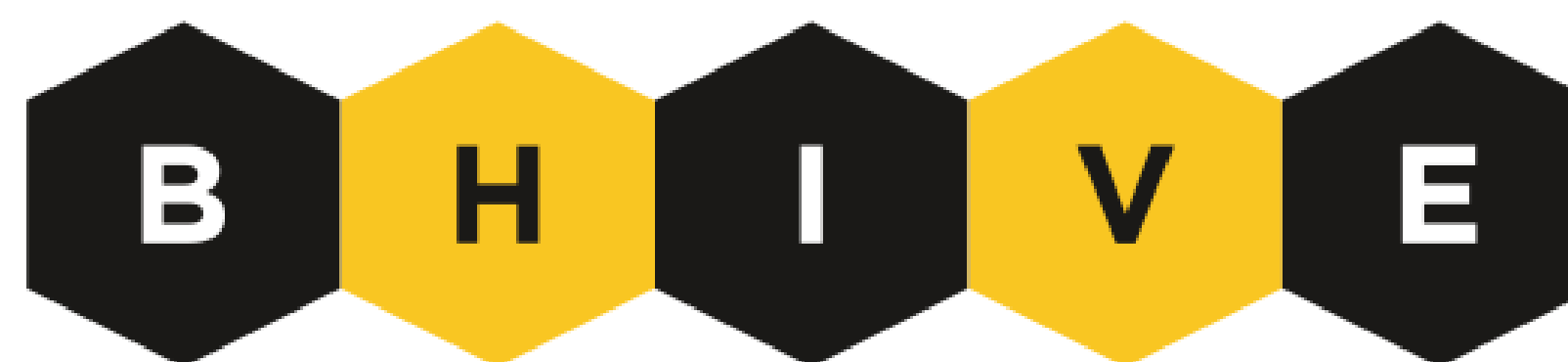
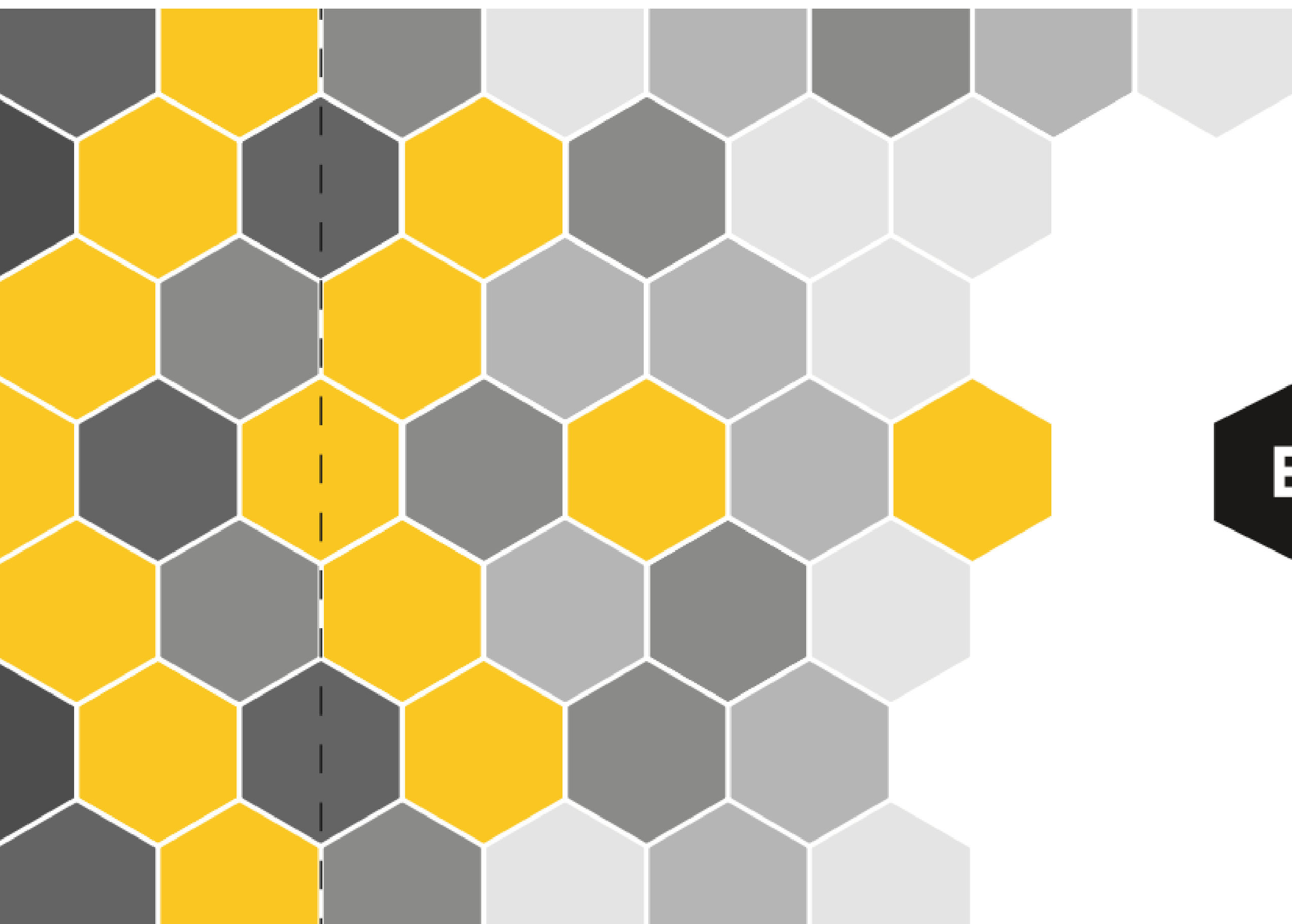




