

# COVE

## Start-Up Yard

### Call for First Cohort

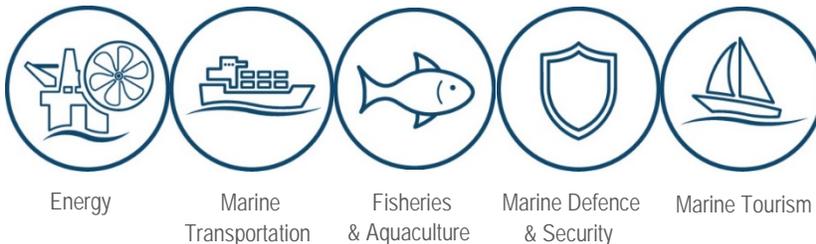
Are you an early stage ocean technology company? Are you looking for the ideal location and resources to accelerate your business growth? Apply by **Friday, March 16, 2018**, to join the first cohort at Start-Up Yard at COVE.

#### START-UP YARD AT COVE

Start-Up Yard is the incubation facility and accelerator at COVE. It helps early stage ocean technology companies commercialize their products and services and succeed in the global marketplace. It offers programs, incubation space and services, funding, shared equipment, expertise and mentoring.

Start-Up Yard is more than infrastructure and other resources. It is a community – an environment with a strong innovation culture that lets start-ups engage with like-minded entrepreneurs and organizations that can help them start and grow. It also partners with post-secondary institutions to help drive commercialization of ocean technologies.

Start-Up Yard is targeting the following sectors:



## THE PROGRAM

The program includes access to mentoring, workspace, workshops and experts. Below is a sample of programming that will be tailored to cohort participants.

Program acceptance	<ul style="list-style-type: none"><li>• Competitive process</li></ul>
Initial funding	<ul style="list-style-type: none"><li>• \$25,000 non-dilutive funding</li><li>• 5 companies to be selected</li></ul>
Time	<ul style="list-style-type: none"><li>• 6-9 months</li></ul>
Program fee	<ul style="list-style-type: none"><li>• \$5,000</li></ul>
Program curriculum	<ul style="list-style-type: none"><li>• Potential determined through customer discovery, market research, industry meetings</li><li>• Boot camp</li><li>• Workshops on topics such as lean start-up, customer discovery, business fundamentals and sales</li><li>• Product development</li><li>• Intellectual property</li><li>• Investor readiness and pitches</li></ul>
Mentoring	<ul style="list-style-type: none"><li>• One-on-one</li><li>• Peer-to-peer (weekly)</li><li>• Monthly milestone meetings</li></ul>
Networking	<ul style="list-style-type: none"><li>• Networking with experts, founders, investors, alumni, and COVE members</li></ul>
Incubation services	<ul style="list-style-type: none"><li>• Start-Up Yard at COVE (SUZY) office space (6 months), internet, consultancy services (e.g., legal, marketing, etc.) and water access. Interim office space at Innovacorp's Technology Innovation Centre, Dartmouth, from April 2018 until SUZY opening.</li></ul>
Demo day	<ul style="list-style-type: none"><li>• Final pitch and demo event at COVE</li></ul>

## ABOUT INNOVACORP

Innovacorp is Nova Scotia's early stage venture capital organization. We find, fund and foster innovative Nova Scotia start-ups that strive to change the world. Our goal is to help start-ups commercialize their technologies and succeed in the global marketplace. In addition to risk capital, we give entrepreneurs access to world-class incubation facilities, expert advice and other support to help accelerate their companies.

Ocean technology is one of our target industries. We're launching Start-Up Yard, an incubation space and accelerator at COVE, the Centre for Ocean Ventures and Entrepreneurship, opening in June 2018.

As a Start-Up Yard resident company, you also become an affiliate member at the Innovacorp Enterprise Centre in Halifax and the Technology Innovation Centre in Dartmouth. Affiliate membership includes access to hot-desks, meeting rooms and workshops at these locations.

