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EDGE

# Global Incubator Programme Canada - Artificial Intelligence

**Innovate UK's Global Incubator Programme**, delivered in partnership with Innovate UK EDGE, is an acceleration programme for innovative businesses to work with world-leading incubators abroad.

We are currently accepting applications for up to 8 innovative companies developing Artificial Intelligence solutions to join our programme with MaRS Discovery District in Toronto, Canada.

We would welcome applications from innovative companies who could be developing technology that enables or improves processes and productivity using AI-powered natural language processing, computer vision, machine learning, and predictive analytics.

MaRS is the largest urban innovation hub in North America. A registered non-profit, MaRS supports high-growth start-ups and scale-ups tackling key issues.

In addition, MaRS convenes all members of the tech ecosystem to drive breakthrough discoveries, grow the economy, and make an impact by solving real problems for real people.

## WHY CANADA AND THE NORTH AMERICAN MARKET?

Canada is ranked among the top five countries for commercial AI-focused ventures and has the most patents per million people among the G7 nations and China. Toronto's start-up ecosystem also hosts the largest concentration of AI-startups, with 273 firms, thanks to Canada's support of foreign-owned multinational corporations.

In 2017, Canada released a national AI strategy to attract and retain world-class AI researchers, foster a collaborative AI ecosystem, advance national AI initiatives, and understand societal implications of AI.

From this, \$93 million was invested in research institutions and AI talent, which has helped make Canada one of the world's leading players in the sector and has led to investments and job creation.

From start-ups to scale-ups, MaRS offers a range of services that help tech founders grow their companies and create meaningful innovation. MaRS works with 1,400 companies across Canada, turning breakthrough ideas into products and services with global impact. **In 2020 alone, MaRS supported ventures raised \$2.4 billion collectively, while generating \$1.5 billion in revenue.**

This initiative will be delivered virtually on a weekly basis from June 2023 to September 2023, with two visits to Toronto built into the programme.

We are committed to a policy of equal treatment and opportunity in every aspect of this programme.

## KEY DATES:

**Briefing Event:**  
15 March  
2023

**Applications  
Close:**  
3 April 2023

**Shortlist  
Interviews:**  
4-10 May  
2023

**First Market Visit:**  
24-30 June  
2023

**Second Market  
Visit:**  
14-20 October  
2023



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## WHAT TO EXPECT:

- **Advisory support:** Guidance from sector experts and experienced entrepreneurs in Canada.
- **Connections to capital:** Introductions to VCs and corporates looking to invest in new ventures.
- **Connections to talent:** Support with finding and recruiting skilled workers from Canada and the world.
- **AI Consulting Services:** Connections to freelance and staff subject matter experts for support with a pressing AI/ML challenge.
- **Tools and services:** Webinars, information sessions, peer-to-peer guidance, and access to marketing and communication expertise.
- **Data and insights:** Tailored market analysis of the latest industry trends and the insights needed to gain an edge.
- **Professional networks:** Participate in a vibrant community of Artificial Intelligence entrepreneurs and industry professionals and be connected to North American-based customers and partners.
- **PR and creative services:** Access the MaRS PR Accelerator to help build your brand presence in North America.
- **Exploit the opportunity:** One-to-one support from an Innovate UK EDGE Innovation & Growth Specialist over a 6-month period to follow up and take advantage of the opportunities identified.

## TO APPLY FOR THIS PROGRAMME, YOU MUST:

Be a UK based company

Be a business with fewer than 500 employees

Have a focus on Artificial Intelligence

## WHAT IS THE COST?

Innovate UK and Innovate UK EDGE will fund and organise group flights, accommodation, in-market travel, and any additional fees for successful applicants. Innovate UK will also pay for any reasonable adjustments throughout the initiative. Only one representative from each company will be funded. On acceptance to the initiative a commitment fee of £1000 will be obtained from each delegate, which will be refunded on completion of the full activities and agreed action plan. Non-completion after formal acceptance may result in forfeiting some or all the commitment fee.

## HOW TO APPLY:

The Global Incubator Programme has a competitive application process where only the best applications will be successful following an evaluation process. Those shortlisted will be interviewed by a panel and finalists will undergo financial eligibility checks. All applications must be made online through the Innovate UK EDGE website and received no later than **09:00 on 3 April 2023**. A separate company pitch-deck should be attached to your application. To support potential applicants, a briefing will take place between **15:00 - 16:00 on 15 March 2023**.

Please note: Successful applicants will be expected to fully comply with any conditions of travel to Canada.

Innovate UK is committed to improving the diversity of who we support. As such we welcome applications from those under-represented in the Artificial Intelligence sectors.

## ADDITIONAL INFORMATION & ASSISTANCE

To fill in the online application form or to register for the briefing event, please visit the [Innovate UK EDGE website](https://www.innovateukedge.org). For more information, assistance with your application or to discuss accessibility needs, please contact Bradley Rowley at [bradley.rowley@innovateukedge.ukri.org](mailto:bradley.rowley@innovateukedge.ukri.org) or call +44 (0)7810 561490.