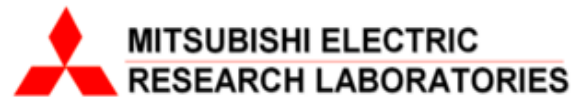


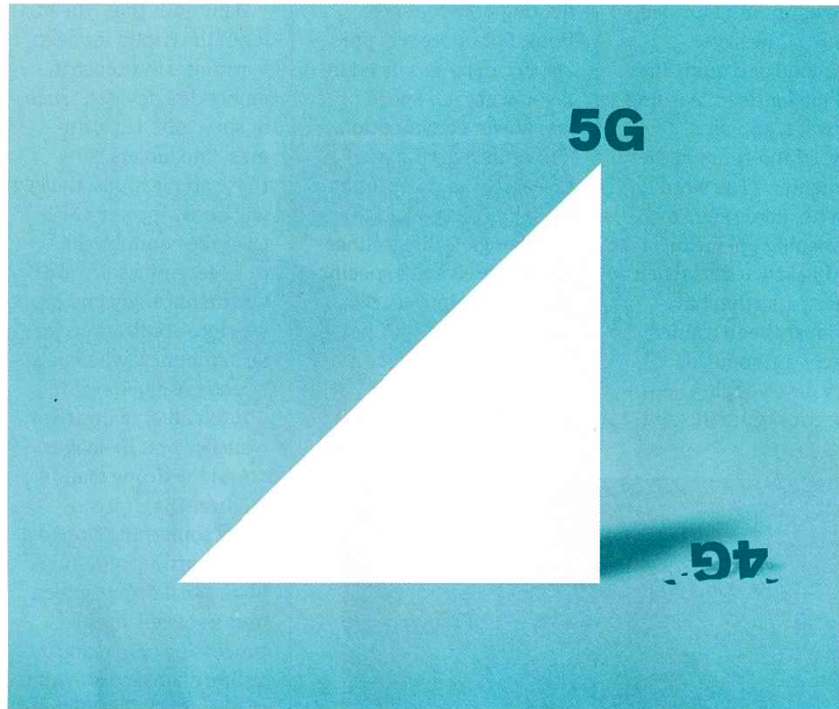
Starting a Business

March 2018



Select Customer List





Here Comes
5G—Whatever
That Is

GOALS

- Higher Capacity and Density
- Data rates 1–10 Gb/s
- Large Sensor Networks
- Lower Battery Consumption
- Low Latency

Source: IEEE Spectrum

Wireless Trends

Cellular	Bandwidth (Mbit/s)	Year
2G	1	1991
3G	21	1998
4G	100	2009
5G	1000-10,000	2017

Super-fast, next-generation 5G wireless to get \$200M research boost from governments

Get ready for new, blisteringly fast networks that will replace what you're currently using

By Shawn Benjamin, CBC News | Posted: Mar 19, 2018 11:00 AM ET | Last Updated: Mar 19, 2018 2:06 PM ET



CBC's Renée Filippone tests out cutting edge augmented reality. (Shawn Benjamin (CBC))

