



## Become A Client

InNOVAcorp helps early stage Nova Scotia companies with high growth potential commercialize their technologies for export. Prospective InNOVAcorp High Performance (HPi)<sup>™</sup> clients are assessed using the following criteria:

- Nova Scotia based early stage company
- Business plan credibility, management experience, and entrepreneurial track record
- Unique proprietary technology (product, system, and/or service), with defensible intellectual property and/or a high barrier to competitive entry
- Large national/international addressable market
- Probability of obtaining a fully-funded business plan

Every day, InNOVAcorp staff engages high potential early stage technology companies to provide hands-on business guidance, customized to address specific business challenges. These challenges vary, but typically include: fundamental business planning; intellectual property identification and protection strategies; access to specialized infrastructure; implementing product development best practices; financial and accounting management; cash flow management; value proposition development; pricing strategies; competitive analysis; state-of-the-art marketing techniques; sales and distribution channel strategies; obtaining seed and venture capital; and human resource management strategies.

The relationship between InNOVAcorp and each client is a working partnership with the goal of achieving successful and sustained commercialization in an accelerated timeframe. In order to create a productive and mutually beneficial relationship between InNOVAcorp and the client, the HPi<sup>™</sup> business model requires that the client be willing to conduct business in an open, collaborative and cooperative fashion with InNOVAcorp.

If your company meets the requirements described above, we encourage you to call us at 902.424.8670 or (Toll Free - Atlantic Canada) 1.800.565.7051. One of our senior advisors of business ventures will then arrange to meet with you in person or speak to you by phone. To help you and InNOVAcorp better assess your needs and determine whether we can offer you practical guidance to grow your company, you should be prepared to address the questions below before your initial contact with us.

- Do you have a corporate overview presentation you can share with us when we meet?
- Do you have an innovative, technology-based product/service with a high barrier to entry (i.e. product/service that is not easily duplicated)?
- Have you confirmed that there is a market willing to pay for your product/service?
- Have you investigated the competitive landscape and identified what your competitive advantage is?
- Does your company have the beginnings of a sound management team with relevant business experience?
- Is the size of the total market that is directly related to your product/service more than \$25 million?
- Will the revenues from your product/service reach \$5 million or more within five years of going to market?
- Does your company have working capital?
- Do you have a business plan and executive summary?
- What type of assistance are you seeking from InNOVAcorp?

**Confidentiality:** *The privacy of clients and prospective clients is a priority for InNOVAcorp. The information you share with us is considered commercially confidential and will be held in the strictest confidence. The information will be reviewed only for the purposes of evaluating whether the company meets InNOVAcorp's client criteria.*