



Newmarket Accelerator  
& Technical Foundry



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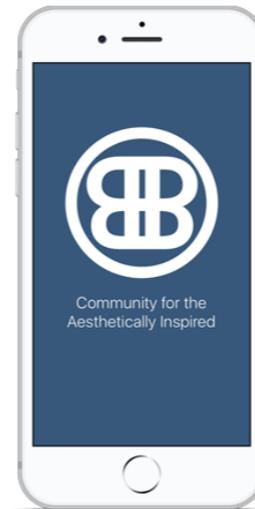
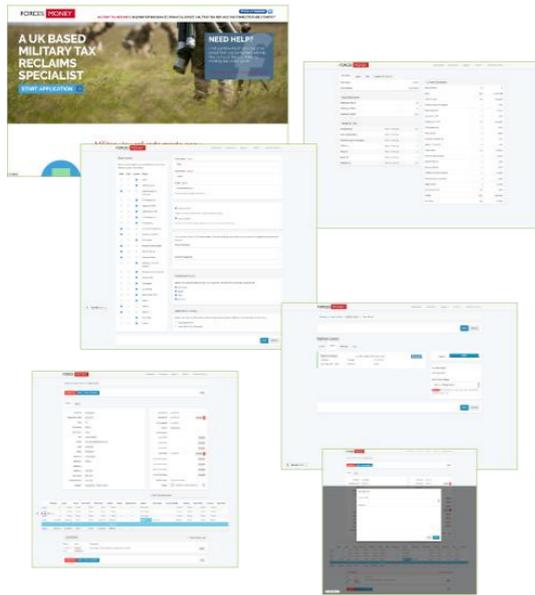
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www.treefrog.ca

Welcome









Emotion Recognition    Form Recognition    Object Recognition



www.helpwantedapp.com

Help Wanted

Stay connected to your applicant search while on the go

Help Wanted: Your Effective Hiring Solution

Find, connect, recruit. It's that easy.

Get Started

www.resetzone.ca/#/

RESETZONE

Need an Emotional Reset?

Are you struggling with negative emotions; stress, anxiety, disappointment, overwhelm, fear, sadness? Reset Zone is here to help! The Reset Zone app equips you with wellness tools to help you work through these challenging emotions – from anywhere, at anytime.

Download on the App Store

GET IT ON Google Play

The Reset Zone App: How it Works

foodpedia.tfdev.ca

FoodPedia

Smart Barcode Scanning

Mobilize your business

APP STORE DOWNLOAD NOW

smirkee.com

Smirkee

Make an emotional connection.

Make an emotional connection

Track your friends' emotions while video chatting. Test each other!!

GET SMIRKEE

LEARN MORE

What is an Emotions Chat App?

Smirkee is the first emotions chat app that lets

Treefrog has a history of Startup Success.



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# Digital Transformation Roadmap



