

Groundbreaking Ideas
Business Expertise
Industry Insights

COMMERCIAL SUCCESS



ATCC

Agri-Technology
Commercialization Centre



THE FOCUS

Unlimited potential 1-2

THE MISSION

Accelerate success 3-4

THE STRATEGY

5 degrees of innovation 5-6

1 powerful collaboration 7-8

THE PLAYERS

Bioenterprise Corporation 9

Soy 20/20 10

Ontario Agri-Food Technologies 11

More great expertise 12

THE ASSETS

Global connections 13

Strategic location 14

THE IMPACT

500+ success stories 15-16

THE FOCUS

Unlimited potential

Around the globe, the face of agriculture is changing dramatically. Advances like high-yielding plant varieties, natural pesticides and precision agriculture offer better ways to feed the world's growing population.

But it doesn't stop there. Think biofibres, bioplastics and biocomposites. Clean, green, renewable energy. Plant-based pharmaceuticals and nutraceuticals.

Today, innovative research and technology have created an explosion of agri-business opportunities. At the Agri-Technology Commercialization Centre (ATCC), we don't just recognize that potential. We're realizing it by transforming breakthrough ideas into commercial impact.

BIOMATERIALS
BIO-BASED ENERGY
FUNCTIONAL FOODS
NUTRACEUTICALS
PRECISION TOOLS

UNLIMITED POTENTIAL

BIOENTERPRISE CORPORATION
SOY 20/20
ONTARIO AGRI-FOOD TECHNOLOGIES

YOUR STARTING POINT FOR SUCCESS

THE MISSION

Accelerate success

The Agri-Technology Commercialization Centre is an internationally recognized cluster of agricultural innovation resources. Our mission is to enhance the research, development and commercialization of groundbreaking technologies and create and attract profitable businesses that advance Canada's leadership position in global markets.

By bringing together our three founding organizations — Bioenterprise Corporation, Soy 20/20 and Ontario Agri-Food Technologies — we've created a hub of specialized industry knowledge and market expertise. Today, that hub also includes the Livestock Research Innovation Corporation and the Agricultural Management Institute, expanding our breadth even further.

Whether you want to launch a startup, scale up your operations or give your established business a competitive edge, we've got the tools and resources you're looking for. At the ATCC, you can solidify business plans and take advantage of new markets with the help of Bioenterprise, get support from Soy 20/20 to maximize your growth or secure funding from Ontario Agri-Food Technologies for high-potential business trips.

Since 2008, the ATCC's cluster of organizations has helped more than 500 agri-technology entrepreneurs and businesses thrive. And with each new company established, product launched and market conquered, we're strengthening Canada's agriculture and agri-technology sector.

Funders

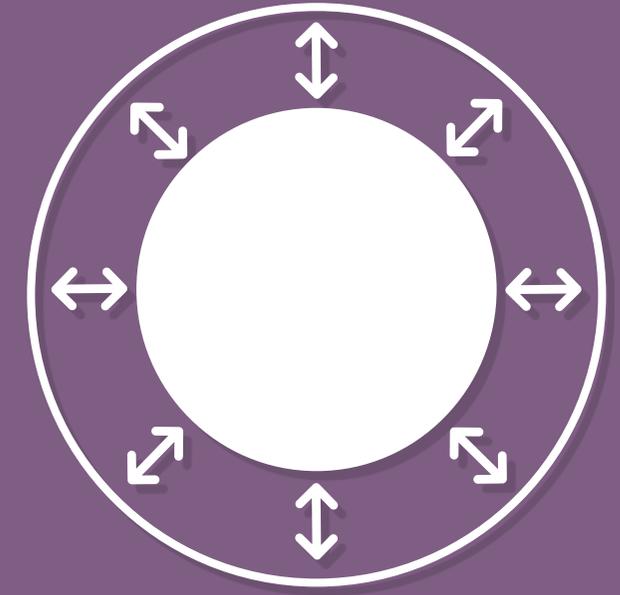
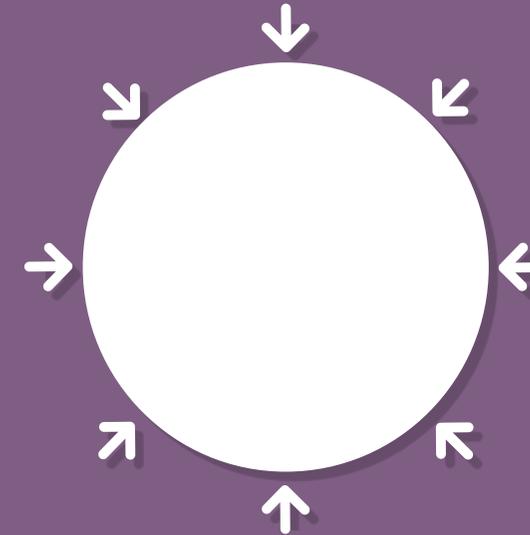
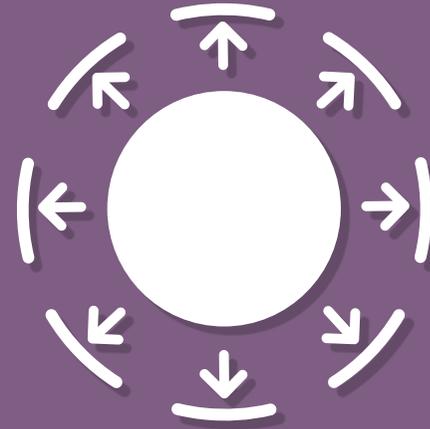
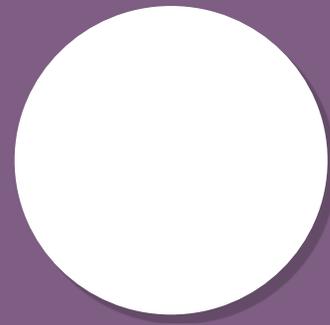
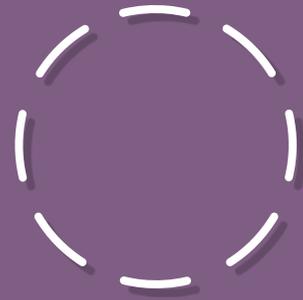
The Agri-Technology Commercialization Centre is supported by Agriculture and Agri-Food Canada and the Ontario Ministry of Agriculture, Food and Rural Affairs through Growing Forward 2, a federal-provincial-territorial initiative.

