



DRIVING CYBERSECURITY INNOVATION IN CANADA

Canada's First Cybersecurity Accelerator

Onboarding Document



Message

FROM THE ROGERS CYBERSECURE CATALYST

Welcome Catalyst Cyber Accelerator participants! We're thrilled that you are joining us for what we hope will be an important phase in the development of your company. The Catalyst Cyber Accelerator is one of the most unique accelerators in the country, with a specific focus on cybersecurity, and access to leading-edge tech and corporate partners and mentors.

Thanks to our supporting funding partners — Rogers Communications, the Government of Canada's Economic Development Agency, Rogers and the City of Brampton — over the next four years the Accelerator program will accept 60 promising tech scale-ups that are solving cybersecurity challenges and seizing opportunities.

This program accepts 25 companies a year from across the country and puts them through an intensive four-month program. During these uncertain times of change and ongoing recovery, tech scale-ups have a vital role to play in getting our economy back on track, and shaping the future of the 'new normal'. Expectations are high, and your expertise and ability to innovate will be tested. You will also be engaged, challenged and inspired — and, above all, supported.

As the sole focus of the program is cybersecurity, we've attracted the country's leading corporates to provide support. In our accelerator's Corporates-in-Residence program, you will be surrounded by some of the Canada's most influential corporate leaders in cyber — Rogers, RBC, Siemens Canada, Herjavec Group, Sun Life, Torys LLP, AWS, Microsoft Canada, Palo Alto Networks, 2Keys and General Dynamics — and you will receive mentorship and guidance from world-leading Entrepreneurs-In-Residence. Lastly, you will also have access to a network of investors and perks.

I'm excited to work with you to grow your companies and this community of cybersecurity founders, and eagerly await the opportunity to see what comes next for you as — through your hard work, ingenuity and innovation — your scale-ups evolve into world-class organizations.

We're excited to have you.



Charles Finlay
Executive Director
Rogers Cybersecure Catalyst

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Our Values

WE HELP COMPANIES GROW THEIR BUSINESS

When founders want a high-impact and highly-customized tech accelerator program, they come to us. As the first cybersecurity accelerator in Canada, the Catalyst Cyber Accelerator is a launchpad for founders to build and scale fast.

WHAT WE OFFER

The Catalyst Cyber Accelerator provides high-impact, high-intensity and highly-customized programs for the best and brightest founders in the world to validate, build and scale their tech startups – fast. That means the founders in our programs get:

- Fundraising opportunities and access to niche capital to support your growth.
- Access to mentors and industry advisors. You will be mentored by the best in the industry!
- Access to strategic and corporate networks.
- An opportunity to be part of a community where you can collaborate with other cyber entrepreneurs.
- A broader perspective on the international cybersecurity landscape.
- Support with IP Development.
- Operations support, validation, go-to-market and/or growth no matter what stage.



Our Goals

BUILT BY CYBER ENTREPRENEURS FOR CYBER ENTREPRENEURS

We have specific goals to help you build and scale your business especially during these challenging times. Below are our objective and key results for this program.

OBJECTIVE

To help you navigate, rapidly adapt to, and sustain growth during a period of global crisis. The Catalyst Cyber Accelerator's goal is to unlock the entrepreneurial potential to create sustainable impact to the Canadian cyber ecosystem.

We strive to:

- Have our founders make an impact in Canada.
- Support our founders build Canada's capability and resilience in addressing the rapidly evolving cyber landscape.
- Foster the innovative entrepreneurship in the cyber economy.
- Support our founders in finding the right investments.
- Support our founders in finding the right customers.
- Support our founders in finding the right industry partners.



