

SME Day Ottawa 2019

Wednesday, Oct 16th, 2019

| | | |
|---------------|--|----------------------------|
| 07:30 - 08:30 | Registration and Continental Breakfast | Trillium Ballroom, Level 4 |
| 08:30 - 08:35 | <p>Welcome Remarks</p> <p>Our emcee for SME Day Ottawa 2019 is Sue Dabrowski, Strategy, Government Relations & Business Development at LibelluleMonde, and Chair of CADSI's SME Committee</p> | Trillium Ballroom, Level 4 |
| 08:35 - 08:40 | <p>President's Remarks</p> <p>Christyn Clanfarani, President & CEO, CADSI</p> | Trillium Ballroom, Level 4 |
| 08:40 - 09:25 | <p>The Defence Procurement Landscape: Programs and Policies that</p> <p>should be Working for You (but probably aren't)</p> <p>"When it comes to all of the programs and policies that impact on Canada's defence marketplace and all of the adjacent programs that can support innovation, acquisition of talent, and opening of new international markets, is the sum greater than the whole, or is the whole thing just plain confusing? If you find yourself in the latter camp, then you are likely missing out on important opportunities to get more money for your business to invest in new tech, new talent, and new markets, and more importantly, to position yourself as a core player and contributor to defence supply chains." Moderated by Marc Watters (CADSI) with panelists from ISED, FedDev and CED-Q.</p> | Trillium Ballroom, Level 4 |
| 09:25 - 10:05 | <p>Winning ITB and VP Strategies that Work for Big and Small Firms</p> <p>"The Industrial Technological Benefits and Value Proposition policies have been out in the wild for long enough now that winning strategies and approaches are beginning to emerge, and some approaches are proving highly creative and effective. Come and learn from some of our industry's most experienced firms as they discuss the strategies and approaches they have used to date, and the updated tactics they plan to role out in the near future, to enable the ITB and VP policies to work for them, and help them grow their businesses, support their innovation portfolios, and drive new relationships into new adjacent defence markets." Moderated by Sue Dabrowski, with panelists from MDA Corporation, Stelia Aerospace, GDMS and DLS Technology Corporation.</p> | Trillium Ballroom, Level 4 |
| 10:05 - 10:10 | MyCADSI and Gateway Series Announcements | Trillium Ballroom, Level 4 |
| 10:10 - 10:15 | <p>A Word from our Title Sponsor</p> <p>Sponsored By <i>General Dynamics Mission Systems Canada</i> { https://gdmissionsystems.com }</p> | Trillium Ballroom, Level 4 |
| 10:15 - 10:45 | <p>Networking & Refreshment Service</p> <p>Sponsored By <i>ADGA</i> { https://www.adga.ca/ }</p> | Trillium Ballroom, Level 4 |

10:45 - 11:10

**How to Build Business Strategies that Take You Beyond the Trillium Ballroom, Level 4
Technology Horizon**

"The global technology landscape is in a constant state of flux and emergence. New technologies are crashing into defence in remarkable ways with vast outcomes. What new discoveries and new technologies are just beyond the horizon, poised to emerge, that will impact our small and medium sized defence and security enterprises? How should you plan to harness these new capabilities to secure the future of your business? As a stakeholder in these bleeding edge technologies, Glenn Cowan of One9 Investments will guide you through a skyline assessment for the Defence industry, and will discuss tips and strategies for incorporating horizon planning as a key element to a successful business, and keep enterprises ahead of the obsolescence curve..."

Glenn founded One 9 Investments while serving as an Assaulter Officer in Canadian Special Operations Forces, Joint Task Force 2. As a Squadron Commander, Glenn specialized in leadership, command and strategic planning and successfully translated these skills with the creation of a venture capital fund that invests utilizing the principles of special operations planning and risk mitigation. Glenn understands the capability requirements that military tech provides. He advocates that a Tier I Special Operations Unit is an untapped incubator; accelerating talent, innovation and 'outside the box' problem solving. Glenn is a graduate of McGill University, The Army Operations Course, The Special Operations Assaulter Course, Canadian Securities Course and Ivey's Executive Leadership programme. This education, along with extensive military experience, affords Glenn an unconventional perspective and application to the investment battlefield.