Improve Client Experience

Find Competitive Advantages

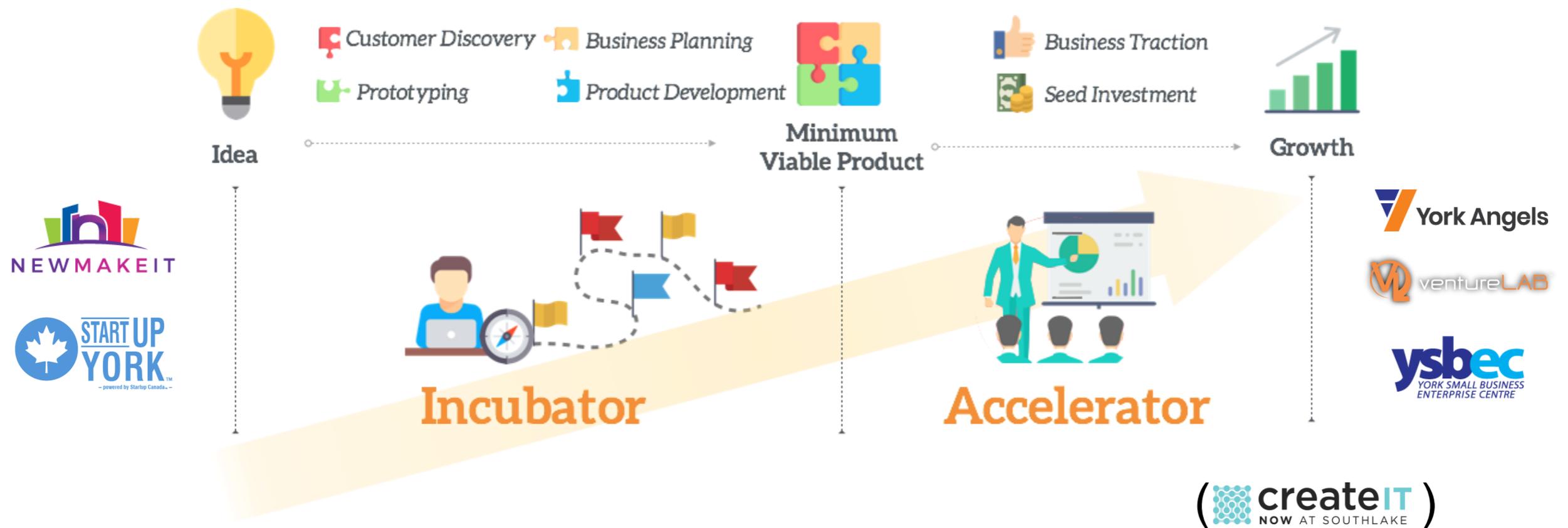
Modernize Capabilities

# HYPOTHESIS #1

Newmarket Needs an Accelerator

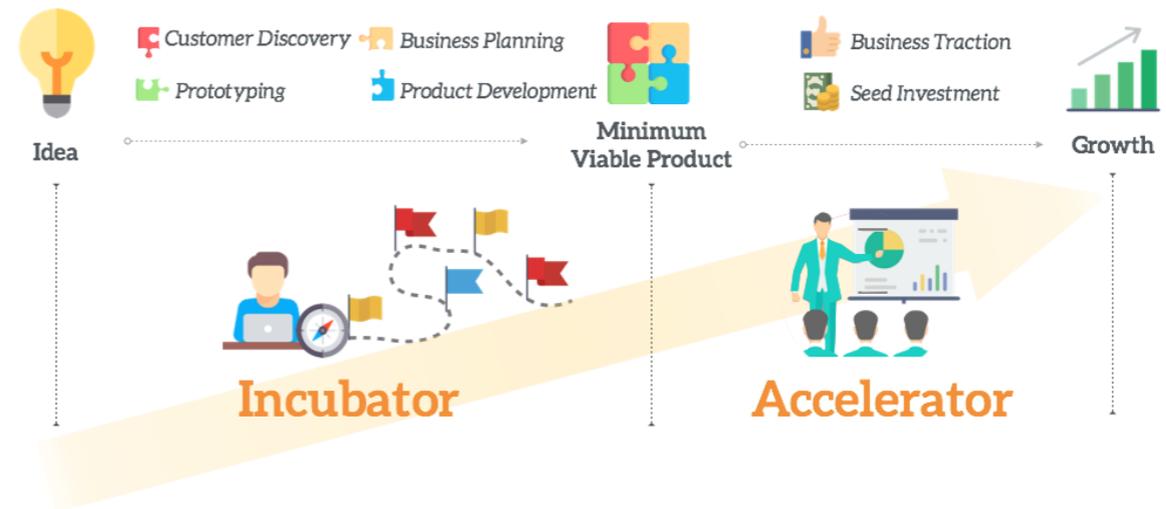
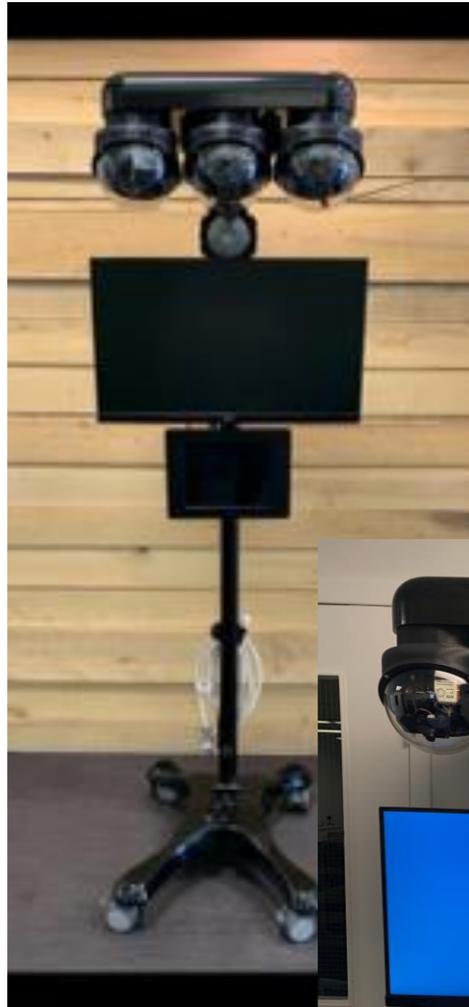