# Bhive Launch

April 7, 2021



B R A M P T O N





# About BHive

BHive is the new start-up incubator located in the Brampton Innovation District which is dedicated to attracting immigrant entrepreneurs to Brampton

- Toronto Business Development Centre (TBDC) is providing administrative service to launch B-Hive in 2021 and grow scale over the next few years

TBDC has extensive experience as an incubator and specializes in attracting and incubating immigrant entrepreneurs to help grow jobs, business activity, and exports in communities.





# BHive Aspirational Goals

- **Incubator of Choice:** Be the top choice for immigrant entrepreneurs under the SUV Program
- **Financially Sustainable:** Be financially self-sustaining, and offsetting all costs and repaying investments by 2023
- **Economic Development:** Start-ups incubated by B-Hive will create jobs and a larger tax base of businesses





# BHive Target Markets

- The primary target market will be India, which is Brampton's priority target for investment attraction
- India is an attractive market with over 50,000 start-ups of its own and with entrepreneurs that are highly educated, speak English and are often open to emigration
- Entrepreneurs of Indian-origin in "transit countries" are also a target for BHive
- Other markets that are expected to be important are the USA, the Middle East and

## Primary Market

India

Middle East

## Secondary Market

USA

## Tertiary Market

China





Bhive's launch will initially focus on building a backlog of accepted applicants...

# BHive Value Stream for Immigrant Entrepreneures

BHive's launch plan will initially focus on building a backlog of accepted applicants...



