

CAMP 5

PROGRAM SCHEDULE

1.0 CAMP 2021 Draft Program Schedule

The schedule will be broken up into four time periods: Call for proposals and company selection, Phase 1, Phase 2 and Phase 3. The estimated period for this program is May 2021 to October 2021.

1.1 Call for Proposals and Company Selection

Call for proposals will be advertised across Canada and the application period will be open for approximately one month. Applications will be reviewed as they are submitted.

Task	Timeline
Program Launched Publicly	January 22 nd , 2021
Application Submission Deadline	April 18 th , 2021
Application Review Deadline (company response)	May 5 th , 2021

Approximately 20 companies will be accepted into the CAMP 2021 program.

1.2 Phase 1

Phase 1 will be educational for the companies with classes provided on key topics related to China. This phase will also support the companies with their CanExport application if they choose to apply. Networking between the companies participating will be encouraged and stories by companies that have already entered the Chinese market will be shared throughout the first phase. The schedule presented below is tentative and additional details will be shared in late February. Meeting times will either be mornings or evenings throughout the program depending on involvement with Chinese partners.

Session #	Task	Timeline (2021)
1	Kick off Meeting (20 companies) - Opening remarks - Introductions of key partners and companies - Phase 1 schedule overview - Chinese Market Opportunity Overview	May 11 th – Morning (Canada)
2	Get help exporting (by TCS Team) - Trade commission services team introduction - TCS Program overview - How to work with TCS	May 25 th – Morning (Canada)
	CanExport Application support	Between May 25 th to June 2 nd
	Recommended CanExport Application Deadline	May 3 rd
3	Legal Company Structure and IP (by Gowling Team) - Legal services overview - IP planning in the Chinese market - Patent & Trademark process in China - Viable corporate structures (WFOE, JV)	June 8 th – Morning (Canada)
4	Chinese Government and Business Overview - Chinese market overview (Sandy He-Easton) - InvestHK Introduction (by Chris Chen) - Market Research strategies (by Jason Moody)	June 22 nd – Morning (Canada)
5	How to expand your business in China (by Tony Wang) - Opportunities in China (market segments)	July 6 th – Morning (Canada)

	<ul style="list-style-type: none"> - Cultural differences in China - How to promote your company in China (by Feng Chen and Flora Shen) - Advice on different approaches to China 	
6	Landing Location Review and Chinese Investors <ul style="list-style-type: none"> - Introductions to different locations within China - Local supporting policy overview - Success story – Fibos entrance to China 	July 20 th – Evening (Canada)
	Phase 2 meetings	Between July 16 th to July 30 th
7	Celebratory Session – End of Phase 1 <ul style="list-style-type: none"> - Closing statements by the organizers & plans for the next steps 	August 3 rd – Morning (Canada)

1.2.1 Key Outcomes for Phase 1 and Phase 2 Progression

The key outcomes expected during this phase are for the Canadian companies to learn more about China and to apply for and ideally receive funding from CanExport. This will setup the companies for Phase 2 where they need to apply what they learned to develop a Chinese specific business plan.

To enter Phase 2, the company needs to commit to begin investing in the market expansion with the help of the CanExport funding. Some companies may want to defer this, and the program will allow companies to join Phase 2 of future CAMP cohorts. Some companies may discover that China is not an ideal market for their technology. It is only expected that approximately half of the companies will progress to Phase 2. To move onto the next stage, the company and CAMP organizers will have a 30mins call to discuss if moving to the next step is the right time. For any company that chooses not to progress, keep in touch with the CAMP organizers! We are here to support Chinese market entry in the future.

If they were awarded CanExport funding, Phase 2 will begin to use funding and companies will sign agreements with Chinese partners and services (legal, accountant) to go deeper into the Chinese business plan. The timeline of work in China during Phase 2 is expected to vary based on the needs of each company and the timeline within Phase 2 will try to encourage progress but does not require companies to complete any specific action in China.

