



## **Leveraging the CTA Technology Accelerator Model:**

### ***Supporting Atlantic Canada's Participation in the Canadian Technology Accelerator Program in the United States***

Over the past 3 years, the Canadian Consulates in the U.S. have successfully established technology accelerator programs (CTAs) in California, New York, Pennsylvania and Colorado, with the specific goal of enhancing the success of Canadian technology companies when attempting to enter the U.S. market.

The CTAs have been very successful from a national perspective; with a total participation of more than 250 companies to date. In contrast, the level of participation from Atlantic Canada has been less than 10%. It is expected that the newest CTA location, CTA@Boston, will generate a higher level of interest and demand amongst the region's advanced technology sectors.

The CTA Program has accelerated the growth of over 250 Canadian companies seeking to enter the U.S. market, without the high level of risk that pursuing these markets alone typically requires. Based in the world's top centers technology innovation and entrepreneurship, the CTAs have proven to be successful launch pads for numerous Canadian companies.

### ***The CTA Program: Overview***

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The Department of Foreign Affairs and Trade Development (DFATD) supports the CTA program in 5 states across the U.S. Each CTA program is strategically located within a top-rated technology accelerator facility, with a 3 to 6 month tenancy provided to participants upon acceptance into the program.

Canadian companies selected for placement in the CTA Program are engaged in an intensive mentorship program within the accelerator, and receive workspace, advisory, and connection services facilitated and covered by the Consulate. Participating companies are responsible for travel, legal status in the US, living and lodging expenses while in the CTA program.

The Canadian Trade Commissioner Service manages the Canadian Technology Accelerators (CTA) in New York, San Francisco & Silicon Valley, Boston, Denver and Philadelphia, global clusters for technology and entrepreneurship. This initiative provides those Canadian start-ups in information and communication

technology, digital and social media, gaming, clean technologies, and life sciences with access to unique resources and contacts that can accelerate their international growth.

The CTAs make available free office space for three to six months where physical offices are located within existing business incubators. The CTAs help companies to refine their business model, collect competitive intelligence, pursue key clients, access financing sources, and engage strategic partners.

**Benefits of CTA Participation:** Some of the positive impacts of CTA Participation include:

- Greater exposure to customers and partners
- Ability to raise venture funding
- Development of new business opportunities, strategic partnerships, refined business plans and objectives
- Establishment of new networks of contacts that will help companies grow well into the future
- Immersion into a culture of collaboration, open innovation and entrepreneurial inspiration
- Taking part in a community that shares advice, ideas, and contacts
- Receiving dedicated services from the mission's experienced trade commissioners
- Establishing a presence in the market while acquiring new customers/clients
- Access to mentoring and networking events hosted by the Canadian missions

**Success Factors for CTA Participants:** In order to be ready for the CTA, applicants must develop these factors before applying:

- Clear expression of your company's value proposition and objective(s)
- Preliminary sense of desired contacts
- Ability to express why you and these contacts should want to meet each other
- A clear understanding of the various financing mechanisms that can help grow your start-up
- A pitch deck you have delivered before

**Eligibility:** You are considered an ideal candidate if you:

- Are a product-ready Canadian small or medium enterprise with potential for high growth
- Have initial traction in the marketplace as evidenced by users or paying customers
- Are able to highlight the past experience and qualifications of the company's management team
- Can get to and from the CTA and cover living expenses in market

**For more information on the CTA Program, please visit the Program website:**

<http://www.tradecommissioner.gc.ca/eng/document.jsp?did=141338>

## **CTA Program Locations in the United States**

### **The Founding CTA Program in Silicon Valley, CA**

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The Canadian Trade Commissioner Service manages the Canadian Technology Accelerator (CTA) initiative in Silicon Valley, the global hub for technology and entrepreneurship. The CTA in Silicon Valley is the founding CTA program and hosts 4 facilities across the state of California, and has served as a model for the establishment of other CTAs in similar strategic U.S. centers.

The CTA program provides qualified Canadian ICT, digital/ social media, life sciences, and clean-tech companies with access to unique resources and contacts to help them grow at a global scale. Ideal candidates are product-ready SMEs with a potential for high growth and in need of:

- Strategic partnerships;
- New customer acquisition;
- Funding;
- A soft landing for setting up a local business development office.