# Startup Map



\*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



The Idea

Liftoff

Growth

Ideate

Incubator



MVP or First-Sale

Startup

Accelerator



MMP

Scale-up

Angels + Agencies



*\*No visible Accelerators/Incubators in our Area*

6-7



1

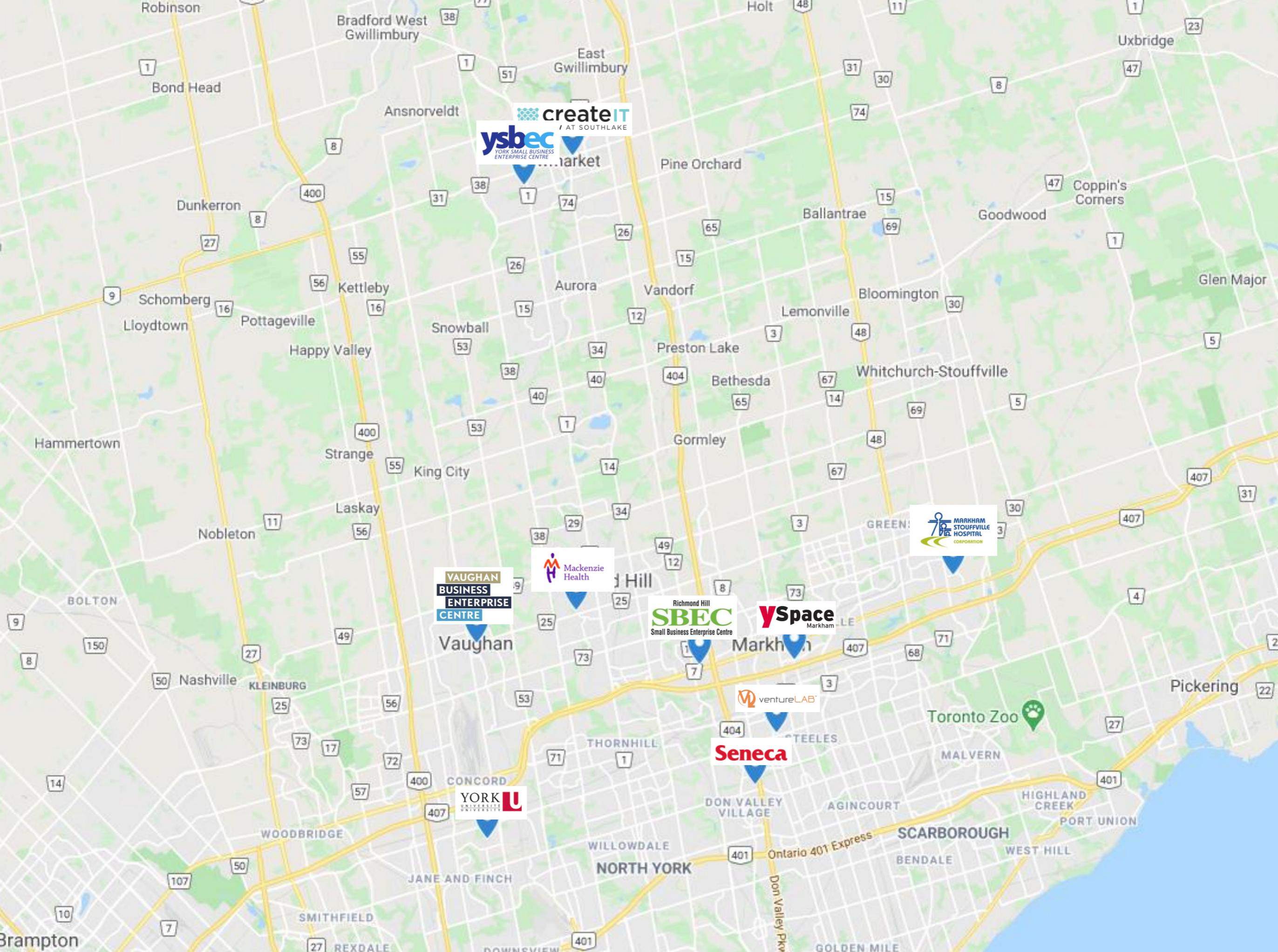


8-9



1





createIT  
AT SOUTHLAKE  
ysbec  
YORK SMALL BUSINESS  
ENTERPRISE CENTRE

VAUGHAN  
BUSINESS  
ENTERPRISE  
CENTRE

Mackenzie  
Health

Richmond Hill  
SBEC  
Small Business Enterprise Centre

YSpace  
Markham

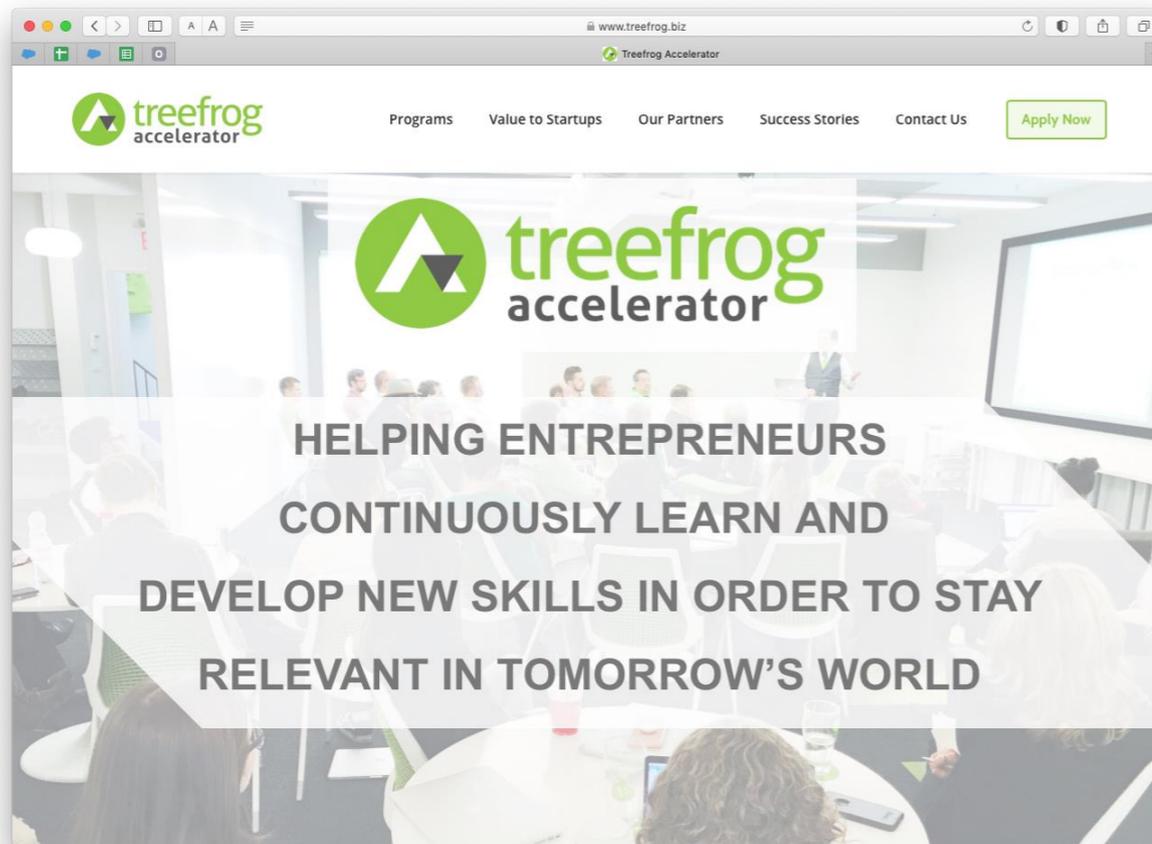
ventureLAB

Seneca

YORK  
UNIVERSITY

MARKHAM  
STOUFFVILLE  
HOSPITAL  
CORPORATION

Toronto Zoo



## 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



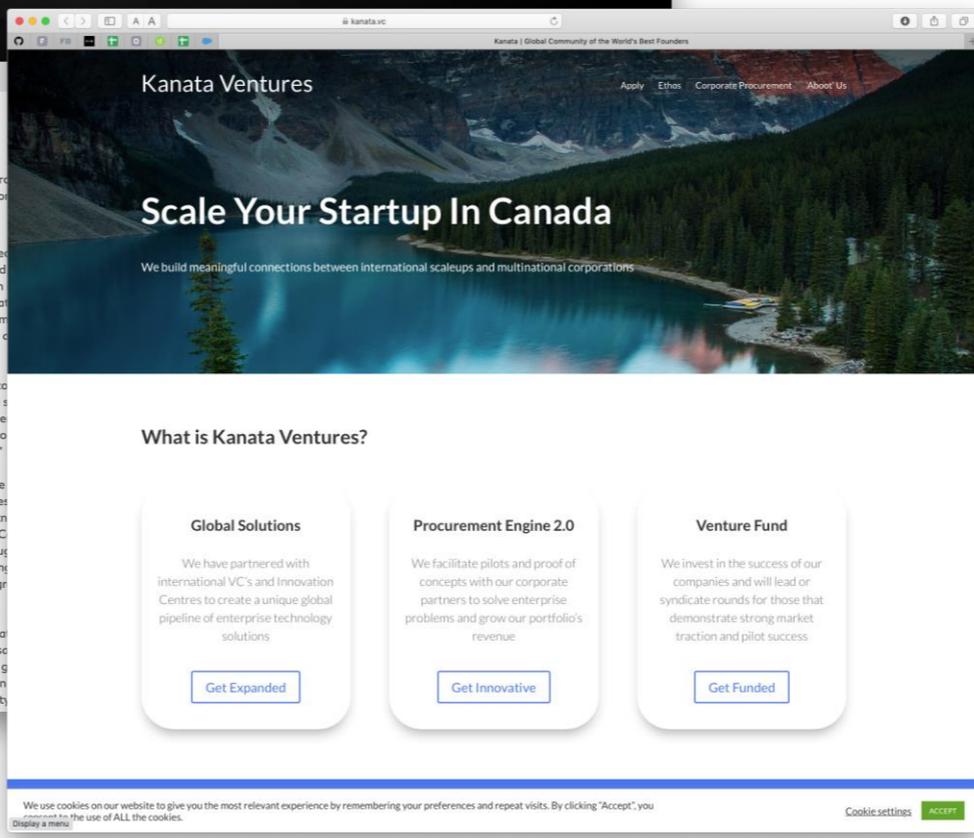
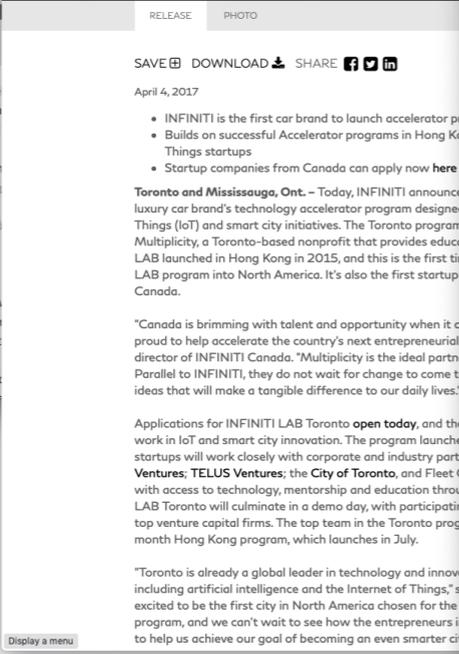
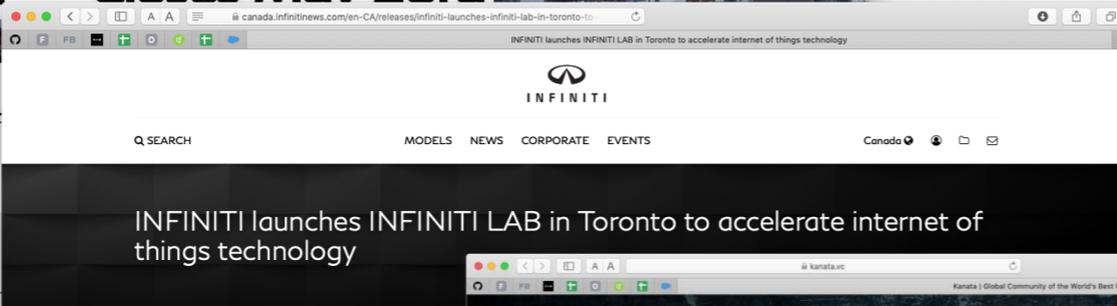
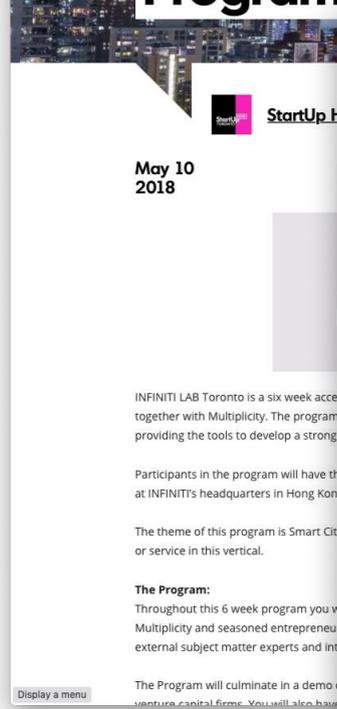
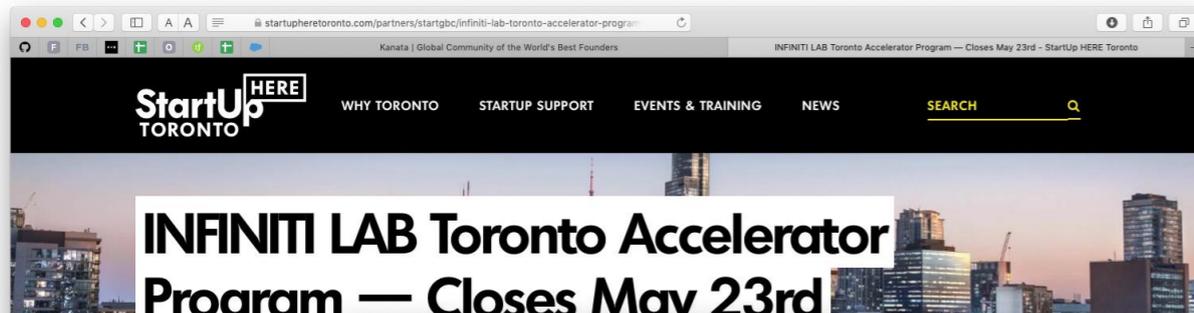
**23 Startup Successes**

