QUÉBEC TECH

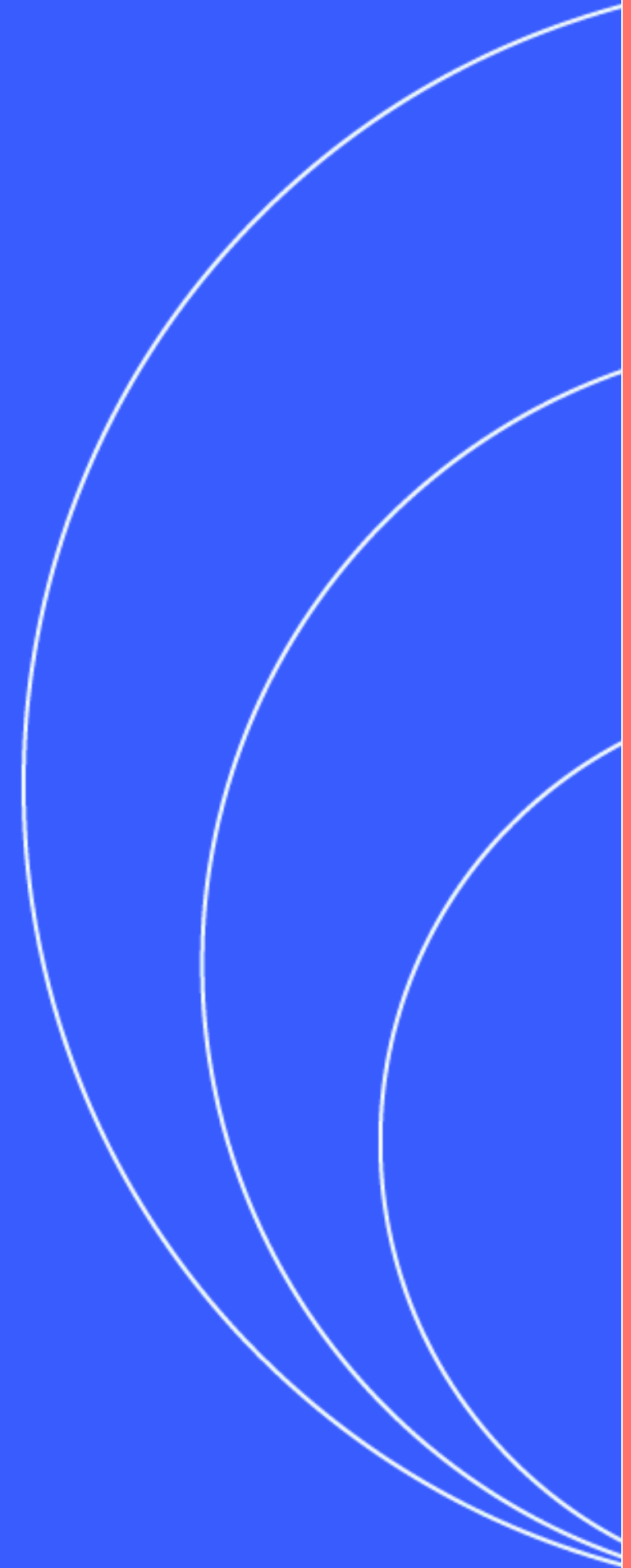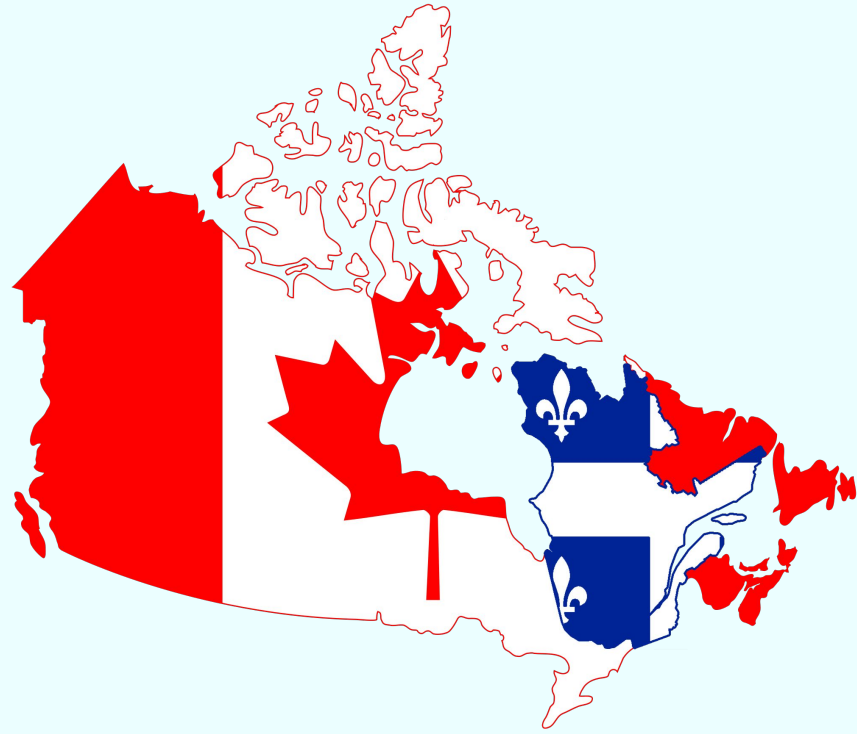# WELCOME TO the STAGE V ERA!

Since 2010, only 16.4% of Canadian startups from Quebec have reached +$10M

For a startup based in a region with less than 50 million citizens, the need to go global is twice as for those in areas with more than 50 million

Réseau capital

- Less connected on an international level and with limited presence in international accelerators
- Investors perceive them as having more local rather than international ambitions

Making Quebec's emerging tech a driver of responsible and sustainable economic growth

The mandate of Québec Tech is based on 3 main pillars, and at the heart of all our activities lies the crucial and inherent role of mobilizing the Québec tech startup ecosystem

1

Boosting **local and international sales** of high growth potential tech startups.