...preparing them for transition to Canada when travel restrictions ease

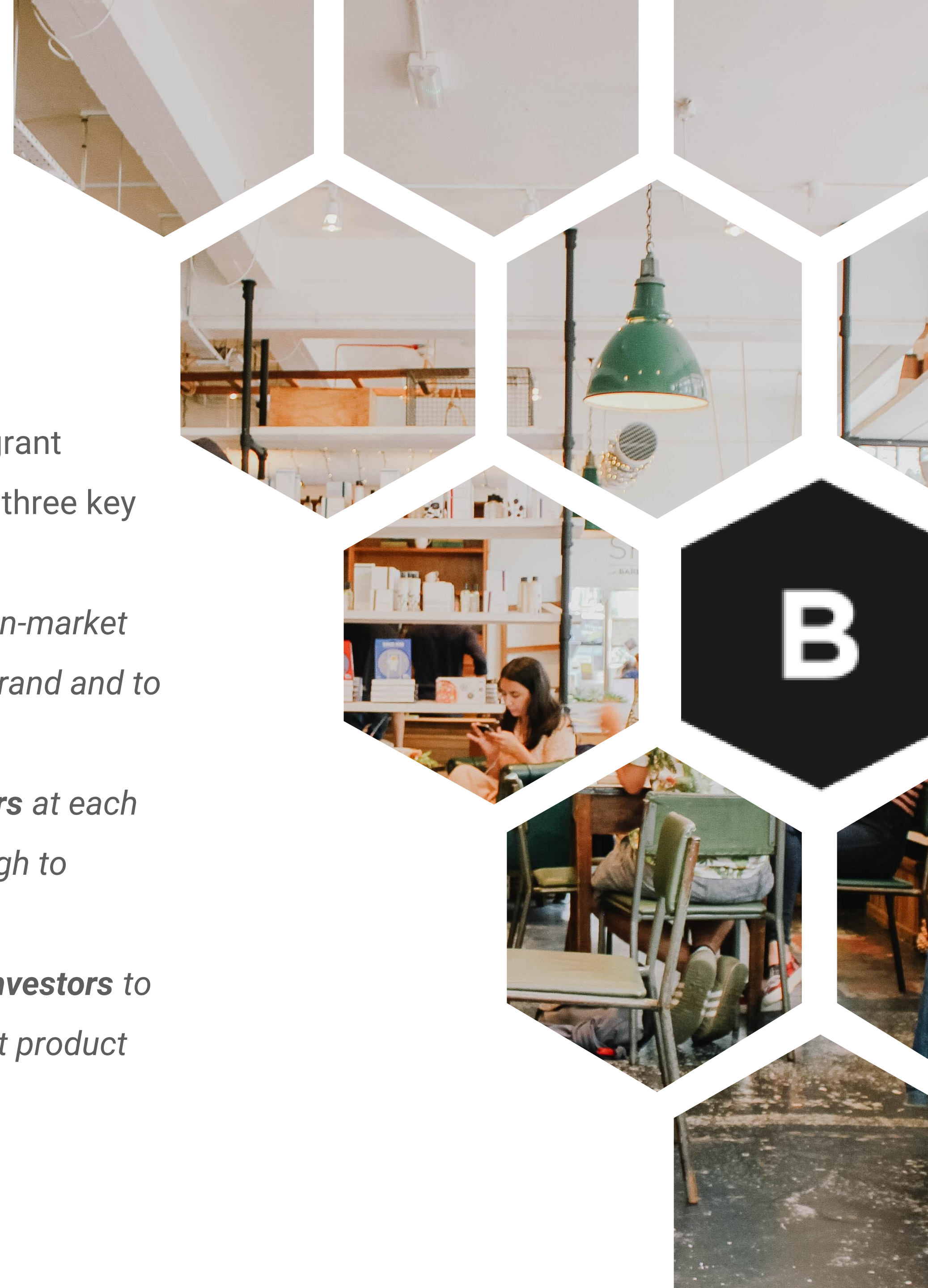
...and putting in place the infrastructure required for future incubator programming excellence and growth.

# BHive

## Key Success Factors

Achievement of BHive's aspiration of becoming the incubator of choice for immigrant entrepreneurs will require execution of a differentiated service strategy, including three key elements:

