

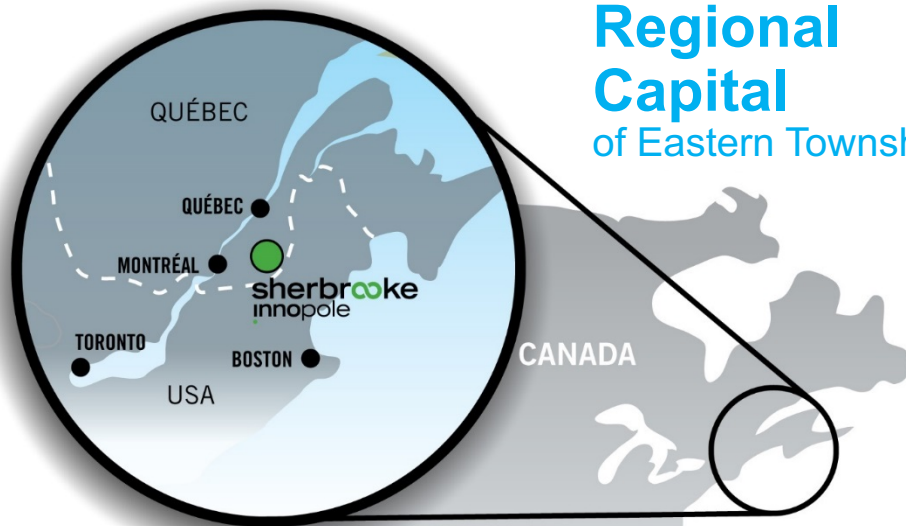


## Sherbrooke, An Innovation Hub & Gateway to the North American Market

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**Director, Business Services**  
**Life Sciences & MicroNanotechnologies**

September 9, 2019

# Sherbrooke : Gateway to the North American Market



**Regional  
Capital**  
of Eastern Townships



**664**  
businesses



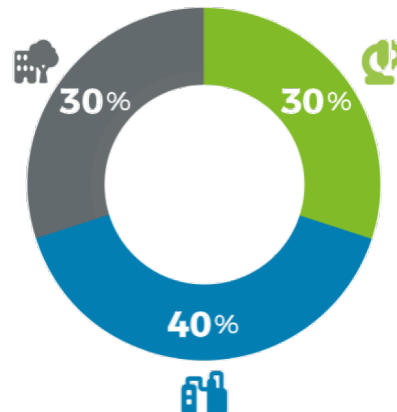
**19,931**  
jobs



**Less than 30 minutes**  
from the US border

**\$223,642,701**  
investment

	KM	MILES
Montréal	147	92
Québec	237	148
Portland, ME	299	187
Boston	434	271
New York	657	410
Toronto	693	433
Washington	1091	682
Chicago	1500	932



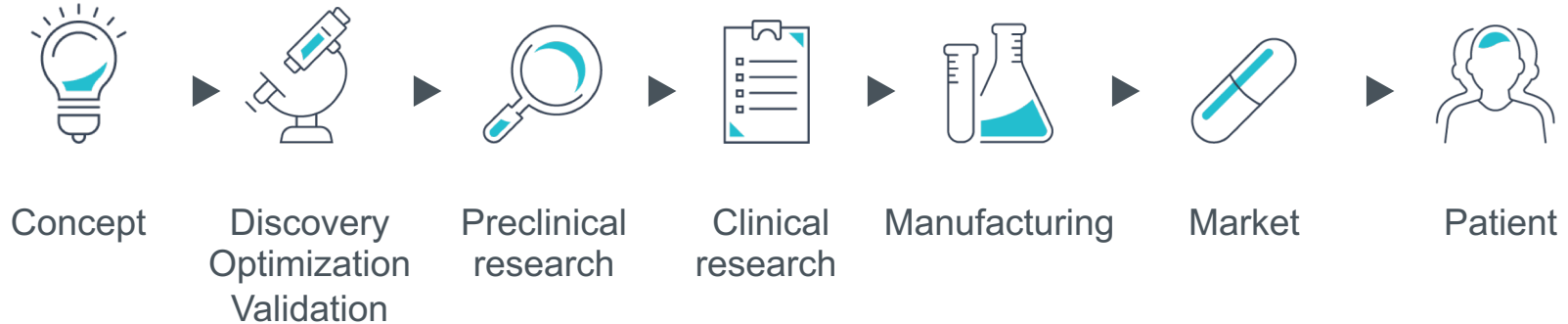
**\$67 721 223**  
Research & Development