**2019**

**\$12.7M in financing**

**3 Exits**





# 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

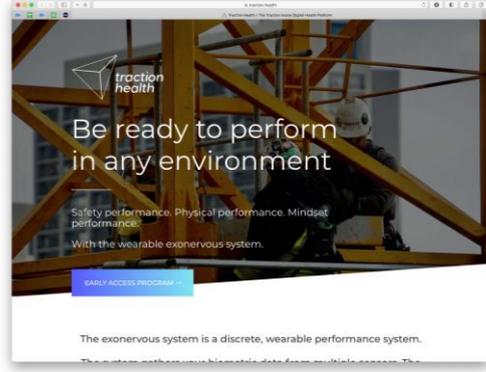
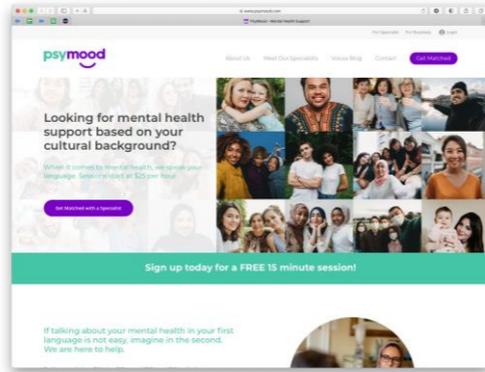
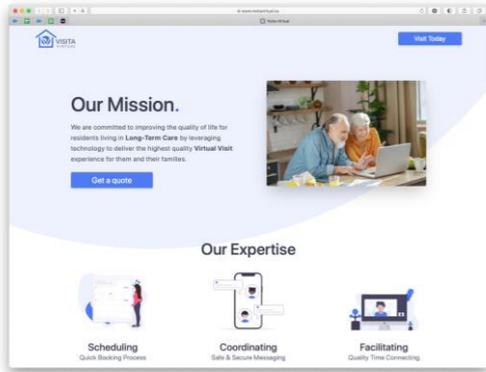
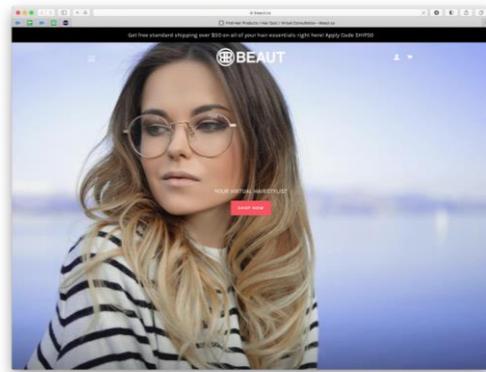
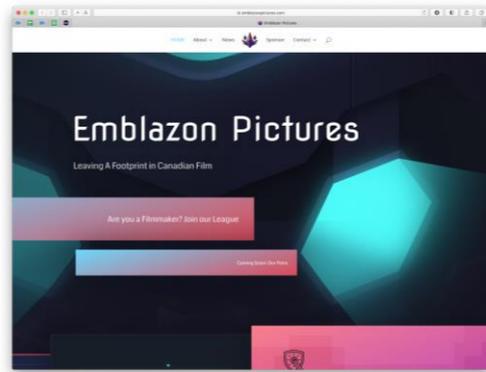
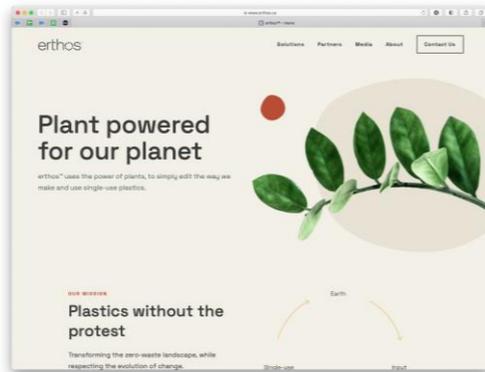
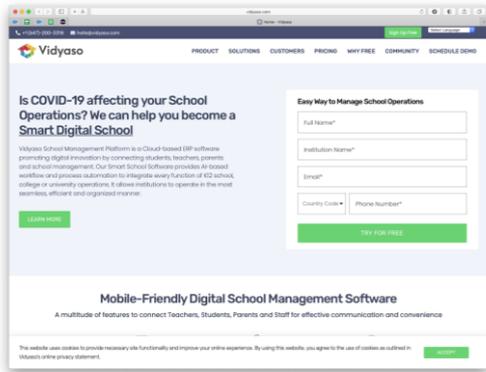
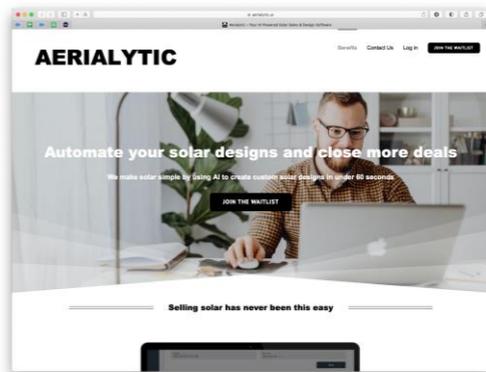
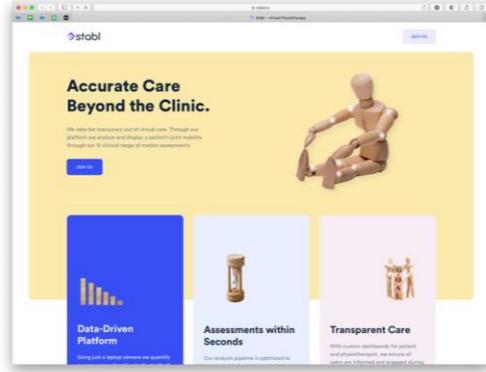
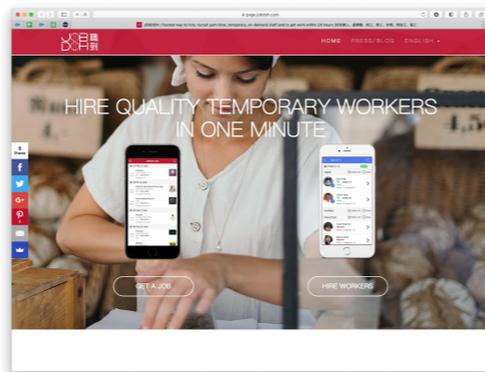
## WEEK 6+: MINI-MBA & CONTINUED SUPPORT

