

# Canada as a Greentech market partner

## The Canada Greentech IT Connection

- The U.S. is the largest recipient of Canadian direct investment abroad—42.7%
- From 2002-2006, 20 Canadian venture firms invested \$230 mil. in Silicon Valley companies
- Plans are in motion for Canada to become a top-five R&D country by 2010
- Alberta proven oil reserves second only to Saudi Arabia, and more than Iraq – US imports more oil from Canada than any other country
- City of Edmonton has stated interest in Greentech IT to support its rampant infrastructure growth. e.g. solar power, green buildings, energy efficiency
- Edmonton Economic Development Corporation (EEDC): formed to facilitate business growth and market development

## Consultiq's Interest and Role

- Consultiq helps firms launch their products into new markets. We can help Biotech and Greentech companies increase revenue and royalty flows for their patent licensors
- Consultiq has established relationships with key local EEDC representatives
- Consultiq layers Canadian market knowledge over domestic channel opportunities
- Consultiq generates new revenue from existing and soon-to-launch products by expanding management reach and expertise
- Consultiq adds business development expertise, including product marketing and business development services
- Our Canadian Studies Team would like to meet firms seeking to develop new markets for UC and Stanford technology-license related products, brief their management about opportunities in Canada, and help them build long-term, profitable relationships.

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