



# high potential

Intensive scaling support, assistance with fundraising, hands-on operational support, and much more.

## WHO WE WORK WITH

Startups with a clear business model, a legal entity in place, a functional MVP, and a team that has the skills and experience to take the product to market.

## KEY CRITERIA

- Technology or innovative based businesses
- Companies based in Durham Region or Northumberland County
- Entrepreneurs who are coachable & willing to work with us
- Clear business model
- Full legal entity in place
- Nearing or at revenue
- Clear monetization model
- Beta ready service or product
- Ready for financing
- Execution team in place
- Scalable revenue model

## HOW CAN YOU JOIN?

**Apply:** Apply directly at [sparkcentre.org](http://sparkcentre.org) during open application periods

**Graduate:** Proven success in the Community program means advancing to the High Potential program

## WHY JOIN THE HIGH POTENTIAL PROGRAM?

Commercializing an innovative startup requires experience, skill, and connections. Our team of industry experts can work directly with you and your team in any aspect of business to help bring your products to market quickly and effectively.

Receive access to in depth, 1 on 1 support in:

- Marketing, Branding and Graphic Design
- Sales
- Legal & Intellectual Property
- CRM Management
- Finance – Cash flow, tax, operations
- Fundraising
- Product Development
- Hardware Engineering
- Human Resources and much more...

Receive access to workshops in:

- Business Model Canvas
- Business Pitch Creation and Delivery
- Orientation to Startup Law
- Orientation to IP
- Orientation to Startup Marketing
- Orientation to Business Finance
- Orientation to Selling
- Orientation to Banking
- Funding Your Startup and much more...



904.432.3999 | [info@sparkcentre.org](mailto:info@sparkcentre.org) | [www.sparkcentre.org](http://www.sparkcentre.org)

