



NATIONAL NEWS RELEASE

For Immediate Release

Startup Canada lays groundwork for national entrepreneurship strategy

National Action Plan addresses urgent needs of Canadian entrepreneurs

OTTAWA – November 27, 2012 – Startup Canada (www.startupcan.ca), a grassroots non-profit network committed to promoting a vibrant entrepreneurial culture, today unveiled a three-part national **Action Plan** to drive economic development, job creation and innovation from coast to coast.

The plan is intended to make Canada one of the world's top entrepreneurial economies, in which job creation and economic growth spring from innovative entrepreneurs powered by supportive local communities and financial networks.

The new action plan grew out of Startup Canada's 2012 national tour, the most extensive consultation process ever carried out with Canada's entrepreneurial community. The tour revealed a number of common challenges that must be addressed to create a more dynamic and successful startup environment across the country:

- Canada needs to re-discover its entrepreneurial roots and embrace entrepreneurship as central to its national culture.
- Canada needs to cultivate savvier and more visionary early-stage startups to produce more high-growth companies with global reach.
- Canadian entrepreneurship must be fuelled from the bottom up through development of vibrant local entrepreneurial communities, led by entrepreneurs (not by bureaucrats or not-for-profits, as is often the case today), as the basis of a national entrepreneurship network.

"We need to act with urgency," said **Adam Chowaniec, Chairman of Startup Canada**. "These problems and some solutions have been discussed for decades, but we are running out of time. The world is changing and competition is growing. We must take decisive action now to effect a substantial culture shift in how we regard and support new ventures in this country, ventures that can grow into global players."

"Entrepreneurs are critical drivers of Canada's future prosperity," said **Ilse Treurnicht, CEO of Toronto's MaRS Discovery District**. "Startup Canada's engagement and celebration of entrepreneurs over the past year has highlighted the incredible momentum and capacity of this



movement across the country. The work ahead is to build a new generation of Canadian businesses that can scale and succeed in increasingly competitive global markets. This needs to be a national team effort!”

Startup Canada’s Action Plan comprises three national initiatives that will be financed through sponsorship dollars and crowd-funding campaigns targeting entrepreneurial Canadians from coast to coast:

Startup Canada Connect: A free, highly social online meeting place that will connect and support Canadian entrepreneurs from coast to coast with the tools and resources needed to build more successful businesses.

Startup Canada Communities: A national entrepreneurial strategy must be founded on vibrant local communities led by existing entrepreneurial champions. Building on the network created through its 40-city national tour, Startup Canada will encourage development of strong local networks that will create the conditions for entrepreneurial growth and success locally and nationally.

Startup Canada Campaign: Entrepreneurs across the country have told Startup Canada they need more role models – more access to stories of successful Canadian innovators and entrepreneurs. Startup Canada will lever mainstream media, social media and key national institutions to tell and celebrate the stories of Canadian entrepreneurs, providing authentic case studies to inspire and motivate new generations of startups.

“Startup Canada’s planning phase has received unprecedented support from entrepreneurs, sponsors and business-development organizations across the country,” **said CEO Victoria Lennox.** “We intend to sustain this momentum and create a stronger entrepreneurial economy, to create better jobs and increased prosperity for all Canadians.”

To learn more about Startup Canada’s Action Plan, please visit www.startupblueprints.ca.

For more information or to arrange interviews, please contact:

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About Startup Canada

Startup Canada is an entrepreneur-led movement to enhance the nation’s competitiveness and prosperity by supporting and celebrating Canadian entrepreneurship. Startup Canada is the first Canadian organization to harness the collective energies of entrepreneurs and enterprise support communities from coast to coast to promote a vibrant entrepreneurial culture and to create a unified brand as a rallying point for Canadians.



Startup Canada's sponsors include Microsoft, Gowlings, Ernst & Young, Best Western Hotels, the Canadian Innovation Commercialization Program, Export Development Canada, Business Development Canada, RGA, Francis Moran & Associates The VideoBooth Company, Artik, Kick Ass Media, PubliAir, the Ottawa Technology Transfer Network, the Association of University Research Parks Canada, Blab Media, the Canadian Association of Business Incubation, the Evidence Network, Francis Moran & Associates, Global Advantage Consulting Group, Podio, Backbone Magazine, HootSuite, ITWorld Canada, NextMTL, Paper.li and Techvibes.