



Newmarket Accelerator
& Technical Foundry



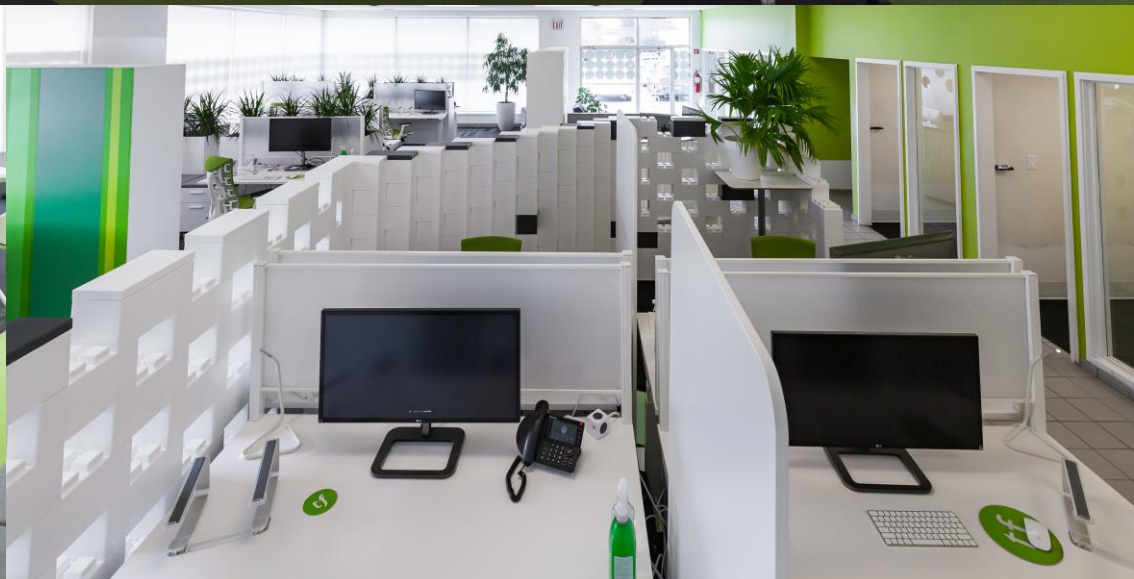
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www.treefrog.ca



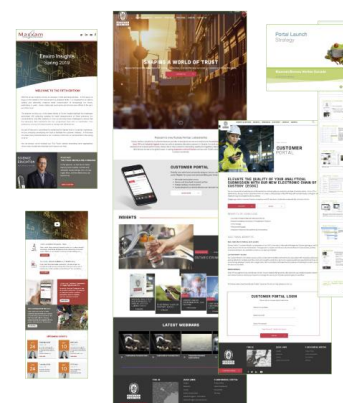
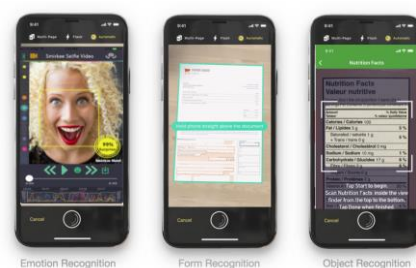
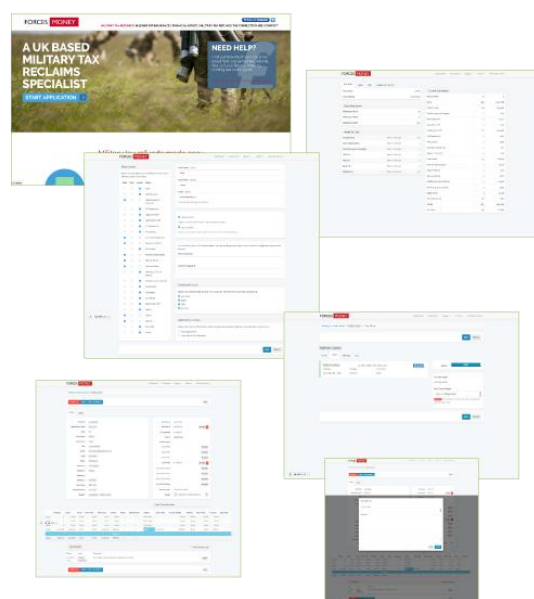
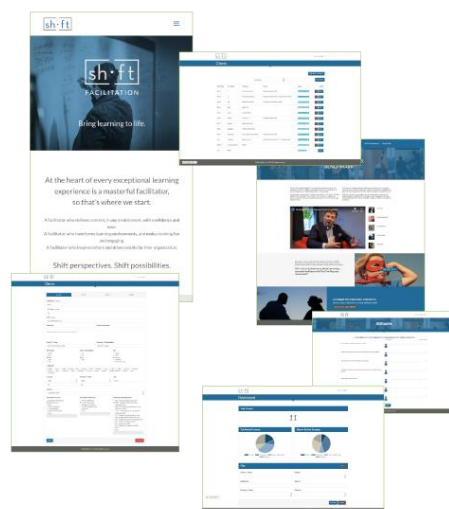
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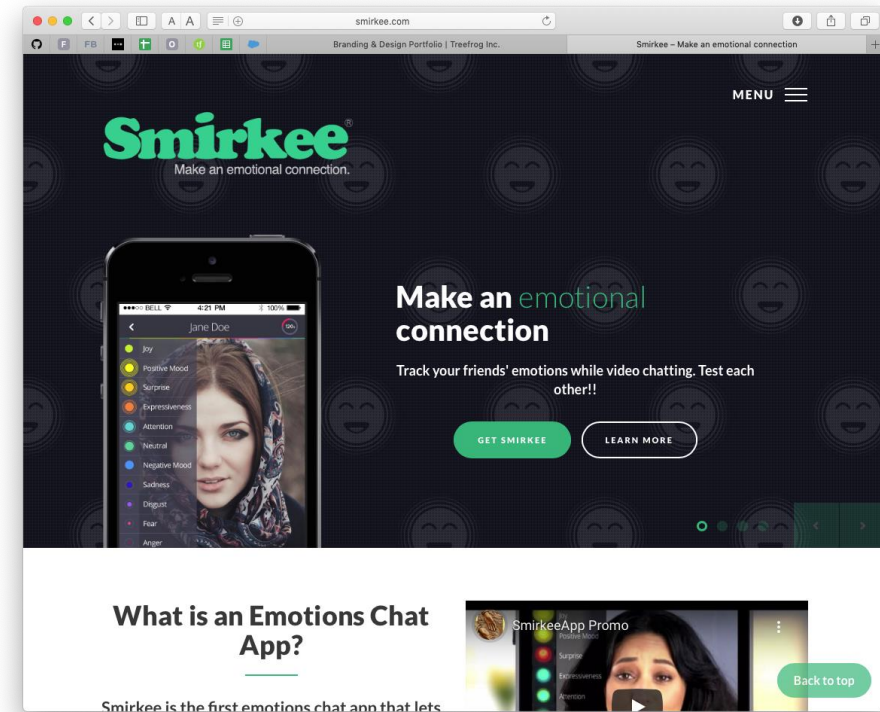
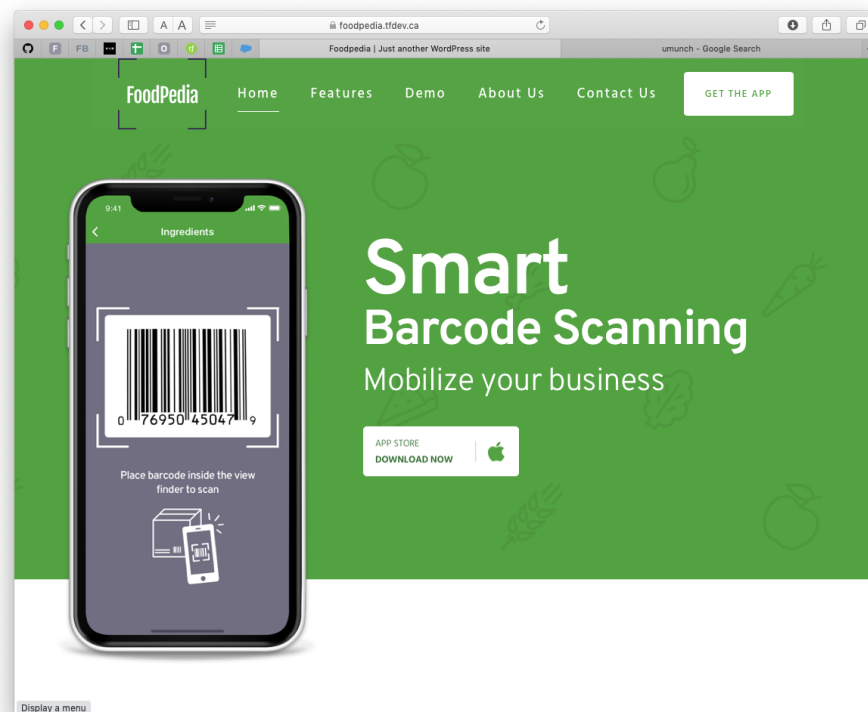
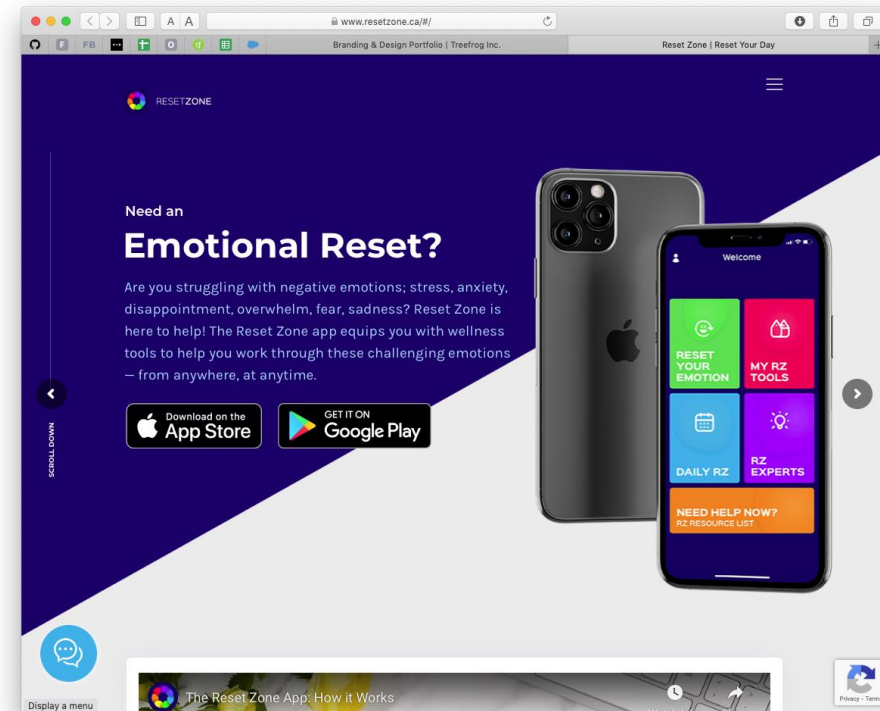
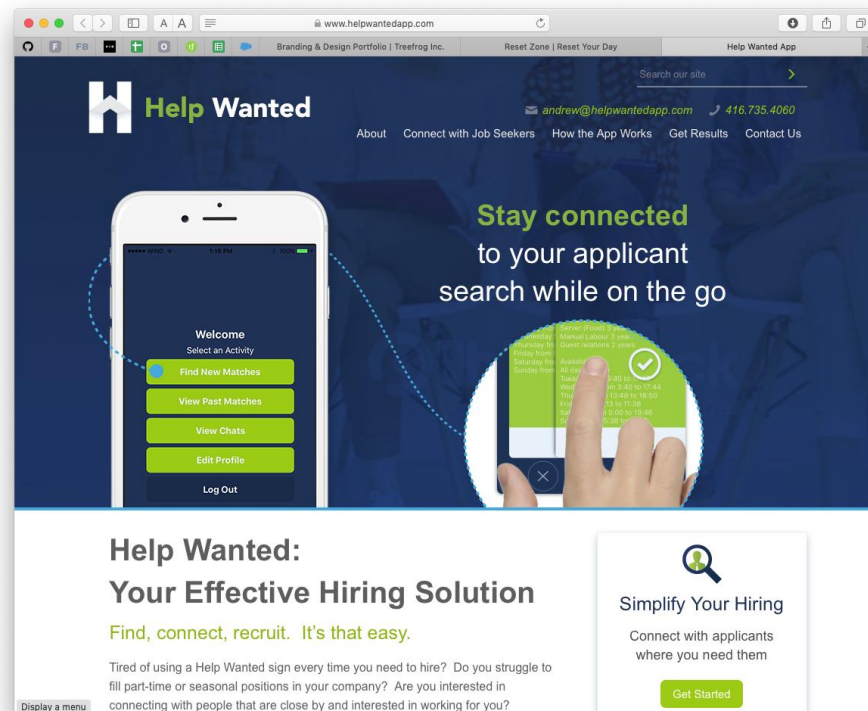
Welcome