## ABOUT COVE

COVE – Centre for Ocean Ventures & Entrepreneurship – is a collaborative facility for applied innovation in the ocean sector.

COVE's mission is to propel the ocean economy by providing high quality marine infrastructure and a collaborative space in which a community of ocean enterprises can start, grow and prosper. The primary goal is to support ocean technology commercialization.

This hub of activity will be home to local and global ocean technology businesses, post-secondary institutions, researchers, and marine-based and service businesses that support the ocean sector.

Members of COVE have unparalleled access to the ocean, shared facilities and some of the leading minds in the sector.

COVE is an 8-acre site with 12 acres of accessible water lots. It boasts more than 50,000 sq. ft. of office, workshop and shared space.

## APPLY TO BE PART OF START-UP YARD

Eligibility includes the following:

<b>Location:</b>	Nova Scotia-based
<b>Company Stage:</b>	Pre-revenue or in-market with sales of less than \$1 million per year
<b>Product Stage:</b>	Product with a technology readiness level between 3-7 ( <a href="#">refer to this page for level descriptions</a> )
<b>People:</b>	Founders and/or management team have industry knowledge, management experience and commitment to the venture
<b>Market:</b>	Large, growing international market
<b>Competition:</b>	High barrier to competitive entry
<b>Execution:</b>	Credible plan to reach key milestones

Founders agree to participate in the program, which includes monthly milestone meetings. The company will reside at Start-Up Yard at COVE, 27 Parker Street, Dartmouth.

To apply, submit a completed application form to [kburton@innovacorp.ca](mailto:kburton@innovacorp.ca). The deadline to apply for the first cohort is **Friday, March 16 at 11:59 pm AST**.

NOTE: Companies may locate at Start-Up Yard at COVE without being part of the cohort. Desk fees are \$300/month. All Start-Up Yard companies need to participate in milestone and weekly founder meetings.

## QUESTIONS

Questions can be directed to Kyle Burton, Start-Up Yard at COVE, Innovacorp, at 902.424.8670 ext. 1406, 1.800.565.7051 ext. 1406, or [kburton@innovacorp.ca](mailto:kburton@innovacorp.ca).



## Application Form

Submit your completed form to [kburton@innovacorp.ca](mailto:kburton@innovacorp.ca). The deadline to apply is **Friday, March 16, at 11:59 pm AST**. Interviews will be held on March 23, 28 and 29, 2018.

### 1. Company Information

Company Name	
Business Registration Number	
Contact Name	
Mailing Address	
Email	
Telephone	

### 2. I am expressing interest for:

- Start-Up Yard Cohort (includes space at SUY)
- Start-Up Yard Resident Company (not part of cohort)

### 3. Management Team

Provide the name(s) of the founder(s) and key manager(s). Briefly describe their background and experience, as well as their roles and responsibilities in the company.

**4. Technology**

What is your product or service? Explain the technology readiness level ([refer to this page for level descriptions](#)).

What are the major advantages over those of existing products and services?

Is this uniqueness sustainable (e.g., patents, intellectual property, first to market, subject-matter expertise, barriers to entry, etc.)?

**5. Business Model**

How does your product or service solve a problem for your customers?

How will the company generate sustainable revenue?

**6. Market Opportunity**

Who are your target customers? How big is the market?

Is there evidence customers will buy the product or service?

**7. Milestones**

What milestones do you hope to achieve in the next 6-12 months?

**8. Source of Funds**

How do you anticipate funding your next 6-12 months?

**9. Permit Requirements**

Will your product and/or equipment require permits to access the ocean pursuant to the Canadian Environmental Assessment Act (CEAA) 2012? ([Refer to this page for more information.](#))

**10. Space Requirements**

Please describe your space requirements. For example, how many people will locate at Start-Up Yard at COVE, and do you need access to water, testing facilities or prototyping resources?

**Confidentiality**

All submissions will be treated confidentially and will not be made available to the public. Only those directly involved in managing the program or evaluating applications will view submitted documents. While submission details will not be disclosed, Innovacorp reserves the right to announce program participants.