**\$88 917 185**  
Machinery & Equipments

**\$67 004 293**  
Lands & Buildings

# SHERBROOKE University Pole:

## A dynamic collaboration hub from BENCH to BEDSIDE



**7**

Member  
Institutions

**+\$1 BILLION**

annually in direct  
economic impact

**5**

Multidisciplinary  
Institutes

**+3,700**

professors and  
teachers

**75+**

Research  
Chairs

**+11,000**

employees

**30+**

Research Centres  
or Units

**A multitude**

of research groups  
in several areas



# SHERBROOKE University Pole: a synergetic scientific park





# Internationally-acclaimed fields of expertise



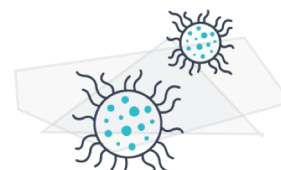
**Oncology**



**Cardio-vascular and metabolic diseases**



**Neuroscience and mental health**



**Infectious diseases**



**Aging**



**Cellular therapy and regenerative medicine**



**Precision medicine (genetics, genomics and proteomics)**



**Medical Imaging and cytometry**



**Big Data and Artificial intelligence**



# LIFE SCIENCES

52

BUSINESSES

2746

JOBES

\$48.3M

INVESTMENT

## LEADING-EDGE SECTORS

- ➔ Imaging
- ➔ Preclinical research
- ➔ Clinical research, stages I to IV, from newborns to the elderly
- ➔ Medical technologies and software

## INFRASTRUCTURES

- ➔ Molecular Imaging Centre
- ➔ Research Centre on Aging
- ➔ University hospital (CHUS)
- ➔ Faculty of Medicine
- ➔ Cyclotrons
- ➔ Institute of pharmacology
- ➔ SAGE-Innovation ACCORD Cluster
- ➔ Pavilion of Applied Research on Cancer (PRAC)



IMMUNE BIOSOLUTIONS

# ESPACE LABZ: Leading-edge lab & office spaces



Private laboratories

Fully equipped shared lab space

Private office space

Conference rooms, lounge, and showers

Cell culture room and other equipments (autoclave, centrifuge, etc.)

Biosecurity agent on site

Hazardous waste management

ID controlled access

Storage, unloading dock, and parking lot

20,000 sq. ft.  
Two story building



# 5-Step Soft Landing Program - Start-up

- A robust assessment – a “Go/No Go” Validation for C-Suite Executives & Board Members
- Two versions: One tailored for start-up companies and one dedicated to mature ones



**SUPPORT PROGRAM  
FOR ESTABLISHING  
A BUSINESS**  
in North America

IN 5 PHASES

 **START-UP**  
TECHNOLOGY  
COMPANIES

**sherbrooke  
innopole**

**LEDEN**  
Private office entrepreneurial

**PHASE 3** **Market Validation and Evaluation**  
(in collaboration with iA7 experts)

**Prerequisite: Business plan**

- > Skype discussion with iA7 experts (Business Accelerator)
- > Prompt Go/No Go analysis based on 6 key factors:
  - Context
  - Potential North American market size
  - Future market development
  - Competitive presence
  - Technology potential
  - Market entry challenges

Production deadline: 4 weeks, report included

**PHASE 3 COST: Can\$ 6,000**

Upon the completion of Phase 3, the company will be in a position to decide if it is going to continue with phases 4 and 5. If Phase 3 is conclusive, the project shall be deemed a GO; if not, it shall be a NO GO. Sherbrooke Innopole will directly invoice the company in Canadian dollars for having conducted Phase 3.

