Go-To-Market

Are you a technology executive responsible for revenue growth? Do you want to maximize successful execution in your marketing and sales strategies?

Go-To-Market helps technology companies maximize successful execution in market entry, product launch and revenue growth. The program uniquely combines a comprehensive go-to-market curriculum with applied learning, access to experts, and one-on-one mentoring.

Mentors are recruited specifically for the individual company, based on its profile. Mentors include executive level business experts, venture capitalists, angel investors, and senior consultants in the technology industry. A panel of technology commercialization experts and investors provide constructive feedback to guide you in two panel presentation sessions (December and February).

At the end of this program, participating companies will have completed a comprehensive marketing and sales plan for the upcoming year, including a strategic plan featuring positioning and pricing; and an implementation plan featuring marketing campaigns and channel programs.

"The mentor was excellent. I think we were really lucky to have such an excellent mentor. I really appreciate his effort to just simply help us with the whole business so we got much more out of it than what we all signed up for. His emphasis on 'how to start the fire in a tropical rain forest' was key to focusing our efforts on refining our business plan, marketing plan and strategy, and in general it also helped refine our day to day focus."

- Alberta Industrial Automation

"I believe the CTI Go-To-Market program is definitely a 'must take' for any company seeking to better understand the marketing and sales process of tech companies. I highly valued the interaction with the instructors and other course participants. I found the environment to be strongly supportive and the feedback to be useful and constructive."

-Just In Time Resources Inc.

Dates:
October 2010 - February 2011
See reverse page for schedule

Time:
Varied, see reverse page for details

Location:
Alastair Ross Technology Centre
3553 - 31 Street NW
Calgary, AB

Cost:
Through the support of our program partners we are able to offer this program for $2,100 per qualified company ($10,000 value)

Contact:
Laura Sullivan, Program Manager
Calgary Technologies Inc.
403.284.6419
lsullivan@calgarytechnologies.com

Thank you to our Supporters:

RBC Foundation®

Alberta Advanced Education and Technology

National Research Council Canada / Conseil national de recherches Canada
NRC·CNRC Industrial Research Assistance Program / Programme d'aide à la recherche industrielle
Canada

ENTREPRENEUR GO-TO-MARKET PROGRAMS

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Go-To-Market
Applied Program 2010/11

DATE	TIME	TOPIC
October 6, 2010	12:00 - 1:30 pm	Info Session Background and Planning
October 20, 2010	12:00 - 5:30 pm	Seminar 1 and Workshop Product-Market Fit: Bring the Right Offering to the Right Market
November 3, 2010	12:30 - 1:30 pm	Conference Call Q&A
November 17, 2010	12:00 - 5:30 pm	Seminar 2 and Workshop Refining Your Marketing Strategy: Aligning Competitive Advantage to the Right Channel and Market Opportunities
November 24, 2010	12:30 - 1:30 pm	Webinar Focus on Presentation
December 8, 2010	9:00 am - 5:30 pm	1st Presentation to Panels Strategic Marketing Plan Presentation
December 15, 2010	12:00 - 5:30 pm	Seminar 3 and Workshop Leveraging Channels to Market: Selecting Partners to Scale Up Access to Markets
January 5, 2011	12:30 - 1:30 pm	Conference Call Q&A
January 12, 2011	12:00 - 5:30 pm	Seminar 4 and Workshop Lead Generation Tactics: Leveraging Marketing Communications and Social Media to Create Effective Marketing Campaigns
January 25, 2011	12:30 - 1:30 pm	Conference Call Q&A
February 2, 2011	12:00 - 5:30 pm	Seminar 5 and Workshop Sales Methods and Processes: Managing Sales Opportunities and Customer Relationships to Maximize Revenue
February 9, 2011	12:30 - 1:30 pm	Webinar Focus on Presentation
February 23, 2011	9:00 am - 5:30 pm	Final Presentation to Panel Market Implementation Plan Presentation