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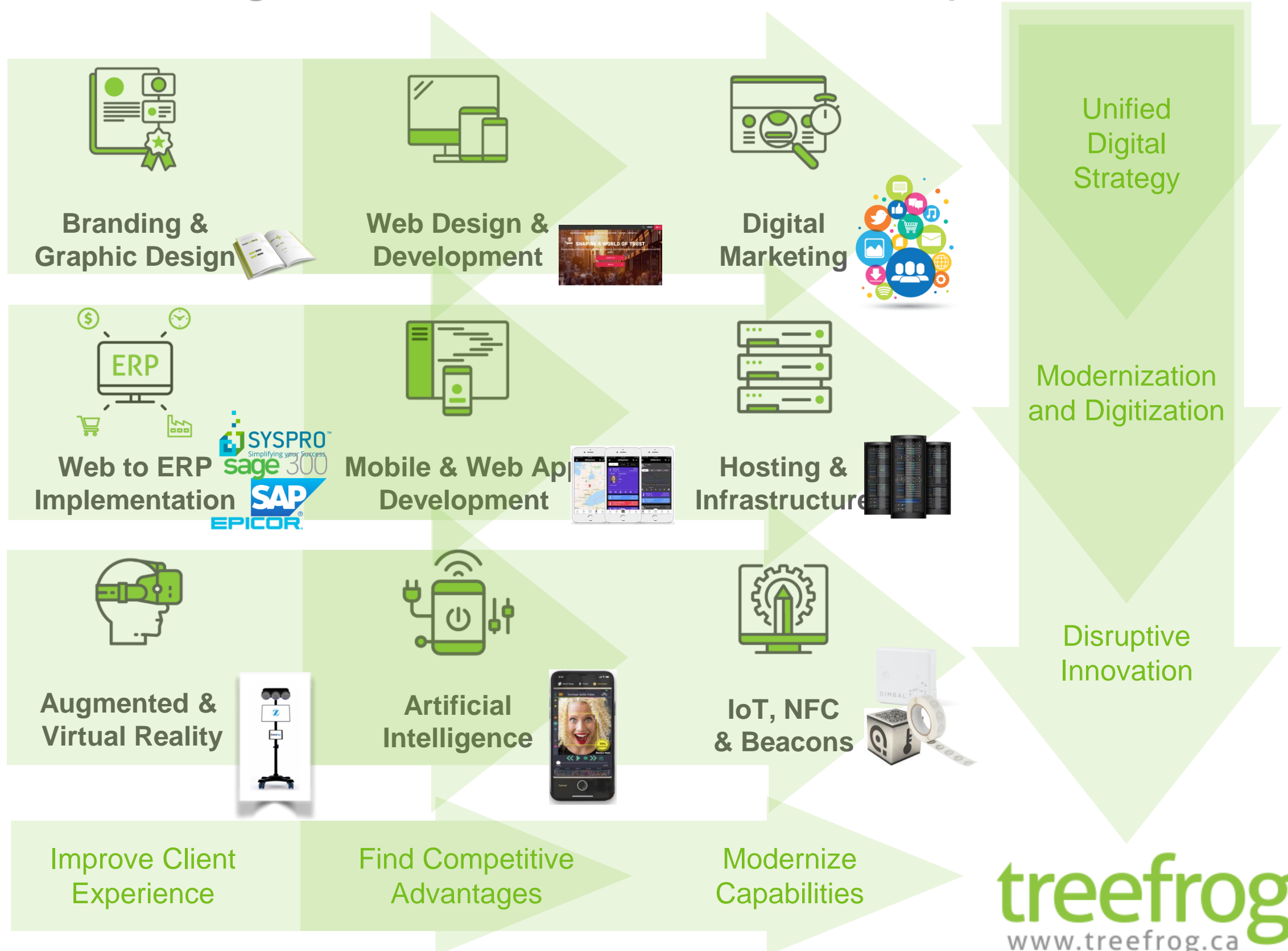


Treefrog has a history of Startup Success.



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Digital Transformation Roadmap

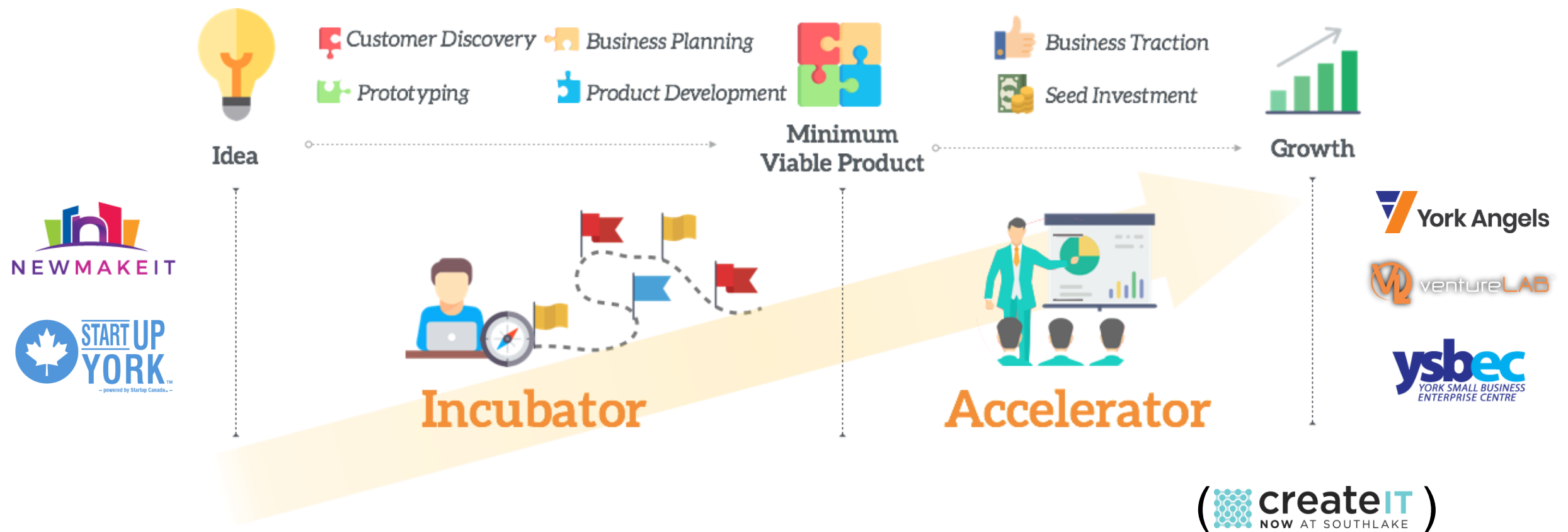


HYPOTHESIS #1

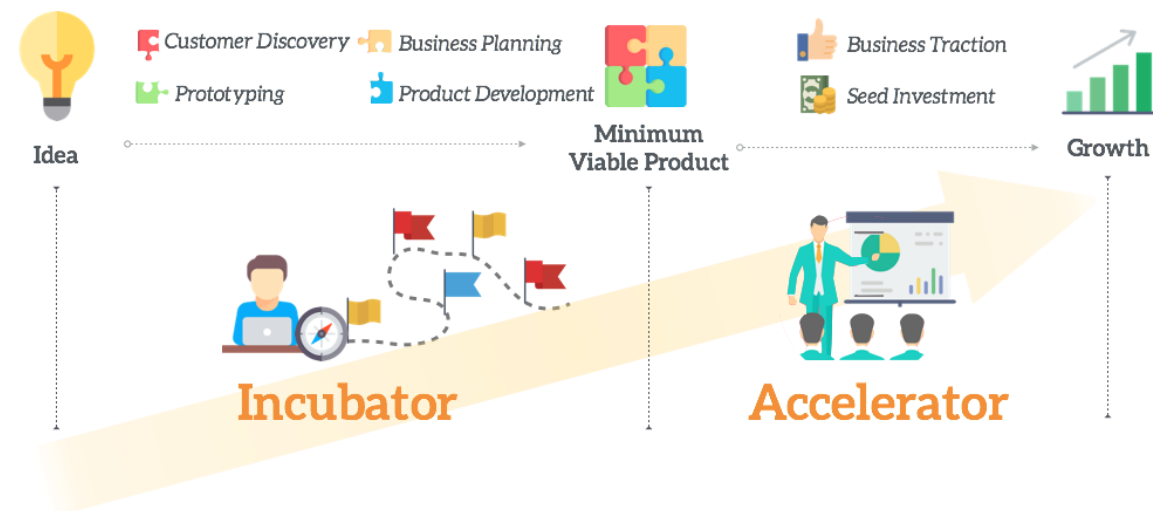
Newmarket Needs an Accelerator



Startup Map



*Gap in Newmarket and Surrounding Area



- ☑ Customers
- ☑ Business Planning
- ☑ Prototyping
- ☑ Product Development
- ☑ Business Traction
- ☑ Seed Investment