SME Day Ottawa 2019 (cont.)

Wednesday, Oct 16th, 2019

11:10 - 11:35

Accelerate your Business Growth through Private Investment Trillium Ballroom, Level 4

"From the seed round to series A and beyond, find out where you can get the funding you need to help your business thrive. Whether it be from Family and Friends, Angels or VCs, the Big Banks, or through new approaches like Crowdsourcing, come and learn about the myriad ways and means that you can seek out and lock down new investment to help your business grow. Wayne Ehgoetz, CEO of Waygar Capital will also share insights on the critical things investors need to see to take a leap and fund your business, including the paramount importance of a competent team paired with a truly unique idea and vision. The session will conclude with a review of the key elements that will position you to deliver a successful pitch to your potential investors, because finding investor is only half the battle, the other half is convincing them that investing their money with you, is a risk worth taking."

Wayne Ehgoetz is the President and Chief Executive Officer of Waygar Capital Inc. He has spent over 25 years in asset-based lending in Canada. From 1988 to 1992, Wayne led Stanchart Business Credit, the first asset-based lender in Canada. Stanchart was acquired by ABN Amro Bank and he continued to run the organization until leaving to start Congress Financial in 1992. During the next 15 years, Congress became the largest asset-based lender in Canada. In subsequent years, Congress Financial rebranded to Wachovia. As President and CEO of Wachovia Canada, Wayne had full responsibility for both the Canadian as well as International operations. He retired from Wachovia and was recruited by Bank of Nova Scotia to start its asset-based lending capability. Over the next 6 years, as Managing Director and Group Head, Scotiabank became the second largest asset-based lending group in Canada. Wayne retired from Scotiabank in the fall of 2014 to join Waygar Capital Inc. Wayne has a Bachelors of Arts (Economics) from the University of Western Ontario (1982) and a Bachelor of Commerce from the University of Windsor (1984).

11:35 - 11:45

MDA LaunchPad Announcements Trillium Ballroom, Level 4

SME Day Ottawa 2019 (cont.)

Wednesday, Oct 16th, 2019

| | |
|---------------|---|
| 11:45 - 13:00 | <p>Lunch & Keynote Address Trillium Ballroom, Level 4</p> <p>Sponsored By <i>MDA Corporation</i> { https://mdacorporation.com }</p> <p>12:20pm - Keynote Address by Ron Tite.</p> <p>Deemed by Marketing Magazine to be one of our Most Creative Canadians, Ron Tite's humorous and mind-opening address will help you and your team collect, curate, tell and share the stories you already have.</p> <p>Once upon a time, business was interesting. Then we discovered metrics and spreadsheets. Before you know it, the left brainers took over and we became a legion of data evangelists who let the numbers speak for themselves. There's only one problem. Numbers are boring as hell.</p> <p>Data can help you make important decisions but it should never speak for you. The stories of your customers, the stories of your brand's promise, the stories of your experiences, heck, even the stories of your stories are far more interesting than any graph or table. Normally, interesting trumps boring. Emotional beats rational.</p> |
| 13:10 - 14:50 | <p>Supply Chain Connect (B2B/G Meetings) Trillium Ballroom, Level 4</p> <p>* Please review the monitor located in the Supply Chain Connect area (B2B/G) to locate Table Numbers.</p> <p>* SME's: Use the scheduled networking times throughout the day wisely to expand your opportunities to meet OEM's and Government representatives.</p> |
| 14:50 - 15:10 | <p>Networking & Refreshment Service Trillium Ballroom, Level 4</p> |
| 15:10 - 17:10 | <p>Supply Chain Connect (B2B/G Meetings) Trillium Ballroom, Level 4</p> <p>* Please review the monitor located in the Supply Chain Connect area (B2B/G) to locate Table Numbers.</p> <p>* SME's: Use the scheduled networking times throughout the day wisely to expand your opportunities to meet OEM's and Government representatives.</p> |