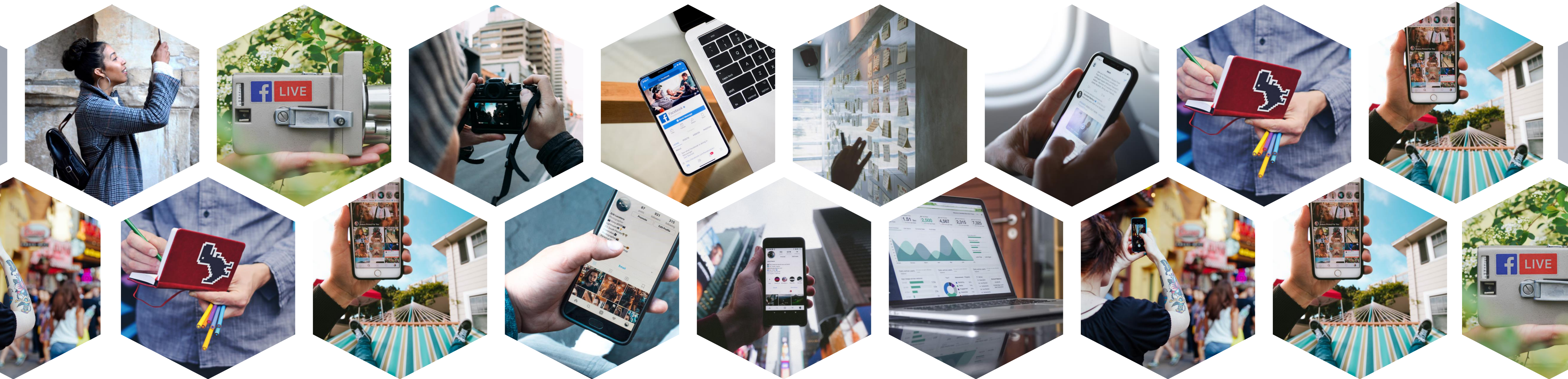
- Execution of a **multi-faceted marketing plan** leveraging digital channels and in-market partners to educate potential applicants on BHive's offering, build a leading brand and to attract high-quality applicants at the targeted levels
- delivery of a **service offering tailored to the needs of immigrant entrepreneurs** at each step in the value stream from application review, during incubation and through to support for alumni
- **building networks of leading industry partners, subject matter experts and investors** to provide participants with valuable knowledge transfer and mentoring, relevant product testers and early customers, and an engaged pool of investors





# Building the Winning Value Proposition

We will look next at the plan for each element of the value proposition





# BHive

## Differentiated Marketing Plan

Digital Channel

Direct Marketing

Local Incubators

Local Government Entities

Immigration Law Firms

Government of Canada

Government of Ontario

Applicants

TBDC's established digital and partner channels will be leveraged to accelerate B-Hive's penetration of target markets

Applicant  
Selection Process

Investments are expected to be required to further enhance channels and expand marketing activities



# BHive

## Value Added Application Process

- BHive will provide applicants with a fast, value added application experience
- Target turnaround is 4-6 weeks, which is faster than SUV Program peers
- Three stage screening ensures only high quality applicants will be accepted:
  - *TBDC staff will screen all applications for completeness and fatal flaws*
  - *Conduct founder interviews for screened applicants, provide them feedback on gaps and prepare the applicant for the final interview stage*
  - *Conduct Panel Interviews with experienced mentors and makes acceptance or decline recommendations based on the quality of the business plan and the founder*
- TBDC begins to match applicants with potential mentors at this early stage



# BHive

## Support During Immigration Process

The reality of current immigration delays will be mitigated with the following value added services for applicants:

- *referrals to the best immigration lawyers*
- *pre-Incubation Programming is being piloted with partner incubators for applicants from India to prepare them for doing business in Canada while they wait for their visas*
- *TBDC will develop enhanced transition services to help accepted applicants with the logistics of moving to and settling in Canada thereby accelerating their ability to focus on developing their start-ups*





# BHive Excellence in Incubator Programming

Over the next 12 months, BHive will build a differentiated service offering across four dimensions which TBDC believes drive start-up incubator excellence.