# 5-Step Soft Landing Program – Mature company



## SUPPORT PROGRAM FOR ESTABLISHING A BUSINESS in North America

IN 5 PHASES



**EXPERIENCED**  
TECHNOLOGY  
COMPANIES

**sherbrooke**  
innopole

LEDEN  
Private office entrepreneurial

PHASE

**3**

## GO/NO GO with iA7 experts

**Prerequisite:** Business plan / Expansion plan

Skype discussion with iA7 experts (Business Accelerator)

- > Potential North American market size
- > Main trends
- > Key challenges
- > Sales figures of competitors (maximum of 10)
- > Commercial presence and positioning of 3 primary competitors
- > Organizations that are the most active in terms of registering patents and the most visible in scientific publications
- > Discussions with market experts (minimum of 5)
- > Strengths / weaknesses / opportunities / threats

Production deadline: 6-8 weeks, report included

**PHASE 3 COST: Can\$ 17,000**

Upon the completion of Phase 3, the company will be in a position to decide if it is going to continue with phases 4 and 5. If Phase 3 is conclusive, the project shall be deemed a GO; if not, it shall be a NO GO. Sherbrooke Innopole will directly invoice the company in Canadian dollars for having conducted Phase 3.

# 5-Step Soft Landing Program

PHASE

5

## Sherbrooke Innopole's Soft Landing Program

### PREMISES

6 months rent free and assistance with set-up

### FINANCING

Assistance with seeking funds and funding programs

### HR

Help in recruiting and integrating employees

### NETWORKING

Contact with suppliers, subcontractors, distributors, consultants, etc. and with public bodies, institutions, companies, and consulting services

### INTELLECTUAL PROPERTY AND REGULATIONS

Support in terms of regulatory agencies (Health Canada, FDA, CE, CSA, UL), *Doing Business in Canada* guide, contact with strategic experts on intellectual property, etc.

**THE PROVINCE OF QUÉBEC**  
Gateway to the North American market

**SHERBROOKE**  
A central and strategic location!



**sherbrooke**  
innopole

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**Thank you**



**Contact Sherbrooke Innopole:**

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**sherbrooke**  
**innopole**

# Sherbrooke Innopole's Key Sectors



## ADVANCED MANUFACTURING

**378**

BUSINESSES

**10 858**

JOBS

**\$107.8M**

INVESTMENT



## CLEANTECH

**115**

BUSINESSES

**3312**

JOBS

**\$41.6M**

INVESTMENT



## INFORMATION TECHNOLOGIES

**113**

BUSINESSES

**2105**

JOBS

**\$12.4M**

INVESTMENT



## LIFE SCIENCES

**52**

BUSINESSES

**2746**

JOBS

**\$48.3M**

INVESTMENT



## MICRO-NANO TECHNOLOGIES

**6**

BUSINESSES

**910**

JOBS

**\$13.6M**

INVESTMENT

# Sherbrooke Innopole, an ally in your move

## **“ONE STOP SHOP” FOR YOUR BUSINESS**



sherbrooke  
innopole

- ➔ **NUMEROUS FINANCIAL PROGRAMS**  
for all stages of business development (start-up, pre-commercialization and commercialisation)
- ➔ **SOFT-LANDING PROGRAM**  
with international partners
- ➔ **HELP IN FINDING SUPPLIERS**  
subcontractors, distributors, consultants, etc.
- ➔ **REAL ESTATE SERVICES**  
for facilities or land, and liaison with municipal authorities
- ➔ **CONTACT WITH PUBLIC RESOURCES,**  
institutions, businesses, and organisations for innovation and internationalisation
- ➔ **HELP IN FINDING AVAILABLE FUNDS**  
and, if needed, organized meetings with all potential lenders
- ➔ **INTEGRATION SERVICES FOR KEY EMPLOYEES**  
from outside the Estrie Region (ex. job finding assistance for spouse, search for a home, daycare, etc.) *Via Préférence Estrie*