




ONTARIO'S LEADING PRE-SEED INVESTMENT FUND



Ready 4 Market

Overview

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.



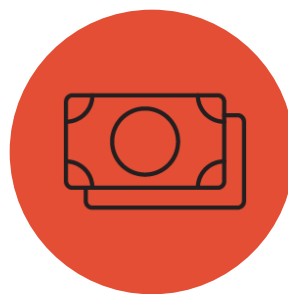
Our Investment Criteria



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 lifesciences 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





Mandhir Kalia

Investment Lead

mkalia@oc-innovation.ca



Haytham Keylani

Program Manager

hkeylani@oc-innovation.ca