Ideate

Forming

Prototyping

Research

Product Development

Customer Discovery

Experimentation

MVP or First-Sale

Startup

Storming

Technical Review

Traction

Product Improvement

Voice of Customer

Pivoting

MMP

Scale-up

Norming

Funding

Scaling

Hiring

Staying Ahead

Marketing Strategy



Ideate



Incubator

Idea

MVP or First-Sale

Startup



Accelerator

Foothold

MMP

Scale-up



Angels +
Agencies

Proven



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The Idea

Ideate

Incubator



Seneca HELIX



Liftoff

Startup

Accelerator



Growth

Scale-up

Angels +
Agencies



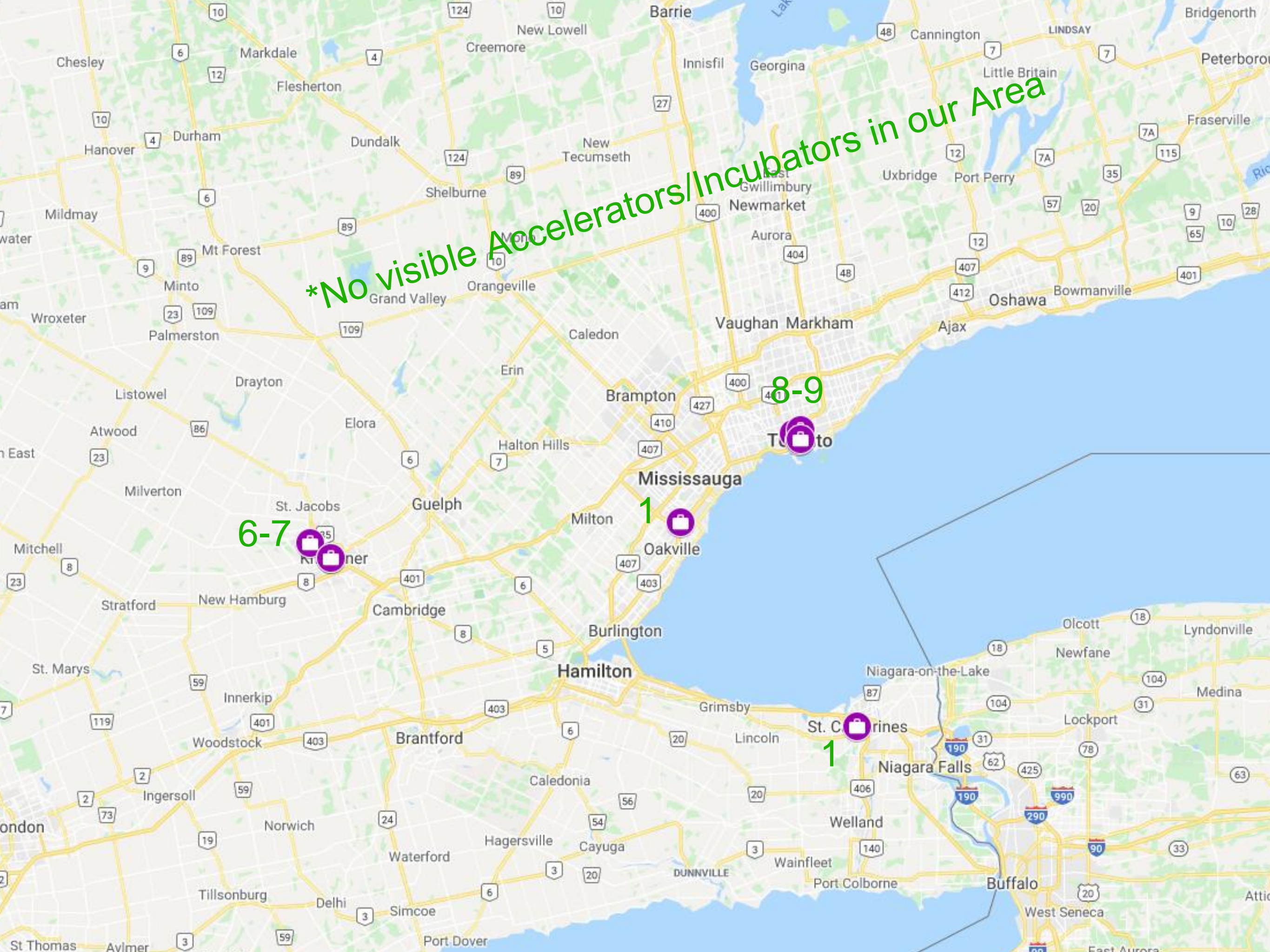
MVP or First-Sale

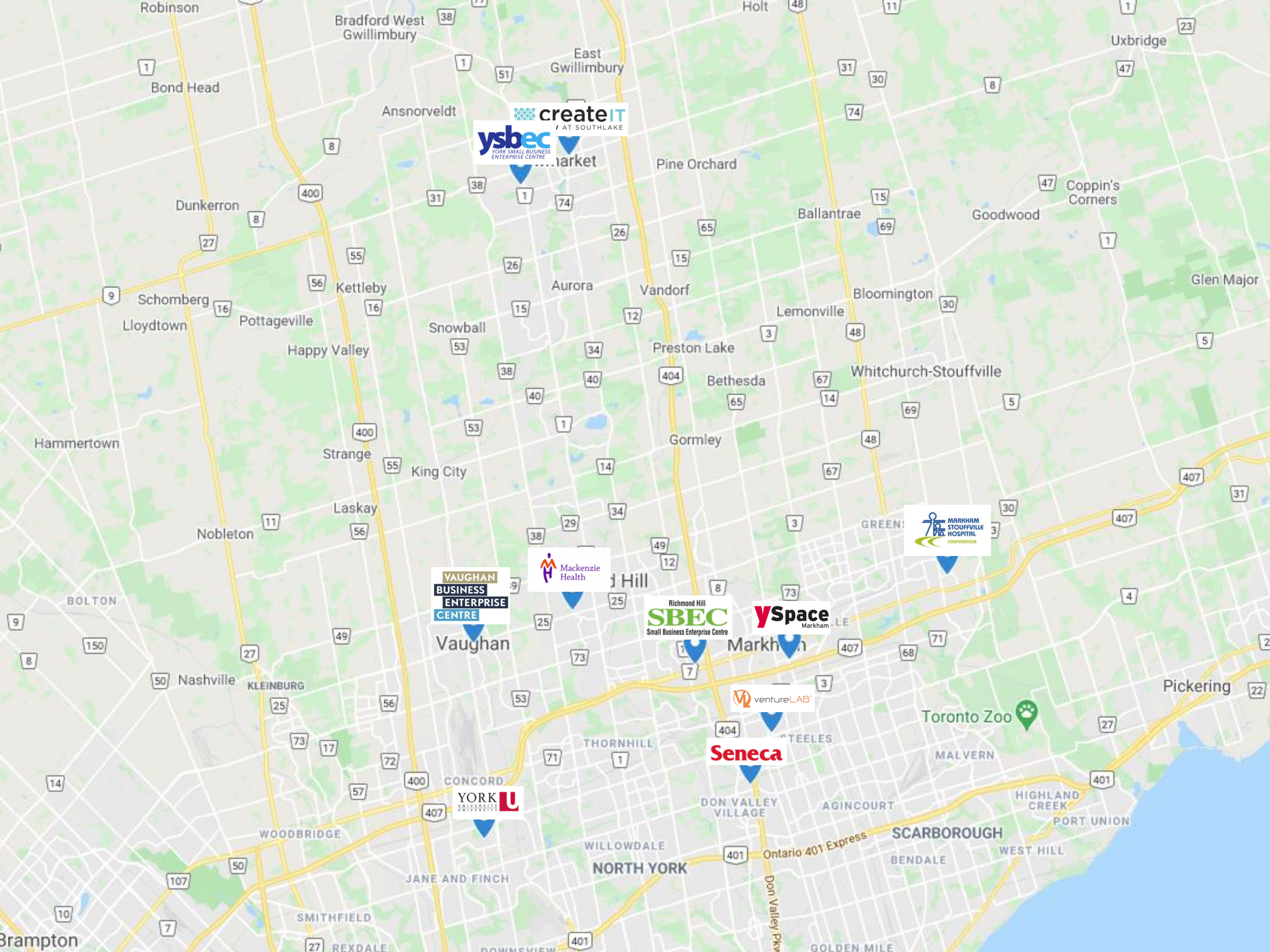
MMP



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**No visible Accelerators/Incubators in our Area*





