

Go-To-Market Program



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Program Details

Go-To-Market helps technology companies maximize successful execution in market entry, product launch and revenue growth by addressing market place challenges, and focusing on strategy and implementation. It uniquely combines a comprehensive go-to-market curriculum through applied learning, access to industry experts and one-on-one mentoring. It is an intensive four month program with a taught curriculum and five bi-weekly half day sessions. In addition there are weekly webinars and homework assignments.

Mentors are recruited specifically for the individual company, based on its profile. Mentors include executive level business experts, venture capitalists, angel investors and senior consultants in the technology industry.

Past participants of Go-To-Market have reported increased revenue, attracted investment, been acquired, or have signed significant distribution or partner agreements.

The program is delivered by Innovate Calgary for Alberta participants, and is taught by Rocket Builders, a Vancouver-based market strategy company focused on helping businesses capitalize on market opportunities.

Key Deliverables

- The development and expert review of a Strategic Marketing Plan
- The development and expert review of a Marketing Implementation Plan

Each deliverable is critiqued during two panel presentations by a jury panel of technology commercialization experts and investors who provide feedback, suggestions and industry connections.

Target Audience

- Alberta-based technology companies that are commercial ready or are preparing to launch a new product or product line
- Executives responsible for marketing and sales revenue growth (VP Sales/Marketing, COOs, CEOs)

“The GTM program has done a phenomenal job of preparing us for market entry. The combination of education, mentorship, and jury presentations was excellent.”

- Morgan Moe, StrokeLink

Location

- Alastair Ross Technology Centre: 3553 – 31 Street NW, Calgary, AB T2K 2K7

Cost

Early Bird Registration: \$2,000 + GST. Early Bird Deadline: Oct 15, 2016

Complete Program: \$2,200 + GST OR Individual Workshops: \$250 + GST per workshop

Register at: <http://gotomarket16.eventbrite.ca>

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Program Schedule: October 2016 – March 2017

DATE	TIME	TOPIC
October 13, 2016	12:00 – 1:30 PM	Free Info Session
November 3, 2016	11:00 - 4:00 PM	Seminar 1 and Workshop: Product-Market Fit: Bring the Right Offering to the Right Market
November 10, 2016	12:00 - 1:30 PM	Conference Call and Webinar: Homework Discussion and Q&A
November 24, 2016	11:00 - 4:00 PM	Seminar 2 and Workshop: Refining Your Market Strategy: Aligning Competitive Advantage to the Right Channel and Market Opportunities
December 1, 2016	12:00 - 1:30 PM	Conference Call and Webinar: Prep for Panel Presentation
December 8, 2016	9:00 AM - 5:30 PM	First Presentation to Panel: Strategic Marketing Plan Presentation
January 5, 2017	11:00 - 4:00 PM	Seminar 3 and Workshop: Leveraging Channels to Market: Selecting Partners to Scale Up Access to Markets
January 12, 2017	12:00 - 1:30 PM	Conference Call and Webinar: Homework Discussion and Q&A
January 26, 2017	11:00 - 4:00 PM	Seminar 4 and Workshop: Lead Generation Tactics: Leveraging Marketing Communications and Social Media to Create Effective Marketing Campaigns
February 2, 2017	12:00 - 1:30 PM	Conference Call and Webinar: Homework Discussion and Q&A
February 16, 2017	11:00 - 4:00 PM	Seminar 5 and Workshop: Sales Methods and Processes: Managing Sales Opportunities and Customer Relationships to Maximize Revenue
February 23, 2017	12:00 - 1:30 PM	Conference Call and Webinar: Prep for Panel Presentation
March 9, 2017	9:00 AM - 5:30 PM 5:30PM to 6:30PM	Final Presentation to Panel: Market Implementation Plan Presentation Wine and Cheese Reception

Go To Market is proudly delivered in partnership with:



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