Entrepreneurs-in-Residence and Mentors



TOUFIC ADLOUNI
Legal



MANDY BACHUS
Public Relations



SNITA BALSARA
Early Stage Investment



NISH BHALLA
Investment



CHRISTIAN BREEDE
Leadership Development



STEVEN COHEN
Sales



NEIL DESAI
Policy & Governance



BRAD DUGUID
Government Relations



BRIAN GALLANT
Government Relations



DARREN GALLOP
Product

Entrepreneurs-in-Residence and Mentors



IRA GOLDSTEIN
Cyber



MARK HAUSEN
Strategy



MIKE HO
Priority Mapping



KEENAN LISS
Investment strategy



ERIN MCLEAN
B2B Marketing



RAHUL RAGHAVAN
Tech Marketing



RAFAL ROHOZINSKI
Cyber



AUGUSTO ROSA
Product



ELDON SPICKERHOFF
Investment



BRAM WARSHAFSKY
Brand

Entrepreneurs-in-Residence and Mentors



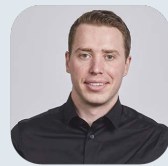
ANDREA BARTLETT
Human resources



DIMITRY REIDMAN
Product



JESSE HIRSH
Futurist



**JEFF
SCHWARTZENRUBER**
Product



NABIL ZOLDJALALI
Product



IAN L. PATERSON
Business Development

Corporates-in-Residence

CORPORATES-IN-RESIDENCE (CIR) OVERVIEW

Ventures in the Accelerator have the opportunity to connect with mentors from our unique Corporates-in-Residence program as program participants and alumni. Programming provided includes:

- Structured and recurring weekly executive coaching meetings with industry experts. Our corporates will work closely with founders on various aspects of their business.
- Individually tailored program consultations dependant on what you need as a founder
- Ongoing development of go-to-market strategies
- Technical assessment on cybersecurity products and services



Rogers is a proud Canadian company dedicated to making more possible for Canadians each and every day. Our founder, Ted Rogers, purchased his first radio station, CHFI, in 1960. We have grown to become a leading technology and media company that strives to provide the very best in wireless, residential, and media to Canadians and Canadian businesses.

Our shares are publicly traded on the Toronto Stock Exchange (TSX: RCI.A and RCI.B) and on the New York Stock Exchange (NYSE: RCI). If you want to find out more about us, visit about.rogers.com



RBC is a global financial institution with a purpose-driven, principles-led approach to delivering leading performance. Our success comes from the 86,000+ employees who bring our vision, values and strategy to life so we can help our clients thrive & communities prosper.

As Canada's biggest bank, and one of the largest in the world based on market capitalization, we have a diversified business model with a focus on innovation and providing exceptional experiences to our 16 million clients in Canada, the U.S. and 34 other countries.

SIEMENS

Ingenuity for life

Since 1912 Siemens Canada has stood for engineering excellence, innovation, quality and reliability. The company is active across the country, focusing on the areas of power generation and distribution, intelligent infrastructure for buildings and distributed energy systems, and automation and digitalization in the process and manufacturing industries. Through the separately managed company Siemens Mobility, a leading supplier of smart mobility solutions for rail and road transport, Siemens is helping shape Canada's passenger rail services.

With its majority stakes in publicly listed companies Siemens Healthineers AG and Siemens Gamesa Renewable Energy, Siemens is also a world-leading supplier of medical technology and digital healthcare services as well as environmentally friendly solutions for wind power generation. Sales for Siemens Canada in fiscal 2019 (ended September 30), were \$2 billion CAD. The company has approximately 4,000 employees from coast-to-coast and 46 office and production facilities across Canada. Further information is available at www.siemens.ca



HERJAVEC
GROUP

Dynamic IT entrepreneur Robert Herjavec founded Herjavec Group in 2003 to provide cybersecurity products and services to enterprise organizations. We have been recognized as one of the world's most

innovative cybersecurity operations leaders, and excel in complex, multi-technology environments. We have expertise in comprehensive security services including Managed Security Services (SOC Operations Threat Detection, Security Technology Engineering) & Professional Services (Advisory Services, Identity Services, Technology Implementation, Threat Management & Incident Response). Herjavec Group has offices and Security Operations Centers across Canada, the United States, United Kingdom, and India.

TORYS

LLP

Torys LLP is a respected international business law firm with a reputation for quality, innovation and teamwork. Our experience, our collaborative practice style, and the insight and imagination we bring to our work have made us our clients' choice for their largest and most complex transactions as well as for general matters in which strategic advice is key.

GENERAL DYNAMICS

Mission Systems–Canada

General Dynamics Mission Systems–Canada is one of Canada's leading C4ISR and defence electronics companies, with a worldwide reputation for excellence in the production of technology-based, integrated solutions for land, airborne, maritime and cyber applications. For more information on General Dynamics Mission Systems, visit our [website](#).



