

A Guide to Membership

Unlocking the potential to lead the digital world. | March 2023



““ All ideas grow
out of other ideas.

ASHISH KAPOOR

About Us

Ahead of the curve starts here. Digital is building a better Canada by growing Canadian businesses, creating a digitally skilled workforce and positively impacting lives across our country.

We accelerate the development and adoption of digital technologies that keep Canadians healthy, address climate change and drive economic productivity.

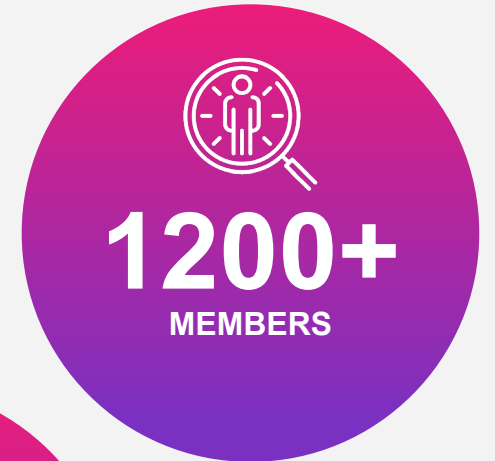
Through a powerful combination of co-investment, cross-sector collaboration, IP creation and digital talent development, we unlock the potential of Canadians to lead and succeed in the digital world.



Welcome to our Digital Community

We are technology innovators, industry leaders, academia, researchers and customer stakeholders — connecting and collaborating across the healthcare, natural resources and industry sectors.

Together, we build world-class digital technologies that transform not just how we think — but how Canadians live, work and economically prosper.



The Challenge: Transforming digitally, at speed, is key to survival

94%

Of businesses face digital transformation barriers spanning across technology, people and policy (dell 2020)

\$2T
US

Projected spend on Digital Transformation in 2022 (IDC)

70%

Of companies say going it alone without digital partnerships will soon be a thing of the past (Economist Intelligence Unit)

In the past, it has taken a decade or longer for game-changing technologies to evolve from cool new things to productivity drivers. The COVID-19 crisis has sped up that transition in areas such as AI and digitization by several years...

MCKINSEY

How Will You Manage Change at a Pace That Far Exceeds Prior Expectations?



1. Build strategic partnerships that leverage innovations from across sectors



2. Solve big problems through shared investment and shared risk in new innovations



3. Cultivate innovation and digital leadership within your organization

Our Commitment to Digital

We fund Canadian businesses advancing innovative digital solutions that are pre-commercial and have the potential to demonstrate significant and quantifiable economic benefits.

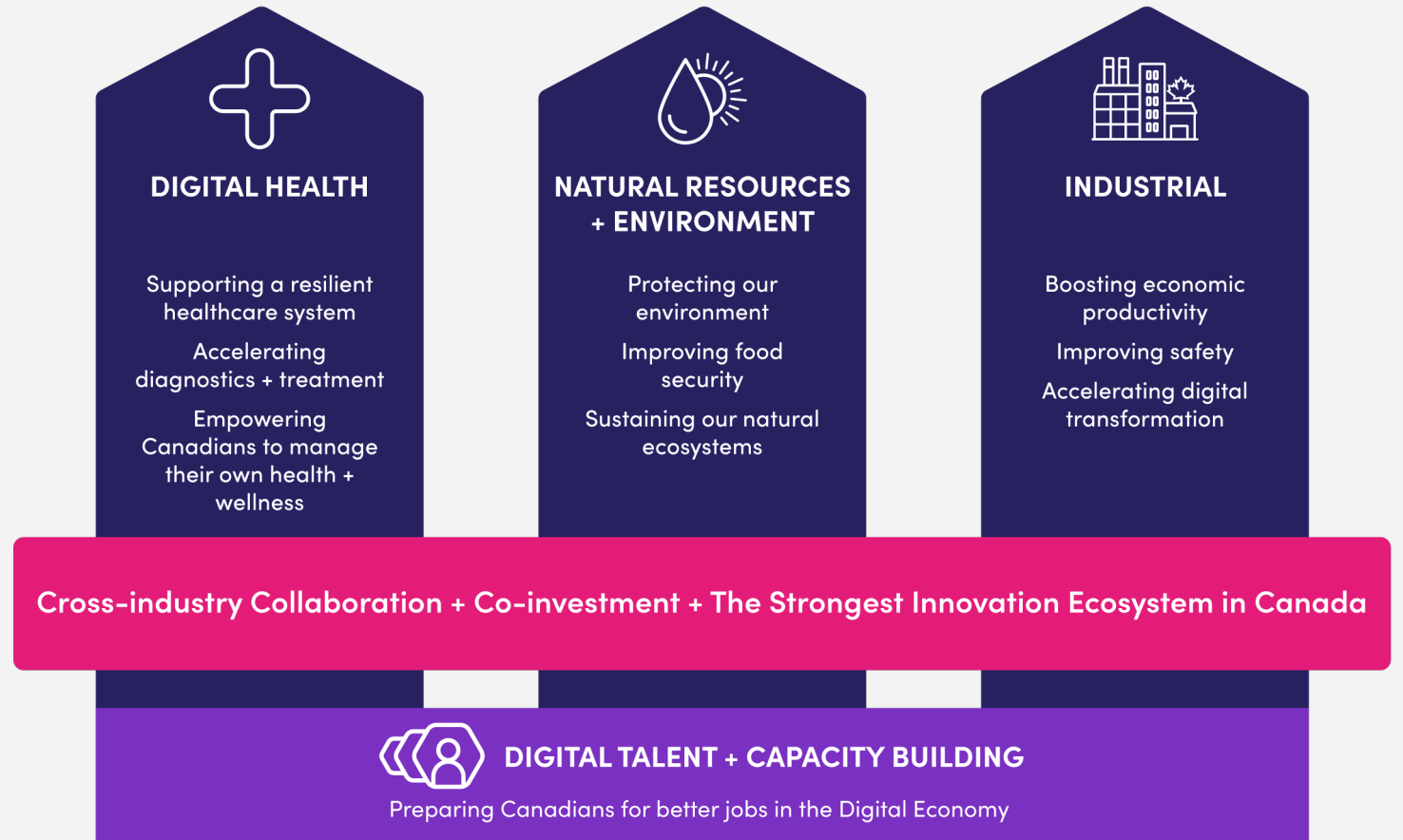
Our funding gives companies the critical support they need to advance projects in the challenging and risky stages of pre-commercial development and demonstration.

