

Project Phase	CanExport SMEs		A-83874	The Olympic Museum	2023/05/10
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New CanExport SME Application

General

PROJECT INFORMATION

Account *

Project Title

The Olympic Museum

Project Start Date

2023/05/10

Project Completion Date

2024/02/29

Project Contacts

Edit Project Contacts

Project Details

Project Summary

one of the world's leaders in augmented reality, interactive graphics services and live data integration software, has been invited to participate in high-profile requests for proposals (RFP) by The Olympic Museum in Switzerland. The company intends to leverage these high-profile RFP opportunities to develop the market of Switzerland by developing and deploying local and regional sales and marketing tactics and initiatives to reach out to other potential museums and broadcast customers. Our goals are to win and sign 2 agreements of total value of \$6.27M as well as develop close relationships with 23 targeted clients. To achieve these goals, we will develop a sales and marketing plan for the target market identifying potential customers, local and global competitors, distinctive factors and value propositions. We will then use our network of experts and consultants to identify potential leads and schedule business presentations with potential customers as well as participate in trade shows to meet with potential customers.

Project Description

Revenues of primarily come from top-tier clients in Canada, the US, and the Emirates. With the help of a growth strategy expert, the company is developing a plan to penetrate in Switzerland. Astuce targets this country due to high-profile RFP invitations from The Olympic Museum in Switzerland. The strategy for this country includes the following goals, activities, and expected results.

As a first step in entering the Swiss market, will participate in two (2) RFPs from The Olympic Museum based in Lausanne. Both RFPs represent potential revenue of \$4.77M for the company in 2023-2024. Our goal is to win 1 of the 2 RFPs.

Leveraging the reputation of the Olympic Museum, the company aims to use these RFP opportunities to attract new Swiss-based clients by developing and deploying a sales and marketing plan, which includes:

1. Identifying potential Swiss-based clients (see preliminary client list in this application)
2. Finding key contacts, understanding their needs, and scheduling in-person presentations in Switzerland
3. Attending the IBC trade show in Amsterdam in September 2023 to meet with Swiss-based potential clients and present our services and data platform
4. Traveling to Switzerland for meetings with potential clients, presenting Astucemedia's expertise and past projects. Discuss potential projects and brainstorm concepts, technology, and delivery as needed.
5. Following up with proposals containing high-level design mock-ups based on meeting outcomes
6. Negotiating scope, budget, timing, and resources, and adjusting proposals accordingly
7. Finalizing proposals, obtaining client approval, and signing agreements
8. Assembling teams and starting projects

Include Participation in a Trade Mission GAC

No

Participation in a Trade Mission GAC Description

Outline Key Companies

For Switzerland, we have identified 23 potential new clients grouped by categories:

- Broadcasting organizations:
 - Radio Télévision Suisse (RTS)
 - Swiss Broadcasting Corporation (SRG SSR)
 - 3 Plus Group
 - Teleclub AG
 - AZ Medien
- Sport organizations:
 - International Olympic Committee (IOC)
- Fédération Internationale de Football Association (FIFA)
- Union of European Football Associations (UEFA)
- International Ice Hockey Federation (IIHF)

- Fédération Internationale de Volleyball (FIVB)
- World Archery Federation (WA)
- Fédération Internationale de Basketball (FIBA)
- World Rugby
- International Swimming Federation (FINA)
- Union Cycliste Internationale (UCI)

- Banking and finance organizations:

- Credit Suiss Group AG
- UBS Group AG
- Banque Cantonale Vaudoise
- Zürcher Kantonalbank

- Raiffeisen Switzerland Lindt

- Innovation and development organizations

- Swiss Science Center Technorama

We will find additional potential clients while we study and research the market with the assistance of our expert consultant. We will also reach out to the foreign affairs at the Canadian Embassy in Switzerland.

Target Markets

Region 	Country 	Sub-Region	Export Sales During the Past Fiscal Year
Europe	Switzerland		0.00 

General

Region

Europe

Export Sales During the Past Fiscal Year

0.00

Country *

Switzerland

Sub-Region

—

Strong Market Potential *

We are targeting the Switzerland market as a result of an invitation to submit proposals to 2 RFPs from The Olympic Museum. For Phase 1 of our strategy, we will prepare the proposal, concept and proposed cost estimate with the assistance of the partners mentioned above. We intend to travel to Switzerland to meet with The Olympic Museum and our partners. Both RFPs represent potential revenue of \$4.77M for the company in 2023-2024. Our goal is to win 1 of the 2 RFPs.

For Phase 2 of our strategy, we have identified 23 potential new Swiss-based clients. We will find key contacts at each of these customers, contact them to understand their needs and projects, travel to meet at least 10 of these 23 targeted clients in Switzerland and at the IBC trade show in Amsterdam during the month of September 2023, and sign 1 new agreement with one of these targeted clients generating potential revenue of \$1.5M for the company in 2023-2024.

Existing or Potential Competition on Each TM

In Switzerland competitors range from local and regional players to well-established global companies. Some key competitors include Girraphic, Moment Factory, PopUpTV, WT Vision, Mammoth Graphics, and Myreze.

The competition is driven by the presence of local companies and European players offering interactive graphics services. These companies cater to a variety of industries, including broadcasting, events, and digital signage. Some Swiss clients may also seek services from internationally renowned companies such as Moment Factory and Mammoth Graphics. However, none of these competitors offer both interactive graphics services and live data integration software, which is the unique and distinctive factor competitive advantages, value proposition, and positioning in these markets are based on the following factors:

Expertise and Reputation: has a strong track record and reputation in the industry, with an experienced team of real-time graphic designers and a robust data platform. The company's commitment to quality and innovation allows it to deliver tailored solutions for clients across various industries.