- 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 interface with a grid of 16 participants. The participants are: Sam Thumm (Director of Programs), Sean Stephens (COO), Nafis Ahmed, Rodrigo Bergel, Milad Gaber, Tracey, Heather Skoll, Ashley Kelly, David K., Matthew King, Anthony King, and Robynne Eaton. The bottom two slots in the grid are labeled 'Hannah Stegen' and 'Team Beut'. The main content area displays a presentation slide titled 'Treefrog DT Session A' with the following text: 

*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

Below the slide is a navigation pane with 6 slides, and a footer with 'Side 2 of 67', 'English (United States)', and '107%'.



treefrogaccelerator.mn.co/groups/5106654/discovery

Discovery | Cohort 1

Back to Network

Search this Cohort

Activity Feed

Discovery

Members

About

Invite

Topics

Events

CHAT

Cohort 1

ONLINE NOW

COHORT 1

## Discovery

### Top Posts

**Socially Share!**

Let's get social!! Share your social media accounts below and follow your fellow entrepreneurs to stay connected and...

Alexandra Kasper

**About the Mini-MBA**

As part of the accelerator, 50 participants will be selected to take part in the York University Schulich School of Business Mini-MBA. Selected participants will receive complimentary access to the...

Sam Thumm

Sam Thumm invite to o booked for Matthew

How I Built This with...

How I Built This with...

### Members Near You

Module 1: Intro & Basics

Module 2: What to Build & How

### Top Members

treefrogaccelerator.mn.co/posts/14295677?

The Startup Ecosystem | Cohort 1

Back to Network

Search this Cohort

Activity Feed

Discovery

Members

About

Invite

Topics

Events

CHAT

Cohort 1

ONLINE NOW

COHORT 1

## Cohort 1

June 7 - July 9, 2021

Share what's on your mind

SHOWING EVERYTHING

Matthew King

Hi Cohort 1! I'm looking for anyone had any experience about it if possible.

Cohort 1

Kritika Tyagi cheered this 1h

Sam Thumm

Host

Mentorship sessions by introduction to your mentor of 30 minutes each. They help provide advice, on entrepreneurship base

Cohort 1

Posted 1h ago

2

Share your thoughts

Sam Thumm cheered this 1h

Event

Cohort 1

Module 2: What to Build & How

## The Startup Ecosystem

**Today, June 15**

10:00am - 11:00am EDT

Zoom Meeting

This event has ended

10 members attended

Add to Calendar | Zoom Link

The Southern Ontario startup ecosystem is very robust and contains a valuable plethora of resources to engage and collaborate with. In this module we will be taking you on a tour of incubators, accelerators, Universities, pitch competitions, events and conferences and the value that each can contribute to your journey.

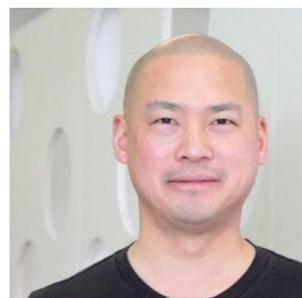
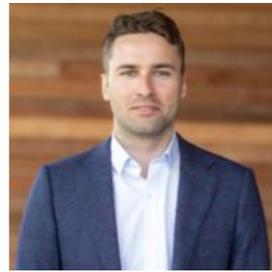
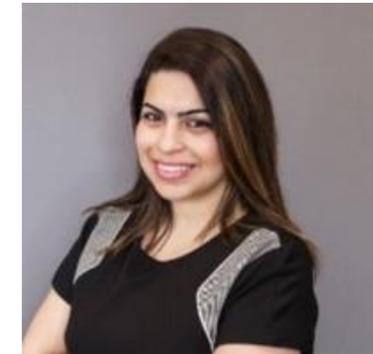
Instructor:

Lucas Chang - Founder, Y2 Entrepreneurship Labs

Updated Tue, June 8

See Who Attended SEE ALL RSVPS





# 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



Durham & Northumberland's Angel Investment Network



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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