Latest Business Headlines



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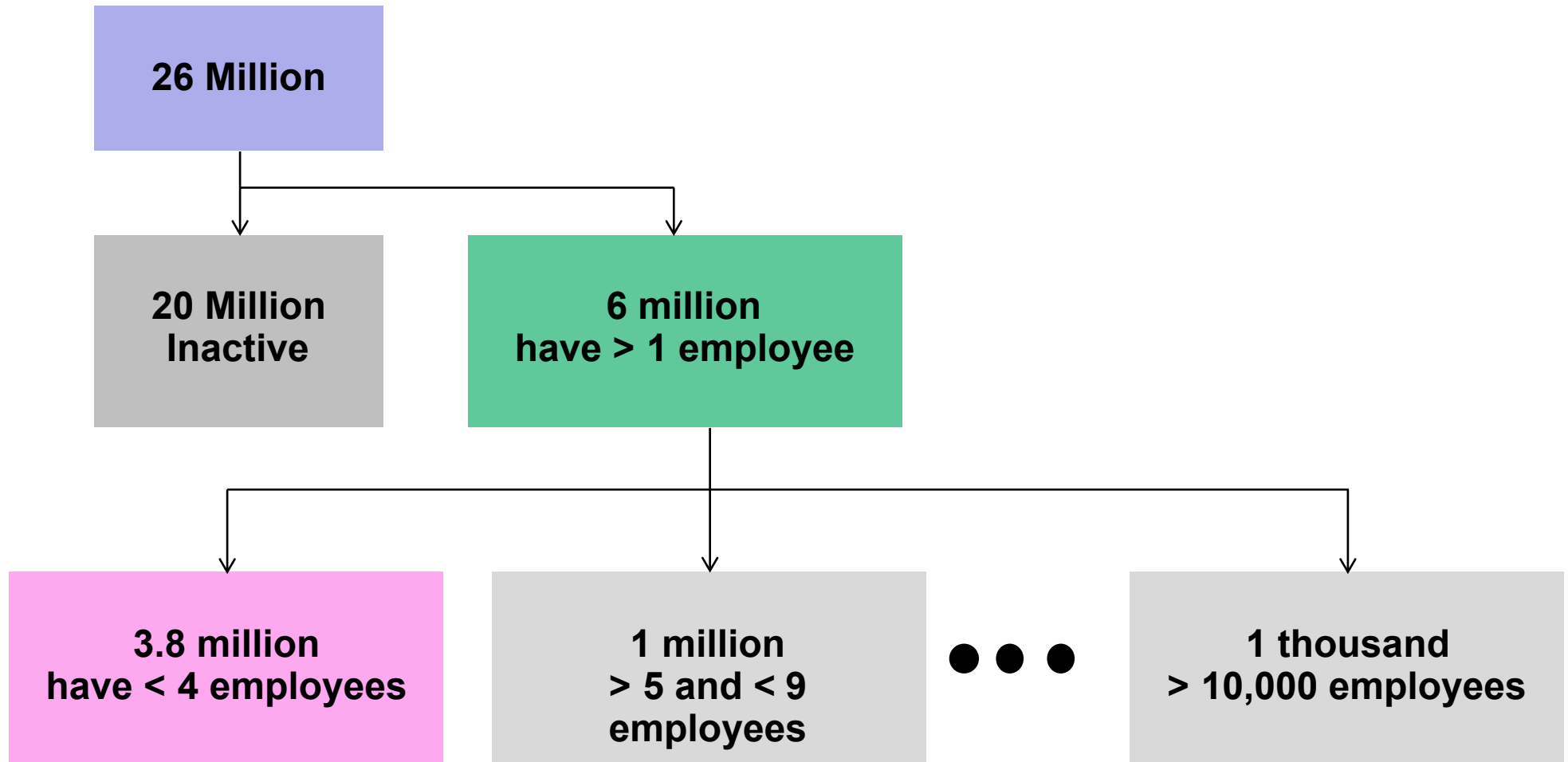
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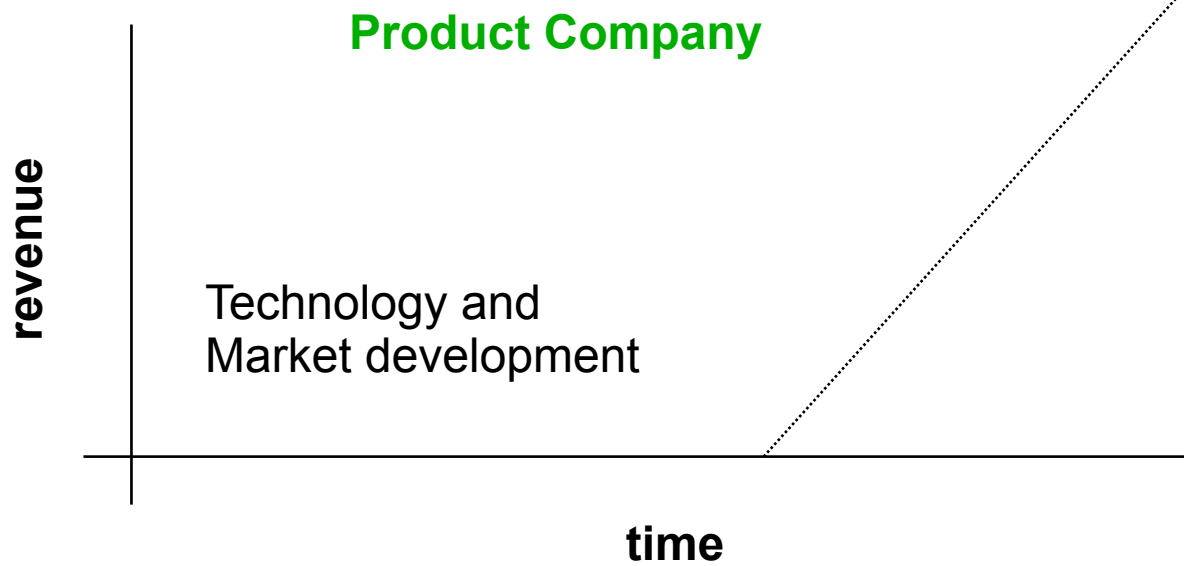
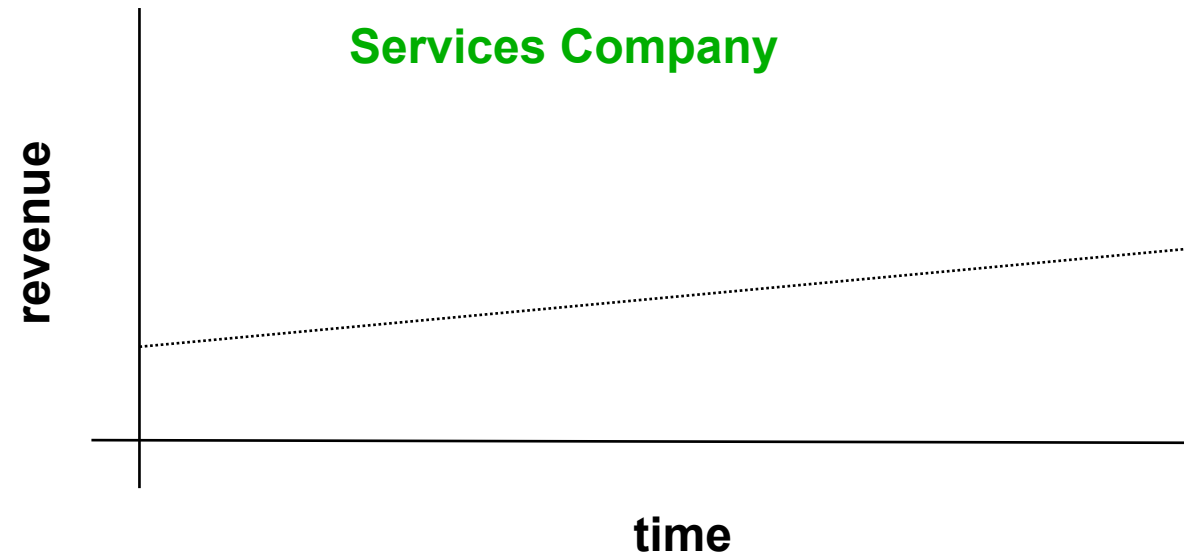
■ [Facebook shares fall as EU, U.S. urge probes of data practices](#) March 19, 4:59 PM ET

Must Watch

Why start a business?

Businesses in the US





What is a startup?

From Wikipedia:

A startup company or startup is a company with a limited operating history. These companies, generally newly created, are in a phase of development and research for markets. The term became popular internationally during the dot-com bubble when a great number of dot-com companies were founded.

How to Start a Business

Step 1:

Make Sure You Are Your Ready for Entrepreneurship. It is easy to come up with an idea to start a business, but not so easy to actually launch and build a profitable business.

Startups Exposed

The Anatomy of a Newborn Tech Company

Many people dream of starting their own companies, but what does the typical startup actually look like in 2011? Here's a snapshot of how today's startups form, grow and behave.



? WHO ARE THEY?



The average startup now consists of **one to two people**.

Fact: Only about 20% of current startups have more than 2 people.

