

Launch Export Program Plan 2025-2026 Cohort

Phase 1: Business Foundation & Export Readiness

Goal: Strengthen your core business, validate demand, and prepare to go international.

Training:

1. Welcome and Introduction Session

Introduce the program and the team and record company intros (these are provided to all the trainers so that we don't spend the first 10 minutes of every workshop doing introductions). Be prepared to introduce yourself and give a short 30 second intro of your company.

Date: October 7th, 9am (Zoom)

2. In-Person Kick-off (Monday afternoon and Tuesday morning)

Day 1 - Export Readiness 101 & Exporter Business Model Canvas, Goal Setting + Export Guide

Networking/ice breaker, and begin to think about scalable, export-ready business models. Set clear international growth goals and learn how to build your export roadmap. Buffet dinner with fireside chat.

Facilitators: Bernice Williams, Jason Doiron

Day 2 - Entrepreneurship Self-Care

Build resilience and avoid burnout and share strategies

Facilitator: Matt Thomson

Date: October 27th 1pm – 8pm and October 28th 8:30am – 12pm, in Truro NS

3. Customer Discovery

Refines value prop, messaging, and customer segments.

Facilitator: Katelyn Bourgoin

Date: October 21st 9:30am – 12:30pm (Zoom)

November 4th 9:30am – 12:30pm (Zoom)

4. Leverage AI Tools for Small Business

Use AI tools and custom GPTs to accelerate research, content creation, and customer insight. Facilitator: Melissa Lloyd

Date: November 18th, 9am – 12pm (Zoom)

AI Mindset pre-workshop for those that need a foundation (1 hour)

Date: November 13th 9am – 10am (Zoom)

5. Pricing Principles & Psychology

Learn the psychological aspects of pricing and pricing strategies.

Facilitator: Carolyn Crewe

Date: December 2nd 9am – 12pm (Zoom)

6. ESG for Exporters

Learn how environmental, social, and governance practices impact buyer decisions, compliance, and reputation in global markets.

Facilitator: Bloom Funding

Date: December 16th 9am – 12pm (Zoom)

*25-minute networking component with Jason Doiron

Phase 2: Export Education & Market Entry Strategy

Goal: Build a market entry strategy, define pricing, prepare for global sales, and scale responsibly.

Training:

7. **Market Entry Strategies + Market Research Tools**

Learn how to choose the right market, validate it, and plan how to enter.

Facilitator: Pernille Fischer Boulter + TCS Presentation

Date: January 13th 9am – 12pm (Zoom)

8. **International Sales & Marketing**

Build go-to-market strategies that speak to international buyers.

Facilitator: TBD

Date: January 27th 9am – 12pm (Zoom)

9. **Export Pricing for Product Companies**

Understand landed costs, margins, and pricing for product exports.

Facilitator: Leroy Lowe

Date: February 10th 9am – 12pm (Zoom)

10. **Export Pricing for Service Companies**

Learn how to price and package services for international clients.

Facilitator: Carolyn Crewe

Date: February 12th 9am – 12pm (Zoom)

11. **Competitive Intelligence**

Research your international competitors and define how to stand out.

Facilitator: Jonathan Dunnett

Date: February 17th 9am – 12pm (Zoom)

12. **Trade Mission Prep & Working with a Matchmaker**

Facilitator: Bernice Williams

Date: March 3rd 9am – 12pm (Zoom)

*25-minute networking component with Jason Doiron

13. **Export Storytelling: Pitch Practice**

Building a compelling pitch for international partners, buyers, and investors.

Facilitator: Charlotte Murray

Date: March 17th 9am – 12pm (Zoom)

14. **Shipping, Logistics & Scaling Operations**

Understand customs, fulfillment, partnerships, and how to operationalize exports. Customs Broker presentation.

Facilitator: Bob Daigle, Livingston

Date: March 31st 9am – 11am (Zoom)

15. **Resource Webinar and Program Closing**

BDC presentation, EDC presentation, trade lawyer

Facilitator: various

Date: April 14th 9am – 11:30am (Zoom)

*25-minute networking component with Jason Doiron

Additional Program Offerings:

- **Recommended 1:1 Coaching Sessions:**
 1. Goal Setting (Bernice Williams)
 2. Brand Audit (Amy Harrison)
 3. Utilizing AI Tools (Melissa Lloyd)
 4. Export Financials (Leroy Lowe)
- **Discretionary Coaching Hours:** 6 hours (\$175/hr)
- **Digital Marketing Asset Allowance:** \$1,000+HST
- **Optional Trade Mission with B2B Matchmaking:** Greater Toronto Area
- **Travel Funding:** Up to \$2,100 in travel reimbursement for the Educational Trade Mission
- **Launch Export Guidebook** (compilation of resources and handbooks from each workshop)
- **Capabilities Statement Templates**
- **Provincial Office Hours (virtual):** Monthly
- **Midpoint Check-in:** After Phase 1
- **1:1 Support from Provincial Reps:** On as-needed basis

Next Program Opportunities:

- Market Entry Development Program (MEDP)
- Tariffs and Customers Advisory Program (TCAP)
- Consultant Advisory Services (CAS)