**Knowledge  
Building**

**Customer  
Introductions**

**Attracting  
Investors**

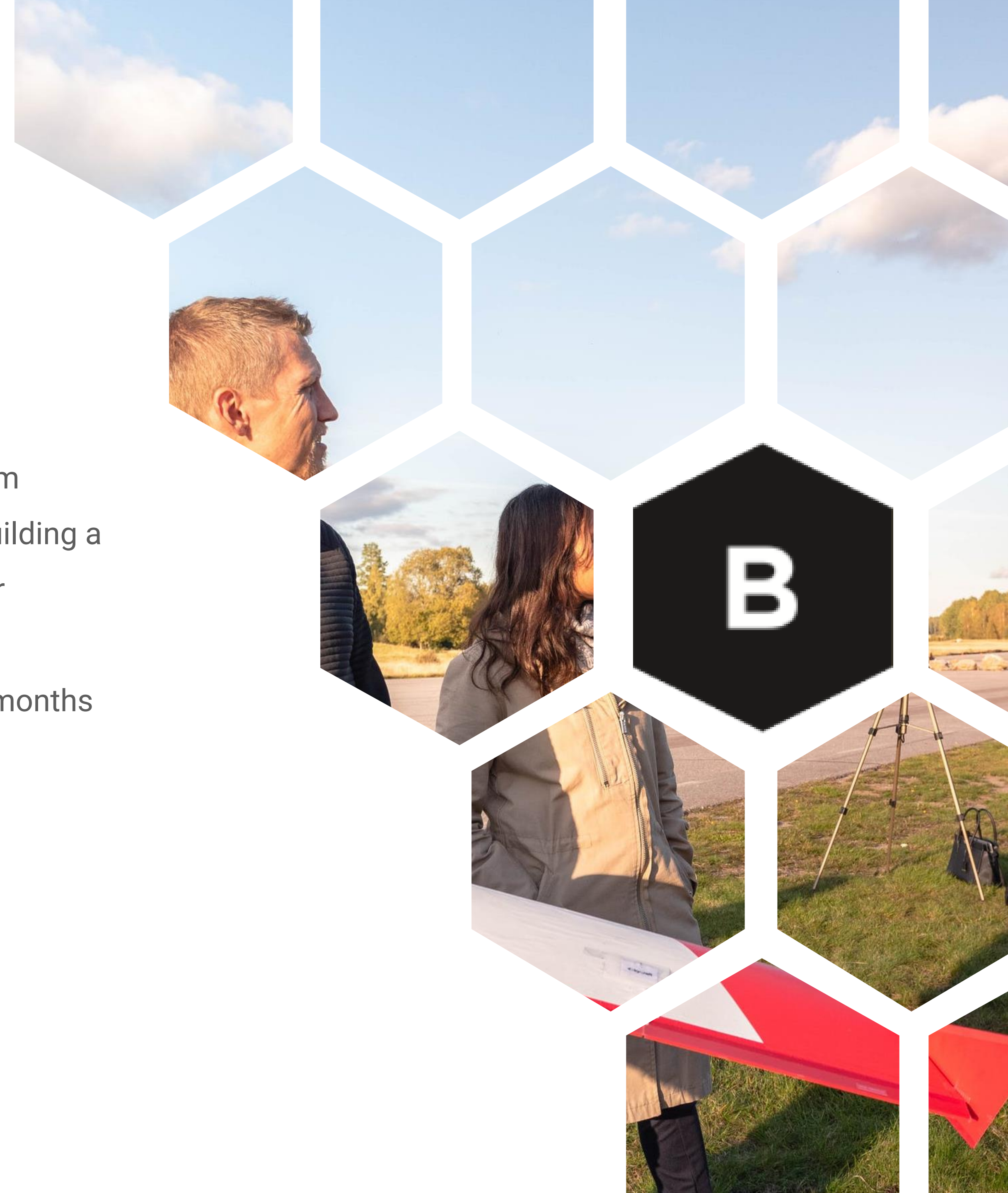
**Partner  
Services**





# Conclusion

- B-Hive is all about building an entrepreneurial community and ecosystem
- The launch plan reflects the current context and will initially focus on building a backlog of accepted applicants, while preparing for a surge of incubator participants post pandemic
- This initial plan will guide actions and investments over the coming 12 months and will be adjusted as needed based on the environment and realized experience





# Thank You

**Q & A**



B R A M P T O N