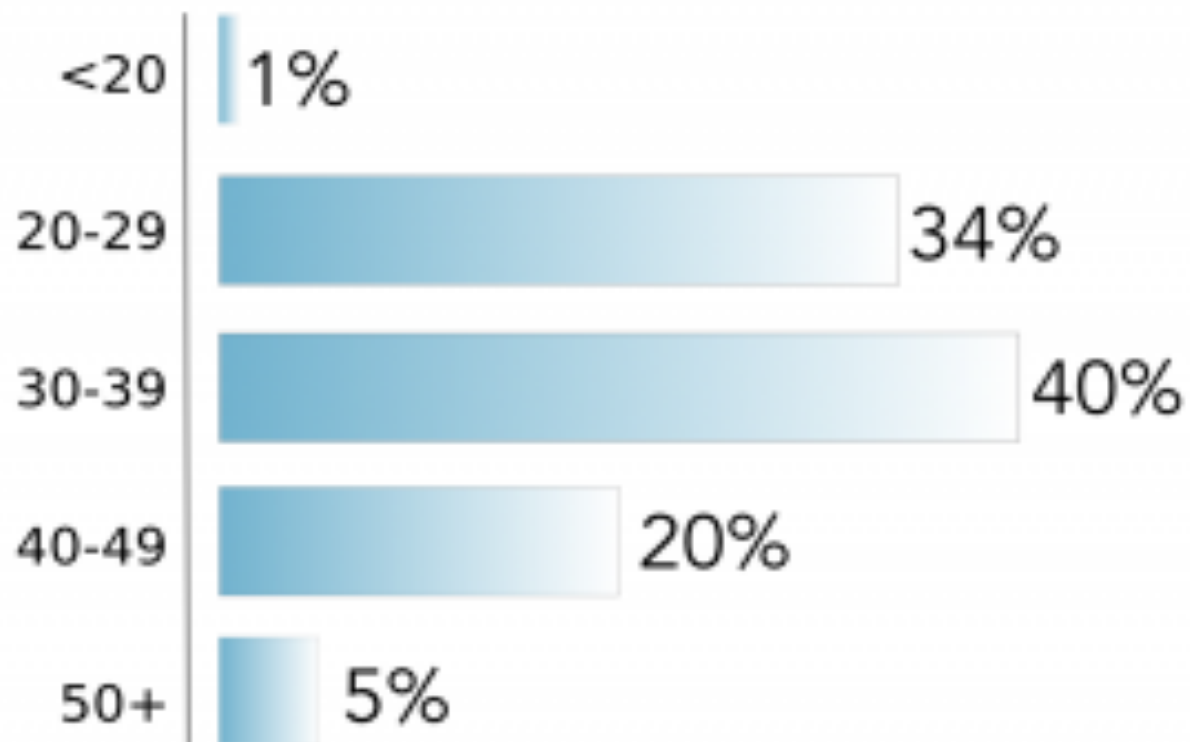


Over **85%** support their startup from savings and/or consulting work.

Fact: Others are seeking investment from family members or angel investors.



Founders' age at first startup



Founders and their fields of study

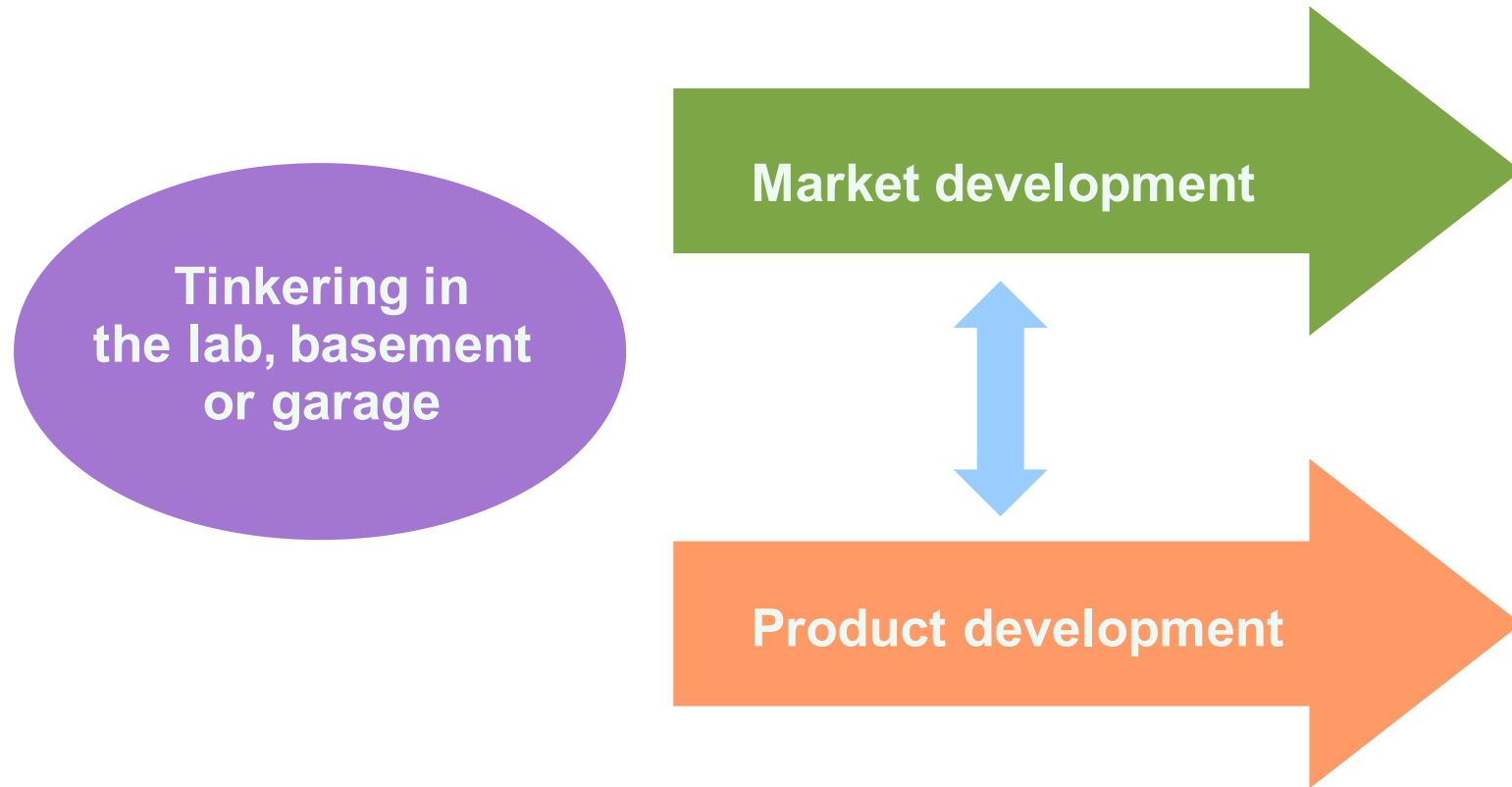
**Most entrepreneurial
majors**

Entrepreneurship
Computer engineering
Computer science
Physics
Electrical engineering

**Least entrepreneurial
majors**

Theology
Civil engineering
Pharmacy
Education
Social work
Human resources
Administration
Nursing

Early development phase



Minimum Viable Product

“The **minimum viable product** is that version of a new **product** which allows a team to collect the maximum amount of validated learning about customers with the least effort.”

- [Wikipedia](#)



