



INNOVATION AS A DRIVER FOR GROWTH AND SUCCESS

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WE ARE THE ONLY BANK **DEDICATED EXCLUSIVELY TO ENTREPRENEURS**

BDC offers loans, investments and advisory services. Our purpose is to support Canadian entrepreneurship with a focus on small and medium-sized enterprises.

QUICK STATS

32,000
CLIENTS

2,000
EMPLOYEES

100+
BUSINESS
CENTRES

\$21.1B
TOTAL ASSETS

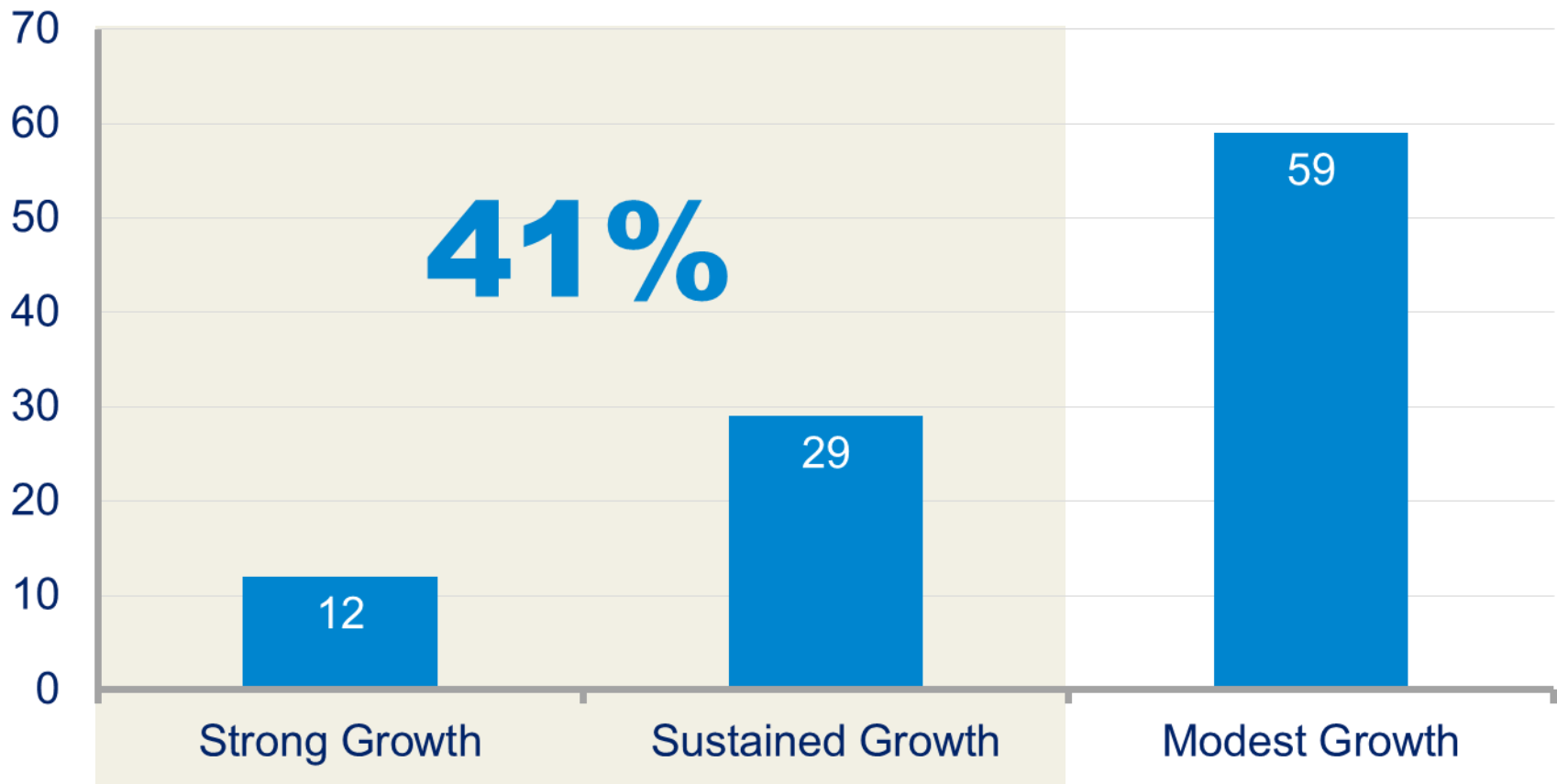
\$417M
DIVIDENDS
PAID
SINCE 1998

71
YEARS
OF EXISTENCE

**IS GROWTH
POSSIBLE
FOR CANADIAN
BUSINESSES?**

41% OF CANADIAN SMES OUTPERFORMED THE ECONOMY

Canada: Revenue growth over the last 3 years



FORMULA FOR **GROWTH**

KEYS TO GROWTH: WINNING STRATEGIES FOR SMES



1

Be client-centric

2

Build your talent pool

3

Innovate


4

Invest

DIVERSIFICATION

DIVERSIFIED FIRMS OUTPERFORM

7 in 10



fully diversified
businesses have
strong revenue
growth

2 in 10



undiversified
businesses have
strong revenue
growth

EXAMPLES OF DIVERSIFICATION

1 Don't rely heavily on a single client

2 Have multiple product or service lines

3 Operate in more than one sector

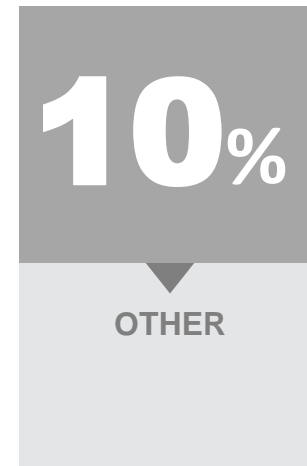
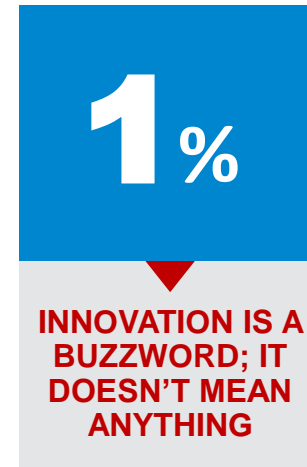
4 Have clients or a physical presence in more than one city

5 Sell internationally



INNOVATE

WHAT INNOVATION MEANS TO ENTREPRENEURS



HOW ONE COMPANY SUCCESSFULLY INNOVATED



WHY DON'T MORE COMPANIES INNOVATE?

RESEARCH

is the process of gathering information on the features and needs of the environment in which the firm operates

IDEATION

is the creative process of generating and communicating new ideas

PROJECT SELECTION

is the process of selecting the best ideas to implement

DESIGN AND DEVELOPMENT

is the process of designing and creating new products or services

COMMER- CIALIZATION

is the process of bringing a new product or service to market

PROJECT MANAGEMENT

is the process of managing and overseeing product development initiatives

HOW CAN I BOOST THE INNOVATION POTENTIAL OF MY COMPANY?

1. Create a culture of innovation
2. Find the right people
3. Invest in innovation
4. Find the right financing
5. Ask for help

BDC LONG-TERM FINANCING FOR YOUR INNOVATIVE PROJECTS



- > Invest in technology
- > Develop new products
- > Purchase licenses patents or trademarks
- > Purchase a new equipment line

BDC EXPERT ADVICE TO RUN AN INNOVATIVE BUSINESS

Business innovation
planning

Operational
efficiency

Technology
investment plan

Technology
action plan

**IS GROWTH
POSSIBLE
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BUSINESSES?**

THANK YOU.

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