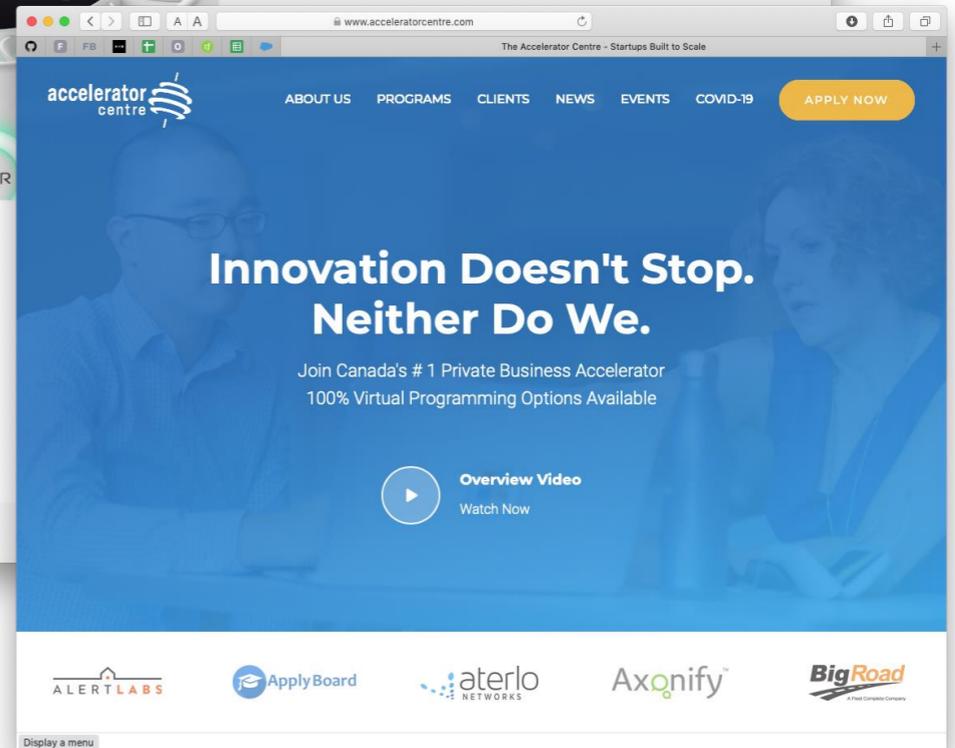
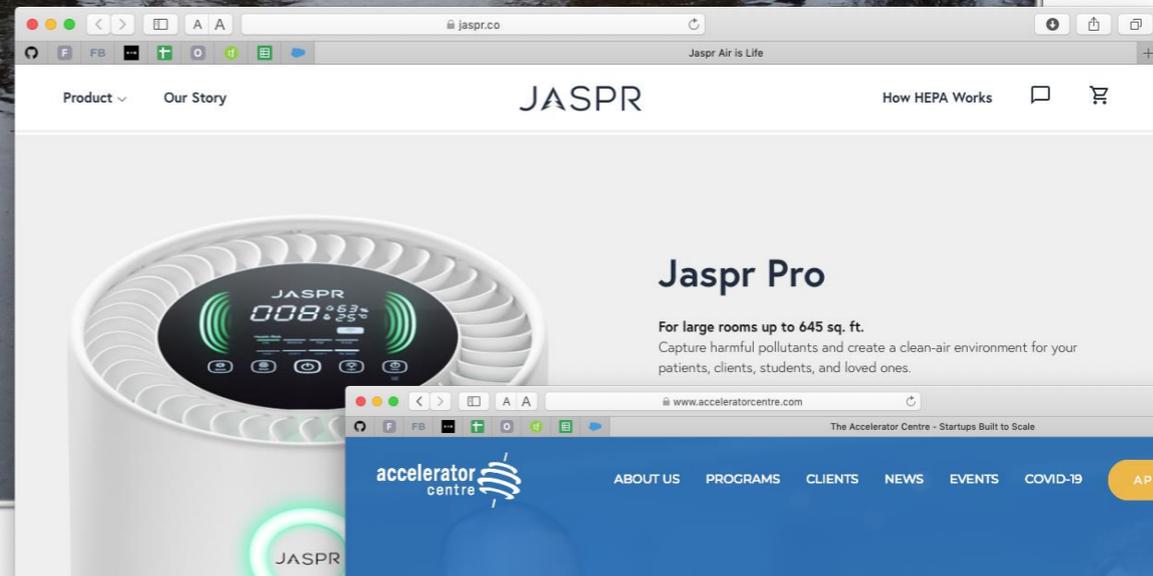
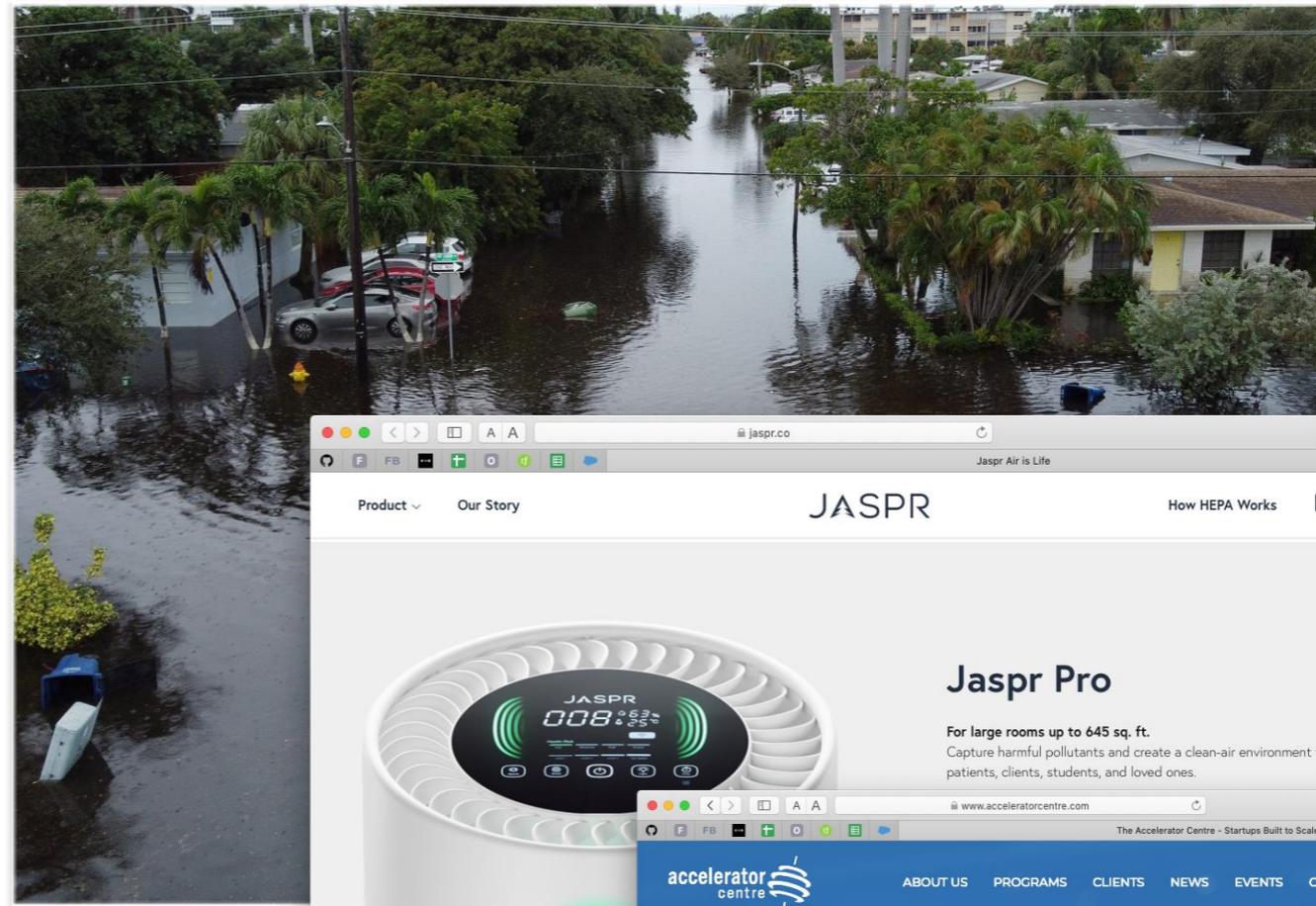
Unstable for Startups  
Political Turmoil  
Third World



# Ryan



Director, R&D



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# New. Market.



