



SCALE-UP
INSTITUTE
TORONTO

RAP
RECOVERY
ACTIVATION
PROGRAM



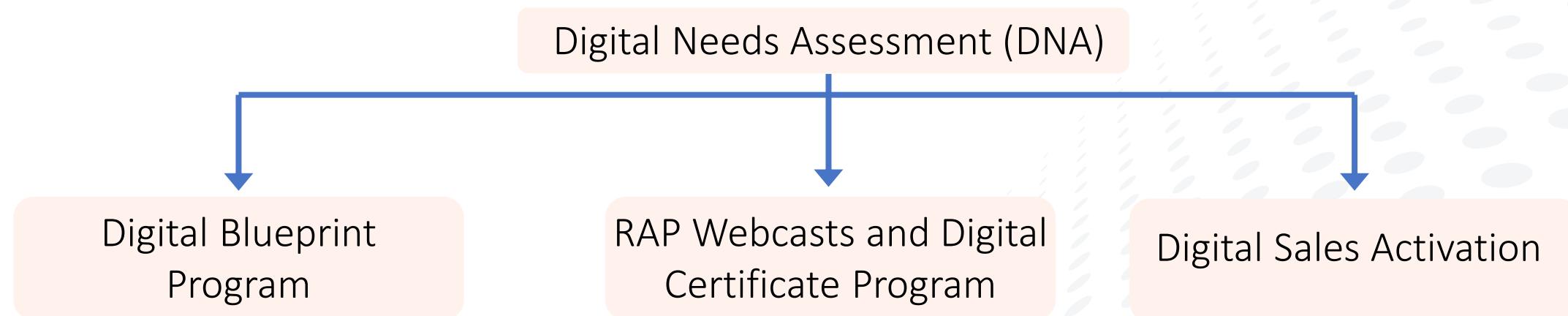
Recovery Activation Program

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RAP is a program designed to help small and medium sized businesses to assess and develop their digital maturity, making them stronger companies, supporting a growth agenda and aiding their resiliency to manage even significant events like the current COVID-19 crisis.

STREAMS

All companies entering the Recovery Activation Program will undertake a proprietary Digital Needs Assessment (DNA). DNA results will allow us to make recommendations on the appropriate streams for each participant and will provide a baseline from which to measure success.



Digital Needs Assessment

- Describes the current status of digital maturity for participating businesses
- DNA is an online assessment tool that integrates a range of benchmarks, metrics, and industry standards
- Based on the assessment outcome, program administrators will make a customized recommendation on the appropriate program stream(s) for each individual business
- Customizing the journey of each business ensures all participants are getting curated digital transformation support that fits their needs
- Subsequent measurement will demonstrate digital growth

RAP Digital Blueprint Program

Program Pillars

Digital Modernization

Technology Infrastructure

Digital Restructure Financing

Sales and Marketing

Structural and Regulatory Alignment

Stage One – Analyzing and Mapping

Participants will attend a series of presentations and workshops led by the program partners that focuses on analyzing market data and internal research aligned to the program pillars. This will guide participants as they begin mapping their Digital Transformation Blueprint.

Stage Two – Initiating

Participants will receive one-on-one mentorship with the program partners for the purpose of developing and refining their Digital Transformation Blueprint and initiating their digital transformation.

Digital Transformation Blueprint

The Digital Transformation Blueprint is the product of our most comprehensive program and will provide participants with their custom curated strategy to attack their unique barriers to connectivity. It will act as a highly practical tool throughout their digital restructuring.

RAP Webcasts and Digital Certificate Program

The RAP Webcast Series and the Digital Certificate Program are dual service offerings intended to offer more in-depth insights on topics related to digital transformation.

RAP Webcast Series

- Focused on key digital transformation topics
- Total of 18 webcasts with over 200 viewers per webcast
- Varying formats to ensure audience engagement
- Interesting and unique speakers from a range of communities: innovators, thought leaders, experts

Digital Certificates Program

- Designed to build on the foundations of RAP
- Each certification cohort will deep dive a topic that SMEs need further support in
- Sample certification cohorts: Cybersecurity; Intellectual Property Protection; Managing a Remote Workforce

Digital Sales Activation

Digital Sales Activation will be a delegate centric online ecosystem creating tangible commercial opportunities to help SMEs access new sales channels and international market opportunities. This program stream will be structured around five pillars, with each being delivered by leveraging digital channels and platforms.

Digital Sales Activation Pillars:

Virtual B2B Meetings: series of B2B meetings via video communication; use of Canvas to centralize info

Education: interactive webcasts; virtual panels; breakout activities and one-on-one mentorship sessions

Site Visits: virtual tours in innovation centres; pre-recorded content; webinars and Q&A; virtual panels

Peer-to-Peer Growth: use of a learning platform to foster discussion; virtual drop-in sessions

Virtual Learning Platform: centralized tool for learning, training, content and communication

Key Participant Outcomes

- A minimum of 1000 companies run through the Digital Needs Assessment
- Actionable and practical advice for companies from all sectors and of all sizes
- A formal Digital Transformation Blueprint – each SME's tailored guide to digital transformation
- Ongoing participation in an active online P2P network, and follow-up training on specific topics
- Free access to ongoing webcast series

Further Program and Application Information Forthcoming

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