createIT
/ AT SOUTHLAKE
ysbec
YORK SMALL BUSINESS
ENTERPRISE CENTRE

MARKHAM
STOUFFVILLE
HOSPITAL
CORPORATION

VAUGHAN
BUSINESS
ENTERPRISE
CENTRE

Mackenzie
Health

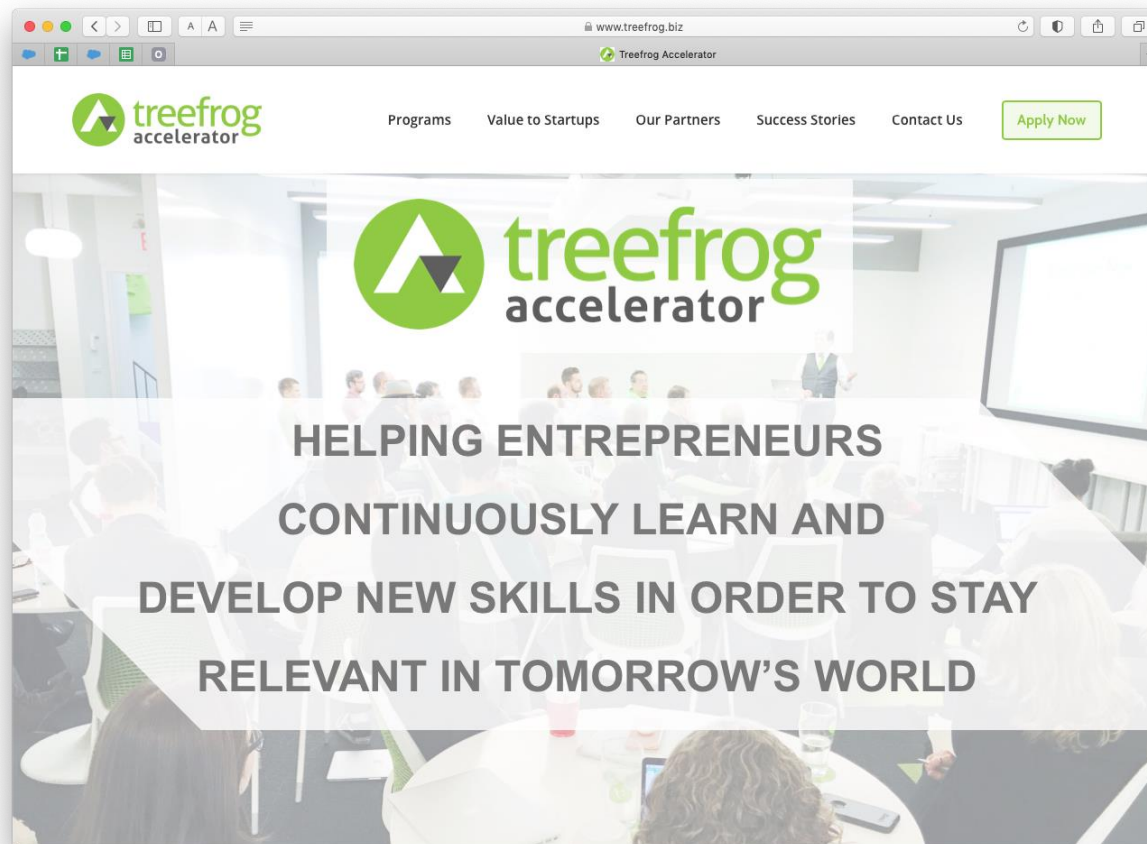
Richmond Hill
SBEC
Small Business Enterprise Centre

YSpace
Markham

ventureLAB

Seneca

YORK
UNIVERSITY



Two Unique Programs





- Built a network of 4000 Angel investors and fund GPs across 30+ countries
- Co-founder of Startup Visa Program
- VC strategy and fundraising

Yuri Navarro
Managing Partner



- 4 years of innovation consulting in Automotive, Financial Services, and Real Estate in North America and Asia
- Managed +25 accelerator cohorts in 5 countries
- 10 years experience as a Financial Analyst at a multi-family office

Chris Kay
Partner, Managing Director



- 10+ years on Bay Street
- Worked with several Fortune 500 clients including Daimler and Merck
- Multiple Co-Founder Finance, Big Data, Emergency Management

Sean Kondra
Partner, Operations



- Full-stack technical product manager and serial founder with a track record of shipping scalable data platforms
- 10+ years of mentoring and advising accelerators globally
- Previously at Unata, Kimlik DMP (Founder), Demac Media, all acquired

Vahid Jozi
Partner, Platform



23 Startup Successes

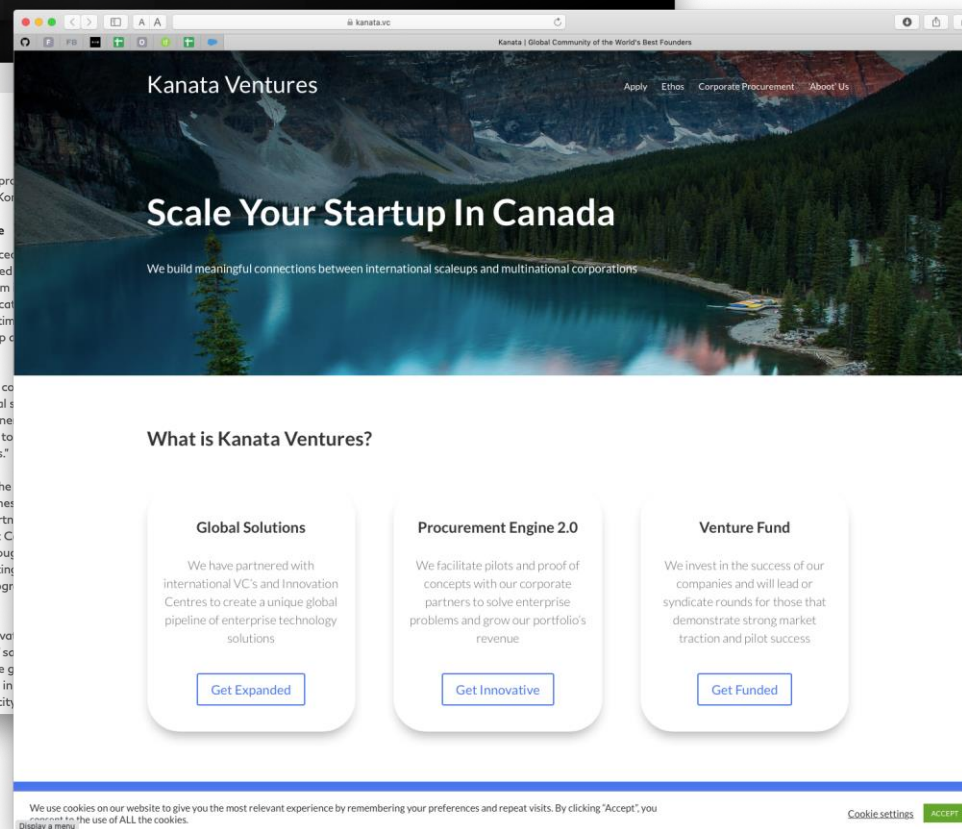
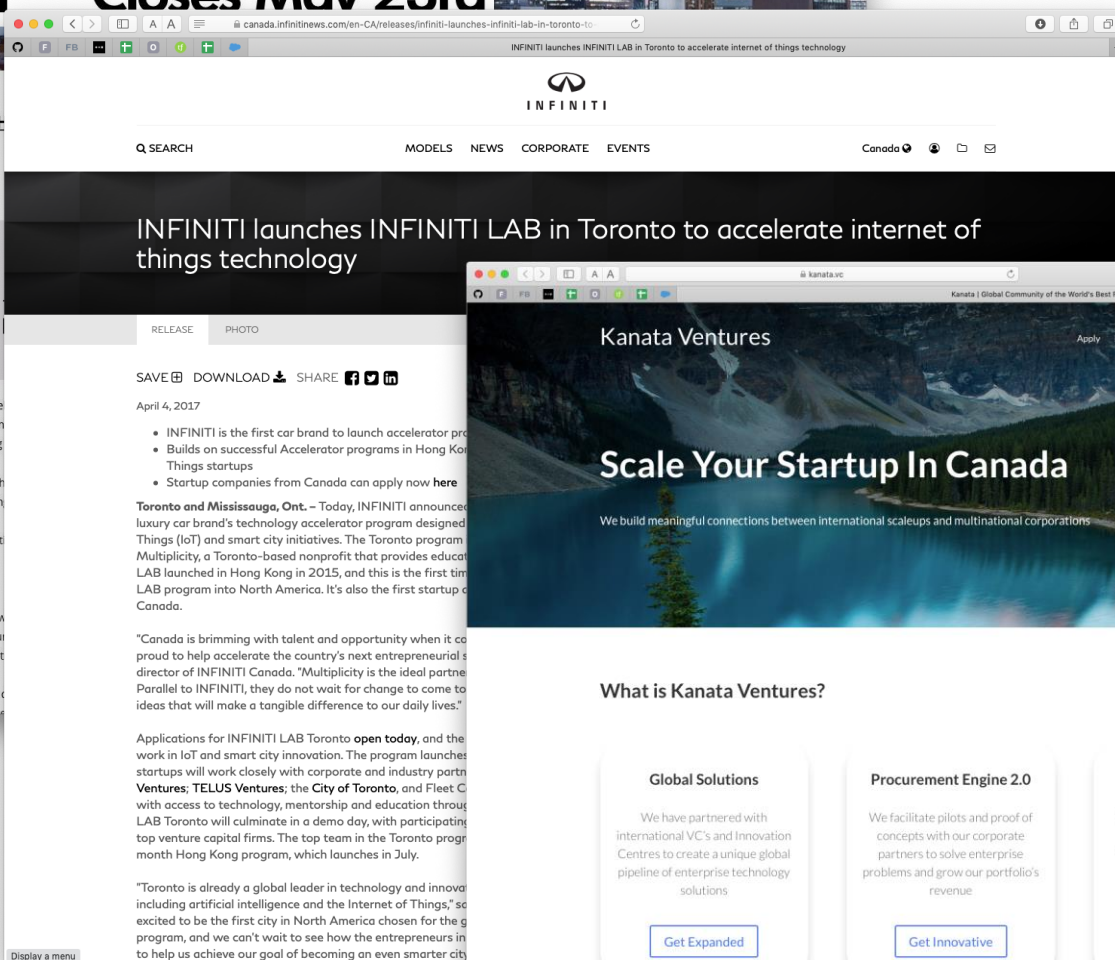
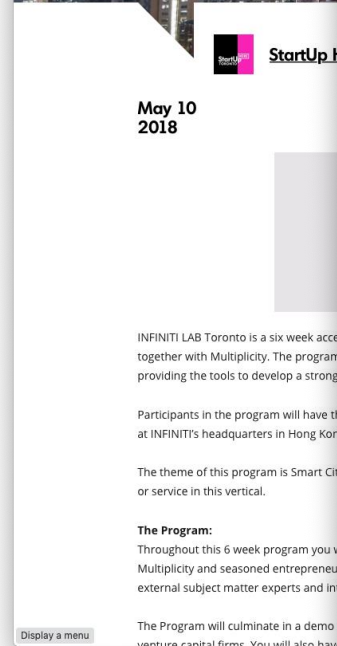
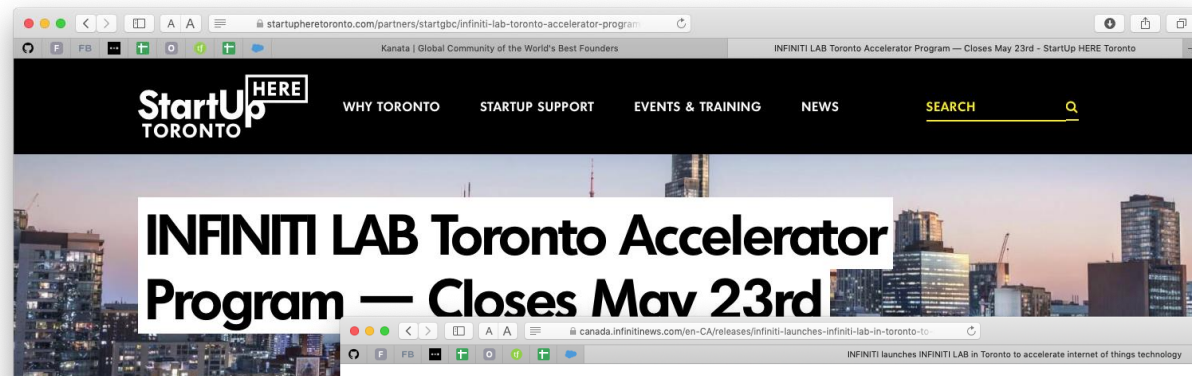
2019

