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Startup Canada: Entrepreneurs in Quebec must have the vision, support to go global *National Action Plan addresses urgent needs of province's entrepreneurs*

MONTREAL – November 27, 2012 – Startup Canada (www.startupcan.ca), a grassroots non-profit network committed to promoting a vibrant entrepreneurial culture, is calling for Quebec's business leaders, policy makers and public institutions to build the linkages between entrepreneurs, mentors and investment that will spur innovation and commercialization on a global scale.

Startup Canada's call to action in Quebec is part of its national **Action Plan**, unveiled today to drive economic development, job creation and innovation across the country. The action plan is intended to make Canada one of the world's top five 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.

"Quebec is on a quest to develop the next generation of entrepreneurial leaders," said **Davender Gupta, Venture Catalyst at Startup-Académie**. "It is more important than ever for us to connect with other communities, discover fresh approaches, and bring them here to build a new, vibrant Quebec ecosystem adapted to our culture and our values. And of course, we are doing interesting things here that deserve to be shared across Canada and enrich us all."



"In Quebec we have everything we need to support the next generation of entrepreneurs," added **Noah Redler, Startup Canada's Quebec Steering Committee Chair**. "We have non-profit organizations that offer valuable support to new business owners with seminars and grants, municipal and provincial government programs or services that encourage local development, and we have incubators, accelerators, mentors and educators. StartUp Canada will be a unifying force in the province, helping to build a stronger community of business leaders working together to drive forward a new Quebec Inc."

The Way Forward

Startup Canada's Action Plan is comprised of three national initiatives that will be financed through sponsorship dollars and a crowd-funding campaign from coast to coast:

Startup Canada Connect: A free, highly social online meeting place that will connect and support Canadian entrepreneurs 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 necessary 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 celebrate and tell the stories of Canadian entrepreneurs, providing authentic case studies to inspire and motivate new generations of startups.

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

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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 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, FreshBooks, Global Advantage Consulting Group, Podio, Backbone Magazine, HootSuite, ITWorld Canada, NextMTL, Paper.li and Techvibes.