

Paving the way for Québec pioneers in sustainable mobility.



PROGRAM
INFORMATION GUIDE

propulsion
Québec



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Valuable support and critical awareness

Propulsion Québec wants to improve the supply and scope of Québec products for the electric and smart ground transportation sectors by supporting manufacturers in their transition to this industry. To achieve this goal, the economic cluster is convinced that awareness and support for manufacturers in the ground transportation sector are essential for the transition to a green economy.

Description of the Program

+ DESCRIPTION

Participating SMEs will obtain an assessment of their organization and an evaluation of business opportunities. This enlightening step will help them understand the market potential and develop new products (or adjust the marketing of their existing products). This will be deployed in line with your mission. It will also be aligned with clean and sustainable economic growth objectives in Québec and Canada.

Participating SMEs will also be coached to become more innovative, productive and competitive on the regional, national and international levels of the growing electric and smart transportation industry.

The Transition+ Program will be supported by developing a calendar of activities, meetings, and training to promote sharing best practices related to a green and inclusive economic recovery.

+ MISSION

The Transition+ Program offers personalized support to small- and medium-sized manufacturers that want to become a part of the electric and smart transportation industry's supply chain.

This is a real business opportunity for companies wanting to develop their activities in one of the promising niches of the green economy in Québec.

+ OBJECTIVES

Support SMEs in all stages of the development and commercialization of electric and smart products and services for ground transportation.

Mobilize the entire supply chain and promote the sharing of best practices for developing and deploying electric and smart ground transportation.

Why Join the Transition+ Program?

A significant contribution to achieving your projects

+ FINANCIAL ASSISTANCE

One of the most significant contributions offered by any assistance program to date. It significantly reduces your company's investment in evaluating and developing new electric and smart transportation (EST) products and services. The program allows your company to transition to electric and smart transportation with affordable support. This is a real business opportunity at a low cost!

A network of the best consultants in the industry

+ A SELECTION OF EXPERTS

With access to a vast network of experts in all fields, Transition+ is among the only ones to offer you a wide range in the choice of consultants.

Personalized support to achieve your business objectives

+ SUPPORT

Transition+ is a four-part program, two of which are optional to better guide you through the various stages of developing your business in the electric and smart transportation industry.

Beyond the evaluation, a plan comprehensive marketing program

+ CONCRETE RESULTS

Transition+ is the only program that is 100% aligned with your business objectives and whose mission is to develop and market a new offering of clean, sustainable products and services.

4. Who Is This Program for?



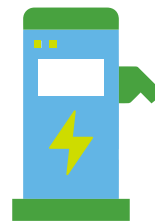
Description

The program is aimed at small- and medium-sized manufacturing companies offering or planning to offer products and services related to the electric and smart transportation sector:

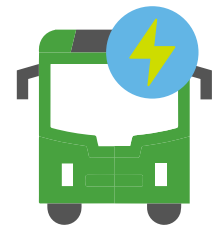
Eligibility criteria

The eligibility criteria for participating SMEs in this program are:

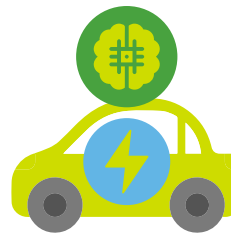
1. Be a manufacturing company or one that wishes to develop a manufacturing activity related to the various electric and smart transport sectors
2. Be a member company of Propulsion Québec in the *Industrial* category
3. Small and medium-sized businesses with less than 500 employees, with a Québec Enterprise Number (NEQ)



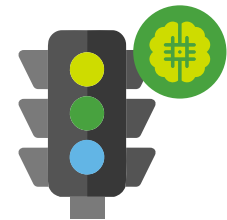
Charging infrastructure



Electric vehicles



Smart vehicles



Smart infrastructure



Mobile services



Batteries

A Program with Four Simple Parts

Participating SMEs will be able to take advantage of the personalized coaching offered by the consultant(s) of their choice via a pre-selected and qualified directory. The Propulsion Québec team will guide the company throughout the consultant selection process and during the coaching periods for each part.



Participating SMEs will begin the program with Part 1 (Business Assessment). In addition to taking the pulse of the company's current situation, this assessment will confirm the need to benefit from Part 2 (Product/Service Adaptation) and/or Part 3 (Additional Financing), both of which are optional, before proceeding to the final step, Part 4.

This program aims to allow the company to start marketing products and/or services to companies directly related to the various sectors of activity of the electric and smart transportation industry.