\$12.7M in financing

3 Exits



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Regional Curriculum

WEEK 1: INTRO & BASICS

- Program Introduction
- Cohort Pitches
- One-on-one Deep Dive

WEEK 2: WHAT TO BUILD & HOW

- Lean & Agile
- Business Model Canvas
- Human Centered Design Thinking
- Startup Ecosystem & Resources
- Building a Narrative & Pitch Deck
- Pitching Basics
- Team Office Hours
- One-on-one Mentor Check-In
- Pitches

WEEK 3: BUILDING YOUR STARTUP

- Customer Development
- Product Road Mapping
- Employment Law & Employment Standards Act
- Intellectual Property
- Hiring & Building Culture
- Founders who have done it Before
- Team Office Hours
- One-on-one
- Mentor Check-In Pitches

WEEK 4: SALES, PARTNERSHIPS & MARKETING

- Building an Enterprise Sales Process
- Customer Acquisition & Success
- UX Product Design
- Product Positioning
- Product Market Fit
- Founders who have done it Before
- Team Office Hours
- One-on-one Mentor
- Check-In Pitches

WEEK 5: INVESTMENT

- Government & Grant Loan Programs
- Angel Investors
- Seed Stage VC
- Team Office Hours
- One-on-one
- Mentor Check-In Pitches

WEEK 6+: MINI-MBA & CONTINUED SUPPORT

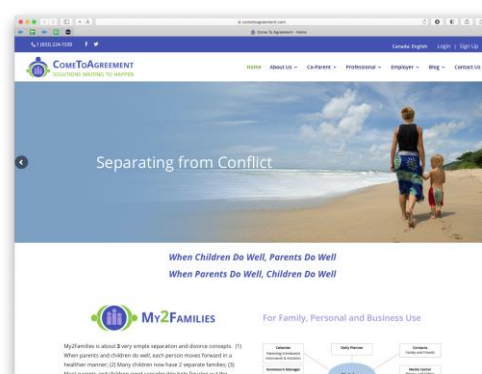
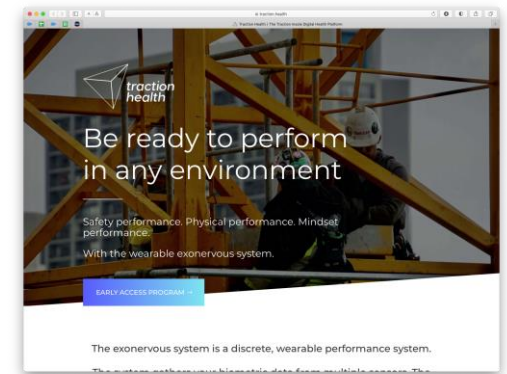
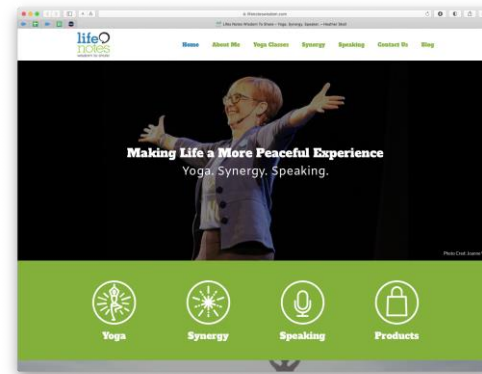
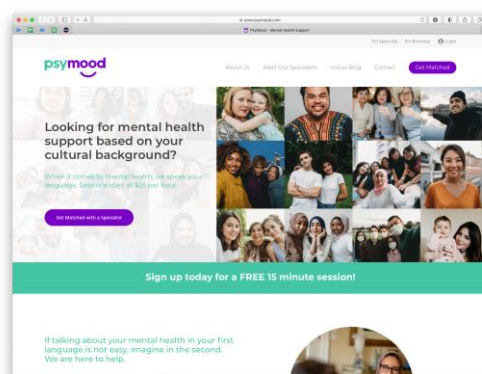
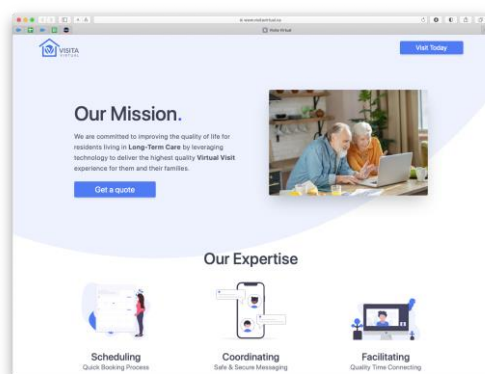
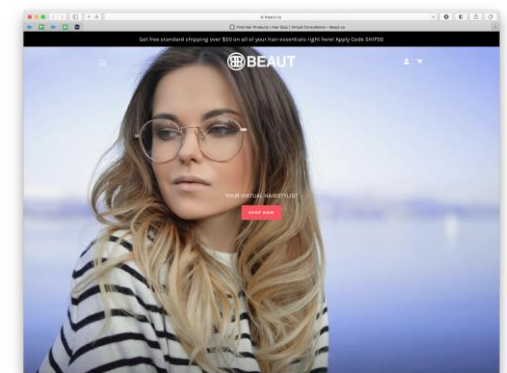
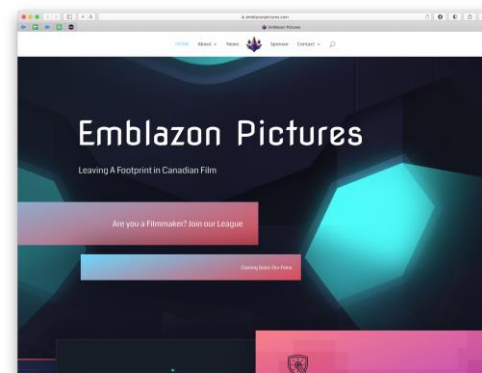
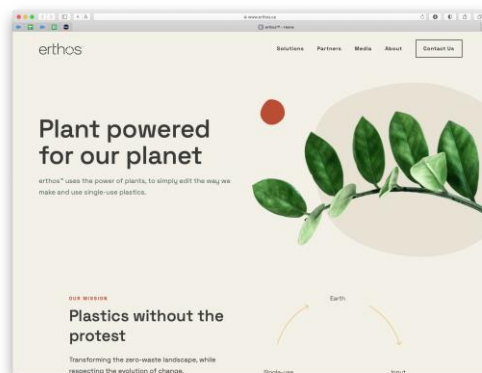
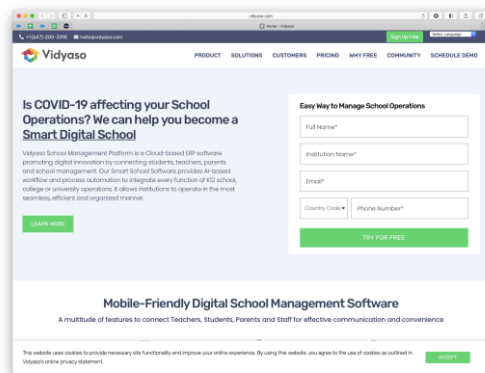
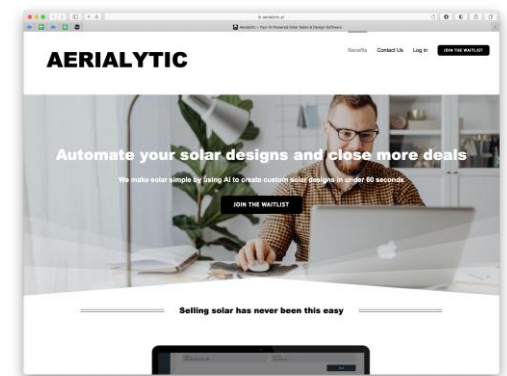
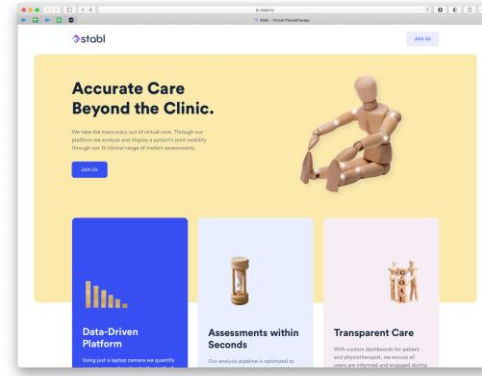
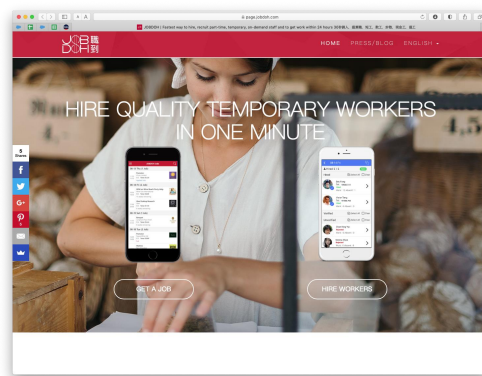
- Applications for York University Schulich School of Business MINI-MBA
- Continued memberships with Newmarket Chamber of Commerce & YSpace
- Continued support from Treefrog Inc.
- #REALTALK Mastermind conversations with Cherry Rose



