

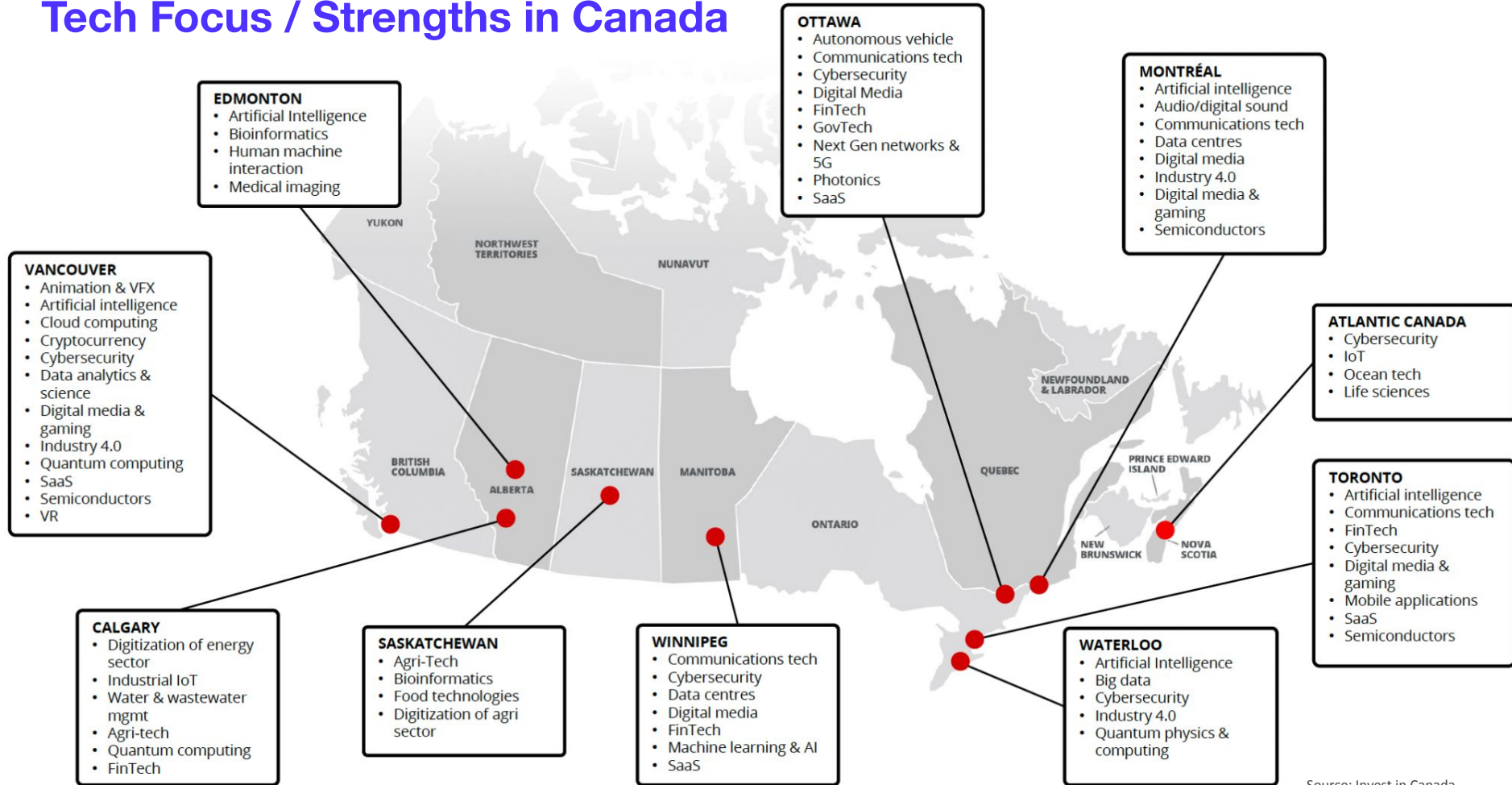
# DMZ

Introduction to the Canadian Ecosystem



ITALIAN TRADE AGENCY  
ICE - Italian Trade Commission  
Trade Promotion Office of the Italian Embassy

# Tech Focus / Strengths in Canada



# Canadian Ecosystem

## A Top-Ten Economy With a Triple-A Foundation

- ✓ As a G7 nation with a US\$2.3 trillion diversified economy. Canada stands out for its exceptional fiscal stability, boasting the lowest net debt-to-GDP ratio and one of the world's most resilient banking systems.

This financial security, paired with a business-friendly tax environment, cemented its status as a global investment powerhouse with record-breaking foreign direct investment in 2024.

## Trade Access No Other G7 Nation Can Match

- ✓ Canada stands as the only G7 nation offering preferential access to 1.5 billion consumers through a trade network that uniquely bridges North American, Asia-Pacific, and European markets.

This strategic position, coupled with regulatory alignment and a multilingual workforce, establishes Canada as a premier global launchpad for companies looking to scale across three major economic regions simultaneously.

# Canada's National Priorities.



**AI & Data Infrastructure**

Federal AI investment has topped C\$4 billion, a \$2 billion compute strategy and \$926 million in the 2025 budget.



**Housing & Property Technology**

CMHC projects a 3.5-million-home gap by 2030, primarily concentrated in Ontario and B.C.



**Future Mobility & Critical Minerals**

Canada is converting its world-class critical mineral reserves into industrial capacity. Cobalt, nickel, etc..



**Clean Energy & Blue Economy**

Canada's 82% non-emitting grid anchors over \$100 billion in potential low-carbon hydrogen investment.



