

Invitation to “Finding the Pot of Gold: Mining your Market Potential”, a Ready Set Grow webinar

The Canadian Advanced Technology Alliance, along with the Business Development Bank of Canada (BDC) are pleased to announce the launch of Season 3 of the Ready Set Grow webinar series.

The Ready Set Grow webinars are intended as a resource for emerging and established Canadian Technology companies to help them accelerate their growth. Each webinar features recognized subject matter experts and Canadian tech industry executives addressing a broad range of the issues facing growing companies.

The first webinar in the series is entitled “***Finding the Pot of Gold: Mining your Market Potential***”.

A wise person once said that we are all confronted by insurmountable opportunity. This is certainly true for many tech companies. To seize opportunity requires focus and to apply focus you must decide what you will focus on. But how do you decide? For many, this decision is overwhelming and the opportunities are lost.

However, it doesn't have to be this way. An objective, fact-based “Market Validation” will help you to analyze the potential risks and rewards of the market opportunities available to you. This quick and cost-effective exercise can help you determine the most attractive options.

Join us on **April 13** as we kick-off Season 3 of the Ready Set Grow webinar series to learn how to analyze your opportunity spaces and determine the best strategy for your company.

There is no cost to attend, but space is limited, so sign up now! To register, go to

<http://www.innovationcentre.ca/events> .

The series is being presented by the Canadian Innovation Centre and the Technology Marketing Resource Centre in collaboration with the Canadian Advanced Technology Association (CATA). The Ready Set Grow series is sponsored by the Business Development Bank of Canada (BDC).

We hope you can join us!