ACCELERATE

NEW MARKET





Cohort 1
June 2021

17 Businesses
25 Founders



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Cohort 1 June 2021

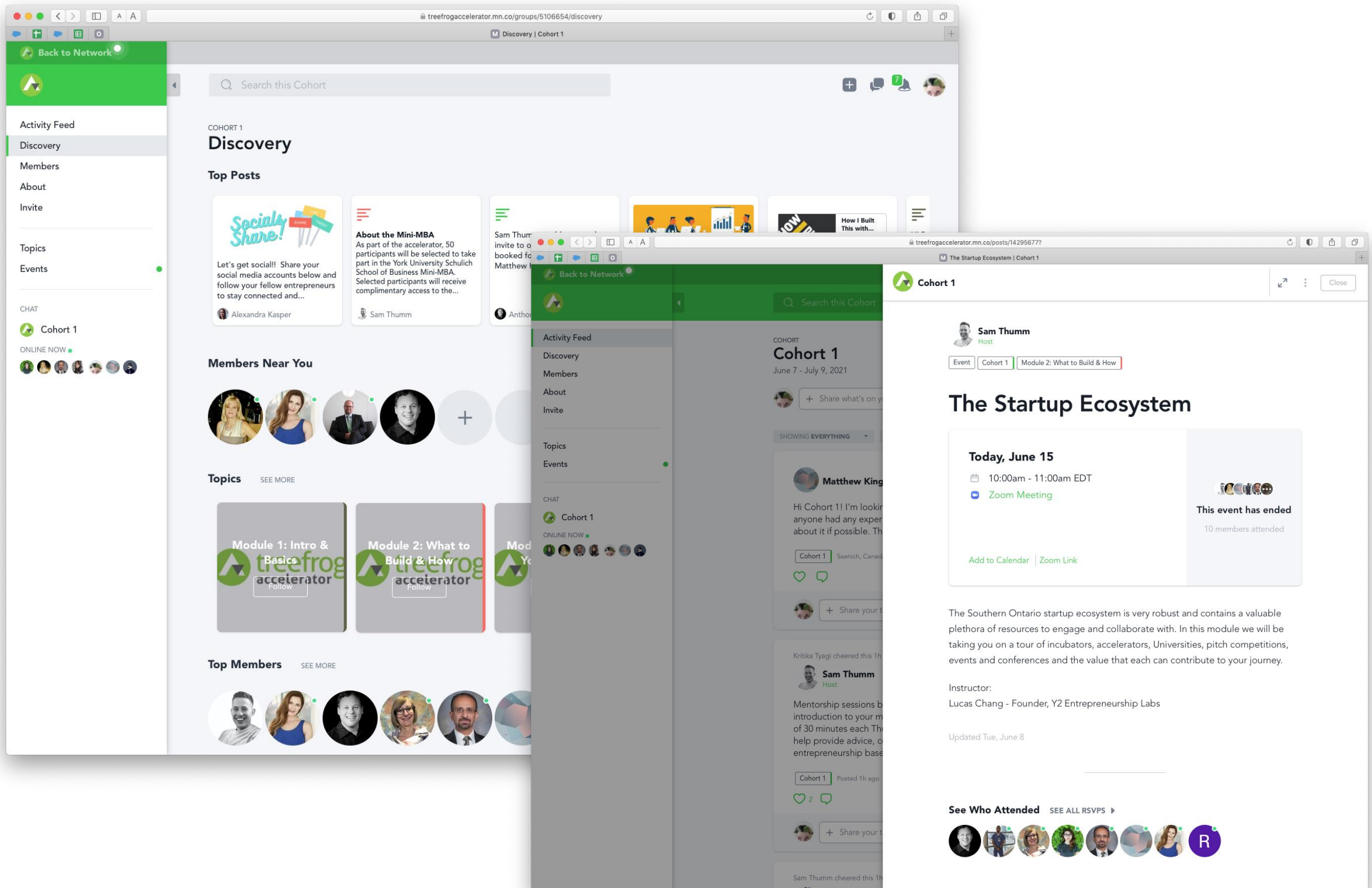
The image shows a Zoom meeting window with a grid of participants and a shared presentation slide. The participants are arranged in a 4x4 grid, with names and avatars visible. The presentation slide is titled "Treefrog DT Session" and features a quote from Innovation York about YSpace's mission. The slide content is as follows:

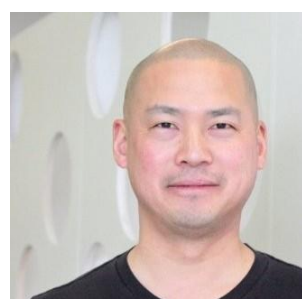
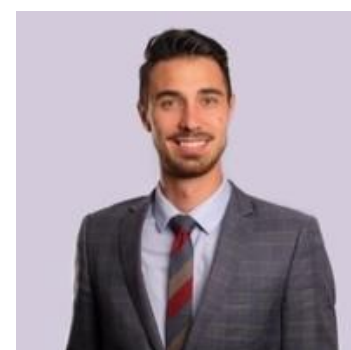
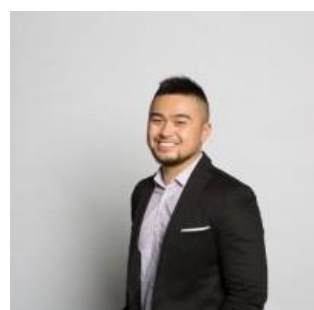
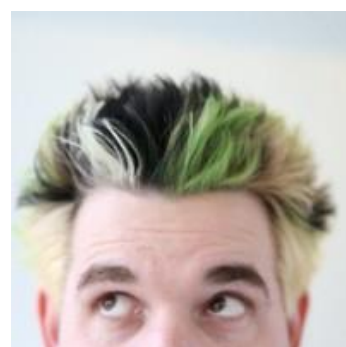
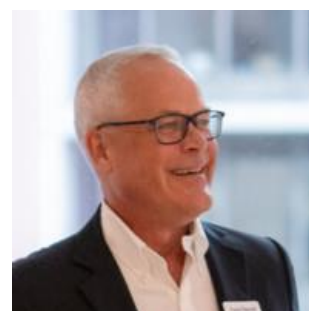
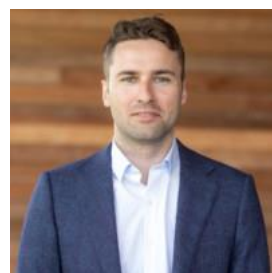
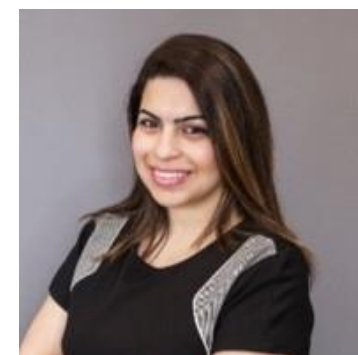
YSpace is York University's pan-university entrepreneurship hub creating **POSITIVE CHANGE** by fostering a community of innovators and changemakers and creating an open and collaborative culture. We support not only the development of ventures, but also the growth and well-being of entrepreneurs as impactful leaders, creating **entrepreneurial mindsets**, and meaningful work integrated learning opportunities.

Innovation York
YORK U

The Zoom interface includes a top bar with "Recording" status, a time display of 01:31, and a bottom bar with controls for Unmute, Stop Video, Participants, Chat, Share Screen, Record, and Reactions. The presentation slide also has a bottom bar with "Notes", "Comments", and a "Click to add notes" button.







Meet The Team: Core Programming



James Daigle
Executive Director & Entrepreneur in Residence



Sam Thumm
Program Director



Alexandra Kasper
Program Manager



supportersfund



1 Billion.



Good news
VENTURES



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Quote

“I’ve been through three Accelerators, including the best funded Accelerator in Canada, and this one is by far the most organized, with the best speakers and curriculum of any one I’ve been to yet.”

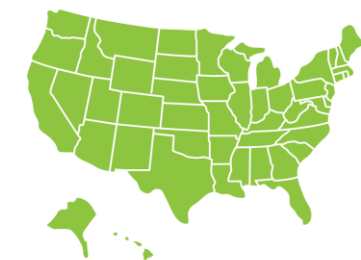


HYPOTHESIS #2

International Startups are looking for a
safe haven for their IP (and kids!)

Looking for a **new market**.