2

Enhance **collective intelligence** on Quebec startups.

3

Build an international **strong reputation of the Quebec tech** as a nation generating high-performing, responsible, and sustainable startups.

Mobilize key stakeholders to support Quebec's tech startups

Market Preparation

International Growth

Market Acquisition

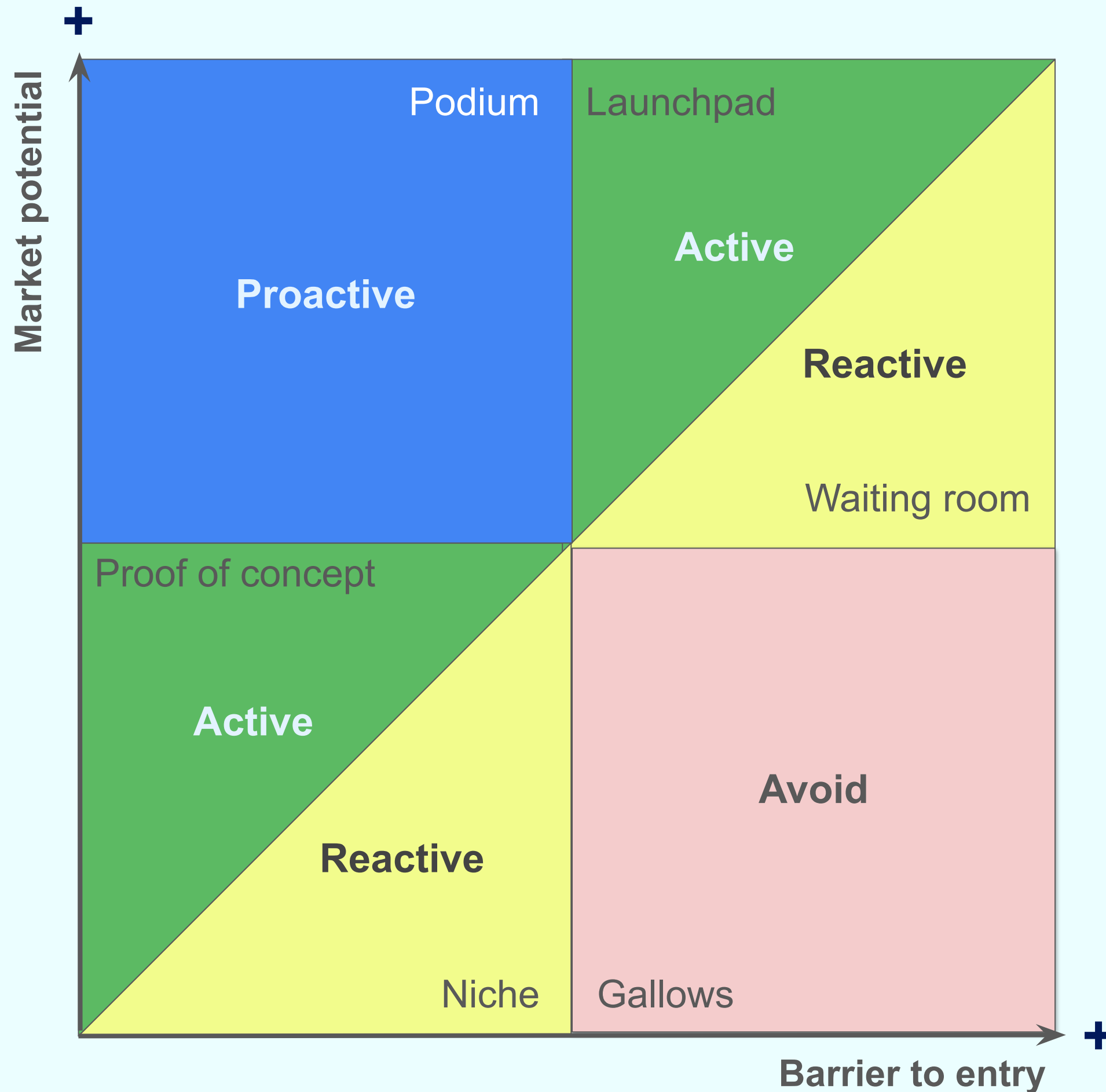**Market Credibility and recognition**

We give startups the means to realize their export ambitions with an **individualized action plan, privileges express access, and high-caliber expertise**

We **mobilize** all the necessary **resources** for your acceleration.

We act on **3 axes**:

- Market **Preparation**
- Market **Credibility** and **Recognition**
- Market **Acquisition**

To bring the selected startups to the beginning of the scale-up phase (5-10M$ in annual sales)

Market opportunities

Market potential

+

Podium | Launchpad

Proactive

Active

Reactive

Waiting room

Proof of concept

Active

Avoid

Reactive

Niche | Gallows

Barrier to entry +

Main elements to consider

Market potential

- ❑ GDP, demography and purchasing power
- ❑ Market trends and/or opportunities
- ❑ Sustainability and recurrency

Barrier to entry

- ❑ Competition from regional and international players
- ❑ Understanding and navigating regulations, legal frameworks and IP protection
- ❑ Logistical and operational challenges and capacities
- ❑ Financial constraints, fiscal policies and currency fluctuations
- ❑ Cultural and language differences
- ❑ Time zone differences and communication challenges
- ❑ Ethical dilemmas versus company culture
- ❑ Lack of transparency and political stability
- ❑ Corruption and extortion