CTA@Silicon Valley offers access to:

- Strategic partnerships
- New customers
- Financing opportunities
- A soft landing for setting up a local business development office

CTA@Silicon Valley services include:

- Office space amongst inspired and like-minded global entrepreneurs
- Introductions to experienced mentors and advisors including successful Canadian executive expatriates
- Access to industry leaders, venture capitalists and other key resources
- Networking events with potential partners and investors
- Additional connections from the Canadian Trade Commissioner Service

### **The CTA in Silicon Valley – 4 Locations: CTA@PnP, CTA@SF, CTA@EBC and CTA@MB:**

Plug and Play Tech Center

440 North Wolfe Road

Sunnyvale, CA 94085

Facility: CTA@PnP

Markets: ICT, including software, wireless, networking, and mobile solutions

Duration: Up to three (3) months

RocketSpace  
181 Fremont Street  
San Francisco, CA 94105  
Facility: CTA@SF  
Markets: Digital and social media, gaming  
Duration: Up to three (3) months

Environmental Business Cluster  
10 South 3<sup>rd</sup> Street,  
5<sup>th</sup> Floor  
San Jose, CA 95113  
Facility: CTA@EBC  
Markets: Energy, Environment, and Cleantech  
Duration: Up to four (4) months

CTA@Mission Bay  
Genentech Hall  
University of California, San Francisco  
600 16<sup>th</sup> St.  
San Francisco, CA 94113  
Facility: CTA@MB  
Markets: Life Sciences  
Duration: Up to six (6) months

### **Selection Criteria for the CTA in Silicon Valley:**

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- Clear vision and value proposition for the business
  - Demonstrated proof of concept and/or IP protection
  - Demonstrate existing sales, and/or quantify the user or customer pool in Canada (and/or the US)
  - Previously received funding (from public, private, or other sources)
  - In-Canada partners who have done due diligence on the company, and are supporting the application
  - Potential to scale
  - You have identified your business' growth objectives and you are ready to launch globally
  - Credible executive team in place
  - Minimal viable product to deliver to a sizeable market
  - Good understanding of the various growth financing mechanisms
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## **CTA@Boston**

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CTA@Boston candidates are small to mid-sized Canadian Life Sciences, Health, IT, or Green-IT companies with initial traction in the market, differentiated technology, and potential to scale the business.

CTA@Boston offers access to:

- Strategic partnerships
- New customers
- Financing opportunities
- A soft landing for setting up a local business development office

CTA@Boston services include:

- Office space amongst inspired and like-minded global entrepreneurs
- Introductions to experienced mentors and advisors including successful Canadian executive expatriates
- Access to industry leaders, venture capitalists and other key resources
- Networking events with potential partners and investors
- Additional connections from the Canadian Trade Commissioner Service

CTA@Boston is located within the Cambridge Innovation Center (CIC), overlooking the MIT campus in Kendall Square, Cambridge, Massachusetts. Kendall Square features one of the highest concentrations of life sciences and technology companies in the world as well as leading venture capital firms. Currently, more than 500 technology businesses benefit from CIC's flexible office space and innovative business services.

Canadian companies selected for placement in the CTA@Boston are engaged in a 3 month intensive program and receive workspace, advisory, and connection services facilitated and covered by the Consulate. Participating companies are responsible for travel, legal status in the US, living and lodging expenses.

### **Cambridge Innovation Center**

One Broadway, 14th Floor  
Cambridge MA 02142

### **Selection Criteria for CTA@Boston:**

Applicants must be Canadian clients of the Trade Commissioner Service. Ideal candidates are product-ready life sciences, ICT or clean-tech start-ups with high-growth potential that have a strategic interest in the Boston market. Selection criteria will include:

- High-growth potential and proven traction;
- Ability to leverage opportunities in the Boston market to achieve the next stage of growth; and
- Fit, in terms of sub-sector specialization and business needs, with the CTA@Boston mentor community.

## **CTA @ NYC**

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Focused on Canadian digital media entrepreneurs and on providing them with access to unique resources and contacts to accelerate the growth of their start-ups, CTA@NYC is strategically located in New York City, the world capital of advertising, media, commerce, financial services and innovation.

CTA@NYC offers access to:

- Strategic partnerships
- New customers
- Financing opportunities
- A soft landing for setting up a local business development office

CTA@NYC services include:

- Office space amongst inspired and like-minded global entrepreneurs
- Introductions to experienced mentors and advisors including successful Canadian executive expatriates
- Access to industry leaders, venture capitalists and other key resources
- Networking events with potential partners and investors
- Additional connections from the Canadian Trade Commissioner Service

NYC is also fast becoming a hot-bed for internet-based technology entrepreneurship. The CTA @ NYC is geared to supporting start-ups looking to achieve the following business objectives in the NYC market:

- Strengthening angel / VC investor networks
- Landing a marquee client / strategic partnerships
- Exploring expansion of business development operations into NYC

The General Assembly is an internationally renowned accelerator with locations in the U.S., Europe, Asia and Australia. It is noted for its educational approach to technology entrepreneurship.