Success



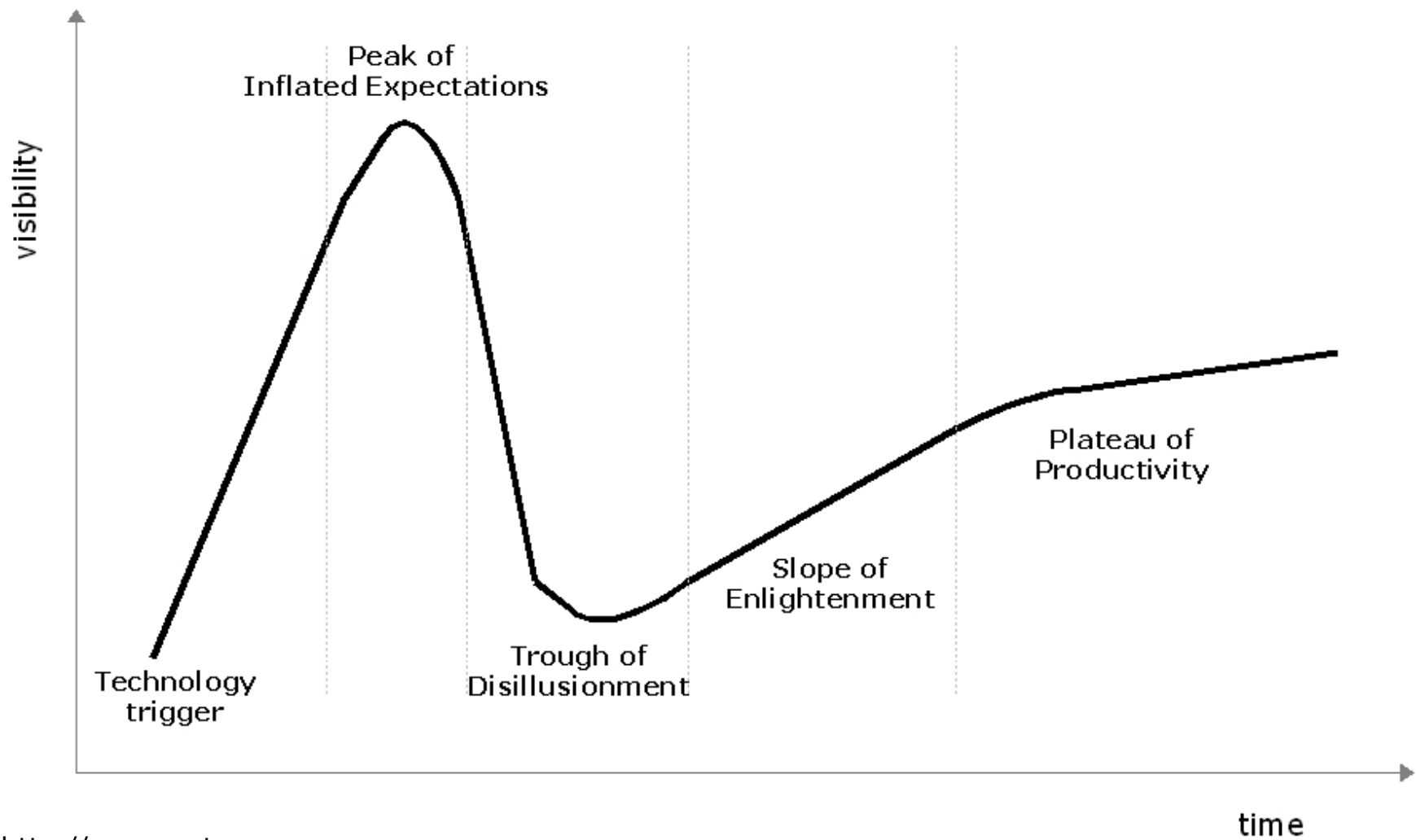
what people think
it looks like

Success



what it really
looks like

Gartner's Hype Cycle



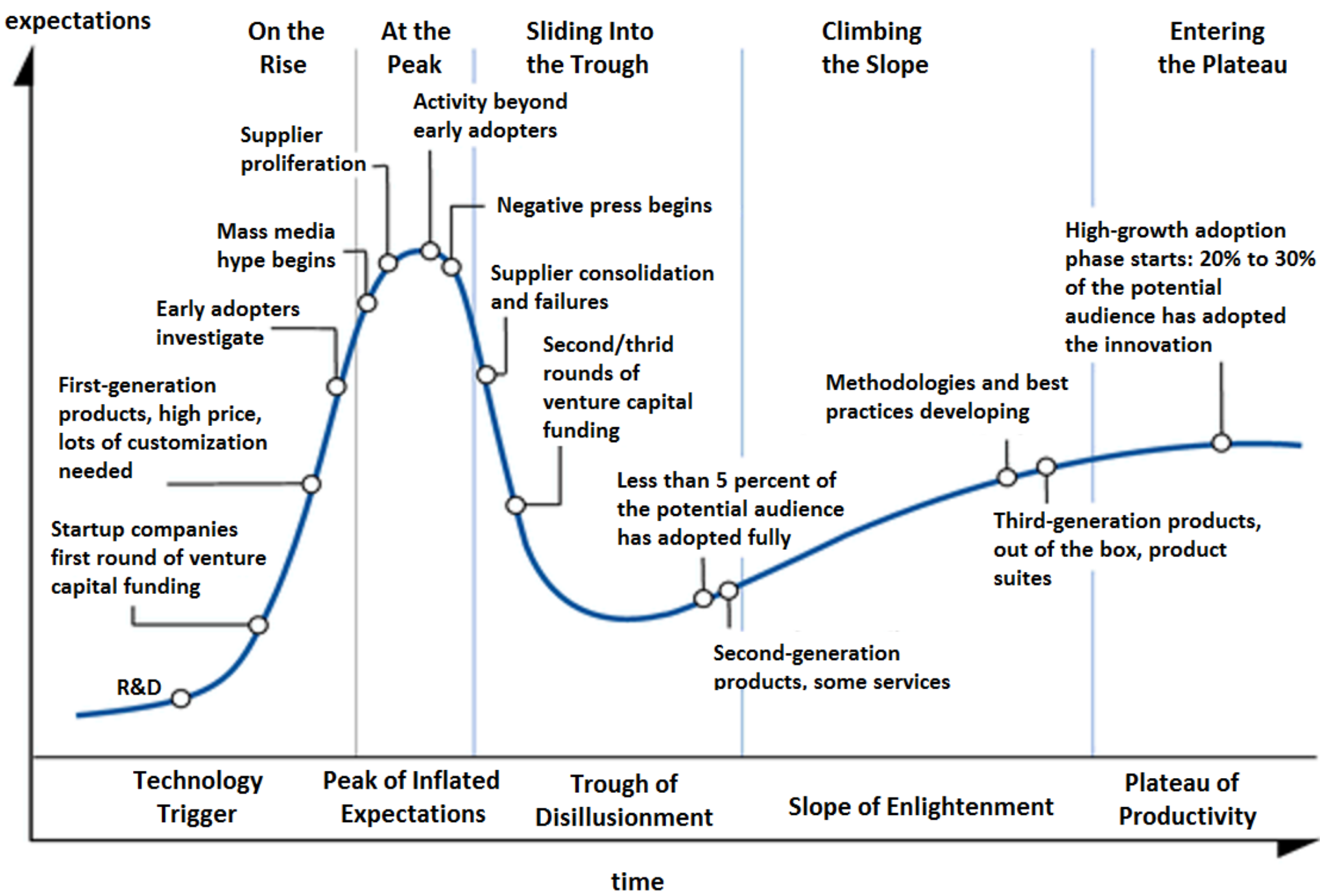
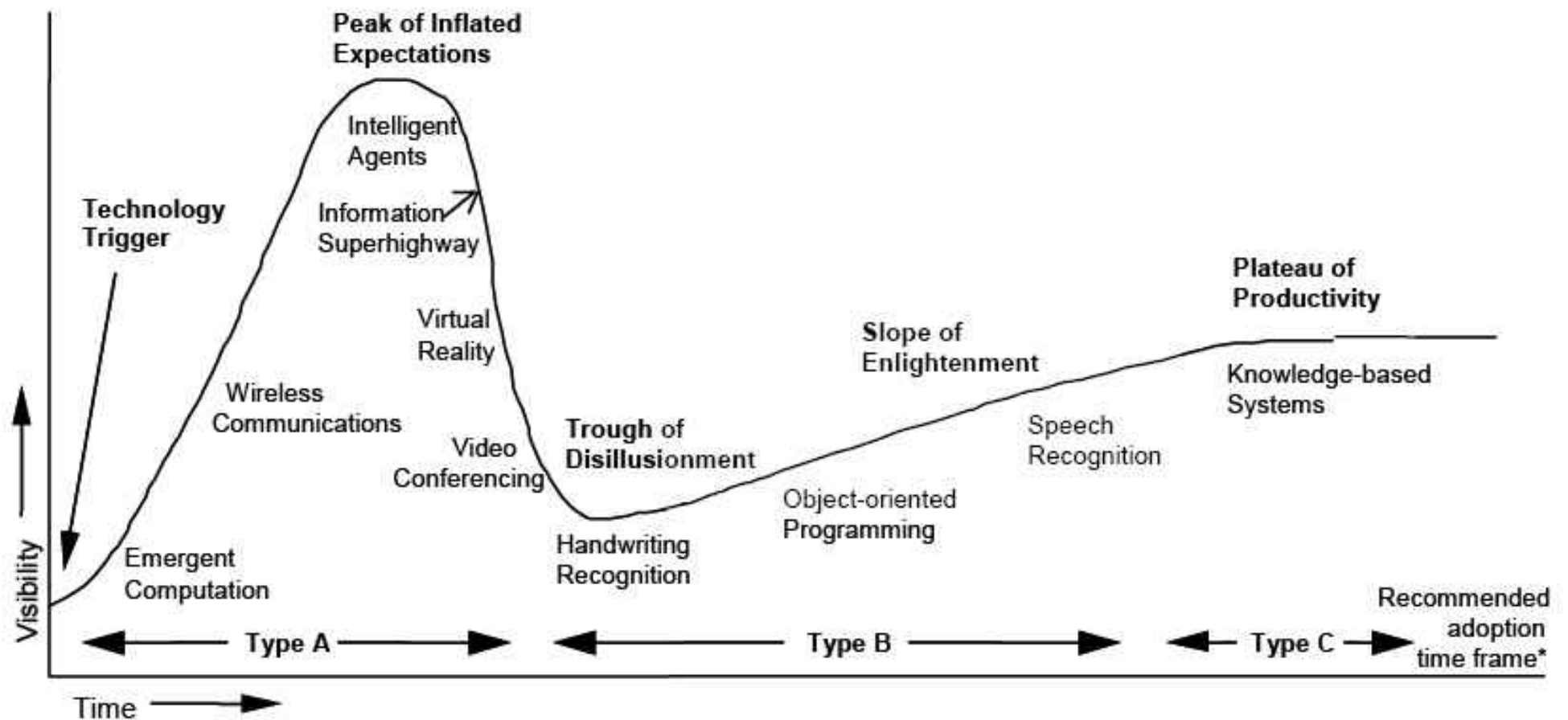


