ONTARIO’S LEADING PRE-SEED INVESTMENT FUND

Ready 4 Market
Our investments drive Canadian business development, economic growth and scalable impact across a variety of technology sectors.

Ready 4 Market (R4M) invests directly in academic affiliated, Ontario companies and passionate entrepreneurs to further their early-stage commercialization and support their growth into a scalable business.
Our Investment Criteria

SECTORS
Agnostic across sectors* including (but not limited to) IT, Robotics, AI, Cleantech and Advanced Manufacturing with a minimum addressable market size of $100M.

*Excludes human health and life sciences technologies

FUNDING
We invest at the pre-seed and seed stage, with investments of up to $250K. Looking to invest in around 20 deals per year.

GEOGRAPHY
Companies that are headquartered and predominantly located within the Province of Ontario. Current company headcount must be >50% located in Ontario (not projected).

STAGE
Early-stage technology companies that are close to commercialization. Ideally the product has been built, and there is some early market traction.
Looking for Start-ups that:

- Have intellectual Property (IP) from an Ontario-based academic institution or part of a Campus Incubator/accelerator at Academic Institutes (Companies with their team/IP origins at a university (“university spin-out”), college or research hospital are also eligible, even if not campus affiliated.)

- Incorporated for no more than five years (Ontario or Canadian for-profit incorporation) and have principal operations in Ontario.

- Have raised less than $1 million in third-party capital are eligible for their first R4M investment.

- Seeking to raise pre-seed and seed investments (total round sizes range from $500,000 to $2 million).
Location

- We are Pan-provincial Fund, covering all Ontario province.
- We have representatives in GTA, Waterloo, Ottawa, London, Hamilton, Sudbury, and Niagara Falls.
INTERESTED?

Complete an interest form to indicate your company’s interest in Ready 4 Market

Investing in high-calibre Entrepreneurs
Ready 4 Market

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