### **GA New York City (West)**

10 East 21st Street, 4th Floor  
New York 10010

### **Selection Criteria for CTA@NYC:**

Applicants must be Canadian clients of the Trade Commissioner Service. Ideal candidates are product-ready digital media start-ups with high-growth potential that have a strategic interest in the NYC market. Selection criteria will include:

- High-growth potential and proven traction;
- Ability to leverage opportunities in the NYC market to achieve the next stage of growth; and
- Fit, in terms of sub-sector specialization and business needs, with the CTA@NYC mentor community.

## **CTA @ Philadelphia**

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Focused on Canadian companies offering patient-centered solutions utilizing Health IT, mobile communication devices and/or telemedicine to improve clinical processes, patient compliance and improve health and wellness.

CTA@Philadelphia offers access to:

- Strategic partnerships
- New customers
- Financing opportunities
- A soft landing for setting up a local business development office

CTA@Philadelphia services include:

- Office space amongst inspired and like-minded global entrepreneurs
- Introductions to experienced mentors and advisors including successful Canadian executive expatriates
- Access to industry leaders, venture capitalists and other key resources
- Networking events with potential partners and investors
- Additional connections from the Canadian Trade Commissioner Service

CTA for Health IT is based at the University City Science Center, a dynamic hub for entrepreneurship located in Philadelphia, the fifth largest U.S. urban center. Founded in 1963, the Science Center is the oldest and largest urban research park in the United States. Philadelphia is a convenient launch pad in the heart of the Northeast Corridor. Philadelphia is an economic powerhouse in health sciences including pharmaceuticals, biotechnology, life sciences R&D, medical devices, healthcare services and supporting industries. The city is also home to world-renowned teaching hospitals, some of the nation's top-ranked universities and a strong local research infrastructure.

### **Port Business Incubator - University City Science Center**

3711 Market Street, 8th Floor  
Philadelphia, PA 19104

### **Selection Criteria for CTA@Philadelphia:**

Applicants must be Canadian clients of the Trade Commissioner Service. Ideal candidates are Canadian-based companies focused on patient-centered solutions utilizing health IT, mobile communication devices and/or telemedicine to improve clinical processes, patient compliance and improve health and wellness:

- High-growth potential and proven traction;
- Ability to leverage opportunities in the Philadelphia market to achieve the next stage of growth;
- Fit, in terms of sub-sector specialization and business needs, with the CTA@Philadelphia mentor community; and
- Export-ready companies that have already demonstrated proof of concept and market acceptance through pilot studies and revenue generation.

## **CTA @Denver**

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Focused on Canadian cleantech companies, the Canada/Colorado Cleantech Connection (C4) program works in conjunction with the National Renewable Energy Labs (NREL) to help Canadian cleantech start-ups accelerate their technologies and services to commercialization through professional coaching and mentoring including: market validation and analysis, assistance with crafting the value proposition and downstream value statements to support networking, and leveraging the US network to assist with connections to potential customers, partners, and stakeholders.

CTA@Denver offers access to:

- Strategic partnerships
- New customers
- Financing opportunities
- A soft landing for setting up a local business development office

CTA@Denver services include:

- Office space amongst inspired and like-minded global entrepreneurs
- Introductions to experienced mentors and advisors including successful Canadian executive expatriates
- Access to industry leaders, venture capitalists and other key resources
- Networking events with potential partners and investors
- Additional connections from the Canadian Trade Commissioner Service

The C4 program in Denver is a three part initiative including a day-long event highlighting company profile presentations called the Canada/Colorado Cleantech Connection's (C4) Day of Acceleration, followed by the two-day NREL's Industry Growth Forum which will allow the Canadian start-ups to engage in one-on-one meetings with 50+ investors, multinationals and key strategic partners from around the U.S. attending the annual Forum. The third part of the C4 program is a three month involvement with the NREL's cleantech accelerator. The advanced coaching and the three-day event in Denver are preludes to participation in the Canadian Cleantech Accelerator program with Rocky Mountain Innosphere, a cleantech accelerator connected with NREL's CREED program.

### **Selection Criteria for CTA@Denver:**

- High-growth potential and proven traction;
- Ability to leverage opportunities in the Denver market to achieve the next stage of growth;
- Fit, in terms of sub-sector specialization and business needs, with the CTA@Denver mentor community;
- Export-ready companies that have already demonstrated proof of concept and market acceptance through pilot studies and revenue generation; and
- Canadian cleantech start-ups having raised less than \$5 million in investment dollars and being within 12 months of launching a product or service.