Figure 1. First Hype Cycle for Emerging Technologies, 1995



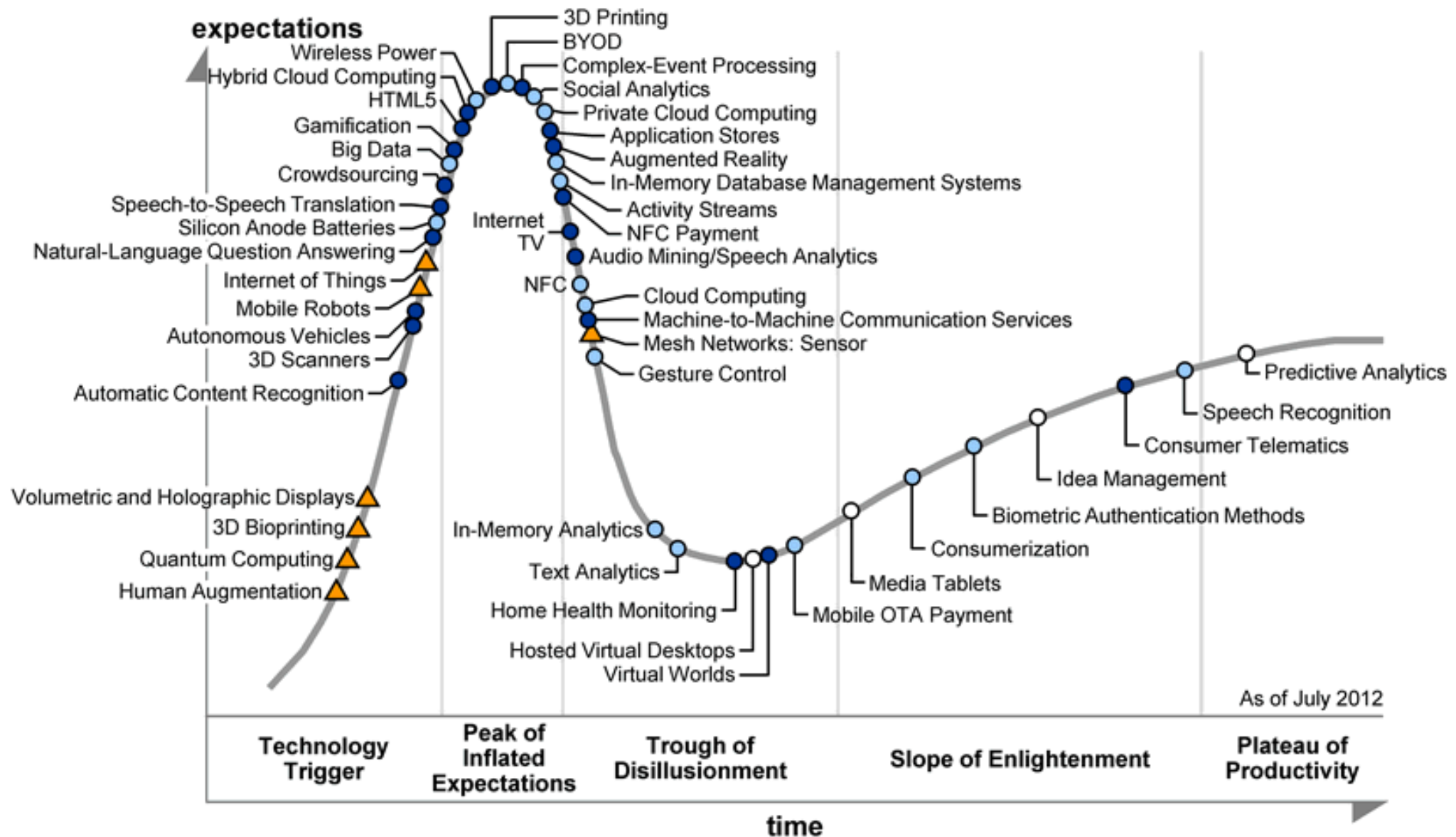
Wireless Market Facts

- Worldwide wireless semiconductor revenue totaled 24.3 billion in 2005.¹
- The Asia Pacific wireless telecom industry will grow from US\$159.97 billion in annual revenue in 2005 to US\$242.42 billion by the end of 2010.²
- By the end of 2005, consumers bought 800 million new handsets worldwide.¹
- Wireless data revenues will surpass all other data segment revenues (DSL, cable and both legacy and IP corporate data) by 2008.³

