

The Ottawa Network

2009-2010 Season

Kick-Off

September 2009

Outline

- About The Ottawa Network
- Mission
- Values
- Membership Structure
- Program Pillars
 - Network
 - Startup
 - Finance
 - Grow
- Annual Calendar
- Summary

About The Ottawa Network

- Founded in 2001, The Ottawa Network is a grassroots, community-based, organization focused on stimulating new opportunities in Ottawa's hi-tech community
- We are driven by a dedicated and passionate team of local technology executives devoting their time to help the community and also with the financial support of our sponsors who believe in the benefits of a strong and innovative local hi-tech industry



Mission

The Ottawa Network is a catalyst that connects people in emerging pre-market high-technology companies with the mentorship, resources and expertise they need to achieve strong market traction



Values

These values represent our core beliefs. They stand as our collective commitment – to our peers, to our members and to our community

people – as a grassroots community, we recognize that people are the foundation of our organization. We respect the importance of the individual but also recognize the remarkable potential and strength of a unified team

integrity – we strive for consistency of actions, values, methods, measures, principles and outcomes

excellence – we are committed to high quality performance that produces outstanding results of lasting value

entrepreneurial – we drive innovative and energetic practices to help identify and create opportunities and take action aimed at realizing them

transparency – we operate a participative democracy, built on openness, trust and the everyday participation of our members

Membership Structure

2 Levels of Membership

1. General member (individual membership)

- \$25 for everyone per year
- First 3 events you attend are free

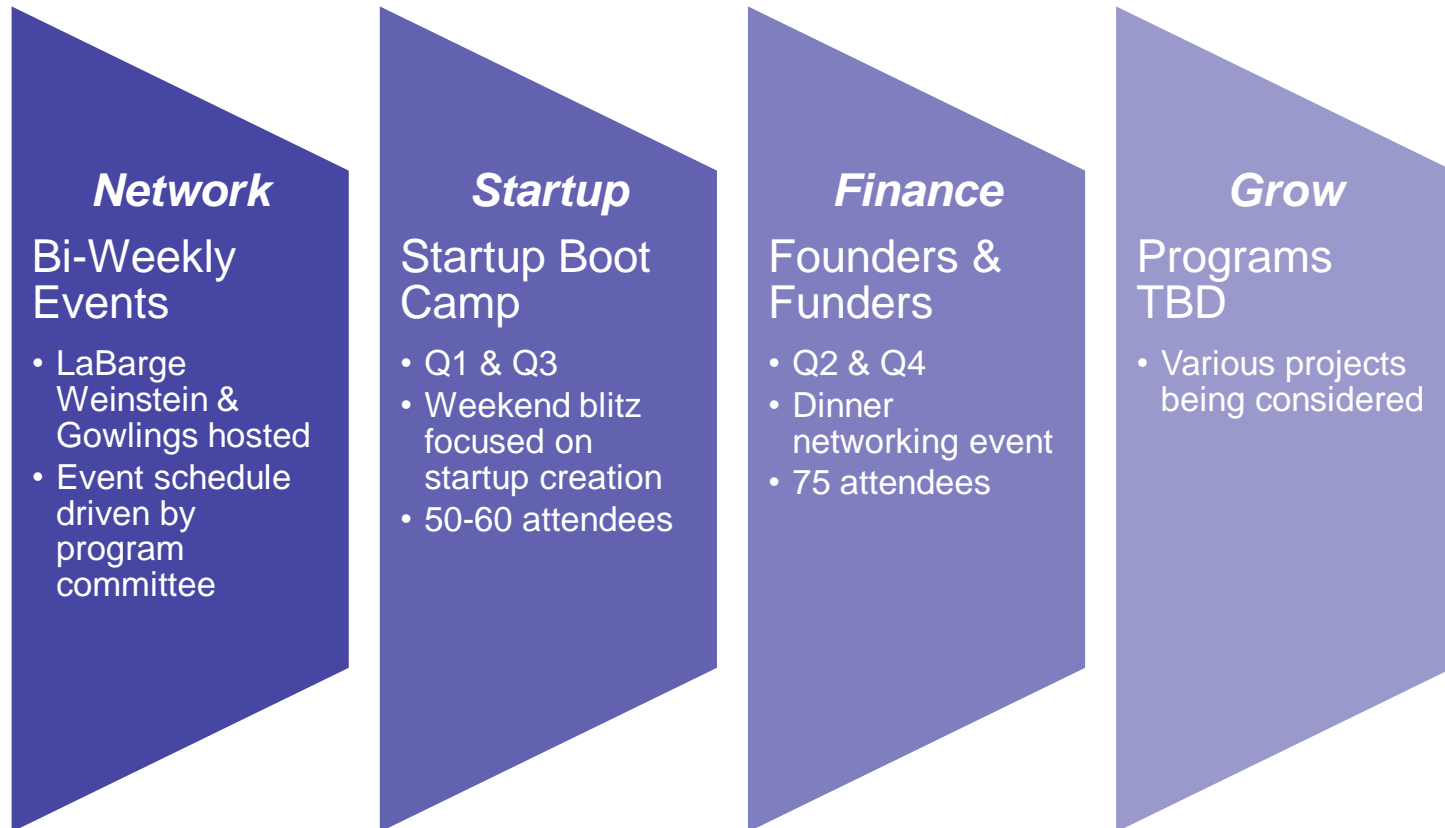
- Clean up membership list
 - Combine memberships from various sources
 - Fill out lists with missing information – e.g. company, title, etc.
 - Ensure list is wholly permission-based through double opt-in

