



INNOVATION ISLAND

Technology happens here



Economic Development
Entrepreneurship
Networking
Creativity
Lifestyle

Innovation Island Technology Association
INCORPORATED NOT-FOR-PROFIT SOCIETY

BC Venture
Acceleration
Program
An Initiative of **Innovate BC**



BUILD • GROW • STAY



MISSION

Support Technology entrepreneurs with starting and growing successful companies

REGION: ROI

79 Municipalities, 8 RD's and 13 School Districts

FOCUS

Entrepreneurial Development & Community Building

BUILD • GROW • STAY

180+ NEW TECH-BASED JOBS

\$23+ MILLION OF NEW REVENUE

**\$20+ MILLION OF EARLY-STAGE
TECHNOLOGY INVESTMENT**

Program stats ~ FYE 2014

DER3

DIGITAL ECONOMY

RESTART**RECOVER****REIMAGINE**

PROGRAM



Western Economic
Diversification Canada

Diversification de l'économie
de l'Ouest Canada



So. Let's keep things REAL.

Work [and life as we know it] has been interrupted.

FULL RESTART.

This program is here to HELP. It's a hyperlocal
BACK-TO-BUSINESS initiative for businesses who
want to consider entering or expanding in the
digital economy.

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I'm a small-medium sized business

➔ I NEED HELP

I'm a digital service provider

➔ I GET STUFF DONE

I'm a subject matter expert

➔ I CAN HELP WITH ADVICE

<https://innovationisland.ca/der3/>

**"MANY COMPANIES ARE
TRYING TO DO IN MONTHS,
WHAT MOST ONLINE
BUSINESSES HAVE DONE
IN DECADES.**

**LET'S HELP THEM MAKE IT
HAPPEN!"**

GRAHAM TRUAX



DER3 | Restart Recover Reimagine

Program Overview

- Businesses who want enter or expand into the Digital Economy
- Core Program: no cost/no obligation for businesses
- Qualified referrals to **Digital Service Providers** (as/when needed)
- Qualified referrals to **Subject Matter Experts** (as/when needed)
- April to Dec 2020+

*Start Date: April 15th - over 300 applications, to July 29, 2020

DER3 | Restart Recover Reimagine

How we help...

- One-on-one business assessments and recommendations
- TODO the right things, at the right time, in the right order (save time, money & energy)
- “Sometimes” having the hard conversations...
- Adjusting to changing consumer behaviour & business recovery

DER3 | Restart Recover Reimagine

Who can Apply:

- Open to all types of businesses (any sector)
- Solopreneurs
- Non profits

Program addresses challenges **S, M, L, XL**

**"THE BUTCHER, THE
BAKER, THE
CANDLESTICK MAKER"**

**DER3 REALLY FITS ANY
BUSINESS NEEDING TO
ENTER INTO THE
DIGITAL ECONOMY**

JENNIFER HUFNAGEL

#GETDIGITAL

INNOVATIONISLAND.CA/DER3



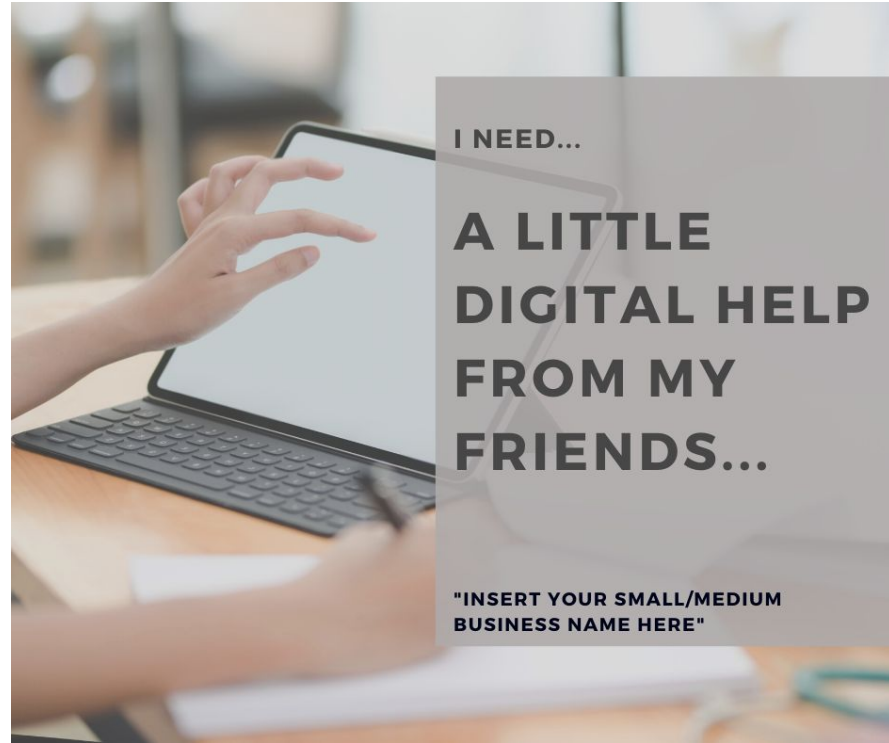
@GEORGIESPIESETO

DER3 | Restart Recover Reimagine

SMB Client Journey - Example

1. Intake Meeting with our program advisors
2. Online Presence Assessment (OPA)
3. Immediate Action Plan and Items
4. Escalate to a business advisor
5. Business Action Plan (when required)

It's a journey. No silver bullet...



DER3 | Restart Recover Reimagine

"I really appreciate having the ability to work with a subject matter expert to guide us as we move our classroom training to a digital delivery model. The DER3 program expertise has saved me time (and money) and I don't feel like I have to "go it alone". We are early days in the process of pivoting and moving to a fully hybrid classroom/virtual model but are thrilled so far with the progress and support"

Darren Hebert, the principal of Natural Resources and Training Group (NRGT)

How we have helped

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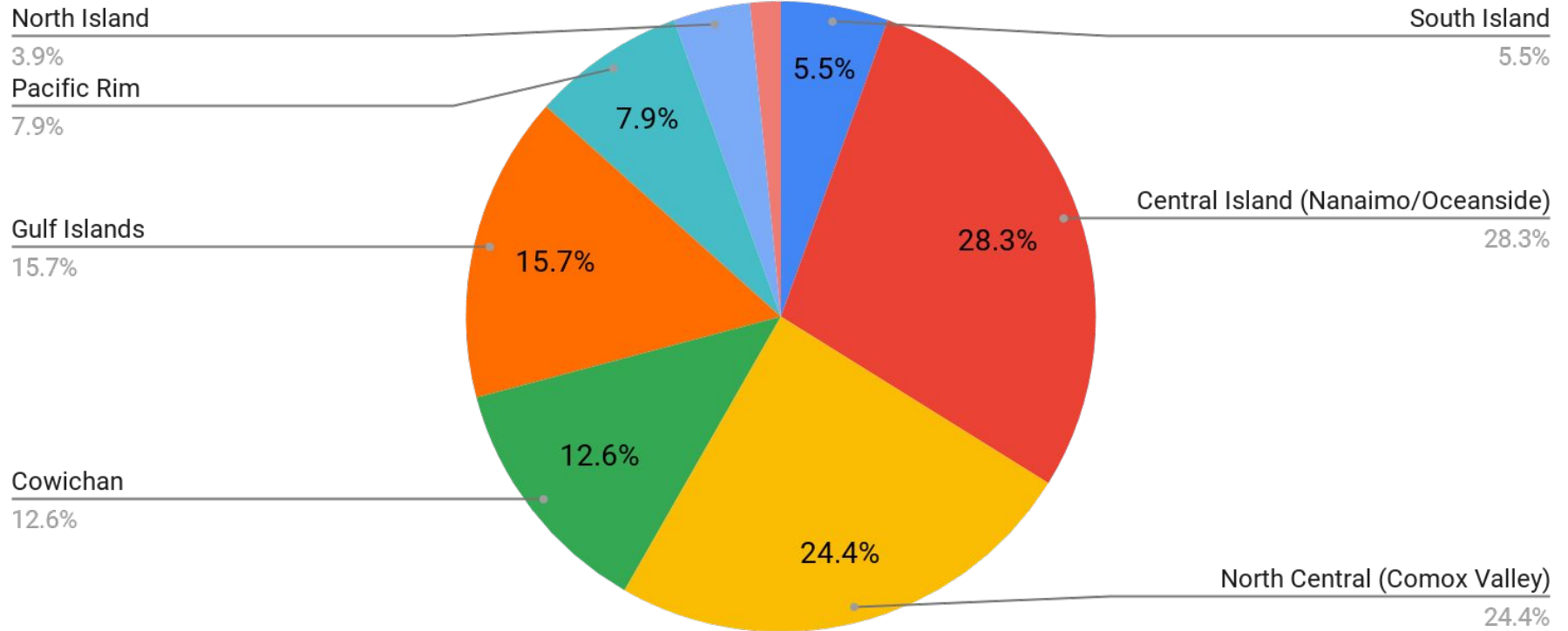
Diversification de l'économie
de l'Ouest Canada