Unstable for Startups

Political Turmoil

Third World





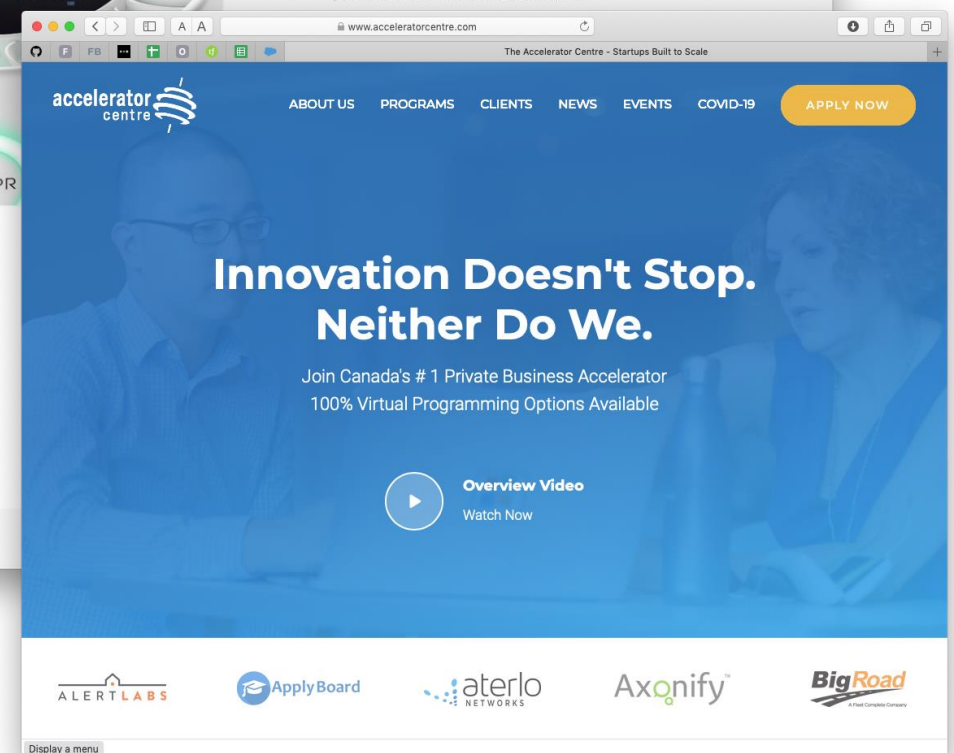
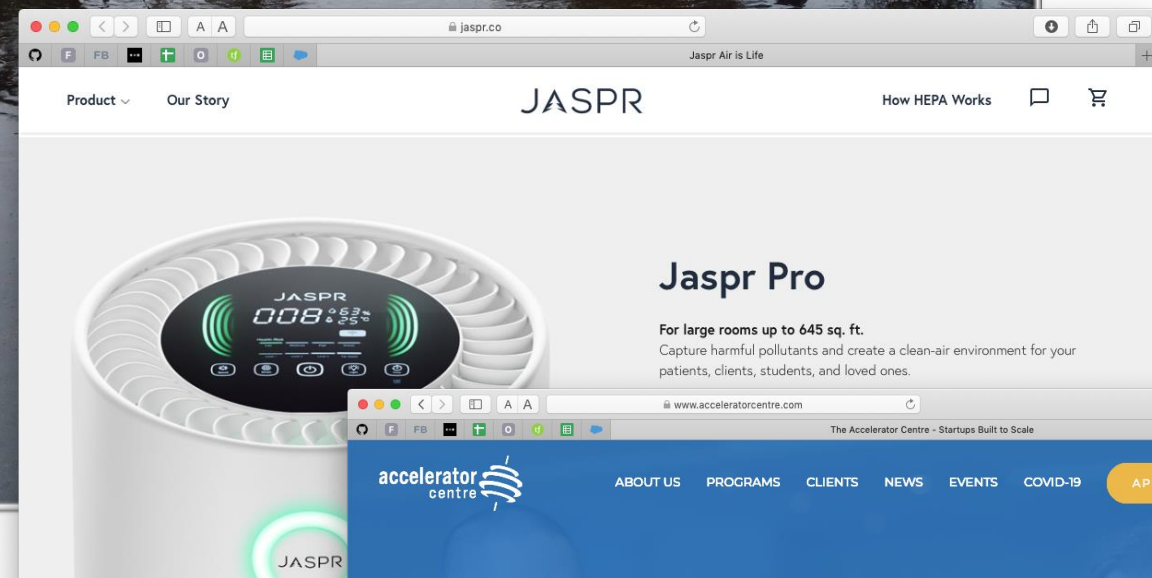
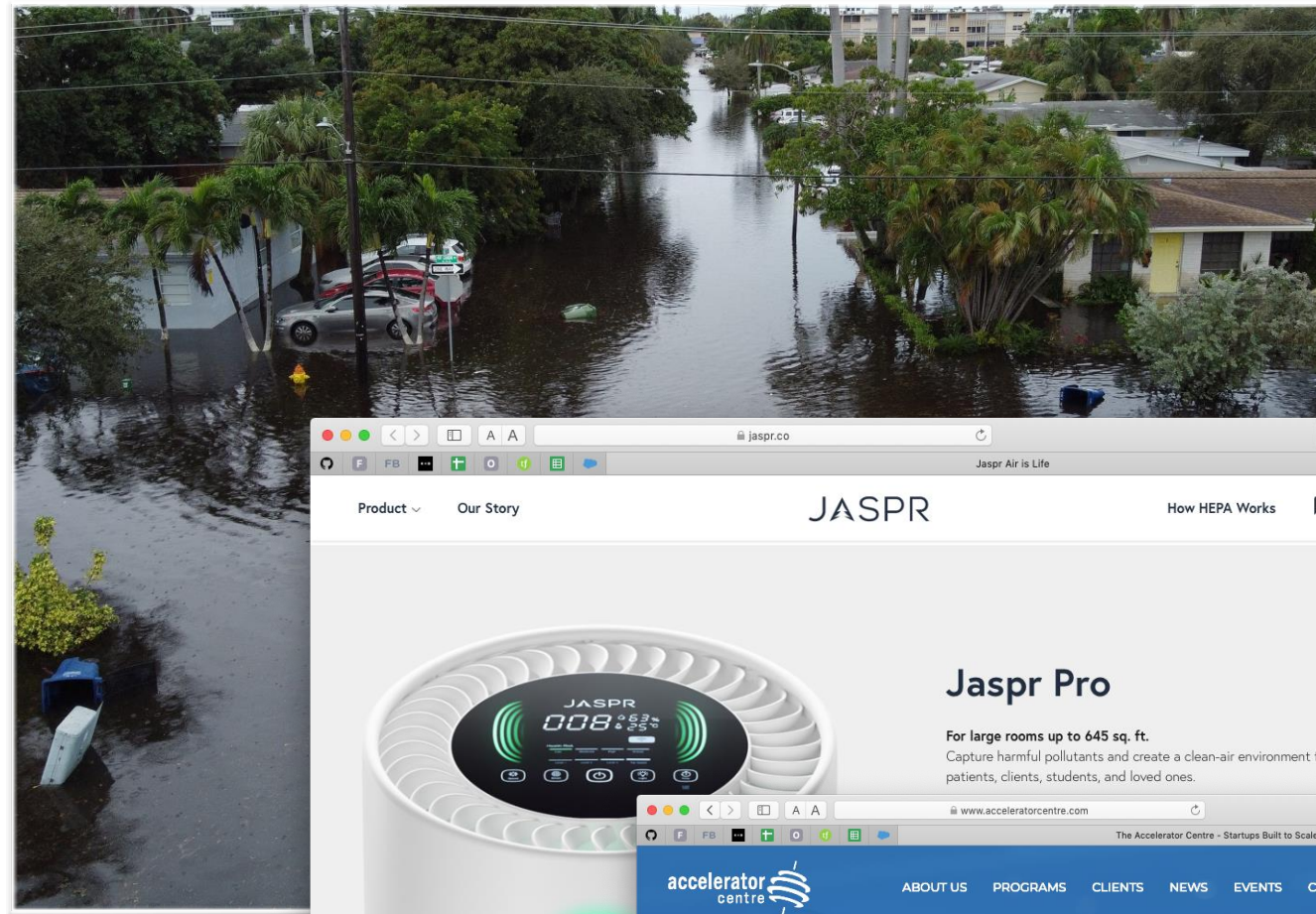
Unstable for Startups
Political Turmoil
Third World



Ryan



Director, R&D



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New. Market.



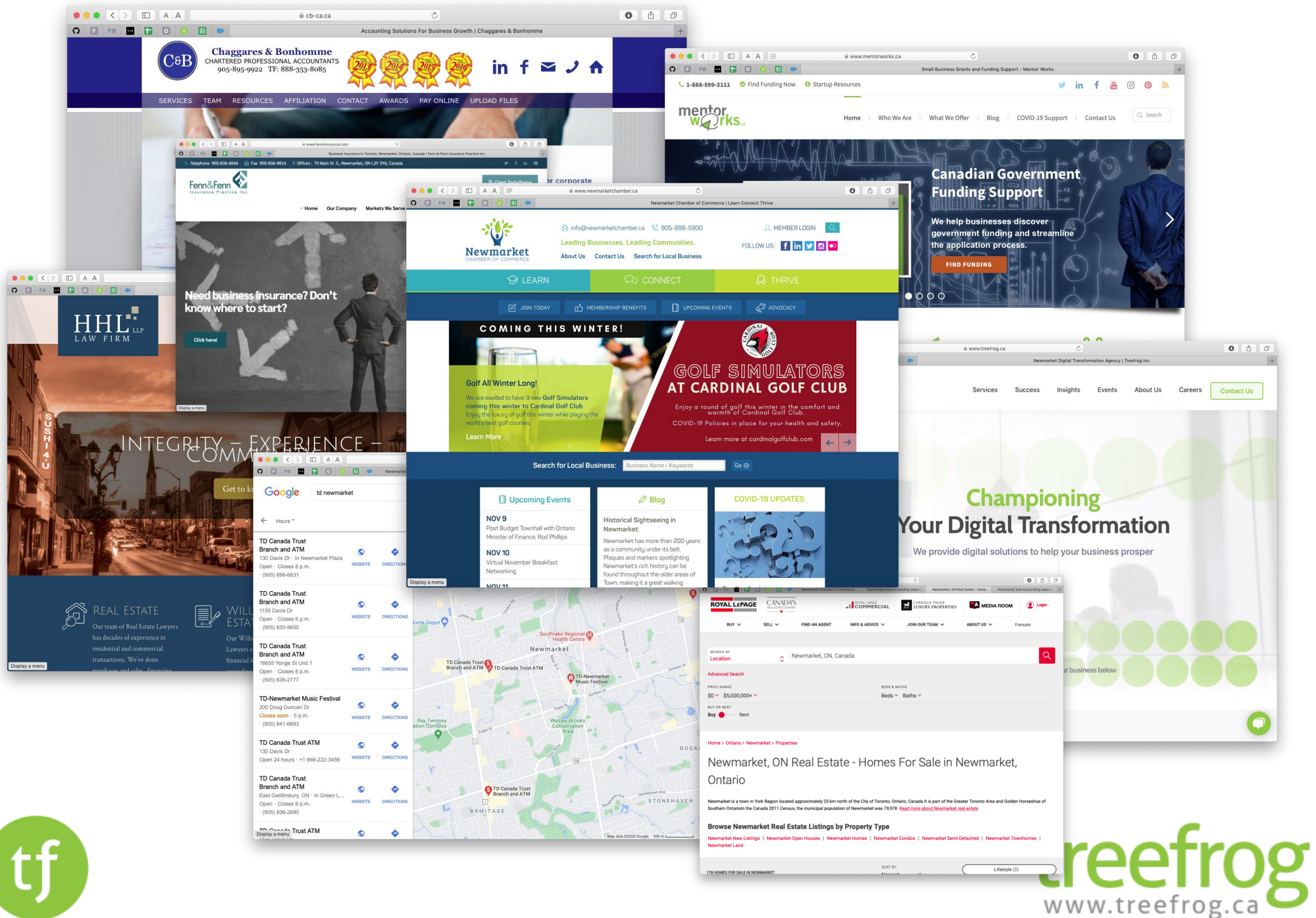
Rising Star
Hong Kong



C4L College
South Africa



Local Business Connections



Community Goals

- Intellectual Property
- Talent & Founders
- Working with Local Businesses
- Renting Space
- *Accelerator as Conduit*



page.jobdoh.com

JOBDOH | Fastest way to hire, recruit part-time, temporary, on-demand staff and to get work within 24 hours 30秒請人, 搵兼職, 短工, 散工, 炒散, 現金工, 搵工

HOME PRESS/BLOG ENGLISH

HIRE QUALITY TEMPORARY WORKERS IN ONE MINUTE

5 Shares

GET A JOB

HIRE WORKERS

The background image shows a woman in a white hairnet and shirt, focused on her work in a food processing facility. She is surrounded by large woven baskets filled with food items. Two smartphones are overlaid on the image. The left smartphone displays the Jobdoh app's job listing screen, showing various temporary jobs with details like dates, locations, and pay rates. The right smartphone displays the app's hiring interface, showing a list of hired workers with their names, phone numbers, and status (e.g., 'Hired', 'Verified', 'Unverified').



5 Dimensions Of Data

Content Data

Web/App Visit Patterns
NearSnake.com

Context Data

Demographic, Weather,
Air Quality, Road Traffic

GeoSocial Intelligence

Social Data

Location Keywords on
Social Media

User Data

User Segments, In-App
Interactions

Location Data

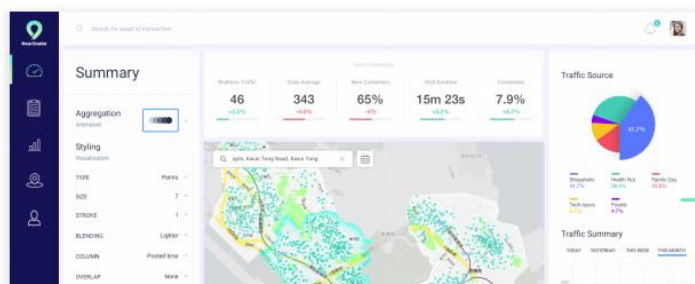
Locations of Events,
Retail Stores & Malls

NearSnake

Right Place, Right People, Right Action

Applications

Where to focus marketing efforts on?