Rising Star  
*Hong Kong*



C4L College  
*South Africa*



# Local Business Connections

The collage features several overlapping digital assets:

- Chaggares & Bonhomme:** Accounting Solutions For Business Growth | Chaggares & Bonhomme. Chartered Professional Accountants. 905-895-9922. TF: 888-353-8085.
- Mentor Works:** Small Business Grants and Funding Support - Mentor Works. 1-888-599-3111. Find Funding Now. Startup Resources.
- Fenn & Fenn Insurance Practice Inc.:** Business Insurance in Toronto, Newmarket, Ontario, Canada | Fenn & Fenn Insurance Practice Inc.
- Newmarket Chamber of Commerce:** Leading Businesses. Leading Communities. Learn, Connect, Thrive. Join Today, Membership Benefits, Upcoming Events, Advocacy.
- Canadian Government Funding Support:** We help businesses discover government funding and streamline the application process. Find Funding.
- HHL Law Firm:** INTEGRITY - EXPERIENCE - COMMUNITY.
- Business Insurance Ad:** Need business insurance? Don't know where to start? Click here!
- Cardinal Golf Club:** COMING THIS WINTER! Golf All Winter Long! Golf Simulators at Cardinal Golf Club.
- Treefrog Inc.:** Championing Your Digital Transformation. We provide digital solutions to help your business prosper.
- Google Search:** Search for Local Business: Business Name / Keywords. Results for TD Canada Trust Branch and ATM.
- Real Estate Website:** Newmarket, ON Real Estate - Homes For Sale in Newmarket, Ontario. Browse Newmarket Real Estate Listings by Property Type.



# Community Goals

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



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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

Facebook

Twitter

Google+

Pinterest

5

Email

Print

GET A JOB

HIRE WORKERS



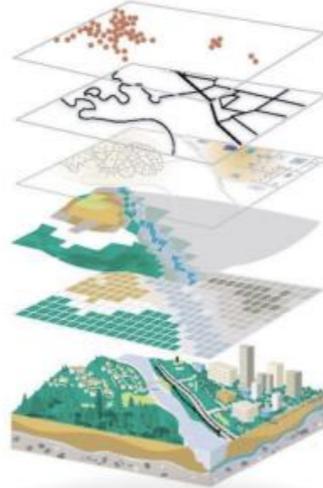
## 5 Dimensions Of Data

### 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

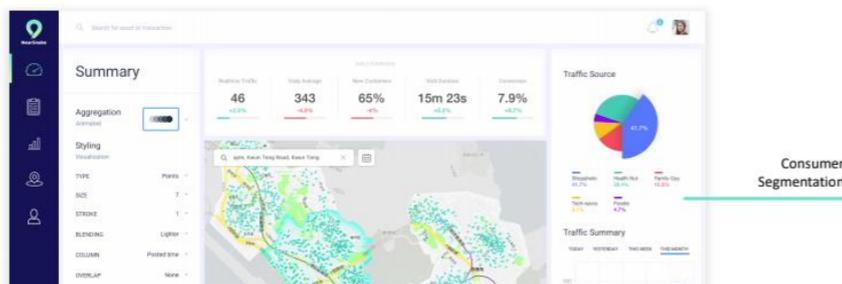
# NearSnake

Right Place, Right People, Right Action

Applications

Where to focus marketing efforts on?

#Spatial AI Platform

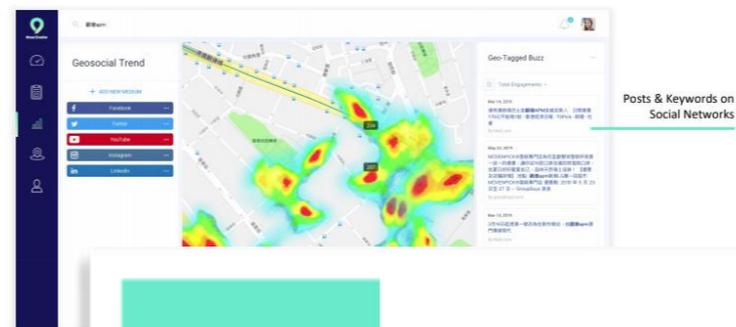


Consumer Segmentation

Applications

Launch campaign favoured by the GeoSocial trend?

#Semantic Algorithm



Posts & Keywords on  
Social Networks

Applications

Ideal location for your store / event?

#Geolocation Algorithm



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

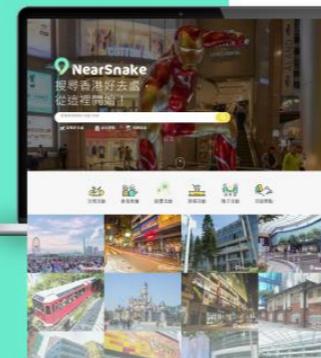
- Content Platform to Promote Your Stores, Campaigns & Events