The Numbers

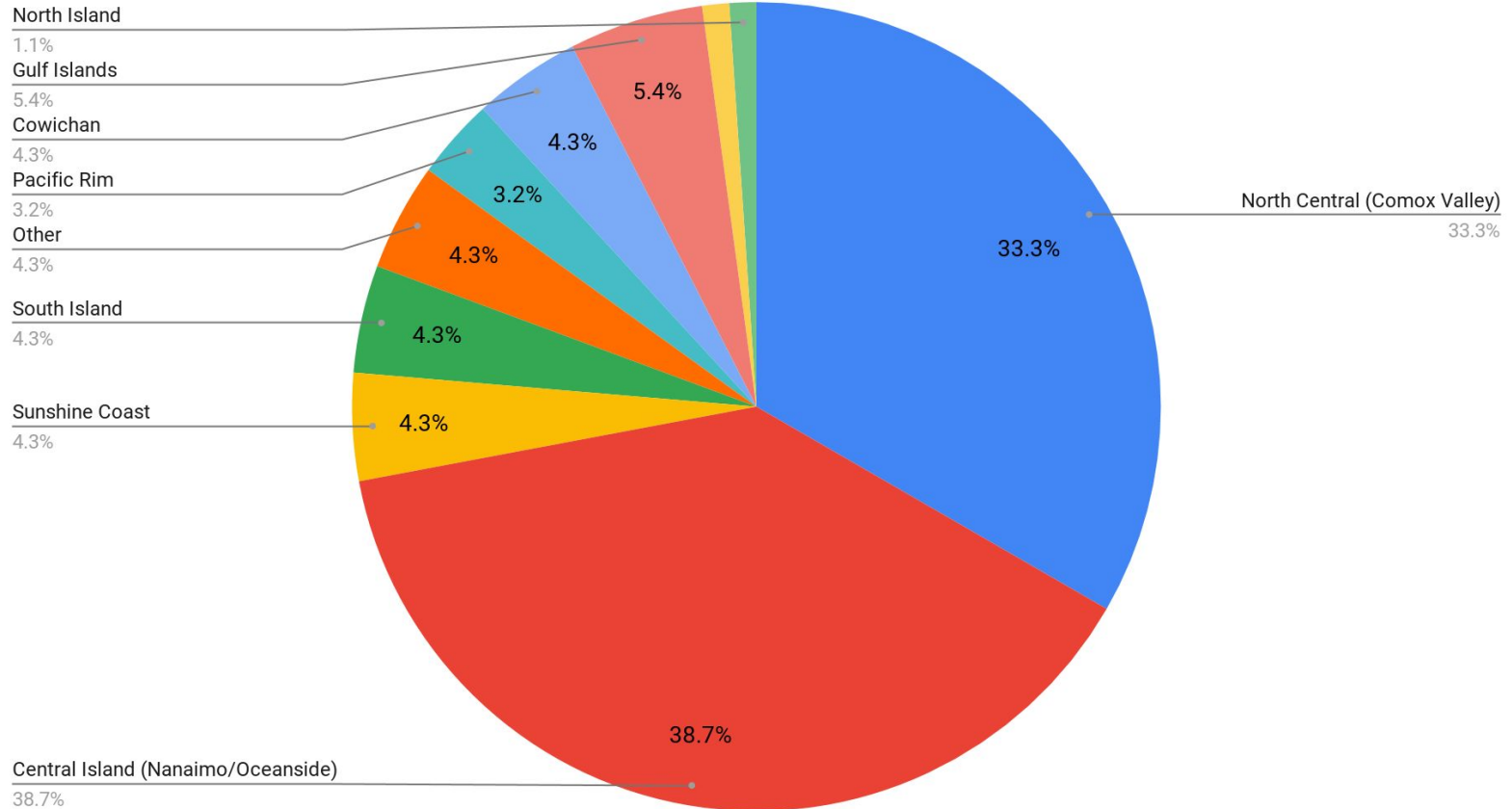
DER3 Geography - SMB %

Regional Area %



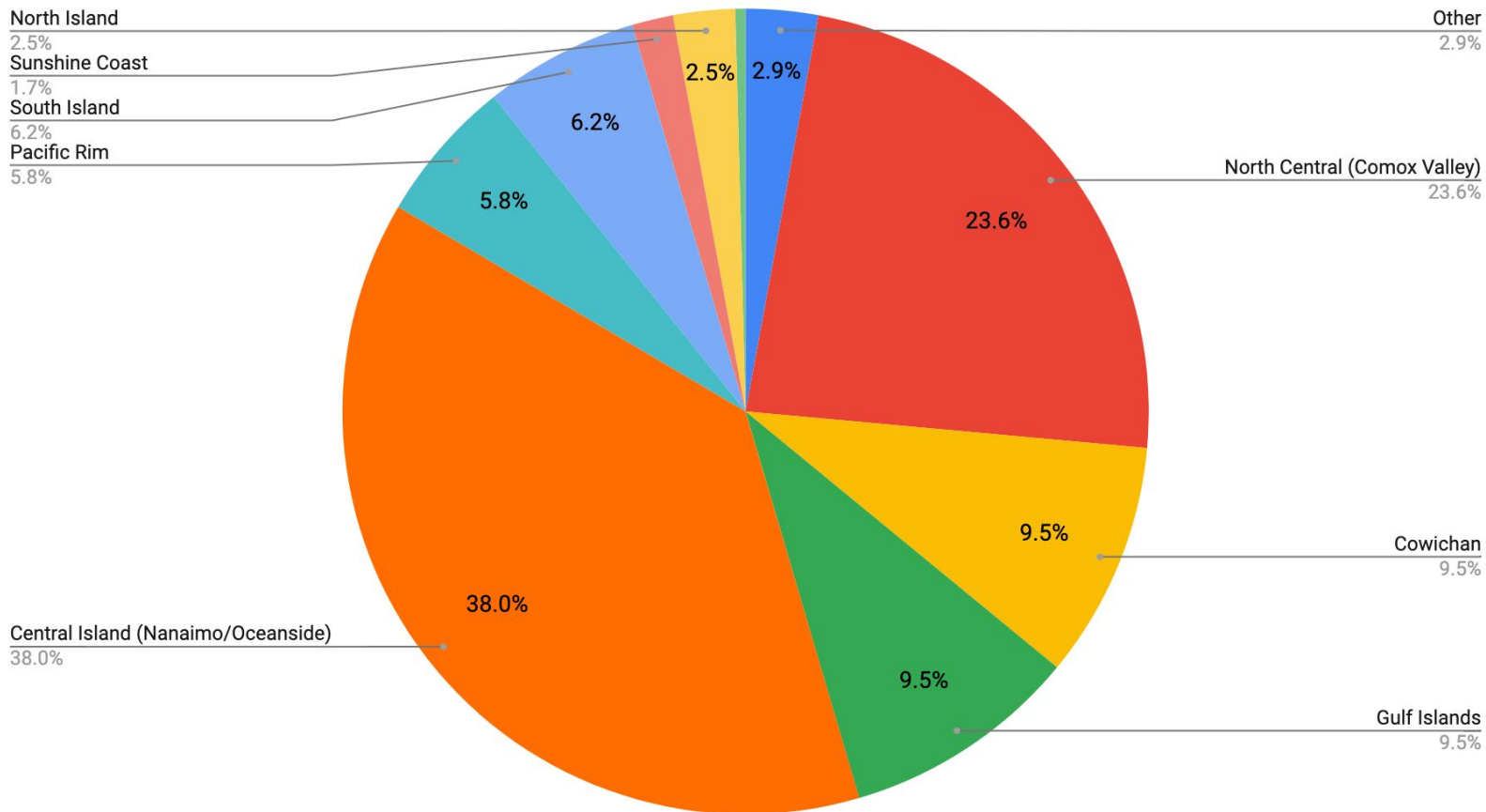