Consumer Segmentation

Applications

Launch campaign favoured by the GeoSocial trend?



Applications

Ideal location for your store / event?



Consumer Visit Propensity of POIs

Behaviour-based Tracking
Trace every movement

And More...

Ease of Use

- Intuitive & User-friendly Dashboard
- Map-based Visualisation

Already Established - NearSnake.com

- Content Platform to Promote Your Stores, Campaigns & Events

App Content Enrichment

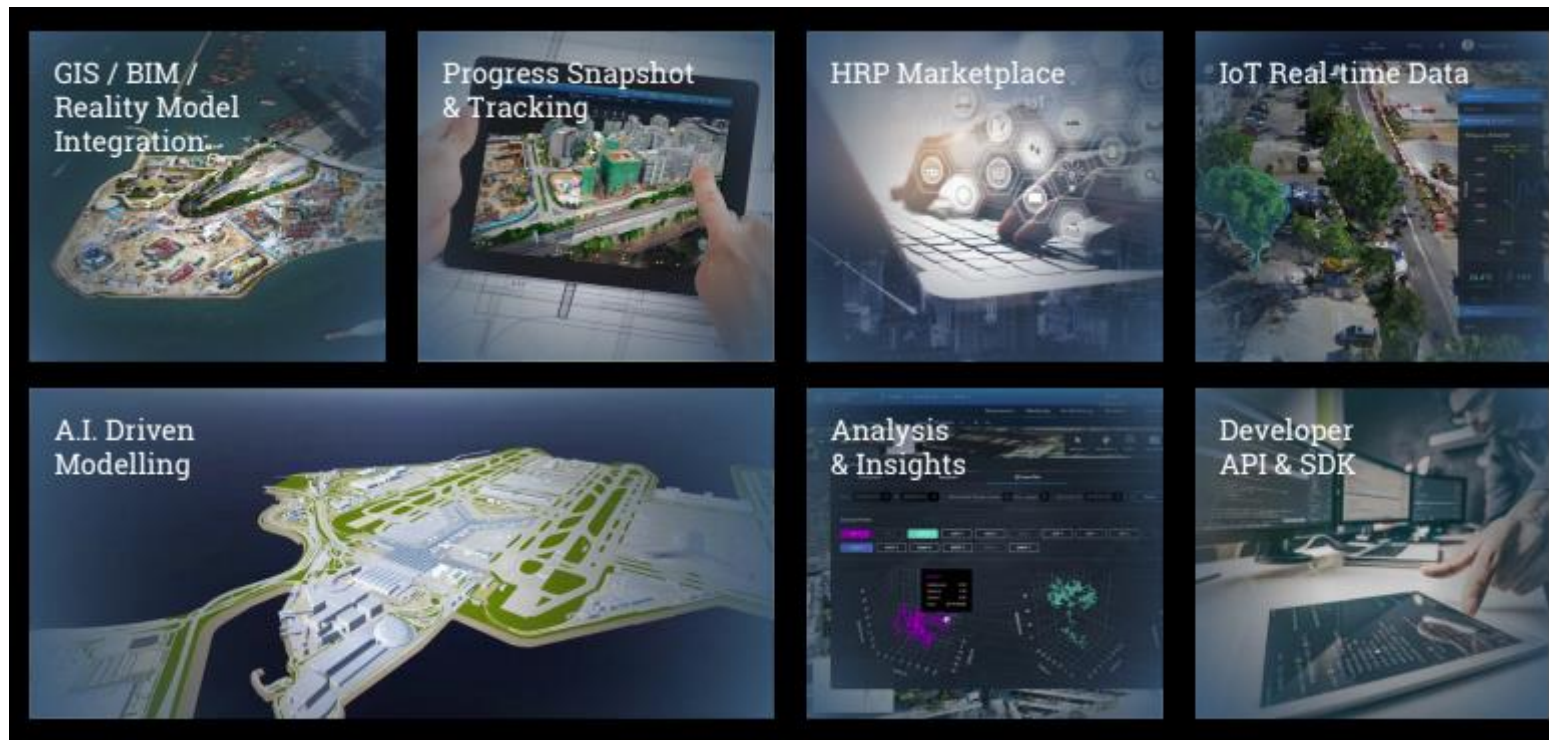
- Neighborhood Content Delivery
E.g. Nearby Events, POIs

Mobile Coupon Service

- To Create, Redeem & Trace Coupons



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Variable Volume Container

**An integrated solution to
reduce the cost of back hauling
of empty containers**

What is Variable Volume Container

- It is a freight container which can be folded flat to form a rectangular slab for easy space saving transportation, as well as erect and extended to form 20' to 40' freight container.

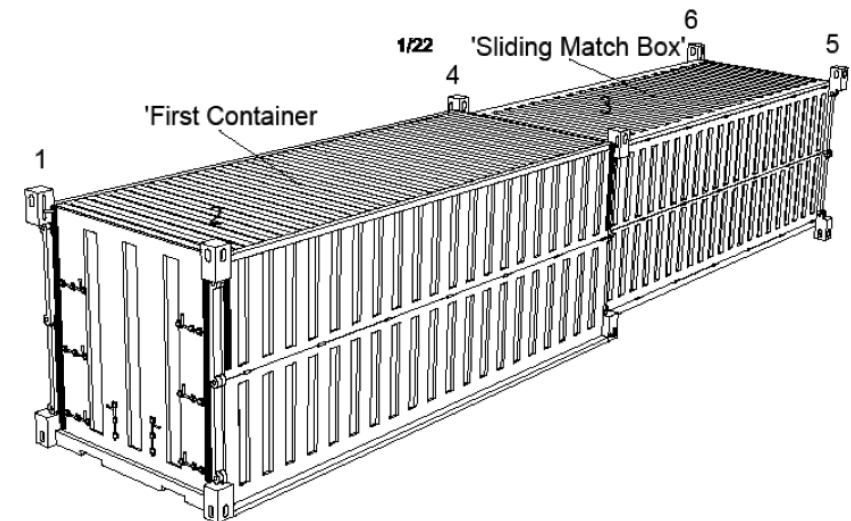
What is the significance of variable inter-model Container

- Due to imbalance of trade between East & West, empty containers returning to shipping company will mean significant intermediate container cost.

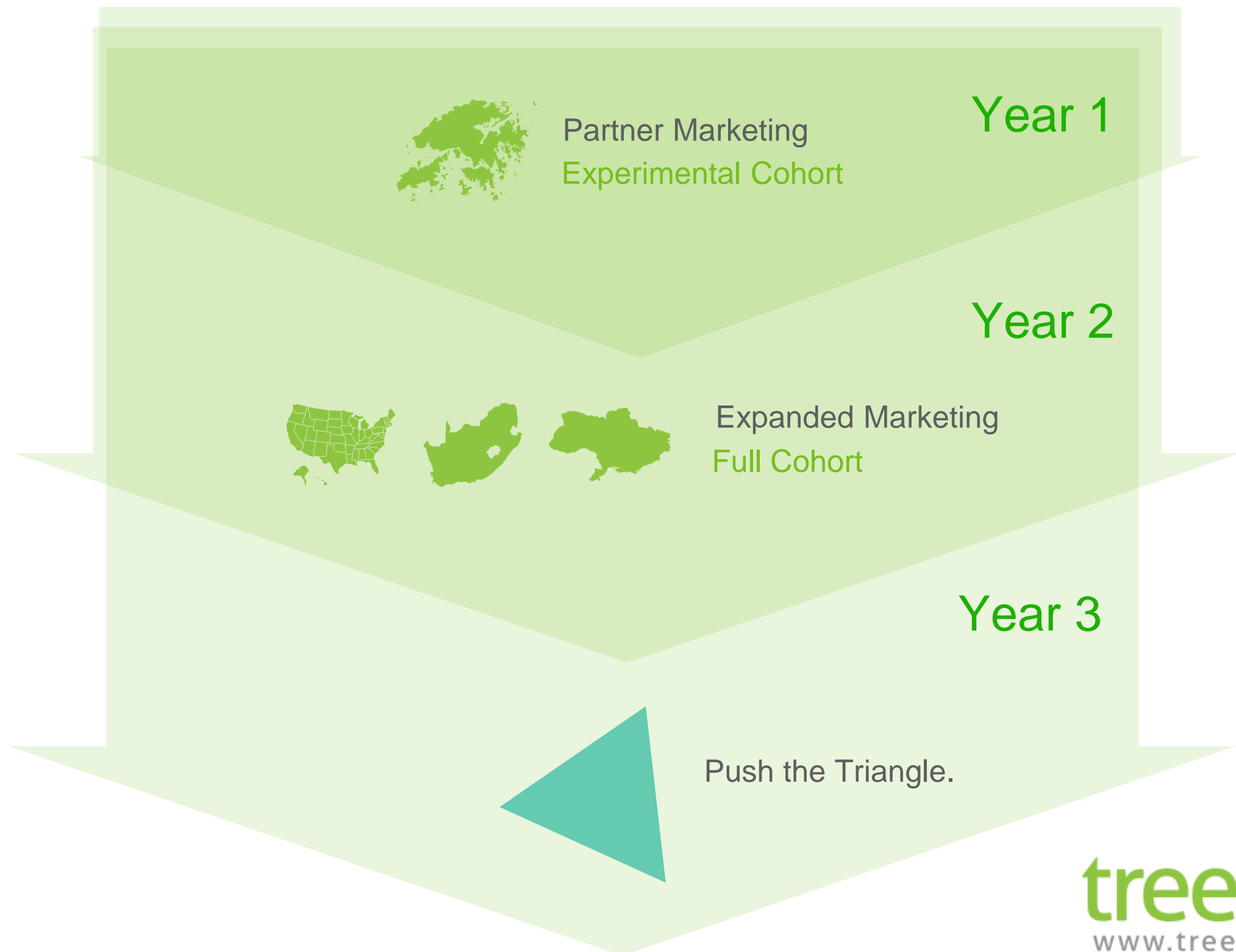
Current Situation and Further development

- US patent has been granted by April 2016. Other patents application are on going
- Computer simulation testing has verify the structural rigidity of the new container .
- Will develop scale model to confirm compatibility of working parts.
- Once scale working model is establish , full size prototype will be constructed and tested to conform with requirement for certification.
- Large scale operational testing with shipping company to test for operational compatibility , e.g. Water proving , structural weakness, operational difficulties etc.

" Appendix 1"



International Marketing



The Ask



Partnership with the Town
Promotion for Domestic & International Founders

25k

Initial Investment in International Program
**Every dollar, transparently spent.*

25k

Yearly Commit from the Town
**Every dollar into yearly salaries.*



**Feel free to give us more.
We'll use it wisely.*



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