



“Making Sudbury  
better for future  
generations”

**DO YOU** want to **make a difference** here in Sudbury?

Have you ever noticed a **social** or **environmental** issue going unaddressed?

Are you **ambitious** enough to take it on, and have an **idea** on how to accomplish it?

**Then we want you!**

The NORCAT Innovation Mill is excited to **provide** you with an **opportunity** to do just that through our **ASCEnt NORTH** program.

**COMMUNITECH**



## What is ASCEnt NORTH?

ASCEnt NORTH (Accelerating Social Cause Entrepreneurs) is a program offered by the [NORCAT Innovation Mill](#) for local entrepreneurs, start-ups and small businesses tackling social and environmental problems in the Greater Sudbury.

This exciting, free, and intensive hands-on program will provide successful candidates with a number of opportunities to create a scalable and sustainable social enterprise. The program will include workshops and lectures from business leaders and subject matter experts, as well as regular one-on-one advisory / mentorship from our in house Entrepreneur-In-Residence (EIR) and team of [Innovation Mill Mentors](#).

The goal of the program is to support participating enterprises, help them refine their go-to-market strategy, assist with their product development, connect them to potential customers and / or collaborators, and ultimately establish a viable and sustainable business.

Seed funding for projects being undertaken by successful applicants is also available through the ASCEnt NORTH program.

## What we're looking for:

- Established, or potential, for-profit or non-profit, start-up ventures
- The successful candidates must be solving a social or environmental problem present in the Greater Sudbury community
- Ventures must have the potential to be sustainable and scalable
- Must be self motivated and eager to solve the identified social or environmental problem

## What successful applicants can expect to get!

- Direct one-on-one advisory / mentorship with our Entrepreneur-in-Residence
- Assistance developing your business plan, product, and go-to-market strategy
- Connections with and support from our extended team of [Innovation Mill Mentors](#)
- Access to [Market Intelligence](#) through our partners at the [MaRS Discovery District](#)
- Access to the Fortin Discovery Lab and the resident Independent Product Developers (IPDs) at the NORCAT Centre
- Hands-on workshops delivered by the MaRS Discovery District on practical business topics
- Residency in the [NORCAT Commons](#) for the duration of the program
- Access to our [preferred service providers and local partners](#)
- Connections and introductions to our extended networks, prospective customers, and investors

## What am I expected to do as a participant?

- Engage regularly with your EIR and “do your homework”
- Attend [Entrepreneurship 101](#), NORCAT [Hot Topics](#) lectures, and Innovation Mill workshops
- Participation in all workshops
- Engage and network with your fellow start-up peers, and the broader start-up ecosystem here in Sudbury.
- (Optional) Participate in the 2015 Entrepreneurship 101 UpStart Competition for a chance to win \$5,000

## Ready to make a difference? Here’s how to apply:

- Follow this link to our [Social Enterprise Discovery Document](#) and complete the form. Once completed, you can expect to hear back from the Innovation Mill Coordinator within 2-3 business days acknowledging the submission of your application.