“ Our objective is to provide an all-encompassing suite of services most critically needed by agri-based business.”

*– Dave Sardon,
President and CEO,
Bioenterprise
Corporation*



5 degrees of innovation



Discover

The best researchers and entrepreneurs constantly push boundaries. Bioenterprise works with them to solidify their breakthroughs and start the journey to market.

Capture

Ready to move from concept to commercialization? Bioenterprise has its finger on the pulse of world innovation, taking discoveries wherever they originate and helping to execute them here in Canada.

Expand

In today's global marketplace, successful companies don't stand still. Soy 20/20 has helped numerous clients move into new markets — at home and further afield — or find new ways to capitalize on their base technology.

Attract

With world-class universities, a strong manufacturing sector, solid transportation infrastructure, Class 1 farmland and significant markets, Ontario has a lot offer. For agri-technology companies that want to move their manufacturing and research facilities here, Ontario Agri-Food Technologies can smooth the way.

Enhance

How do you stay competitive in a global marketplace? Ontario Agri-Food Technologies works with established companies to reduce costs, break into new markets and develop new product lines with new feedstocks.

THE STRATEGY

1 powerful collaboration

Teaming up under the ATCC banner makes good business sense for our organizations. By working together, we've lowered our overhead, eliminated duplication and made sharing ideas as easy as strolling down the hall. More importantly, it makes good sense for the entrepreneurs and companies we serve. When you tap the power of the ATCC, you're tapping into a hub of resources, connections and industry savvy.

Here's just a sampling of the programs you'll find under our roof:

Rapid response to business opportunities

Some decisions can't wait. When agri-businesses need to make quick, bold moves to grow and prosper, they turn to our Rapid Response Program. We offer up to \$10,000 for sales missions that promise significant returns — and we'll make that decision within 48 hours.

Mentor match

Whether you're launching a business or managing growth, nothing beats the wisdom that comes from experience. With Mentor Match's one-on-one coaching, you benefit from the hard-earned business knowledge and specific industry experience of seasoned veterans.

Entrepreneur reality check

Is your idea ready for takeoff? After working with us for four to six months, entrepreneurs can put their business plans to the test. We'll convene a group of industry experts to scrutinize each plan in an informal think-tank session designed to uncover both weaknesses and strengths.

RESOURCES
CONNECTIONS
IDEAS
PROGRAMS

THE POWER OF SYNERGY

“ We work with companies to develop products and flesh out visions and ideas.”

– Jeff Schmalz, President and CEO, Soy 20/20

THE PLAYERS



You've got a game-changing agri-technology idea but aren't sure how to launch a company or generate funding. Bioenterprise can help.

We're a not-for-profit company that helps create, grow and expand businesses in the agricultural technology field that have high potential. We not only act as a coach and catalyst, we work with our entrepreneurs to give them the support, guidance and access to capital that they need to create a profitable, sustainable enterprise.

Bioenterprise assists entrepreneurs as they analyze the competition, write their business plans and financial strategies, put together management teams and prepare their innovations for funding and investment.

bioenterprise.ca



Your company has hit its three-year mark, and now you're eyeing new targets. You want to transform your \$1-million success story into a \$10-million business. Soy 20/20 will show you how.

