadian technology companies interested in utilizing the market as a "beachhead" in support of their technology commercialization interests. The program is built around intensive training and mentoring opportunities.



Tokyo, Japan

Participate in programs designed to further advance participants' knowledge of efficient partnership creation, deals, competition awareness, valuation, financial planning, management, boards and advisors.

