



Canadian Digital Media Network

April 29, 2015



Government of Canada
Networks of Centres
of Excellence

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www.cdmn.ca

Canada's digital network



Who we really are...



Regional Support for New Companies



CAPITAL



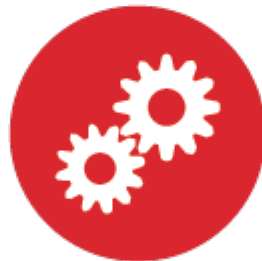
CUSTOMERS



TALENT



SALES



ECOSYSTEMS



BRAND

Our Model



Provide business acceleration support



Help high growth SMEs



Create opportunities for tech companies to work with non-tech companies



Tell the story of Canada's digital companies



Help companies sell in a global marketplace

Core principles

- The power of the network lies in the quality of hubs, not the quantity of hubs
- We should add value and empower the hubs
- We should think like a hub; leverage hub knowledge
- We should be credible and accountable
- The Network Operations team \neq CDMN.
CDMN = the Network of Hubs



**CONNECT TO
NEW MARKETS.
BUILD SALES
GLOBALLY.**

**OUTBOUND
SOFT LANDING
PROGRAM**



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7



CDMN Soft Landing Program

Criteria

- Canadian company
- Digital media, ICT/Mobile, technology that improves business
- Launched and generating revenue
- Clear goals and objectives for the international market

What you get

- Up to \$4,000 in transportation and accommodation expenses
- Desk space paid for at incubator, accelerator or co-working space (up to 3 months)
- Introductions

Success!



182 landings initiated



78 avg # of applications per cohort



Landed companies in **26** countries



\$31M revenue + **\$26M** investment



TRAVELLING IN CANADA? FIND A HOST HUB WITH

PASSPORT



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10



RÉSEAU CANADIEN DES
médias numériques



CANADIAN
digital media
NETWORK

CDMN Passport Program

Criteria

- Client of a member hub
- Canadian startup or small to medium sized company
- Can clearly define the purpose of the Passport visit

What you get

- Short-term, temporary co-working space at any participating hub in the network
- Access to business amenities such as Internet, printing and board room space at no cost

To know

- The Passport program is available for use by clients of participating hubs throughout the year, subject to application and approval process

How to engage CDMN

A series of **one-page summaries** can be prepared by CDO partners, and shared with our team. The summary should articulate:

- What's the nature of the project?
- What will the project do to benefit digital (media) companies in Canada?
- How can digital (media) companies help the project?

Engaging CDMN Cont'd

With this information we can...

- Share with Hubs
- If there's a fit...make connections with Hubs who can recommend companies that may be suited for CDO projects
- Give visibility to what's happening with CDO and its partners

Thanks!

If you have any further questions, please feel free to contact me at:

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