1. Gartner

2. In-Stat

3. The Yankee Group



Plateau will be reached in:

○ less than 2 years ● 2 to 5 years ● 5 to 10 years ▲ more than 10 years ⊗ obsolete before plateau

Figure 1. Hype Cycle for Emerging Technologies, 2015

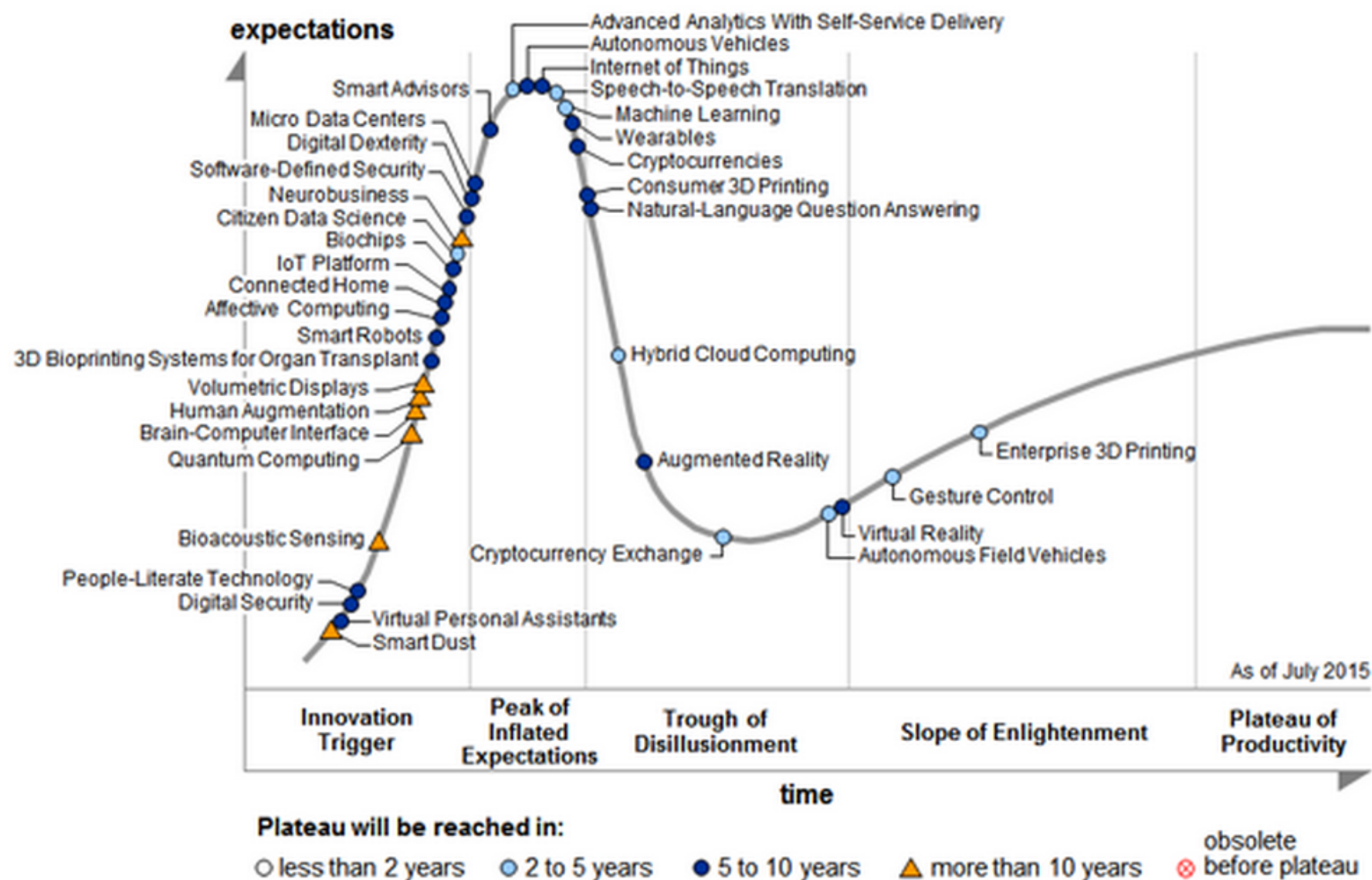
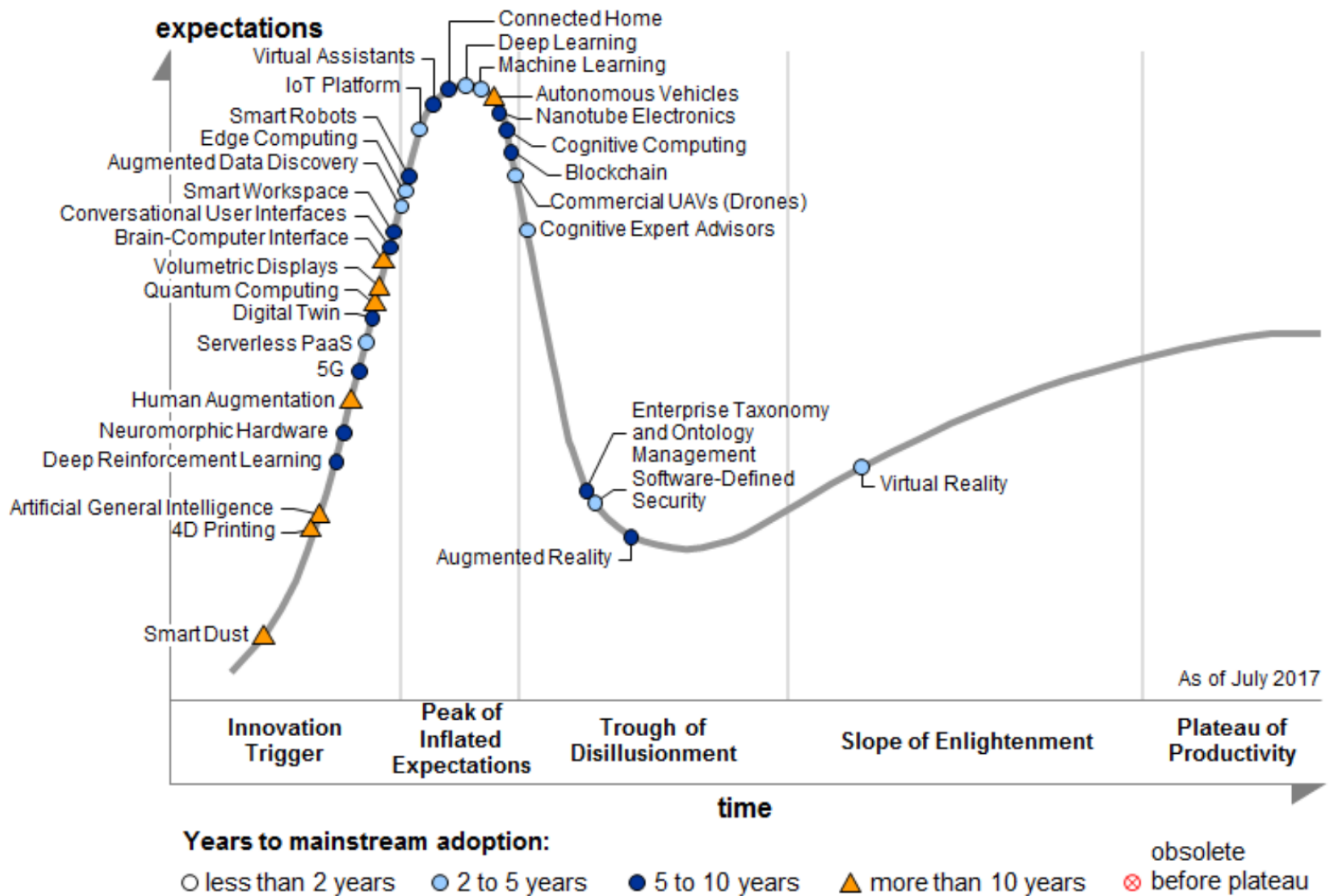


