

# The Global CONNECT Bridge Program

## Overview:

A technology commercialization program providing direct market and business strategy assessment / assistance for companies outside the United States wishing to access the US market. By leveraging extensive social and professional networks, as well as the CONNECT Springboard Program (providing focused, one-on-one coaching/mentorship), Global CONNECT facilitates access to R&D collaborators, key supply chain partners, potential customers, talent, direct investment, and market liquidity channels.

## Process:

Global CONNECT's client for the Global CONNECT Bridge Program is usually a provincial or national government-supported organization. The client proposes certain high tech or life science companies from their region for consideration for the Program. The profiles of these companies are then reviewed and selected by a Global CONNECT panel. Each of the selected companies is paired, by videoconference, with an Entrepreneur in Residence (EiR) at CONNECT. CONNECT Entrepreneurs in Residence (EiR) are executives with deep business, domain, and market experience in the area of the company they are assisting.

The Entrepreneur in Residence prepares their assigned company, over a period of two to three weeks, for their visit to the United States. The companies then visit the U.S. for a week, during which they are intensively coached by their EiR, in preparation for presentation before a carefully selected Springboard [link to Springboard web page] panel.

## Program Activities:

1. **Remote coaching sessions** to assist companies in developing their US business and market strategies
2. **Direct one-on-one and group mentoring /coaching**, through the process of creating and delivering a business presentation
3. **Springboard event**, at which each company presents its refined business model/financial strategy through a 12-minute presentation, to a carefully selected panel of 8-10 experts
4. **Targeted introductions** (2-3 per company) to
  - Capital providers, i.e. business angel capital, institutional venture capital, corporate/strategic capital, other private equity
  - Customers, i.e. strategic partners, potential supply/value chain partners
  - Suitably qualified executives
  - Business support networks
  - Other individuals who can help the bridging companies.

Following are recent outcomes achieved by selected Global Bridge Program participating companies:

**Mirifice Ltd.** <http://www.mirifice.com/> (Bath, UK; Global Bridge Program May 2006)

Mirifice, whose technology ensures the quality of a TV signal, has signed up a US Internet protocol TV operator as a customer and is moving out of the SETsquared incubator offices in Bath into offices which will allow it to more than double its size.

“We’ve signed an agreement with a telco to deliver a solution for IPTV users,” Paul Tinkler, CEO of Mirifice, told EW. “It’s perfect for us. It’s a 40,000 user system but it brings us contacts with the cable providers, and they have millions of users.”

Mirifice’s patented technology sits on a set-top box and measures the parameters which define good and bad quality signals. “It allows customers to get an early sight of that and to deliver a solution remotely,” said Tinkler. Consequently, operators avoid call-outs to users’ premises and, ultimately, avoid losing customers whose signal quality can be improved before they realise it needs improvement. (August 31, 2006)

**Perpetual Water** <http://www.perpetualwater.com.au/> (Canberra, Australia; Global Bridge Program December 2004)

Perpetual Water has been awarded a \$720,000 Commercial Ready grant to apply its grey water recycling technology to residential apartment buildings.

The Perpetual Water – Apartment™ will target multi-unit residential buildings. The modular grey water purification system will be able to produce 10,000 litres of Class A recycled water per module, per day, eradicating the need to use drinking water to flush toilets and keep the grounds green.

Managing Director, John Grimes sees this type of system as being instrumental in achieving major water savings in heavily populated areas. “In addition to producing crystal clear, purified water, developers are looking for an easy, turn key solution. This product will be compact, designed to fit into a space the size of one car park, and also hands-free and low maintenance.”

“We are very excited and optimistic about this project, as we are already seeing our Perpetual Water – Home® unit that is designed for individual houses deliver 60% water savings - Imagine the water savings that can be made in high density developments.” (September 8, 2006)

