

## Let's Get Started.

We're a community helping entrepreneurs go from inspiration to market. The Inc. offers space to work and startup programs such as one-on-one mentoring from experienced entrepreneur advisors and coaches. Our passion is to help you move your business forward.

"...the hard business pivots that led to the initial formation of our company can be directly attributable to the mentorship we received through The Inc."  
– Shane Fast, ContractClub

"The Inc. is the perfect flexible workspace community where I can both mingle with fellow entrepreneurs and get precisely targeted advice from professionals. The Inc. also gives me access to a community of professionals who think sharply about business."  
– Gord Hamilton, MathPickle

- 24/7/365 access
- Extra high-speed wifi
- Meeting room access
- Mail and reception services
- Professional business address
- Like-minded peer network
- Business Centre

### Workspace



- Real time access to trained and experienced business advisors
- Customer development strategy
- Sales and marketing strategy
- Fundraising and pitch development
- Connection to government, industry and academic players

### Advising



- Identify customer segments
- Analyze markets based on customer interviews
- Build and test a Minimum Viable Product inexpensively and quickly
- Create marketing strategy and execution plans
- Learn from experts in legal, finance, and marketing

### Skill Development



## Open Workspace Membership: \$225/month per person

Member Benefits	
Advisor Office Hours (Access to trained and experienced business advisors)	✓
Startup Primer	✓
Toolkit Topics	✓
Discover	✓
Validate	✓
Go-To-Market	+\$2,200/company
CEO Roundtable (Requires qualification)	+\$75/month

## Private Office Space Membership: \$1,250/month to month (includes up to 4 Memberships, CEO Roundtable and Go-To-Market)

### PROGRAMS

#### Startup Primer

Don't know where to start with your business idea? This workshop will prime you with the basics to help you move in the right direction.

#### Discover

Understanding customer behavior is the foundation of all successful startups! Discover how to engage customers and learn their motivations, preferences, and needs.

#### Validate

Leverage the knowledge about your user and market needs, to build a simple 'minimum viable product' for your startup and validate it with real customers.

#### Go-To-Market

Address market place challenges and focus on strategy and implementation to maximize successful execution in market entry, product launch and revenue growth.

To book a tour, email: [theinc@innovatecalgary.com](mailto:theinc@innovatecalgary.com)