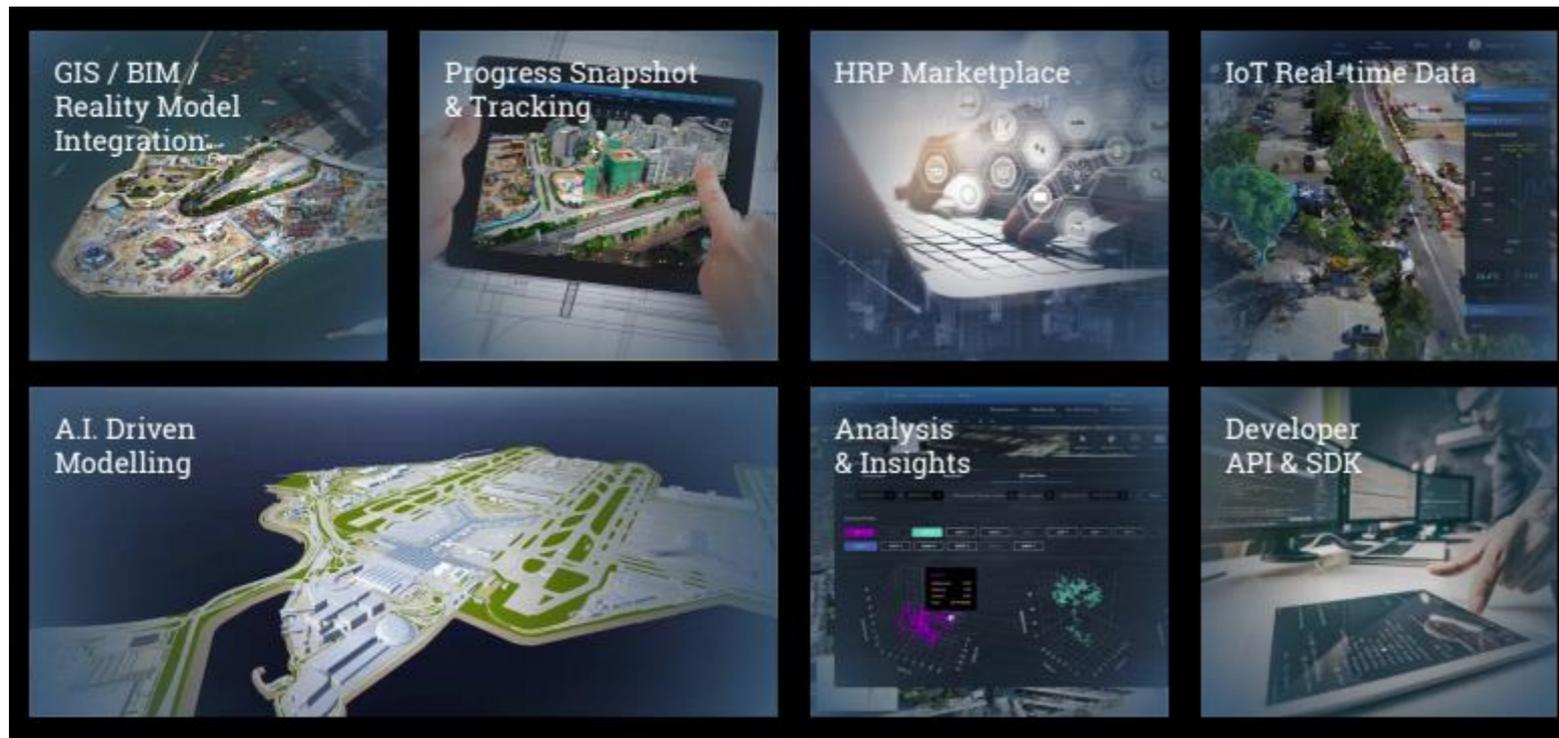
### App Content Enrichment

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

### Mobile Coupon Service

- To Create, Redeem & Trace Coupons





# 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.

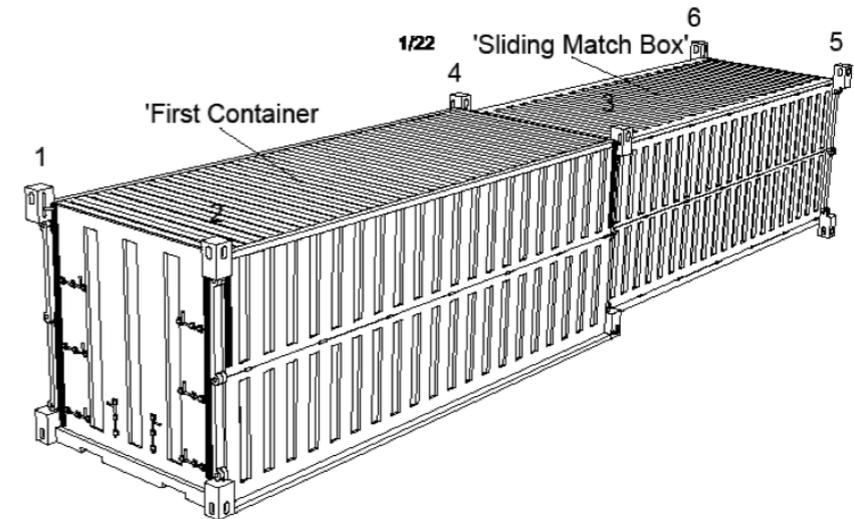
## What is the significance of variable inter-model Container

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

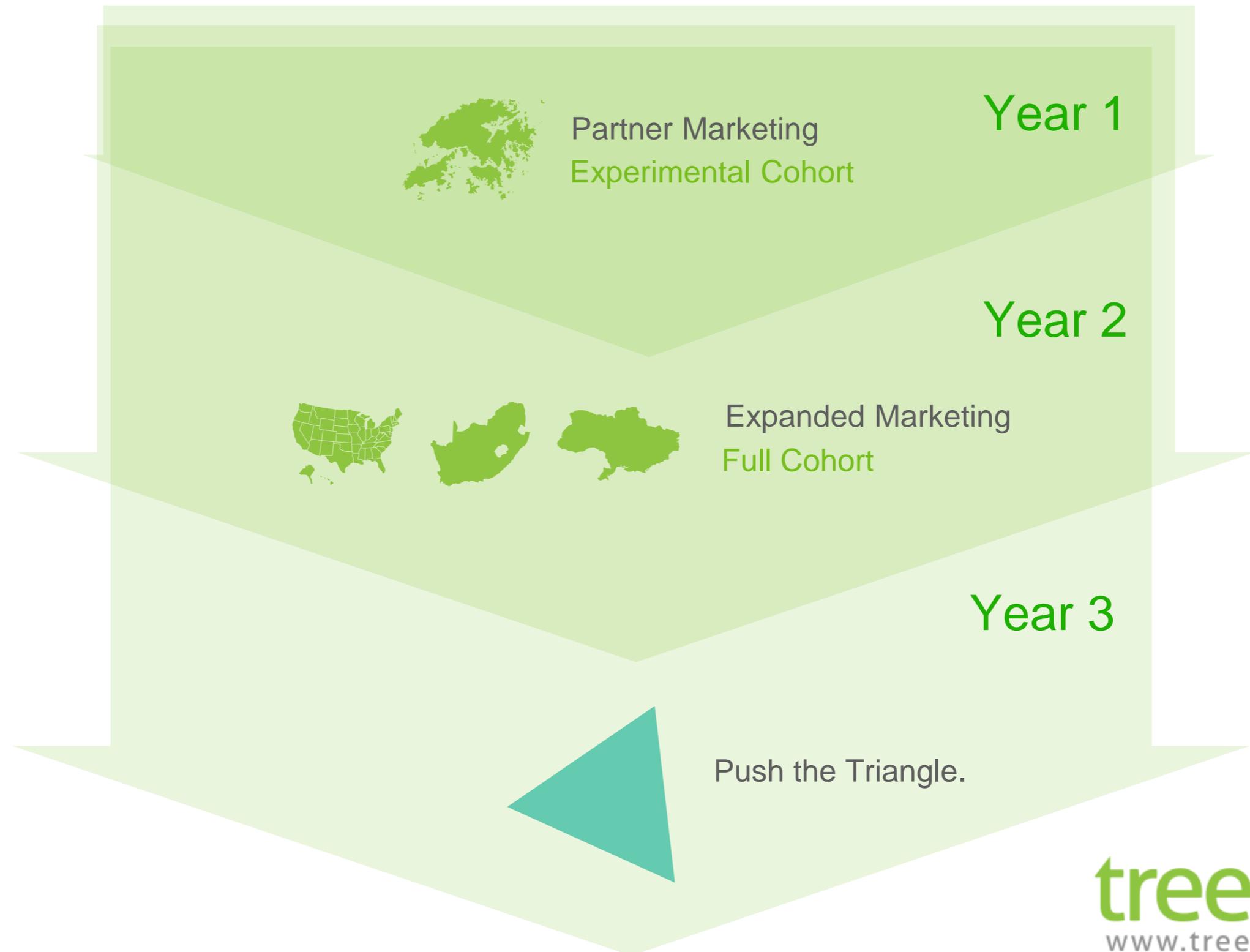
## Current Situation and Further development

- 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"



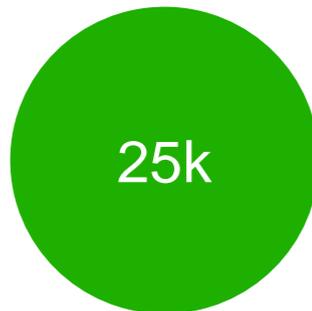
# International Marketing



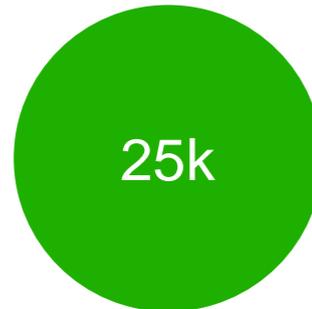
# The Ask



Partnership with the Town  
*Promotion for Domestic & International Founders*



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



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



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