Our network gives companies their first validating customers to establish market traction, and in many cases, their first academic partnerships to build new intellectual property and recruit highly-skilled graduates.



Where We Focus

New technologies such as augmented and virtual reality, genomics, AI, quantum computing, machine learning, future networks, big data analysis and robotics have the potential to disrupt nearly any industry. The competitiveness of Canada in these technologies will determine how resilient and prosperous our country will be in the decades ahead.



What We Offer



Co-investment

Industry + government co-investment promotes risk sharing and lowers development costs.



Connection & Collaboration

Cross-industry consortium model accelerates the development and commercialization of breakthrough digital technology and Canadian-owned IP.



The Strongest Digital Innovation Ecosystem in Canada

Robust ecosystem that supports the building of digital talent, the formation of strategic partnerships, the investment into meaningful R&D, the protection of IP and the faster scaling of businesses in Canada and internationally.

Our Value to You



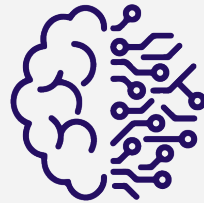
Sharing innovative ideas and solving big challenges



Developing digital talent and leadership



Connecting with strategic partners across multiple industries



Protecting Canadian IP



Mobilizing financing and co-investment



Expediting your business growth

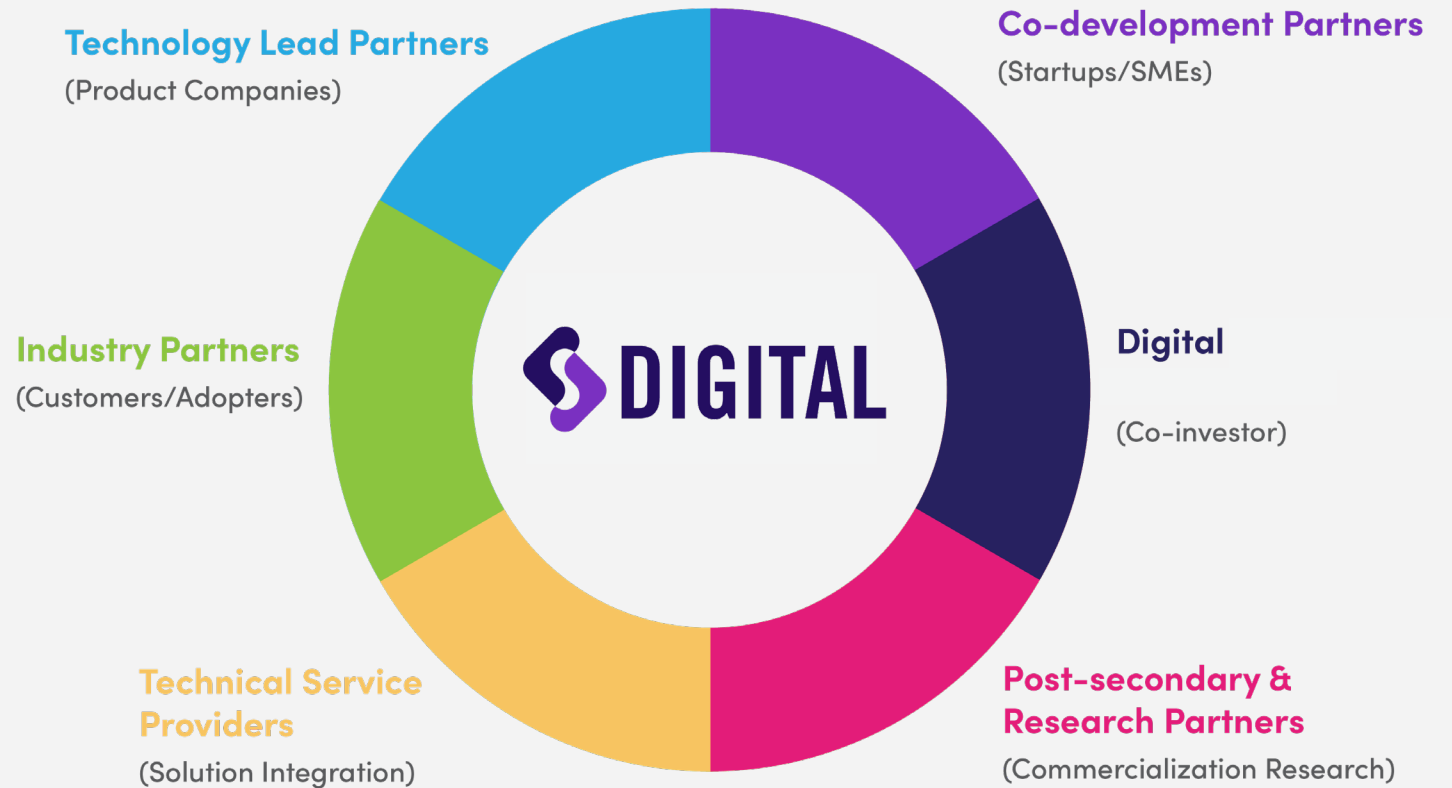
Our goals align to your goals:

- Scaling your business in Canada and internationally
- Accelerating the development and commercialization of new products and services
- Building world-class digital leadership and teams
- Creating a fundamental shift to a sustainable, prosperous and healthy future

Together, we are capable of so much more.

A New Digital Innovation Approach: Design Thinking Meets Cross-industry Collaboration and Co-investment

We employ a new innovation model that is led by industry and connects innovators, academia and customers to commercialize research and create and keep Canadian-owned IP.



Our Investments

Eligibility Criteria

- Canadian industry-led consortia with a defined project
- A strong customer value proposition
- A go-to-market consortia to validate the product-market fit
- Demonstrated economic benefits for Canadians
- Development & retention of new Intellectual Property in Canada

How much will Digital invest?

- On average 35-40% of eligible project costs
- The average contribution is \$3 million to a \$10 million project The average project is executed over 2 years.

What types of projects does Digital fund?

Digital invests in pre-commercial digital technology development projects where the technology itself is beyond proof-of-concept but is pre-commercial. The project must:

- Include development of new intellectual property
- Mitigate existing technology risk
- Include validation of the economic viability of the technology
- Demonstrate collaboration and co-investment by industry partners
- Demonstrate clear economic benefits to Canada
- Demonstrate the development of new intellectual property
- Demonstrate creation of new jobs in Canada
- Demonstrate a pathway to revenue growth

Over 1200+ Members in Our Community



Big Companies:
Lululemon, Teck,
TELUS, Canfor,
MDA, Providence
Health

Leading Tech Companies:
DWave, 1Qbit, Terramera,
AlayaCare, Thrive,
DNastack

Leading Academia:
UBC, McGill, UofT,
SFU, UofA, UVIC,
Queen's

Leading Non-profits & Public Stakeholders:
Coastal First Nations,
Province of BC, First Nations
Health Authority, Npower,
BC Cancer

How to Join

- Membership is open to all Canadian organizations
- Explore collaboration opportunities with other Members
- Develop/propose projects in our targeted program areas
- Repeat your engagement and success

digitalsupercluster.ca/innovate-with-us/become-a-member/



I believe this consortium-based innovation is the way of the future, especially in rapidly growing emerging areas such as AI and ML. By building teams with other 'A-list' players we are able to provide interesting, meaningful projects to work on. That means we can create Canadian IP and new jobs. Digital played a key role as an 'honest broker' in bringing together the partners at a speed not otherwise possible around these ambitious AI/ML projects.

NICOLE JANSSEN,
CO-FOUNDER OF ALTAML

Membership Levels

	MEMBERS	ASSOCIATES
Investment	<ul style="list-style-type: none"> Invest in projects 	<ul style="list-style-type: none"> No obligation to invest in projects
Member fees	<ul style="list-style-type: none"> Contribute member fees 	<ul style="list-style-type: none"> Free to join and explore the community
Access to co-investment funding	<ul style="list-style-type: none"> Eligible to receive co-investment funding 	<ul style="list-style-type: none"> Ineligible to receive direct co-investment funding
Program strategy	<ul style="list-style-type: none"> Determines the strategy and direction of programs and areas of focus 	<ul style="list-style-type: none"> May participate in projects led by Members
Governance	<ul style="list-style-type: none"> Qualified to be part of the Board and Committees 	<ul style="list-style-type: none"> Ineligible to be part of the Board and Committees
Leadership	<ul style="list-style-type: none"> Can develop projects, lead projects and submit project proposals 	<ul style="list-style-type: none"> Profiled in Innovation Directory — available to Members seeking project partners

Piqued your interest? Apply here:

digitalsupercluster.ca



info@digitalsupercluster.ca



the-digital-technology-supercluster



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