

## 2009 OCETA SDTC CLEANTECH GROWTH AND GO-TO-MARKET REPORT

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**Subject:** About Statement *The 2009 Annual OCETA SDTC Cleantech Growth and Go-to-Market Report*

#### What

The 2009 OCETA SDTC Growth and Go-to-Market Cleantech Annual Report will help Cleantech companies improve their go-to-market strategies and competitiveness in this rapidly growing sector.

#### How

By distilling best practices and lessons learned from Ontario's market leaders in the Cleantech sector, the Report and its associated briefing series will enable promising companies to be inspired by and learn from the company profiles and go-to-market strategies of some of Ontario's most successful cleantech companies.

#### Why

Commercialization and go-to-market management expertise is recognized as being in short supply across all knowledge-based growth companies in Ontario. A report on the sales and marketing best practices of Ontario's market leaders not only provides deserved recognition, it underlines its importance to aspiring high-potential companies and demystifies commercialization to technically-focused management teams. Accelerating the growth of Ontario's cleantech companies will help Ontario strengthen its knowledge-based economy, attract and retain investment, and create jobs.

#### Where

The study will profile and generate case studies of 100 Cleantech companies in Ontario. These companies will cover a range of Cleantech verticals including:

- Bio-fuels and Bio-energy
- Energy Generation
- Energy Management
- Waste Management
- Transportation
- Water and Wastewater
- Manufacturing and Industrial
- Materials
- Remediation and Brownfield Redevelopment

#### When

The study will be conducted during the fall of 2008. The final report will be launched on January 21, 2009 followed by a briefing series.

#### By Whom

The Ontario Centre for Environmental Technology Advancement (OCETA) is leveraging its 15-year understanding of environmental technologies and start-up companies to conduct this study in partnership with The Russell-Mitchell Group, a management consulting firm that advises CEOs and investors on sales and go-to-market strategies for companies that want to grow fast.



## About OCETA

*OCETA is a private, not-for-profit Corporation that supports the commercialization and market adoption of innovative technologies and environmentally sustainable solutions. OCETA promotes and enhances Ontario innovation by acting as a value-added intermediary to provide timely connections to partners and capital, and to deliver business advisory and technical services. OCETA has specific mandates from municipal, provincial and federal governments to support the profitable development of Ontario's Cleantech sector. Since its formation in 1993, OCETA has advised and assisted some 1,500 environmental and Cleantech companies in Ontario with commercializing their innovations.*

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## About The Russell-Mitchell Group

*The Russell-Mitchell Group is a management consulting firm dedicated to helping Canada's high-technology companies become globally competitive. Founded by industry veterans with decades of operating and consulting experience, the Russell-Mitchell Group has helped some of Canada's most successful technology companies accelerate growth and become market leaders. With offices in Toronto and Ottawa, the Russell-Mitchell Group serves clients in Cleantech, Information Technology, Telecommunications, and Biotechnology.*

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## About SDTC

*Sustainable Development Technology Canada (SDTC) is an arm's-length foundation which has received \$1.05 billion from the Government of Canada as part of its commitment to create a healthy environment and a high quality of life for all Canadians.*

*SDTC operates two funds aimed at the development and demonstration of innovative technological solutions. The \$550 million SD Tech Fund™ supports projects that address climate change, air quality, clean water, and clean soil. The \$500 million NextGen Biofuels Fund™ supports the establishment of first-of-kind large demonstration-scale facilities for the production of next-generation renewable fuels.*

*SDTC operates as a not-for-profit corporation and has been working with the public and private sector including industry, academia, non-governmental organizations (NGOs), the financial community and all levels of government to achieve this mandate.*