DER3 Geography - DSP%

Regional Area %



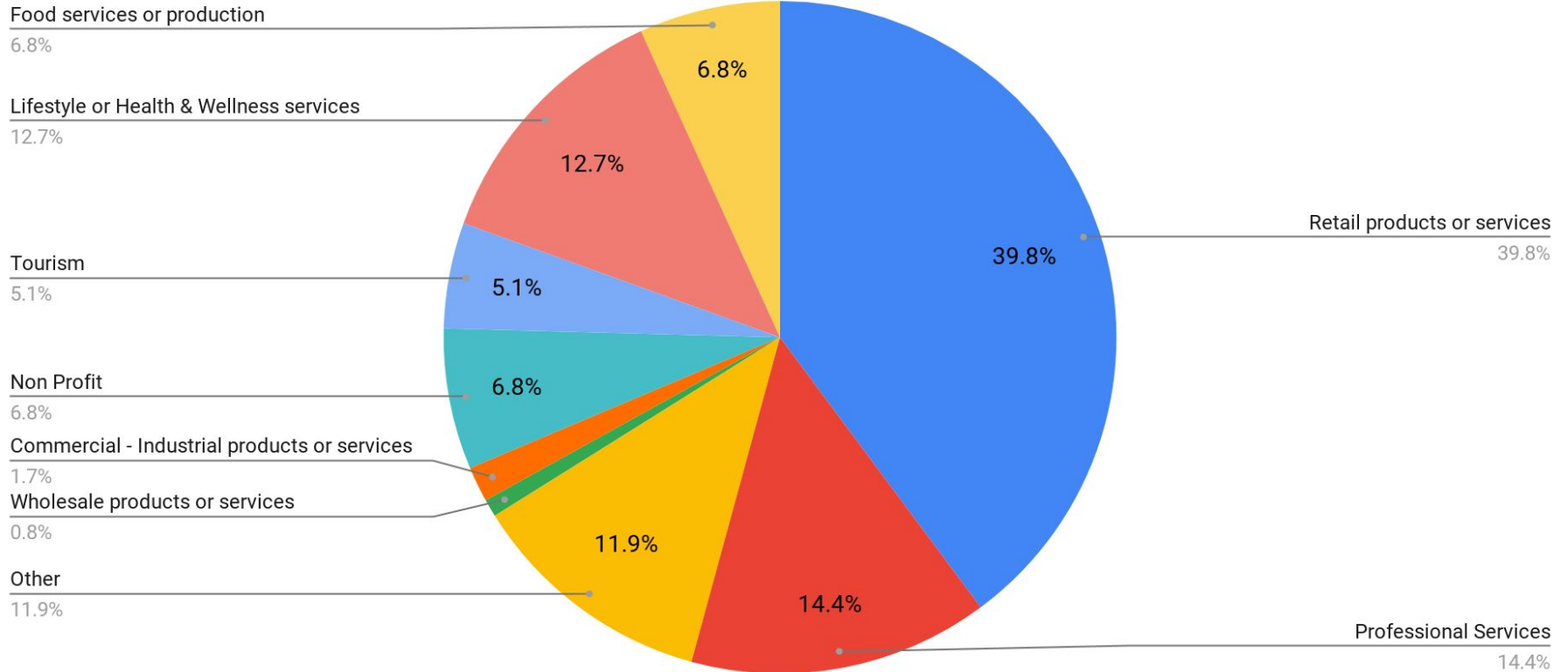
DER3 Engagements

Regional Area%



DER3 SMB - Primary Business Activities

Primary Business Activities



DER3 Digital Readiness

Do you sell online?

