

terro^x

innovation x networking x growth

Terro^x is a business accelerator and a living lab powered by Laval économique.

This physical and virtual space for innovative and collaborative development, which unites a group of strategic partners, aims to offer start-ups and SMEs the support they need to accelerate:

- sustainable innovation;
- productivity investments;
- growth;
- technology integration;
- adapting to the opportunities of a rapidly-changing market.

What does Terro^x mean?

Terro^x is an experimental environment for ensuring the success of and showcasing new opportunities. The “x” symbolizes a multiplicative approach that prioritizes growth, innovation and networking opportunities.

Its purpose

Start-ups in the pre-commercialization stage have specific needs. However, there is a lack of resources and support services needed to achieve their growth objectives and, as a result, 51% eventually cease operations.

Terro^x wants to seize this opportunity and offer the necessary support to contribute to the success rate of start-ups and maximize the efforts invested initially (time, research and development, financing, tailored support, etc.) in their projects.

The x effect

Terro^x is located in the heart of Laval and will stand out in the sector thanks to its specialized and innovative programs; The Artificial Intelligence of Things (AIoT), and augmented reality. Terro^x will facilitate networking between Laval start-ups and SMEs, provide access to recognized coaches and mentors, offer financial assistance of up to \$30,000 (under certain conditions) to select start-ups, and participate in the creation of innovative technology projects.



Targeted clients

1 Call for projects, first phase

- Technology start-ups (TRL 4 to 7, in the pre-commercialization stage);
- Innovative SMEs and entrepreneurs;

2 Call for projects, second phase

- *Scale-ups* (rapidly-growing start-ups);
- *Soft landing companies* (overseas subsidiaries).

The benefits

Start-ups can test their innovations in the real world, adjust their offerings, generate data, and facilitate their market entry.

Innovative SMEs will quickly be able to benefit from technologies to improve and optimize their processes and performance (lower resource investment and potential return on investment).

Why partner with Terro^x ?

Terro^x wishes to implement a program to develop a long-term relationship with its collaborators. These partnerships will be a driving force in supporting innovation efforts and economic growth across Laval.

As a partner, you:

- **Strengthen** your leadership in the Laval and Quebec start-up sector;
- **Associate** your brand with an innovative initiative;
- **Benefit from** a unique relationship with a new generation of entrepreneurs;
- **Be informed** of the progress of companies with high growth potential;
- **Maximize** the efforts invested initially in start-ups;
- **Participate** in showcasing Laval and the local and regional economy.

https://indiceentrepreneurialqc.com/wp-content/uploads/2022/04/INDICE_ENTREPRENEURIAL_2021_VF_FLegal.pdf, p. 39 (French only)

Laval économique, the one-stop shop, is a group of business solutions experts for companies wishing to accelerate their development in an innovative, responsible, and sustainable manner and for those wishing to set up a business in Laval.

Does this speak to you? Let's talk.

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