For 13 years, Amazon Web Services has been the world's most comprehensive and broadly adopted cloud platform.

AWS offers over 175 fully featured services for compute, storage, databases, networking, analytics, robotics, machine learning and artificial intelligence (AI), Internet of Things (IoT), mobile, security, hybrid, virtual and augmented reality (VR and AR), media, and application development, deployment, and management from 69 Availability Zones (AZs) within 22 geographic regions, with announced plans for 16 more Availability Zones and five more AWS Regions in Indonesia, Italy, Japan, South Africa and Spain.

Millions of customers—including the fastest-growing startups, largest enterprises, and leading government agencies—trust AWS to power their infrastructure, become more agile, and lower costs. To learn more about AWS visit aws.amazon.com



Microsoft enables digital transformation for the era of an intelligent cloud and an intelligent edge. Our mission is to empower every person and every organization on the planet to achieve more.

Microsoft invests more than \$1 billion annually to advance our efforts on security, data protection and risk management.

We are deeply committed to sharing security knowledge and best practices we have learned from operating at hyper-scale with our customers, partners and the industry, so we can make the online world safer for everyone.

Our Cyber Defense Operations Center (CDOC) brings together security response experts from across the company to help protect, detect, and respond 24x7 to security threats against our infrastructure and services in real time.

We are dedicated to empowering the next generation of cybersecurity practitioners to raise security standards and protect organizations through Microsoft Security Solutions.



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2Keys Corporation (an Interac company) is a Canadian information security company founded in 1998 with offices in Ottawa and Toronto.

2Keys is a long-time partner in the development of innovative, Canadian-centric information security solutions for their government and industry partners/customers.

2Keys is proud to support a diverse, 'pan-Canadian' complement of public and private sector clients. 2Keys has continuously invested in research and development initiatives related to their evolving Identity and Access Management platform based on open standards and open-source solutions.

In addition to their offerings in digital identify, 2Keys provides managed security services for their partners and clients. The 2Keys SOC and security offering is continually enhanced through R&D initiatives focused on AI/ML for security, IoT, threat intelligence and post-quantum encryption.

At 2Keys, we believe in supporting the cyber security community by actively contributing to open-source solutions/standards and disseminating our work via our several research partnerships with academia, NSERC and the OCE. These activities allow 2Keys to continue to operate on the cutting edge and enhance their customers' security postures.



Palo Alto Networks, the global cybersecurity leader, is shaping the cloud-centric future with technology that is transforming the way people and organizations operate. Our mission is to be the cybersecurity partner of choice protecting our digital way of life. We help address the world's greatest security challenges with continuous innovation that seizes the latest breakthroughs in artificial intelligence, analytics, automation and orchestration. By delivering an integrated platform and empowering a growing ecosystem of partners, we are at the forefront of protecting tens of thousands of organizations across clouds, networks and mobile devices. Our vision is a world where each day is safer and more secure than the one before.

Program Structure

01 Core Mentors

Each start-up team will be assigned a dedicated core mentor during their time in the program. Core mentors will act as consultants and executive sounding boards as well as a guides through the program, helping identify and leverage the different mentors and resources available through the program.

Cadence: Weekly; day and time will be determined by the start-up team and core mentor.

02 Mentor & Investor Network Meetings

Start-up teams will have the opportunity to meet with all the EIR's, CIR's and VC's while a part of the accelerator. The initial engagements with all EIRs, CIRs and VCs will be pre-booked by the accelerator program team and any follow-up or additional meetings will be the responsibility of the participating start-up team to book. Please include catalystaccelerator@ryerson.ca in all meeting invites!

Cadence: On-going through the program; initial engagements booked by Accelerator team.

**Scheduling - Please provide the accelerator team with your Calendly link or alternate calendar booking system link. If you do not have one, please contact our program admins to provide you with an account.*

03 Check-in Meetings

Each venture will participate in a bi-weekly check-in meetings with the Accelerator team. The objectives of the meetings are to establish and evaluate objectives and key results, and opportunities for additional support. The team also has office hours on a bi-weekly basis.

04 Cyber Corner

Cyber Corner is a bi-weekly check-in with the Catalyst Cyber Accelerator (CAA) program administrators and your fellow peers. Cyber Corners are mandatory, and all Founders must be present unless otherwise discussed with the program director ahead of time.