Let's dive a little deeper into each part of the program. **Please note that only Part 1 and Part 4 are mandatory.**

Business and commercial evaluation

The selected external consultant will evaluate the organization. It will highlight the strengths and weaknesses, the challenges, and the company's development potential in the electric and smart transportation sector to evaluate the business opportunities.

The organization's evaluation will offer you at least

- + Product portfolio
- + Technical expertise
- + Manufacturing capacity
- + Analysis of current markets
- + Market segmentation plan
- + Positioning in the supply chain
- + Analysis of potential markets

Maximum total cost per participating SME for part 1: \$25,000 + taxes.

The maximum amount paid directly by the EST program: \$16,500 (66%).

Maximum total cost paid by the participating SME: \$8,500 (34%), payable at registration. If the work does not reach the total cost of \$25,000, the different portions paid by the participating SME will be carried over to the next part.

***This part is mandatory**

Part 2: Strategic recommendations

Companies that have received a recommendation in Part 1 for the adaptation of one or more products will have access to a different stage of the program, which will allow for the analysis and recommendations necessary for further consideration.

- + Recommendations for adaptation options
- + Prioritization of possible adaptations
- + Proof of concept
- + Strategic recommendations related to design
- + Strategic recommendations related to the redevelopment of the plant

Maximum total cost per participating SME for Part 2: \$25,000 + taxes.

The maximum amount paid directly by the EST program: \$16,500 (66%).

Maximum total cost paid by the participating SME: \$8,500 (34%), payable upon registration. If the work does not reach the maximum total cost of \$25,000, the different portions paid by the participating SME will be carried over to the next part.

***This part is optional**



Part 3: Additional funding

Companies with a profile and business assessment that show significant growth potential will have access to this additional step, which will allow them to evaluate the potential and apply to specific programs.

- + Evaluation of other sources of financial aid
- + Bank of optional hours for support in applying for funding

Maximum total cost per participating SME for Part 3: \$9,750

- + Evaluation - Maximum total cost: \$3,000
- + Hour banks - Maximum total cost: \$6,750

Maximum amount paid directly by the EST program: \$5,100

- + Evaluation - Maximum total cost: \$2,500 (83%)
- + Hour banks - Maximum total cost: \$2,600 (38%)

Maximum total cost paid by the participating SME: \$4,650 (48%), payable upon registration. If the work does not reach the maximum total cost of \$9,750, the different portions paid by the participating SME will be reimbursed in the next part.

***This part is optional**



Part 4: Marketing plan

Companies that have received an evaluation and a commercial study will finally be able to update their commercialization plan to promote deployment and allow them to take the necessary steps to begin a transition entirely focused on new opportunities.

An incredible business potential awaits SMEs.

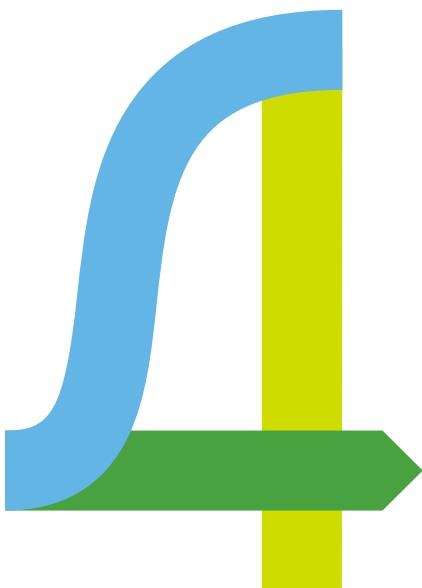
- + Strategic objectives
- + Positioning
- + Distribution channel
- + Financial and human resources
- + Production system

Maximum total cost per participating SME for Part 1: \$30,000 + taxes.

Maximum amount paid directly by the EST program: \$20,000 (67%).

Maximum total cost paid by the participating SME: \$10,000 (33%), payable at registration. If the work does not reach the maximum total cost of \$25,000, the different portions paid by the participating SME will be reimbursed at the end of the project.

***This part is mandatory**



Our Consultants

André Leclerc Consultant



Parts addressed: 1 and 2

Overview More than 30 years of experience in transportation and fleet management. Energy management consultant. Selection and implementation of fleet management systems

GoExport



Parts addressed: 1 and 4

Overview GoExport has nearly 15 years of experience in international marketing. Our goal is to find your first partner (customer, distributor, reseller, agent...) in your export markets. We support SMEs in their international development from the analysis, study or strategy phase to business development.

