SOVAR
FROM SCIENCE TO THE WORLD

A made-to-measure program
ON YOUR MARKS!... GET SET!... GO!

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PART 1
ON YOUR MARKS!

INITIATING THE BUSINESS PROJECT

OBJECTIVES

- Create the deep tech startup
- Validate the business project
- Structure the founders' team

CANDIDATES

- Graduate students, inventors and entrepreneurs who aim to launch a deep tech startup in the short term (6-12 months)

PROGRAM

- Assessment of the entrepreneurial skills of the project team
- Technical and commercial analysis of the product or service to be marketed
- Landscape of the market, competition and strategic positioning
- Validation of the minimum viable product
- Development of short business plan (business model canevas)
- Five 3-hours meetings with a technical project manager and a business coach for a total of 30 hours of personalized support

TRAINING PARTNERS

Needs assessment and reference to relevant training ressources

ENTREPRENEURIAT LAVAL

LE CAMP
Incubateur - Accélérateur

PART 2
GET SET!

DEVELOPING AND IMPLEMENTING THE BUSINESS PROJECT

OBJECTIVES

- Set up a managment team
- Devise the business model and go-to-market strategy
- Determine the financing strategy

CANDIDATES

- Startups at the pre-commercialization stage aiming to exploit a deep technology

PROGRAM

- Assessment of the commercial potential of the product, intensive coaching of entrepreneurs, development of a detailed business plan, financing search (presentation to Réseau Express-Québe), market access strategy (regulation, acceptability reimbursement)
- Assignment of a dedicated business coach for the duration of the mandate
- Periodic meetings over a period of 9 to 12 months for a maximum of 360 hours of personalized coaching based on milestones and monthly assessments (go/no-go)
- Expert professionnal services in accounting, tax, web strategy and business marketing, finance and legal services (up to 40 hours)
- Possibility of a pre-seed direct investment of SOVAR to launch the startup

TRAINING PARTNERS

Needs assessment and reference to relevant training ressources

ACADÉMIE DE LA RELÈVE ENTREPRENEURIALE - CDPQ

LE CAMP Incubateur · Accélérateur

PROFESSIONAL PARTNERS

MALLETTE TACT INTELLIGENCE · CONSEIL

NORTON ROSE FULBRIGHT

PART 3
GO!

ACCELERATING THE BUSINESS PROJECT

OBJECTIVES

- Structure an important and value-creating milestone
- Develop the growth strategy
- Relay the relevant partners

CANDIDATES

- Active startups (2+ years) that commercialize a deep tech innovation

PROGRAM

- Analysis of the business strategy and realignment of the growth project
- Needs assessment of the management team
- Assignment of a dedicated business coach for the duration of the mandate
- Review of financial projections, financing options and optimization of financial statements
- Development of an implementation plan with an assessment of set milestones
- Periodic meetings with assigned experts; maximum of 60 hours of personalized coaching; total duration of 3-6 months
- Possibility of a direct investment of SOVAR as a bridge or to complete a round

PARTNERS

Reference to relevant partners

INNO·CENTRE SERVICES · CONSEILS

Anges Québec

MEDTEQ L'INNOVATION POUR LA SANTÉ · INNOVATION FOR HEALTH