

FedDev Scientists and Engineers in Business (SEB) “Global Start” Fellowship

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thinking forward

Objectives of Global Start

- Launch and grow 5 technology start-ups that internationalize rapidly from inception
- Develop and disseminate state of the art, practical knowledge to support entrepreneurs and their mentors/advisors/service providers
- Establish healthy business ecosystem to support Ontario's technology start-ups that internationalize rapidly

What is FedDev Global Start?

- Technology start-up that delivers:
 - First foreign sale in first year of operation
 - Foreign sales are at least half of total sales and at least six knowledgeable jobs are created in Southern Ontario by the third year of operation

Global Starts
internationalize rapidly from inception

Why are Global Starts disruptive?

- Execute aggressive global strategies from inception
- Ignore conventional approaches to internationalization
- Worth more, perform better

Why are Global Starts important?

- Increase foreign revenues faster
- Accelerate local economic growth
- More innovative products
- Strengthen dynamic capabilities
- Establish and leverage global networks
- Attract talents and create jobs in Windsor-Essex

Launch and grow your Global Start

- Strengthen and validate global opportunity
- Receive up to \$25k non-repayable seed funding
 - Entrepreneurs must match amount of grant
- Access talented mentors and support services
- Access to space
- Gain knowledge and strengthen existing skills
- Form new networks
- Leverage private sector for more funding

Eligibility

- Be a current graduate student working to complete a science, technology, engineering or mathematics (STEM) degree, or recently graduated
- Wish to launch and grow a technology start-up in Southern Ontario

Qualification

- Provide matching funds in the amount of \$25,000
- Complete an application outlining:
 - Business plan
 - Financial projections
 - IP strategy
 - Market opportunities

Note: Seed funding must be claimed/spent by
March 31st, 2014

Review Committee Evaluation Criteria

- **Customer value** – solves a problem or pain significant to identifiable target market
- **Competitive** – delivers more value compared to alternatives
- **Partner value** – provides good value to channels and partners helping to bring market offer to customers
- **Jobs** – generates at least 6 jobs in Southern Ontario over the first 3 years
- **Financial** – has a sound financial plan to feed themselves until company is able to generate sufficient cash to pay themselves
- **Internationalization strategy** – has a sound plan to achieve international sales within the first year of operation
- **Foundation** – knows how to leverage resources available in Southern Ontario to grow
- **Team** – core team has what it takes to achieve its objectives

Contact

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