Yes online about 70% of my business

6.1%

Yes online about 50% of my business

2.6%

Yes online less than 10% of my business

14.9%

Yes online about 30% of my business

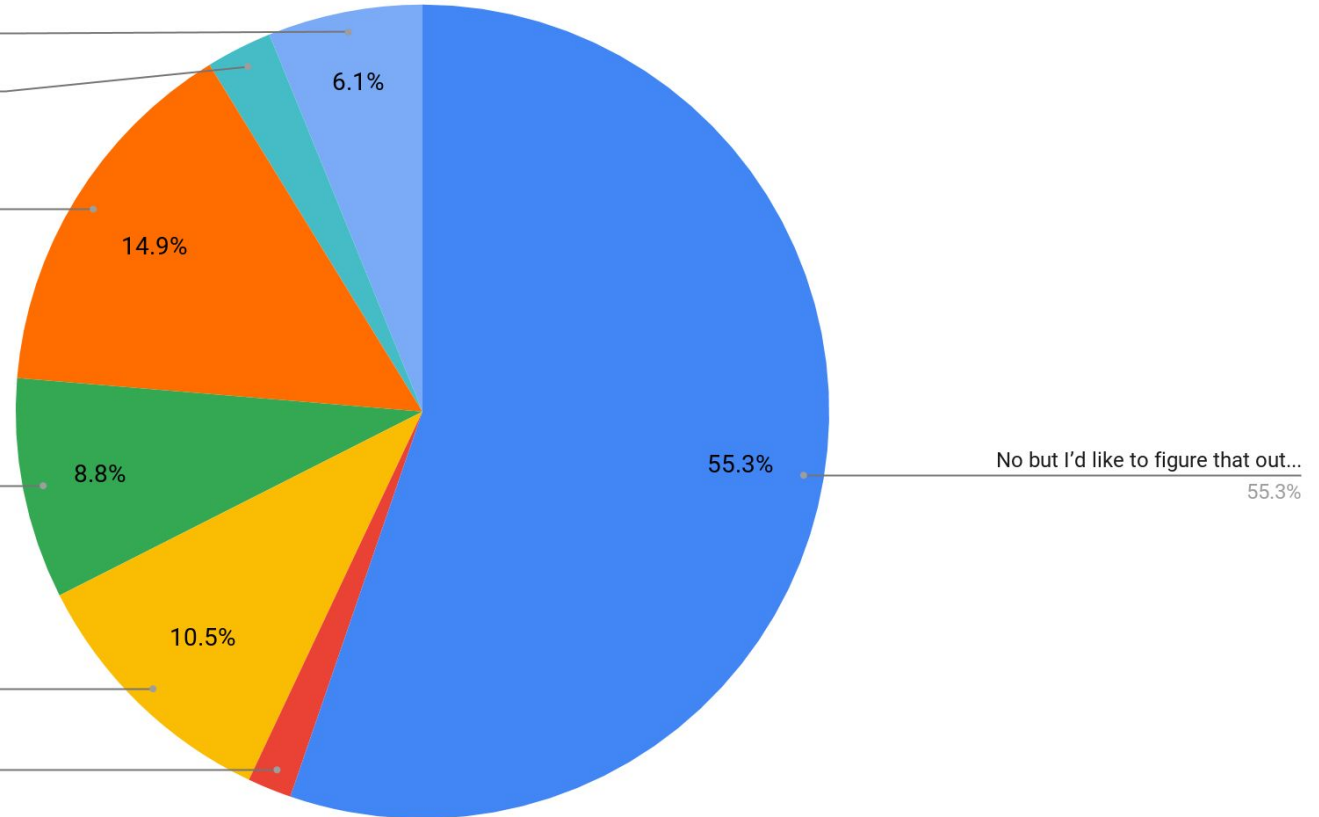
8.8%

Other

10.5%

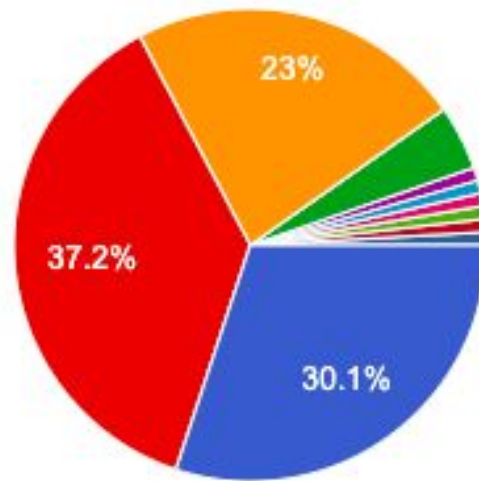
Yes online 100% of my business

1.8%



DER3 SMB - Market(s)

Do you feel that your business or market will be significantly changed once the economy gets going again?



- Yes, I can see how it will happen, and/...
- Yes, but I'm not really sure what will h...
- Maybe, it's too early to tell
- No, I don't think so
- We anticipate that there will be a long,...
- Resort & Tourism is shut down comple...
- I think I can't reopen without help in fo...
- Yes, now more than ever need to be c...

Q&A

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TO APPLY:
innovationisland.ca/DER3

ADDITIONAL QUESTIONS:
info@innovationisland.ca