GoExport assists you throughout your international growth project. GoExport has more than 500 SMEs supported in 65 markets, four entities: Montréal, Lyon, Mexico City, and Boston and more than 50 partner offices globally for local canvassing.

Groupe Dancause et associés inc.



Parts addressed: 1, 2, 3 and 4

Overview Dancause is a firm that specializes in business strategy, market intelligence and executive coaching. We bring clarity, vision and intelligence to your business decisions. Our approach is dynamic and innovative. Our interventions are creative and rigorous. Our solutions are concrete, on the ground with your teams. See clearly with facts. We help you carry out decisive strategies for your organization.

We strive every day to be a different kind of strategic and tactical advisor, offering a personalized service where the client, his team and his business objectives are at the center of our intervention. We strive to distinguish ourselves from traditional consultants by offering a practical, people-centric, efficient and customized approach.

+ SELECTION OF EXPERTS

Opportuna Group Inc.



Parts addressed: 1, 3 and 4

Overview Groupe Opportuna Inc. specializes in assisting companies that want to structure their product development, marketing in Québec and internationally, and project financing. Business plans, marketing plans, strategic plans and grant application forms are tools and deliverables that we will build with you to help you propel your business.

A proven methodology, inspired by the best practices at the cutting edge of technology company support, relevant to the mobility field and adapted to the needs and context of each company.

Our experience and success in supporting small, medium and large companies within specific sectors, industry clusters and/or associated with specific programs.

Innovitech Inc. / Explorer Solutions



Parts addressed: 1 and 4

Overview The Innovitech Inc. / Explorer Solutions partnership is unique. It brings together a highly experienced team with the skills and experience required to meet the customized goals of each Transition+ program company.

Our two firms have formed an alliance to provide each company with: a deep understanding of the multiple sub-sectors of the electric and smart transportation sector, including autonomous and connected vehicles, zero-emission vehicles, electric infrastructure, battery and energy storage and on-demand mobility services.

Martin Roy and Associates



Parts addressed: 1

Overview Since its founding in 1992, Martin Roy et Associés (MRA) has been helping to change mindsets and debunk myths about green buildings. MRA offers bioclimatic engineering, including energy modelling, mechanical and electrical design, monitoring, certifications and commissioning.

At the heart of the firm's design approach, simulation supports decision-making that considers climate, passive solar potential, and system interactions. The firm is recognized for its ability to innovate in building sustainable strategies to provide solutions that meet the needs of its clients while remaining simple to operate and maintain. MRA has teams in four main offices: Deux-Montagnes, Beloeil, Québec and Saguenay.

Merkur



Parts addressed: 1 and 2

Overview Merkur is a team of multidisciplinary experts who can guide you through all your manufacturing processes. Business strategy and procurement. Product design and optimization. Operational process optimization and plant layout. Manufacturing projects; improving equipment and methods.

Automation and robotics Connectivity and dashboard. Merkur's approach is to have a global vision of our clients' issues to identify and implement strategic and profitable projects step by step. Our mission is to contribute to the innovation and productivity of manufacturers. We believe that our approach will allow companies to develop a personalized, realistic and optimized strategy. Reduce risk, and improve investment value and ROI. The expertise and experience of Merkur's team for this type of project are major assets.

Momentum Conseils



Parts addressed: 1, 2 and 4

Overview Senior independent consultant with over 22 years of experience in large and medium-sized companies, during which I have developed an expertise in product and process management, business strategies, procurement strategies, sales strategies and market development. I aim for simple solutions, and I accompany my clients towards strategies and solutions adapted to their needs. I always look beyond the tangible to guide my clients toward the best targets.

Sia Partners / KM Impact



Parts addressed: 1, 2, 3 and 4

Overview Sia Partners and KM Impact have combined their expertise to maximize the added value for Propulsion Québec and the program's target manufacturing SMEs. Sia Partners is Canada's leading independent management consulting firm, with a team of over 200 consultants based in Calgary, Montreal and Toronto, for a total of 2,500 consultants in 18 countries.

For more than 20 years, SiaPartners has been assisting major players in the energy and industry sectors in their growth strategy, steering and implementing transformations, and demonstrating tomorrow's industries as part of the energy transition.