Figure 1. Hype Cycle for Emerging Technologies, 2016



Source: Gartner (July 2016)



Note: PaaS = platform as a service; UAVs = unmanned aerial vehicles

Startup Stories



Sources of financing

Early stage companies

- Personal Savings
- Friends and Family
- Angel Investors
- Government grants
- Crowd funding

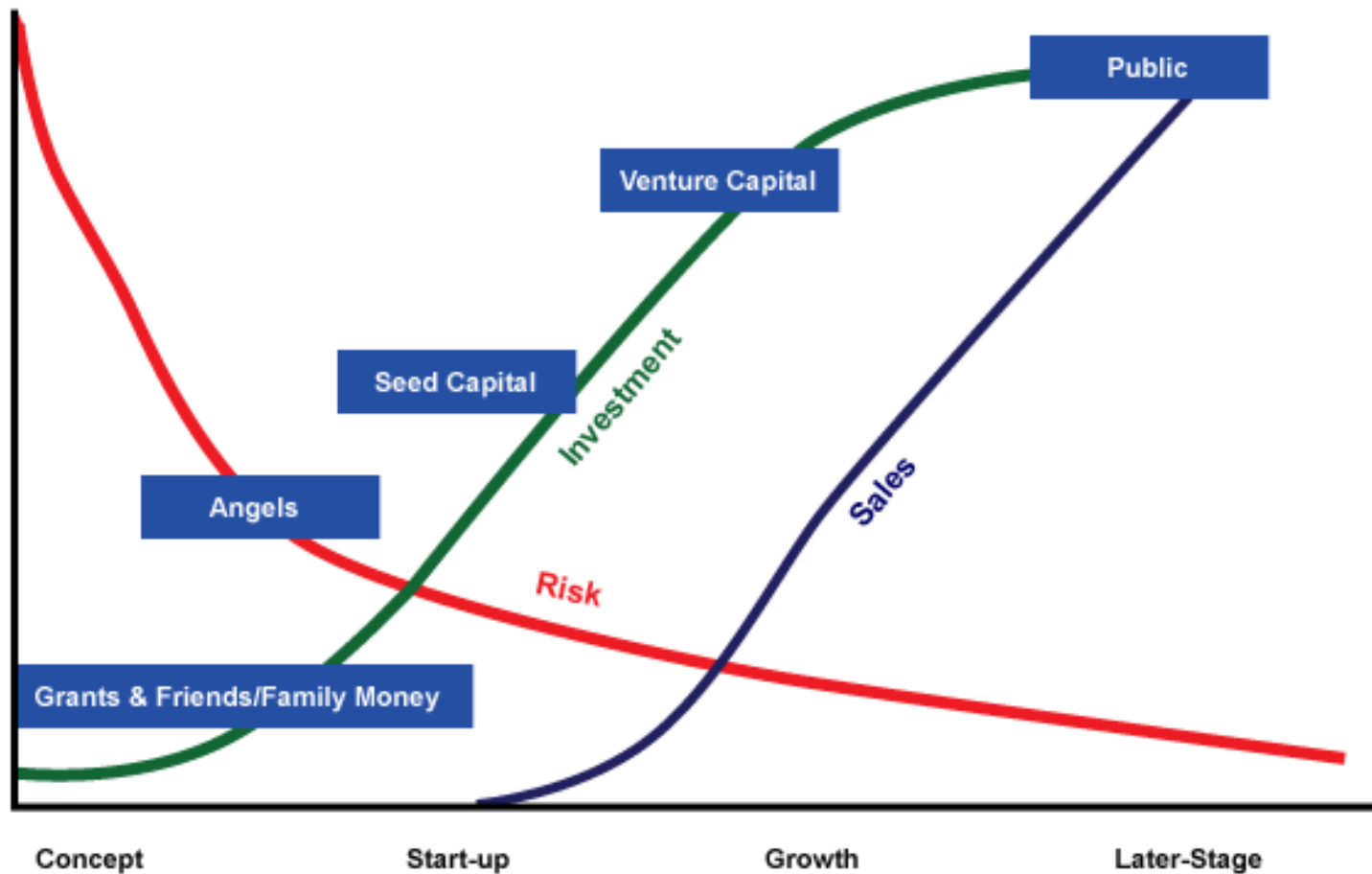
Companies generating revenue

- Venture capital
- Debt financing
- Public markets

Government Sources of Funding