A unique partnership between farmers, industry, government and academia, Soy 20/20 maximizes new bioscience opportunities for Canadian soybeans. And make no mistake: "opportunity" is the operative word. Soy is used in thousands of products around the world, from high-stability vegetable oils and unique food proteins to bioproducts such as adhesives, waxes, polymers, asphalt sealants and solvents. Meanwhile, Canadian soy consumption has practically unlimited room for growth.

We know the agri-commodity industry inside and out. So when you're ready to expand an existing business into different categories, markets or products, we'll help you lay out the next steps — and in some cases, hire the experts to make it happen.

soy2020.ca



As a leader in industry, your company is always looking for new ways to innovate. Your goal is to maximize growth, ultimately creating local jobs and opportunities for farmers and processors.

At Ontario Agri-Food Technologies, we're at the forefront of championing the commercialization of agri-food and bio-based products. We focus on ensuring that Ontario producers have access to the latest science and engineering breakthroughs to compete globally and develop new markets.

Whether our renowned experts are developing and coordinating research programs at Ontario universities, educating people about the value of technologies in the agri-food sector or raising awareness around the globe, our clients benefit from our vast biotechnology and business knowledge and experience.

Looking for hands-on assistance? At Ontario Agri-Food Technologies, we assist entrepreneurs with learning to write grants, support key research and product standards testing, and fund business-to-business meetings with the potential to forge million-dollar deals.

oaft.org



The Livestock Research Innovation Corporation brings science to agriculture and agriculture to science. We focus on livestock and poultry research in Ontario, providing a single portal for channeling research investments, connecting with investigators and accessing the latest findings.

Want to know who is pushing the boundaries of science in your field or whose breakthrough could enhance your operations? Our connections to world class scientists, government agencies, research resources and industry networks can help you find the solution you need. Knowledge through networks and partnerships.

livestockresearch.ca



Take a whole new approach to your business management. The Agricultural Management Institute offers an array of tools, resources and training programs to promote fresh ways of thinking about agri-business management and help Ontario agri-food and agri-based processors and producers enhance their business success.

We offer resources on transition and succession planning, business assessment and human resources management, plus networking events designed to foster business-to-business collaboration.

takeanewapproach.ca

THE ASSETS

Global connections

If success depends on who you know, we've got it made. At the ATCC, we're constantly collaborating, sharing knowledge and connecting the right people to make things happen. Our network of contacts in industry, academia, government and the investment community stretches across Canada and around the world.

29 universities around the world

19 research organizations

18 commercialization organizations

500+ entrepreneurs

40+ farmer/producer organizations

Strategic location

The Agri-Technology Commercialization Centre is strategically located where farmland meets manufacturing and research meets markets. In Guelph, we're in the heartland of Ontario agriculture. Cross the street and you're at the Ontario Ministry of Agriculture, Food and Rural Affairs headquarters. A few steps further and you're entering the campus of the University of Guelph, ranked top in Canada in 2012 for the number of inventions per faculty.

You'll find lawyers, banks, farm associations and a slew other agriculture companies and organizations all in our immediate neighbourhood. On top of that, we've got easy access to the manufacturing companies across southwestern Ontario that are helping drive Canada's economy. And it's all less than an hour away from Bay Street and its global investors.

CLASS 1 FARMLAND

CUTTING-EDGE RESEARCH INSTITUTIONS

CANADA'S MANUFACTURING ENGINE

FINANCIAL MARKETS

THE IMPACT

500+ SUCCESS STORIES

As business professionals, we measure our impact in bottom-line results: start-ups, expansions, sales and a strong, thriving agri-technology sector. Since 2008, the organizations that make up the ATCC have helped more than 500 companies.

Weather-monitoring services. Peanut-free soybutter. Bio-based paper coatings. Industrial lubricants made from plants. Life-saving medications. We've helped propel all kinds of great ideas to market — or to the next level of success.

...but you don't have to take our word for it.

“ [Bioenterprise’s] knowledge and expertise, especially in early stage funding, have provided us with a lot of value and it has been an extremely helpful relationship for us.”

– Don Stewart, President and CEO, PlantForm Corporation

“ Soy 20/20 has provided fantastic commercialization assistance for Smart Earth Ecolube.”

– Jack Grushcow, Owner, Linnaeus Plant Sciences Inc.

“ Our work with ATCC and Ontario Agri-Food Technologies helped us gain three large customers in three different countries.”

– John van Leeuwen, President, EcoSynthetix



ATCC

Agri-Technology
Commercialization Centre

200-120 Research Lane
Guelph, Ontario N1G 0B4
519.821.2960
866.464.4524
info@agritechcentre.ca
agritechcentre.ca



bioenterprise.ca



soy2020.ca



oaft.org