



## **Mitacs Business Strategy Internship (BSI): Partner Proposal Global Agri-food Advancement Partnership**

**Organization Name:** Global Agri-food Advancement Partnership (GAAP)

**Please Send Resume/Cover Letter To:** Susan Jorgensen, Program and Partnerships Manager, GAAP, [sj@gaapvc.com](mailto:sj@gaapvc.com)

**Full Time or Part Time:** The format of this project can be flexible in terms of full time and part time work hours. This flexibility is intended to accommodate class schedules if the intern is currently enrolled in studies.

**Application deadline:** Applications will close February 29, 2024, and will be reviewed on an on-going basis.

### **Seeking Applicant in:**

The ideal candidate will have skills in logistical coordination, communication, project management and marketing, as well as knowledge of agriculture and agribusiness. The position would be highly suitable for a student or recent graduate of: Edwards School of Business, Management & Marketing; or The College of Agriculture and Bioresources, Agribusiness. General knowledge of agriculture or food production in Saskatchewan is an asset.

### **Background:**

The Global Agri-Food Advancement Partnership (GAAP) is an investment incubator focused on tangible technologies for the agri-food sector. We support early and rapid-growth companies with cutting-edge technologies seeking to improve efficiency, sustainability and profitability within the global agriculture and food industries. GAAP offers a unique model of equity investment paired with long-term incubation in our state-of-the-art facility. GAAP seeks out cutting-edge technologies from across the globe, then offers a soft-landing as companies expand their operations to Canada. While there are many benefits to accessing the North American market through a Saskatchewan base, we recognize global founders may not be aware of these advantages. To address this lack of awareness, we offer an in-depth incubator introduction program, showcasing the local hub of agri-food excellence, highlighting opportunities and supports available to Canadian-based entities, and helping to address uncertainties of expansion into an unknown region. While there isn't one definitive academic area that is required for this project, the ideal intern will have at least a general knowledge of agriculture or food production in Saskatchewan, demonstrate excellent communication skills, provide evidence of research experience and display a meaningful capacity for organized, independent work.

### **Project Title:**

Optimizing business attraction through enhanced incubator introduction

### **Project Overview:**

Business incubators have the proven ability to significantly improve the success rate of startup companies. A key factor in the potential for positive impact is ensuring alignment between the services and mission of the incubator and the needs and values of the startup company. An in-depth introduction program offers an innovative approach to assessing alignment by both parties. The objective of this



project is to significantly improve existing program content and update the mode of delivery to ensure a comprehensive and positive orientation to the incubator services, ecosystem capabilities, and community stakeholder collaboration; ultimately attracting promising innovators to the local market. The project work plan includes researching the needs of target start-up companies, reviewing external program models, proposing improvements, engaging with ecosystem partners, coordinating delivery logistics and supporting evaluation.

### **Objectives & Methodology/Approach:**

The purpose of this project is to elevate prospective portfolio company recruitment by redesigning or significantly improving the introduction program with respect to content, delivery systems, marketing and promotion strategies, data management and evaluation processes. Supported by the Program and Partnerships Manager, the main objectives of this project can be categorized in four phases: program design, planning, execution, and evaluation.

#### Program Design

The intern will work closely with the GAAP team to identify key program objectives and outcomes. With support of the Academic Supervisor, the intern will use landscape analysis and feedback findings to identify existing successes, opportunities for improvement, and suggestions for future inclusions. Additionally, the intern will research relevant marketing strategies. In collaboration with the Academic Supervisor and Program Manager, the intern will compile a formal program design proposal and present their recommendations to the program team.

#### Planning

With guidance from the Program Manager, the intern will develop a project management strategy. The intern will work collaboratively with the GAAP team to support the objectives within the program management strategy and to lead subsequent task management. This phase will include a high degree of communication with local industry stakeholders, service providers and vendors. Project management software may be implemented. The intern will support the development and maintenance of the program budget. A critical outcome of the program is generating network connections. The intern will support this objective by researching local industry stakeholders and relevant subject matter experts. The intern will use these findings and existing contact data to create and maintain a database of relevant contacts and developing a system to facilitate curated connections with program participants. The Academic Supervisor may further support this objective by providing industry and research contact recommendations. The intern will work with the Communications Manager to support redevelopment and delivery of the program marketing strategy and promotion channels.

#### Execution

The intern will provide a high level of support to the Program Manager during delivery of the program. The intern will attend program events and take part in related tasks. In collaboration with the Program Manager, the intern will support hospitality management. With direction from the Communications Manager, the intern will support content creation for social media and promotional material.

#### Evaluation

With guidance from program personnel, the intern will create and implement feedback collection systems. The intern will compile and assess the collected data. Consultation with the Academic Supervisor may support data interpretation and evaluation. The intern will apply the evaluation findings to develop a formal program assessment and identify recommendations for future program offerings.



The intern will support program reporting activities as required. The intern will assist in the development of published material, social media posts or other communication pieces to share program successes and recognize partner contributions.

**Timeline:**

The project is intended to take place over 8-12 months, depending on full time or part time availability, or a combination thereof. Ideally, the internship will begin in March and conclude in November.

**Deliverables:**

The primary deliverable of this project is the successful coordination and execution of a revised incubator introduction program. Tangible outputs include a past-feedback and landscape analysis report, a program design proposal, a project management workplan, a network contact database, a program evaluation strategy, and a final program report.

**Description of internship experience:**

The intern will primarily work from the GAAP facility, alongside the GAAP team. This environment supports frequent interaction and opportunities for the intern to benefit from colleagues' knowledge and experience. The intern will have a significant level of autonomy, however, will work closely with the Program Manager for direction or guidance as needed. The intern will participate as a member of the GAAP team and attend weekly team meetings. The intern will be provided with an office, wireless internet connection, and lunchroom amenities. Additionally, the intern will have access to the events and services available to Innovation Place tenants for the duration of the internship. This includes a fitness centre, frequent tenant networking events, professional development workshops, and preferred pricing for a variety of local goods and services. Occasional remote work may be considered. In this case, the intern will be supported virtually through a Slack work channel and Microsoft Teams for virtual meetings and file sharing.