

**Atlantic Canada Launch Export Program Mission
to Ottawa and Toronto Nov 2025**



DELEGATE CORPORATE PROFILE

Company information	Company name: The Collective Knot
Contact information	Name: Katie Muldrew, Founder
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Website	www.collectiveknot.com
Delegates Attending	Katie Muldrew, Founder, The Collective Knot
Company Logo (insert or attach)	
Company Description	<p>The Collective Knot helps teams cut through the noise, get aligned, and move from talk to action. Many organizations lose energy in endless meetings, unclear priorities, or chasing “perfect” solutions that never get tested. We change that by creating space for true collaboration, clarity on focus, and shared ownership of results.</p> <p>Our workshops and micro experiments help teams learn fast, validate ideas with customers, and adapt as they go. The outcome: energized, high-performing teams that spend less time stuck — and more time creating solutions that matter.</p>
Product and/or Service Information. Unique benefit you seek to promote for your service or product (USP).	<p>We design and facilitate interactive workshops that help teams align, collaborate, and act with confidence.</p> <p>Collaboration Workshops – strengthen communication, clarify priorities, and build shared ownership.</p> <p>Strategy & Planning Sessions – practical roadmaps that teams actually use, not shelfware.</p> <p>Innovation Sprints – test bold ideas through micro experiments with real customers to reduce risk and speed up learning.</p>

	<p>Custom Facilitation & Training – tailored sessions for organizations that want lasting skills in collaboration and decision-making.</p> <p>All programs are delivered in-person or virtually, with clear, outcome-focused packages.</p>
Exporting	Services
Sales Pitch:	<p>The Collective Knot helps organizations innovate smarter, faster, and with less risk. We specialize in helping teams break through uncertainty, test ideas in real-world conditions, and build alignment around strategic initiatives. Our structured approach saves time and money while fostering collaboration and resilience—key ingredients for sustainable growth in today’s fast-changing business landscape.</p> <p>We combine the big-vision thinking of an innovation strategist, the logical problem-solving of an engineer, and the motivation of a coach to help teams think big and actually make it happen. My work injects the energy and accountability teams need to work brilliantly together, stay motivated, and turn ideas into real results.</p>
Businesses of Diversity	Women
Sectors or Industries	<p>Health tech Engineering And Construction Service Based</p> <p>Sustainability focused, small to medium businesses in a growth phase, start ups, companies.</p>

Needs Assessment:

Currently Exporting	
Tell us a bit more about your expectations, interests, and goals for the mission	Meet potential clients and also maybe some partnerships
Does your company have ready-for-mission marketing assets, either digital or handouts? Please select all that apply (email with the approved DELEGATE CORPORATE PROFILE):	Website
Social Media and IT information	<p>the.collectiveknot (instagram) https://www.linkedin.com/in/katie-muldrew-53675436/</p>

List your most important end-users or end-user industries.	Health Tech Start Up Engineering And Construction Service Based
Job title(s) of person in the prospect organization you typically meet with.	Small/medium business CEO/ED Innovation manager Product manager Start up founder
How is your product typically distributed and marketed (and in other countries if applicable)?	Website, Instagram and LinkedIn
Describe the type of business partner you are looking for (ideal profile) Nature of relationship sought?	Client Strategic alliance/partnership - team up with other facilitator to maximize workshop value
Seeking representation in-market?	Will partner with a complimentary firm
Export markets within Canada	New Brunswick, Nova Scotia and Ontario
Are you currently doing business in the USA? Where, how, with whom.	Yes, Connecticut.
Particular businesses of interest are:	<ul style="list-style-type: none"> - Top 2 "dream clients": Garmin and Patagonia: Educational contacts to learn their pains and gather info in order to develop an offer for them in the future - Ireland-Canada Chamber Of Commerce - Workforce companies - Coaching for startup-like organizations (or group of organizations) and their leaders: for example in Connecticut she will be co-facilitating a 2-day session on how to differentiate from the competition, based on the book called Click - Small organizations, start-up feel but in a period of growth - Health and fitness: Health tech (Garmin, OURA ring) - Companies that provide products and services that make people's lives better and healthier - Organizations with a sustainability component. - Incubation-style, organizations in Toronto: Mars, DMZ Toronto

	<ul style="list-style-type: none"> - Ireland-Canada Chamber of Commerce. - Organizations similar to Work Source Alliance - Small organizations, almost startup going through a period of growth, who want to make sure all are going in the same direction.
Embassies/Consulates/Trade Offices of interest are:	<p>US</p> <p>Ireland (Europe)</p> <p>New Zealand</p>
Particular that we DO NOT want to meet at are:	
Business Organization Membership	Kensington and Area chamber of commerce
Intake Meeting Notes	<p>Willing to do a 20-minute session or a half-hour session on collaboration, pro bono</p> <p>MARS/We Work, can offer 1 hrs training on the principles of collaboration</p>