



Launch Export Program Plan 2026-2027 Cohort

Note – all times at Atlantic Time.

Training:

1. **Welcome and Introduction Session**

Introduce the program and the team and record company intros. Be prepared to introduce yourself and give a short 30 second intro of your company.

Date: September 8, 9am (Zoom)

2. **Building Your Digital Office: Operational Systems for Sustainable Growth & Export Readiness**

Date: September 15, 9 am – 12 pm (Zoom)

3. **In-Person Kick-off** (Monday afternoon/evening and Tuesday morning)

Day 1 – Alumni meets New Cohort + Export Readiness 101 & Goal Setting

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.

Day 2 - Entrepreneurship Self-Care

Build resilience and avoid burnout and share strategies

Date: September 28, 12 pm – 8pm and September 29, 8:30am – 12pm, in Truro NS (Best Western Glengarry)

4. **Supporting Export Readiness Through Clarity, Capacity, and Confident Execution**

Date: October 13, 9 – 12 pm (zoom)

5. **Ideal Customer Profile with an AI Layer**

Date: October 27, 9 – 12 pm (Zoom)

6. **Pricing Principles & Psychology**

Date: November 10, 9am – 12pm (Zoom)

7. **Pricing for Products / Services**

Date: November 24, 9am – 12pm (Zoom)

8. **Market Entry strategies and Market Research Tools**

Date: December 8, 9am – 12 pm (Zoom)

9. **When the owner becomes the system**

Date: January 12, 9 – 12 pm (Zoom)

10. **Sustainability for Exporters**

Date: January 26, 9am – 12pm (Zoom)

11. International Sales & Marketing

Date: February 9, 9am – 12pm (Zoom)

12. Competitive Intelligence

Research your international competitors and define how to stand out.

Date: February 23, 9am – 12pm (Zoom)

13. Export Storytelling: Pitch Practice

Date: March 9, 9am – 12pm (Zoom)

14. Shipping, Logistics & Resource Webinar and Program Closing

Understand customs, fulfillment, partnerships, shipping options. Full cohort joins after for resources and closing.

Date: March 23, 9am – 11am (Zoom)

Additional Program Offerings:

- **Recommended 1:1 Coaching Sessions:**
 1. Goal Setting (Bernice Williams)
- **Discretionary Coaching Hours:** 10 hours (\$175/hr)
- **Digital Marketing Asset Allowance:** \$1,000 +HST
- **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)
- Consultant Advisory Services (CAS)

This project is supported by the Government of Canada and the four Atlantic Provinces through the Atlantic Trade, Investment, and Growth Agreement.

