



# SPARK CENTRE

## International Soft Landing Program

## Purpose

Spark Centre's International Soft Landing Program, called **Touchdown**, is focused on providing emerging and earlier stage technology companies the opportunity to learn about doing business in Canada.

The program provides orientation and exposure to key areas including Marketing, Sales, Legal, Financial and Human Resources.



## About Spark Centre

Spark Centre began operations in 2010, focusing on earlier stage and pre-revenue technology start-up companies. The centre has advised close to 600 companies in all facets of business, and has 19 professionals focused on helping clients achieve scalable revenue and long term success. Spark clients range in focus and include wearable technology, clean tech, health, software and invention.



## Co-Location Work Environment

Spark Centre also believes a close working relationship to other emerging or earlier stage technology companies provides an exceptional orientation and networking opportunity, and therefore we offer co-working space for up to 4 individuals within our collaborative office environment.

This space provides a desk environment with internet and access to Spark's staff for support.

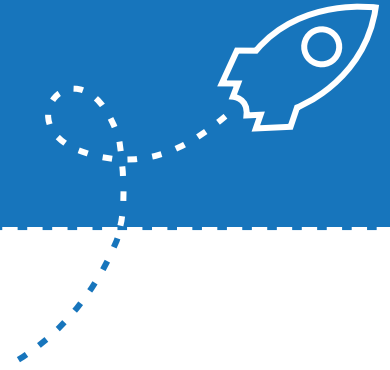
Our office is located conveniently 30 minutes from Toronto, Canada's largest city.

## Networking Opportunities

Spark Centre will also provide additional networking opportunities including sessions at our local universities, colleges, business centres and government events and sessions.

# Soft Landing Program

Our program focuses on orientation through practical interactions, taking clients through a series of steps to learn and prepare for business in Canada.



## Marketing Mentorship

Understanding the key drivers for marketing in the Canadian business environment is essential, Spark Centre has designed the program as follows:

- 3 hours per week with a marketing advisor
- Orientation to primary segments: Industry, Government & Academic
- Visit with one representative from Industry, Government & Academic
- Orientation to press, media and public relations
- Orientation to web and traditional marketing methods
- Help developing a Canadian marketing plan strategy document

## Sales Mentorship

Selling in Canada is unique and understanding the key drivers is essential; Spark Centre has designed the program as follows:

- 4 hours per week with a sales advisor
- Orientation to primary segments: Industry, Government & Academic
- Orientation to small, medium and large business sales techniques
- Visit with one representative from Industry, Government & Academic
- Visit with on small medium and large business representative
- Help developing a Canadian sales plan strategy document
- Help formulating a Canadian sales pitch and corporate deck

## Finance Mentorship

Canada has unique accounting and tax laws, which govern many aspects of doing business in Canada and a strong understanding of key approaches will help protect and provide risk mitigation plans.

- 2 hours per week with a financial advisor
- Orientation to key financial areas, including:
  - Business types (proprietorship, partnership, incorporation)
  - Business income tax
  - Accounting practices
  - Accounting regulations
  - Orientation to funding techniques
  - Investment raising

## Human Resources Mentorship

Hiring and managing personnel in Canada has unique regulatory laws and Spark Centre believes a strong understanding of key approaches will help protect and provide risk mitigation plans.

- 2 hours per week with a Human Resources advisor
- Orientation to key HR areas, including:
  - Types – contractor, employee, part-time employee
  - Human resources practices (Recruiting, Hiring, Termination, Payroll, Management)
  - Human Resources regulations
  - Orientation to unions and non-union environments
  - Salary market orientation
  - Human Resource service provider orientation