**Defence & Dual-Use Tech**

Budget 2025 committed C\$82 billion, while the 2026 Defence Industrial Strategy targets 125,000 jobs and \$500 billion in economic impact by 2035.



**We're based in the Toronto –  
the hub of sport, culture  
music and fashion.**

# Entering the Canadian Ecosystem

## Entering the Canadian market

A PRACTICAL STEP-BY-STEP PROGRAM

### PHASE 01

Do your research and book a visit



Find your front door



Find your landing zone



Map who you need to meet



Eat poutine and maple syrup

### PHASE 02

Get your legal house in order



Immigration pathways



Incorporation



Cross-border tax



Find trusted advisors

### PHASE 03

Demonstrate commitment and collaboration



Build relationships the Canadian way



Hire locally



Show up consistently



Put down roots

# Toronto Program **Schedule**

- **Virtual preparation sessions**

- North American Technology Ecosystem.
- Business Legalities, Incorporation & Taxation in Canada.
- Investor Relations & Fundraising Landscape in North America

- **Day 1 - Workshops + Pitch Practice @ DMZ**

- In-person 360 pitch training, including KPI storytelling, and investor Q&A prep.
- Recorded dry-runs for final adjustments.
- Go To Market Strategy in North America

- **Day 2 - Elevate + Official Pitch**

- In-person 360 pitch training, including KPI storytelling, and investor Q&A prep. Recorded dry-runs for final adjustments.
- Go To Market Strategy in North America.
- 1:1 office hours with assigned Strategic Advisors to refine pitch, traction narrative, and asks.

# Trusted by **2,600+** startups.

**\$3.1B+** raised by DMZ startups

**15+** countries with DMZ programs

**3,000** investors & mentors in your corner

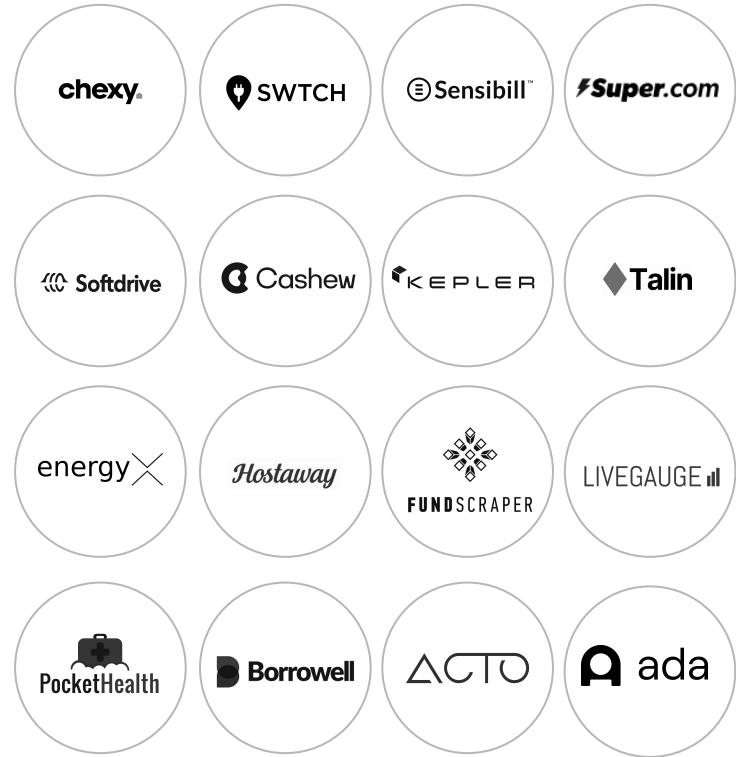
**25,000+** jobs created

# 2600+

startups supported at **Toronto HQ.**

# 1500+

startups supported across **DMZ global locations.**



# Our EiRs.

Experts-in-Residence work closely with DMZ founders to help them grow and scale their businesses.



**70+**  
Experts-in-Residence

Strategic Advisors

Fractional Experts

Founders Network

Legal Counsellors

Service Providers

## AREAS OF EXPERTISE

- ✓ Startup Growth, Fundraising & GTM
- ✓ Product, Tech & Innovation
- ✓ Marketing, Brand & Customer Strategy
- ✓ Finance, Operations & Compliance
- ✓ Leadership, Talent & Sector Expertise

# Fundraising & investment support.

1:1 Investor hours



In-house investor  
relations team



Network of 3000+  
VC & Angels



Pitch at Demo Days &  
Industry Nights



# Legal support, built for **founders.**



# Our global operations.

FRANCHISE



New York, USA



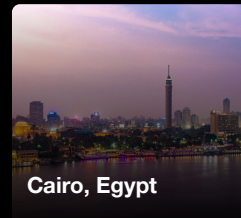
Tokyo, Japan



Ho Chi Minh City, Vietnam



Innisfil, Canada



Cairo, Egypt

CAPACITY BUILDING



Seoul, South Korea



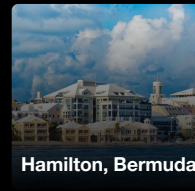
Sharjah, UAE



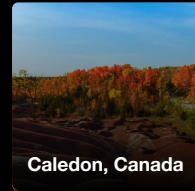
Doha, Qatar



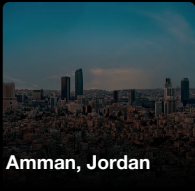
Turks & Caicos



Hamilton, Bermuda



Caledon, Canada



Amman, Jordan



Kingston, Jamaica



Manila, Philippines



Istanbul, Turkey



Johannesburg, SA



Athens, Greece

# We collaborate with major organizations both in Canada and around the world to drive **impact** through entrepreneurship.

Local



Global



# DMZ

A tech incubator & startup ecosystem.