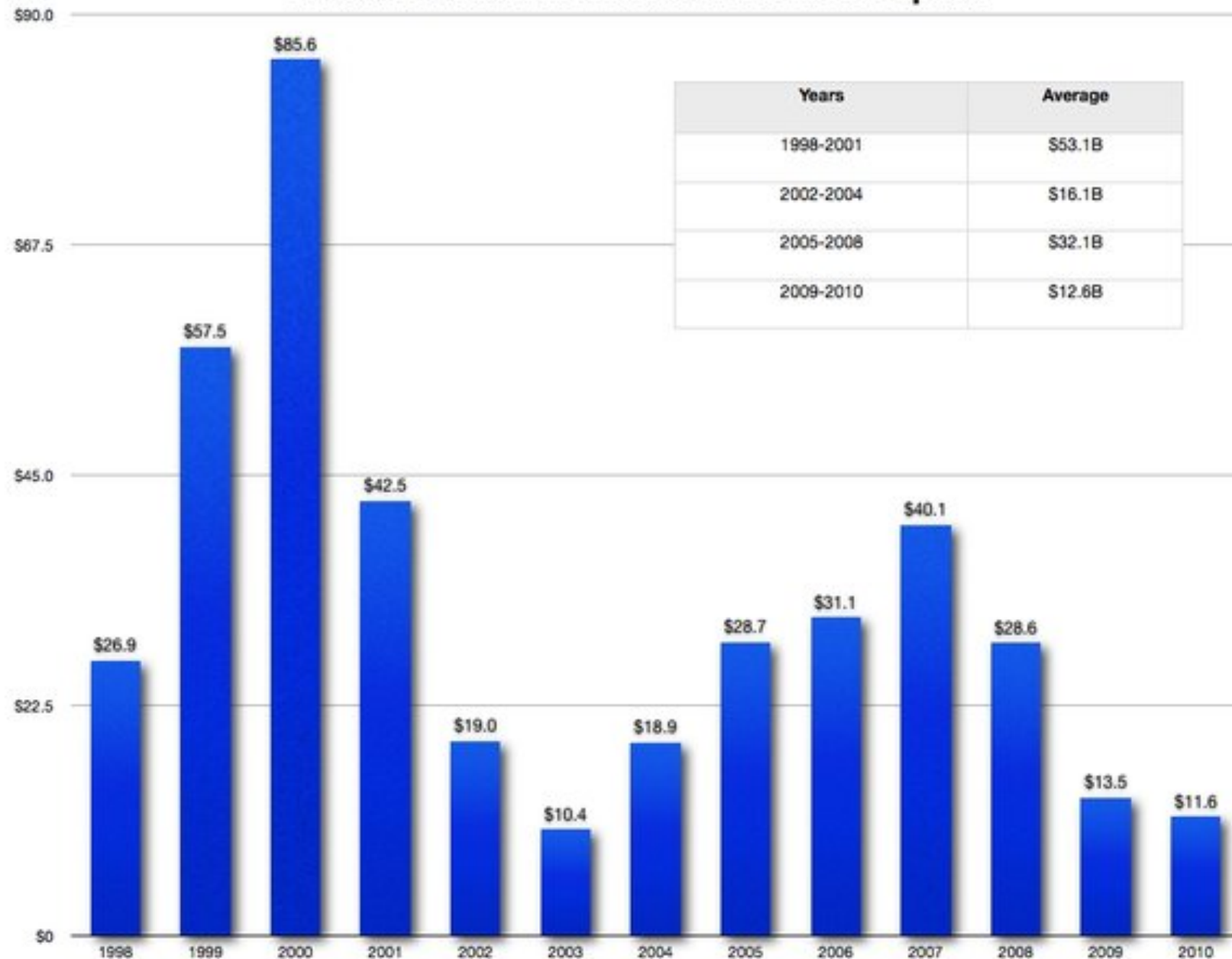
- NRC-IRAP (matching funds for technology development)
- SR&ED (tax credits)
- Youth employment programs
- University collaborations

Stages of company development



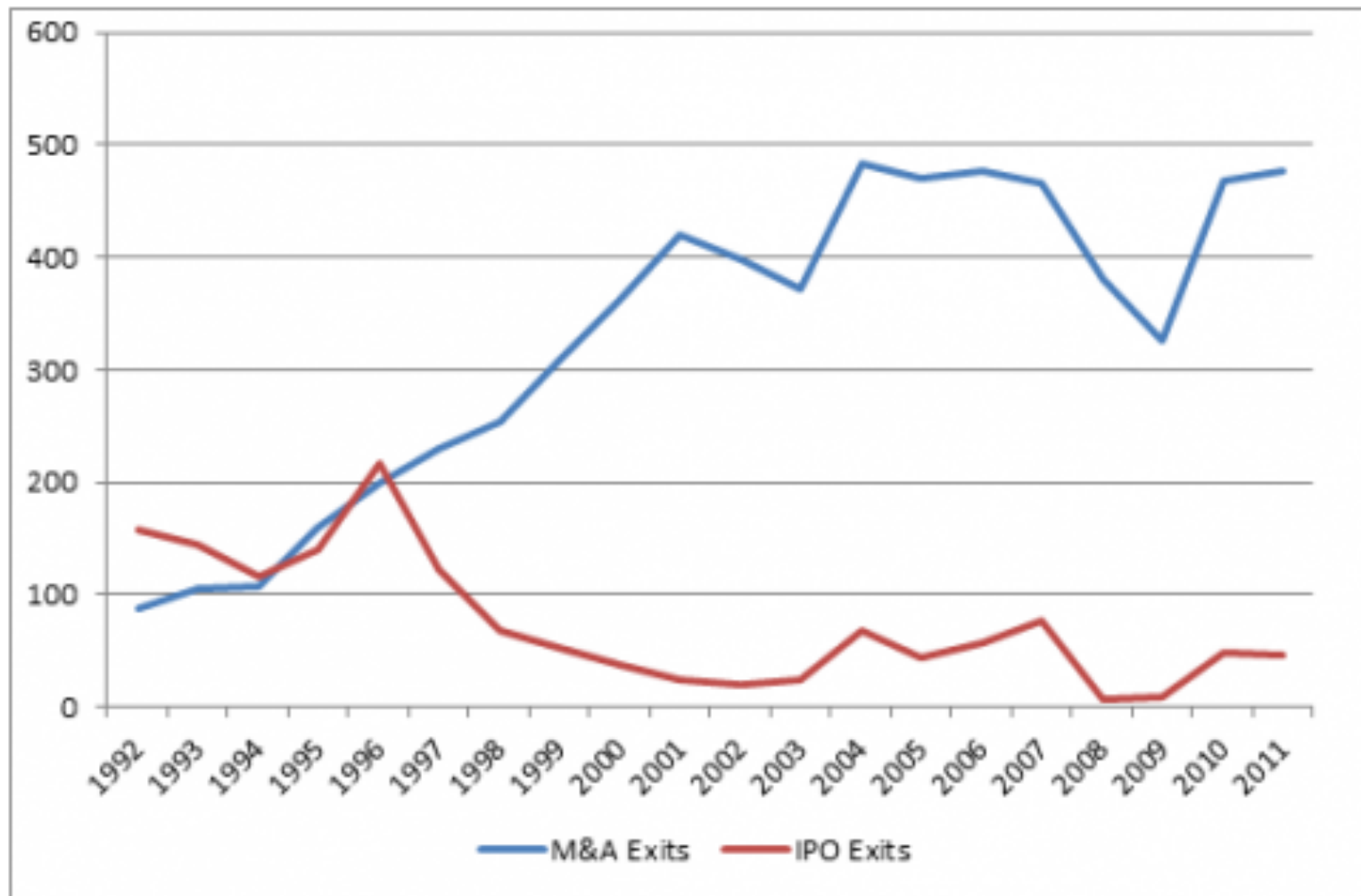
Source: The Company Financing Lifecycle – Primaxis Technology Ventures

Funds Raised in Billions for Venture Capital



Source: Dow Jones VentureSource

Exits



Source: Created from data from Dow Jones VentureSource

References