Founded in 2020 in Québec, KM Impact offers turnkey solutions to building owners and managers in the transportation and logistics industry, including the analysis, development, design and monitoring of energy efficiency projects. KM supports the transportation ecosystem in increasing its profitability through energy and operational optimization. Combining commitment, innovation and data-driven business intelligence, the young company offers innovative decarbonization solutions.

+ SELECTION OF EXPERTS

Triode



Parts addressed: 1, 2 and 4

Overview For over 20 years, Triode has supported start-ups and SMEs in the mobility, technology and defence sectors at every stage of product development. Over the years, our experts have fine-tuned a structured and proven approach to successfully carry out product development projects that meet real user needs.

A development project is an investment that must be maximized. To maintain control, projects are separated into several stages or phases that facilitate better decision-making. No matter what step of the process your projects or your company is in, Triode is there to accelerate innovation and propel the development of YOUR products.

WSP Canada inc.



Parts addressed: 1, 3 and 4

Overview WSP is one of the world's leading consulting engineering firms. Our expertise ranges from building engineering to the design of sustainable transportation networks and urban planning to develop future energy sources. Our involvement with our institutional and private clients both here and around the world is a sign of commitment and recognition in the community. Engineers, specialists, technicians or professionals, we are more than 49,500 people in 50 countries who can present innovative solutions to our clients.

This broad expertise allows WSP to intervene in very different contexts in activities, organizations and company sizes, particularly with SMEs.

How to Register

Step 1: Show your interest

This first step allows the participating SME to notify Propulsion Québec of its interest in the Transition + program and to confirm the organization's eligibility. A maximum lump sum of \$8500 is invoiced upon approval by Propulsion Québec and will be adjusted according to the amount invoiced by the consultant at the end of the work.

Here's how SMEs will be able to access the Transition+ Program:

- + Fill out the interest form
- + Meet our Director, Programs and Community
- + If selected, the organization must complete a letter of commitment

After completing the interest form, our Director of Programs and Community will contact the identified contact directly. Please note that a letter of commitment will be requested if your organization is selected.

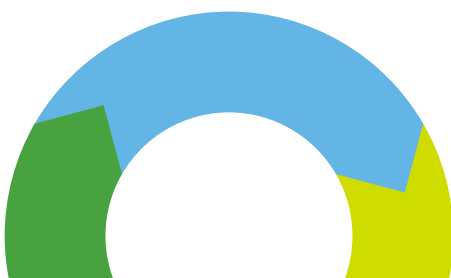
Step 2: Identify your needs

The participating SME defines its coaching needs and interest in the program's parts. This step allows Propulsion Québec to be informed of the tools and thoughts that could contribute to the analysis of the project.

Step 3: Start planning

The participating SME is put in touch with the consultants of its choice, among those who have sent proposals for each part. Introductory meetings with the pre-selected consultants allow the participating SME to choose a consultant for individual coaching and receive a proposal to confirm the work carried out by the consultant of its choice. Propulsion Québec puts the participating SME in touch with the consultants and ensures ongoing follow-up.

The participating SME returns to this step between each part and will be billed according to the current part.



Step 4: Complete the work

The participating SME begins work with the consultant selected for each part. Propulsion Québec will conduct quarterly follow-ups with both the participating SME and the consultants to evaluate the progress and relevance of the work. The consultant will submit a report at the end of the project.

The consultant's final invoice received by Propulsion Québec with the report allows Propulsion Québec to correct the invoice issued to the participating SME.

Step 5: Evaluate the impact

This step allows Propulsion Québec to hold a final meeting with the participating SME to evaluate the program's impact.

Duration of the Program

The program will be open until March 31, 2024, to allow participating SMEs to develop a relationship of trust with consultants and thus develop tools that will significantly impact their development.



Contact us

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Propulsion Québec

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ABOUT PROPULSION QUÉBEC

Quebec's smart and electric transportation cluster rallies the entire sector around joint projects aimed at positioning Quebec as a leader in developing and implementing land transportation systems that promote smart and electric modes of ground transportation.

Created in 2017, Propulsion Québec has over 170 members from a variety of sectors and deploys its resources across seven distinct working groups to develop and support innovative projects.

The cluster benefits from the financial support of the Government of Canada, the Government of Quebec, the CDPQ, the Montreal Metropolitan Community (CMM), ATTRIX, Desjardins Group, Fasken, Hydro-Québec, Quebecor, the Fonds FTQ and Merkur.



This initiative is made possible
through the financial support of

Canada

transition⁺
program

propulsion
Québec