



LAZARIDIS
I N S T I T U T E
For the Management of Technology Enterprises

“One of Canada’s most significant
business experiments...”

A daring experiment in learning how to
grow...”

Financial Post

Focused on a specific national challenge – the need for more globally competitive technology companies in Canada.



The **Lazaridis** Scale-Up Program



Access experience



Open market opportunities



Prepare for next financing round

Building Blocks

100

Hours with a **mentor**, matched with company

1:1

1:1 time with **global experts**, chosen for cohort



National peer group



Work **ON** (not in) the company

Criteria

- Tech co. headquartered in Canada
- Clear product-market fit
- > \$2M in revenue
- Significant revenue growth in 2017
- Targeting Series A or B round
- Potential to dominate their industry

SCALE-UP PROGRAM

THE LAZARIDIS 10



Lazaridis Scale-Up Program



Program Structure

- 10 Companies
 - 6 months foundation + 6 months support
 - 1 weekend/month x 5 months
 - Each month a different city
- + 1 week in Silicon Valley



Locations/Focus

Toronto	Leaders
Redwood City	Product Strategy
Ottawa	Strategy through People
NYC	Sales and Marketing
Vancouver	Metrics that Matter
Palo Alto	Going Global



Program Cost

The Lazaridis Institute covers all program fees, meals and accommodations during sessions.

Participants cover travel costs

“...since we started the program, we’ve grown our revenues by 300 % – a good result, but one that presented its own set of challenges.

The program’s ...providing us both access to leading-edge business knowledge and guidance from people with deep experience in scaling successfully on the global stage.”

CEO Dominique Jodoin



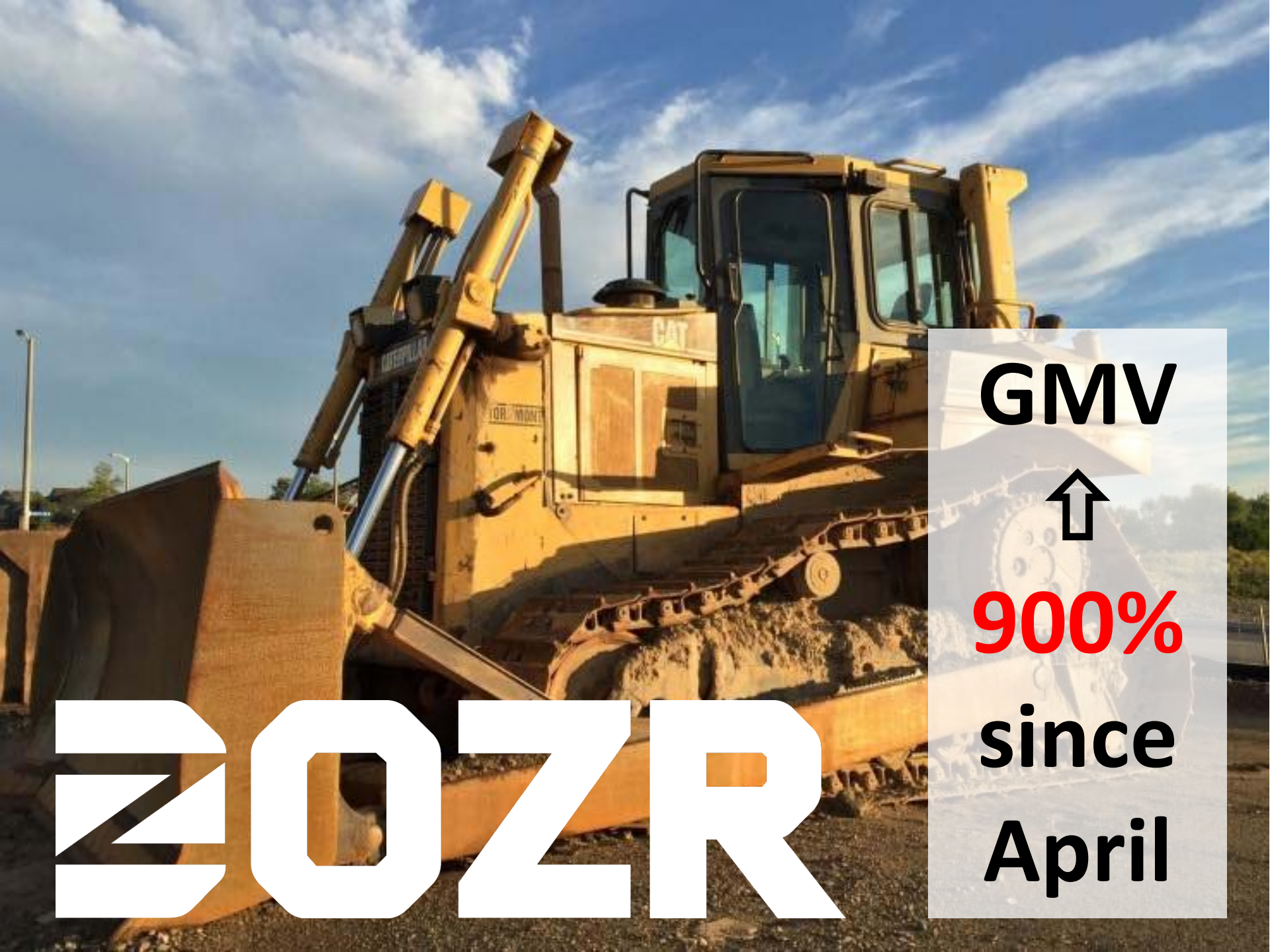
NoviFlow
SDN made smarter



Lessons from the Lazaridis Scale-Up program

How it may help you grow your startup by 400% as well





EOZR

GMV



900%

since

April

Retail app maker Tulip raises \$40 million from Kleiner Perkins REUTERS



“When we got a meeting with Kleiner ...we were pretty confident, knowing we had the right content and the right delivery.

The Scale-Up Program gave us practical, actionable knowledge that we applied to the problems we were working on week to week – and to our pitch.”

Mark Steele, EVP Sales



For more information

scaleupprogram.ca

A photograph of a conference room. A man in a light blue shirt stands on the left, pointing towards a whiteboard. A large group of people is seated around a long table, facing him. The room has a modern, professional feel with a whiteboard and a projector screen visible.