

GLOBE MENTORSHIP PROGRAM

OPEN FOR EXPRESSIONS OF INTEREST



PROGRAM OVERVIEW

The Globe Group is now open for Expressions of Interest for the GLOBE Mentorship Program. We are accepting applications for promising early stage companies, eager to gain market traction in the environmental technology sector and that will benefit from the leveraging of our mentor network.

What sets us apart from other programs? Drawing upon the expertise of some of Canada's top technical organizations and business consultants, the GLOBE Group offers pre-commercial SMEs comprehensive consulting that addresses technology and business financing challenges. Our focus is on two key areas:

- Third-party validation of proposed technologies, products or services; Business case development and financial planning, with the aim of helping attract clients and investors; and
- Personalized coaching on how to deal with potential investors and showcase opportunities.

MENTORSHIP BENEFITS

GLOBE's extensive network of experienced mentors and business advisors will be available to assist pre-commercial SMEs get to market faster, lower risk and increase revenue. The main focus will be on:

- Preparation of business/marketing plans developed business/marketing plans tailored to key target markets
- In-depth reviews and validation by third party industry experts of the environmental technology
- Potential regulatory, competitive or cultural barriers to the commercial marketplace;
- Information on key contacts and potential business partners drawn from GLOBE's extensive network
- Opportunities to showcase products, services or technologies at Investor Showcases, providing access to potential clients, partners and suppliers worldwide, as well as opportunities to showcase products, services or technologies via GLOBE's various websites and/or newsletters.



"I was very impressed on the detail of the delivered report and the genuine interest in our business which I believe speaks to the high quality of report we received."

GLOBE Mentorship Program Client

IS YOUR COMPANY ELIGIBLE?

Due to limited funding available for this program, a careful screening of potential candidates is necessary to ensure that mentorship support is provided only to companies that are ready to enter the commercial market and have promising technologies, products or services to offer.

Applicant companies must be:

- The developer of an environmental technology, product or service offering
- Committed to working actively with their mentors over the course of their engagement
- Prepared to share the costs for the business case mentoring or performance validation services
- Prepared to meet with potential investors, clients and partners upon completion of the program



WHAT DOES THE MENTORSHIP PROGRAM ENTAIL?

- As an initial step, prospective clients will take part in one-on-one consultations to determine business-readiness.
- Following initial consultations customized, shared-cost mentorship plans will be developed for qualified applicants. These plans will be tailored to maximize each client's chances of raising the investment capital they need and to achieve commercial success.
- Applicants will be paired with mentors drawn from a pool of experienced business leaders, professional consultants, trainers, and technology or product validation experts.
- Mentorship activities will span a period of five months, at the end of which, program clients who have progressed sufficiently in their mentorship plans will have the opportunity to make pitches to potential investors or to showcase their companies to potential corporate, industry or governmental clients.

PROGRAM MILESTONES

Milestones
Application / submission of Expression of Interest (EOI)
Selection of candidates
Introductory Consultations, and/or Webinar
Mentorship Plan development and agreement
Mentorship begins
Introduction to potential clients, investors, etc., where warranted

PROGRAM COSTS

This project is a cost share initiative. Companies selected to participate in the program will be expected to pay for the direct mentorship services provided. For as little as \$3,600, your company will receive a package of tools and services valued at \$10,000.

HOW TO APPLY

Please email us [at mentor@globe.ca](mailto:at_mentor@globe.ca) with the subject line: "GLOBE MENTORSHIP EOI" so that we may provide you with further information.

QUESTIONS?

For more information regarding this initiative, please contact:

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www.GlobeAdvisors.ca