2. Sponsors

- Corporate \$5000 per year – corporate members only (not individuals)
 - All networking and special events
- Event \$500 per event or “in-kind” contribution (minimum 2x rule of thumb vs cash)

Program Pillars

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Network – Connecting People

- Business Networking and Education Events that are:
 - held bi-monthly, after work starting around 5:30pm with approximately 20 events from September to June;
 - 2nd & 4th Tuesday of each month – *TON Tuesdays*
 - held at a venues conducive to mingling and presenting such as Gowlings, one of the Universities/Colleges, etc.
- The events typically consist of a moderated two hour session with:
 - 30 minutes of networking & 30 minute business education presentation from multiple industry experts including entrepreneurs, veterans, lawyers, accountants, consultants, bankers, VCs and angels;
 - questions, answers and dialog;
- We collaborate, co-host and co-market with other organizations with whom TON has synergistic objectives such as OCRI, TiE, TheCodeFactory, etc.
- Free to members (first 3 events free to non-members)
- Organized and run by volunteer resources

Network – Connecting People

- Business Networking and Education Events that are:
 - held bi-monthly, after work starting around 5:30pm with approximately 20 events from September to June;
 - 2nd & 4th Tuesday of each month – *TON Tuesdays*
 - Next event is Tuesday September 22nd
- Networking Events
 - Organized and run by volunteer resources
 - Event Program Committee
 - Walter Knitl,
 - Ian Graham, Thomas Prowse, James Smith, Dave Stein

Startup – Startup Boot Camp

- **What is it?** – Weekend blitz focused on startup creation
 - A highly motivated group of developers, business managers, startup enthusiasts, marketing gurus, graphic artists and more meet and in a short 54 hour weekend event to work on building projects out. It is very much like an *unconference*, where the attendees show up and decide the outcome of the experience.
- **What we provide?** – a venue, wireless network, lunches & snacks, coaches & mentors
 - \$5000 startup funds awarded to the first place team upon incorporation
- **Fees** - \$75 per attendee – participants register to fill specific roles – developer, marketer, operations, finance, etc. (50-60 attendees)
- **Sponsors** - \$500 per sponsor (5-10 sponsors)
- **Venue** – The University of Ottawa has offered us the use of the EMBA facility as a sponsored contribution
- **Date** – 1st event scheduled for October 23rd, 24th & 25th
 - Mark the date; registration opens later this week
- Organized and run by volunteer resources

Finance – Founder & Funders

- We provide a social setting to help bring the people that start companies and the people that fund them together. This is not a pitch event. It is an opportunity to find out who is founding and funding what in our region.
- The event is social. It is not a pitch fest. It is an opportunity to meet other entrepreneurs and funders in our local community. The goal is to help facilitate opportunities for people to meet, share and build relationships that will grow into the **NEXT BIG THING**.
- Our Founders & Funders events are dedicated to:
 - helping Ottawa entrepreneurs meet each other;
 - connecting potential funders: angel, VC or other money sources with our founders;
 - having fun;
 - and to seeing how we can help each other create the **NEXT BIG** successful company.
- These are “by invitation only” events with a \$75 fee per attendee
- Organized and run by volunteer resources

Annual Calendar

- Programs Pillars – **Network, Startup, Finance & Grow**
 - **Network** - held bi-monthly, after work starting around 5:30pm with approximately 20 events from September to June;
 - 2nd & 4th Tuesdays of each month – *TON Tuesdays*
 - Next event, Tuesday September 22nd
 - **Startup** - Startup Boot Camp 2 events per year
 - 1st event at UofO EMBA facility 23rd, 24th & 25th of Oct 2009
 - registration opens later this week
 - 2nd event at UofO EMBA facility late March 2010
 - **Finance** - Founders & Funders
 - 1st event at TBD location late Nov early Dec 2009
 - 2nd event at TBD location late May 2010
 - **Grow** – Programs TDB
 - Various projects being considered

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