Overview: For the time being, the meeting will be held virtually, and the meeting link and ongoing meeting invite will be added to all Founders' calendars at the beginning of the program. This is an open platform style meeting - similar to a "town hall".

Goal: Provide an opportunity for all participants to informally get to know each other, while learning from each other's experiences, discussing topics of interest, and sharing networks and opportunities.

Cadence: Bi-weekly; day and time to be determined before program start.

Funding Relations

The Catalyst team aims to help our accelerator companies who are fundraising meet with potential investors and guide them through the fundraising process. Our network includes active Angel Investors and VCs, featuring some of the top investors in Canada.

01 Workshops

45 min-1 hour workshops going over topics such as understanding Cap Tables and Valuations.

02 VC Office Hours

Sessions with members of the VC community who meet with our cohort (20 min per company) to discuss their challenges, strategies, direction and to learn from the investment communities knowledge, insights and expertise on those issues.

03 1:1 Introductions with VCs

Leveraging our relationships with the Canadian tech investment ecosystem, we will connect members of our cohort with potential investors.

04 Grants and Funding Support

Using our network of experts such as SOSCIP and MITACS we can help you find opportunities for grants, applied research and access to other sources of additional funding.

Making the most of the Program

The 3.5 months of the Catalyst Cyber Accelerator are dedicated to helping your team maximize our resources and leverage our network to scale your business. Our team expects you to work hard and make great progress towards achieving your business milestones throughout the program. We've put together tips on how to derive maximum value out of the program.

SHOW UP

Between building your business, EIR meetings, workshops and program activities there's a lot to manage. The companies who get the most out of the program consistently attend all programming, engage with EIRs, learn from industry leaders at workshops and build relationships with the other companies in the accelerator cohort.

BE PROACTIVE

The Catalyst Cyber Accelerator has a wide array of connections and resources to lean on while building your company. As you go through the program, if you're in need of a connection or resource, from investor intros to customer connections and strategic advice, speak with the Catalyst team and we'll work to provide the proper resources to scale.

RESOURCES

Familiarize yourself with the Catalyst Cyber Accelerator resources that are open to all companies.

BUILD COMMUNITY

Make sure to connect with one another, our alumni and our network of Catalyst resources. Each organization and individual member has a plethora of skills and experiences that can help you along your journey

MEMBER BENEFITS

We've developed relationships with organizations that are committed to supporting Canada's innovation ecosystem and our founders. We encourage you to leverage these benefits for your organization or reach out to us if you have specific needs related to these products or services.



EXCLUSIVE ACCESS TO GAN NETWORK

During the onboarding process, your team will be added to the **Global Accelerator Network (GAN)**. The GAN network provides start-ups with the resources necessary to create and grow businesses, wherever they are. GAN provides industry data, unparalleled networking opportunities, training, exclusive access to special perks, and ongoing support for its members and their entrepreneurs. You'll be part of a highly-curated community helping start-ups build businesses & make a meaningful impact.



FAQs

Will the Catalyst Cyber Accelerator invest funds into my company?

The Catalyst Cyber Accelerator does not take equity in any participating companies. There are also no additional fees for participating in our Accelerator.

How can I access Member Benefits such as perks, discounts and resources?

Contact [Bahja Ibrahim](#) for details regarding our perks program.

What is the role of the EIR with my company?

EiRs will provide both strategic and tactical guidance, but will not act as members of your team. Scale-ups are expected to come prepared for each meeting, and to work on the agreed-upon tasks outlined.

What happens if I miss an EIR meeting?

We understand your business comes first and your schedule changes day by day. However, there is a strict policy in place for no shows and last minute cancellations. In an environment where time becomes one of your most valued assets, we require a 48-hour notice to ensure we're providing the best experience to other founders and our EIRs.

How do I set up a meeting with a CIR?

Initial CIR meetings are pre-arranged by the Catalyst program lead.

Is the intention of a CIR relationship a potential sales opportunity?

No. CIR meetings should be treated as a forum of mentorship and advice.

How many members of the team need to participate in the meeting?

We ask that the relevant members of your team be chosen to participate, i.e: Marketing lead for Marketing EIR Meeting.