1.3 Phase 2

Phase 2 may see a reduced number of company’s progress; an estimate of 10 companies will choose to progress. These companies will use the CanExport funding they have been awarded to begin to complete more specific tasks and develop plans around landing in China. There is no commitment required to land in China, but it is expected that the companies are evaluating the opportunity in more depth than during Phase 1 and CAMP will offer more tailored support to the best of our ability for each company during this phase.

Session #	Task	Timeline (2021)
1	Kick off Meeting (10 companies) <ul style="list-style-type: none"> - Phase 2 Schedule Overview - Chinese partner presentations - Legal and Accounting services presentations - Highlight typical budget and timelines for forming different Chinese entity structures 	August 10 th – Morning (Canada)
	One on One company meetings with Chinese partners	Between August 10 th - August 17 th
2	Overview of the company setup process in detail <ul style="list-style-type: none"> - Can use friendly company to the CAMP program as a reference - Review typical financials required for landing locations and typical landing incentives - Begin Chinese pitch decks (one technical and one business deck) 	August 17 th – Morning (Canada)
	Establish relationship with a Chinese partner for company specific Chinese market development.	August 24 th
3	Presentations / Introductions to landing locations <ul style="list-style-type: none"> - Select 3-5 and try and present typical terms for foreign companies - Potential landing locations include Nanjing, Wuxi, Suzhou, Fengtai, Shenzhen 	August 31 st – Evening (Canada)
	Business development between Chinese partner and Canadian Companies. Try to find key customers within the target market segment.	Between August 31 st to September 14 th
	Deadline for company forecasts and Chinese pitch decks. CAMP organizers will review and provide feedback.	September 14 th
4	Roadshow over 2 days <ul style="list-style-type: none"> - Pitch presentations to landing locations and local VCs / angels at those locations 	September 28 th and 29 th
5	Celebratory Session – End of Phase 2 <ul style="list-style-type: none"> - Closing statements by the organizers & plans for the next steps 	September 30 th – Evening (Canada)

1.3.1 Key Outcomes for Phase 2 and Phase 3 Progression

Four key outcomes expected for the companies participating in this phase:

- 1) Chinese technical pitch deck
- 2) Chinese investor pitch deck
- 3) Financial forecast for the Chinese entity
- 4) Business Development progress (early list of potential customers)

The companies will be able to use this material to evaluate if China is a good fit or not for them. This is a deep dive into the market. Some companies might not find a fit and some companies will find a fit. Every company will learn from the process.

To move to Phase 3, the company needs to commit to further exploration of landing the company in China. The next step will involve landing location negotiations, establishing legal structures for the entities and planning to build a team in China.

1.4 Phase 3

Phase 3 will see a further reduced number of company’s progress, with an estimate of 5 companies. The expectation of these companies is that they now have a Chinese partner, they have a short list of landing location options and they have a Chinese business plan. Companies should have all the material required for the landing location and all the materials required for a Chinese VC review.

This phase would ideally be anchored around a trip to China. October 2021 may see a change in the pandemic that would allow for safe travel, but if not, the program will switch the content to be virtual. In the table below, a trip schedule is proposed.

Session #	Task	Timeline (2021)
1	Kick off Meeting (5 companies) <ul style="list-style-type: none"> - Phase 3 Schedule Overview - Travel planning and final logistical items 	October 5 th
2	Trip to China (3-week duration) with schedule determined by 5 companies and the target landing locations <ul style="list-style-type: none"> - The trip would anchor around approximately 1 week for all companies to travel together and attend investor road shows and landing location reviews - Additional travel week schedules will vary depending on the company needs - Schedule commercial meetings for companies (i.e. strategic partners or target customers) 	Between October 16 th to November 6 th
3	Confirm establishment of the Chinese entity and confirm investment into the entity. “Land the company”	November 2021

Phase 3 scheduling may shift due to travel restrictions or the timelines of the companies.

1.5 Program Schedule Conclusion

The recommended timeline for this program is roughly 6 months, and that might be too fast for some companies to get Chinese commitment. What this program should leave the companies with is a solid understanding of what it will take to land a company in China, what is the specific opportunity for that company and who are the partners that are needed to successfully land in China.