Comprehensive Solutions: combination of creative services, data platform, and custom graphics provides clients with a one-stop-shop for their needs. This integrated approach allows for seamless project execution and enhanced client satisfaction.

Scalable Technology: data platform is designed to be easily adaptable to different systems, workflows, and audiences, which helps clients to achieve their desired results efficiently.






Industry Knowledge: extensive experience in the broadcast industry enables the company to understand the importance of brand and logo design, as well as dynamic animation, ensuring clients' true identities are effectively communicated.

Global Presence: existing international client base serves as a testament to its global expertise and ability to cater to diverse markets, providing a solid foundation for expansion into the Swiss and Saudi Arabian markets.

Objectives








Project Objective 	
Gather market information	
Identify potential partners	
Identify potential partners	
Increase export sales	
Meet with potential clients	

Benefits to Canada

Benefit 	Details	
Agreements signed	The goal of the company is to win at least 1 of the 2 RFPs by The Olympic Museum and sign 1 agreement with one of the potential clients listed in this application	
Increased investments	We have retained the services of an expert consultant (i.e. Pierre-Etienne) to help the company develop its growth plan. The growth plan will include specific tactics to penetrate the market and approach the targeted clients. Based on this growth plan, we will explore the opportunity to obtain external funding to support the growth of the company.	
Increased R&D/Innovation	Every new project allows the company to further develop its data platform and discover solutions to existing problems, pushing our team to innovate and the company to invest in R&D	
Increased sales	If the company were to win and sign the 2 RFPs and 1 agreement with a client from our targeted list, sales and revenue would increase by \$6.27M. Our goal is to win and sign 1 RFP and 1 agreement which will increase sales and revenue by \$3.27M.	

Project Budget

Eligible Activities

Name 	Target Market	Destination	Description	
Category A: Travel	ALL		Airline tickets for 2 people and hotel rooms for 2x 4 nights for meetings with target clients and trade show.	
Category A: Travel	ALL	Netherlands	Airline tickets for 2 people and hotel rooms for 2x 3 nights for the IBC trade show.	
Category B: Trade Show	ALL	Netherlands	Costs for 2 participants at the IBC trade show in Amsterdam to meet potential clients from Switzerland	
Category C: Marketing/Translation	ALL		Développement par un consultant expert d'une démonstration pour dans le logiciel Unreal	
Category F: Consultant – Business/Legal/Tax	ALL		Consulting services from [redacted] for the development of a growth strategy in the target market and support for the executive team in negotiating agreements and other business and legal matters.	
Category G: Consultant – Market Study/B2B	ALL		Consulting services from [redacted] or market research and analysis, developing a growth strategy in the target market, and coaching the executive team in the implementation of the strategy.	

Activity Type Details

Activity Type *

Category A: Travel

Target Market *

ALL

City

Lausanne

Number of People

2

Start Date

2023/06/04

End Date

2023/06/11

Description

Airline tickets for 2 people and hotel rooms for 2x 4 nights for meetings with target clients and trade show.

Requested Expense Amount for Category by Fiscal Year

FY 23-24	11,000.00
FY 24-25	0.00

Requested Funding Summary

Requested Activity Total (\$)

11,000.00

Activity Type Details

Activity Type *

Category A: Travel

Target Market *

ALL

City

Amsterdam

Number of People

2

Start Date

2023/09/03

End Date

2023/09/10

Description

Airline tickets for 2 people and hotel rooms for 2x 3 nights for the IBC trade show.

Requested Expense Amount for Category by Fiscal Year

FY 23-24	7,500.00
FY 24-25	0.00

Requested Funding Summary

Requested Activity Total (\$)
7,500.00

Activity Type Details

Activity Type *

Category B: Trade Show

Target Market *

ALL

Destination

Netherlands

Name of Event

IBC 2023

City

—

Number of People

2

Start Date

—

End Date

—

Description

Costs for 2 participants at the IBC trade show in Amsterdam to meet potential clients from Switzerland

Requested Expense Amount for Category by Fiscal Year

FY 23-24	5,000.00
FY 24-25	0.00

Requested Funding Summary

Requested Activity Total (\$)

5,000.00

Activity Type Details

Activity Type *

Category C: Marketing/Translation

Target Market *

ALL

Marketing Type

Video

Description

Développement par un consultant expert d'une démonstration pour [REDACTED] dans le logiciel Unreal

Requested Expense Amount for Category by Fiscal Year

FY 23-24	27,000.00
FY 24-25	0.00

Requested Funding Summary

Requested Activity Total (\$)

27,000.00

Activity Type Details

Activity Type *

Category F: Consultant – Business/Legal/Tax

Target Market *

ALL

Description

Consulting services from [REDACTED] or the development of a growth strategy in the target market and support for the executive team in negotiating agreements and other business and legal matters.

Requested Expense Amount for Category by Fiscal Year

FY 23-24	19,600.00
FY 24-25	0.00

Requested Funding Summary

Requested Activity Total (\$)

19,600.00

Activity Type Details

Activity Type *

Category G: Consultant – Market Study/B2B

Target Market *

ALL

Description

Consulting services from [redacted] for market research and analysis, developing a growth strategy in the target market, and coaching the executive team in the implementation of the strategy.

Requested Expense Amount for Category by Fiscal Year

FY 23-24	29,400.00
FY 24-25	0.00

Requested Funding Summary



Requested Activity Total (\$)
29,400.00

Requested Funding Summary

FY 23-24	99,500.00
FY 24-25	0.00
Requested Funding Total	
49,750.00	

Export History

Region 	Country 	Sub-Region
Asia Pacific	Australia	
Europe	Germany	
Europe	United Kingdom of Great Britain and Northern Ireland	
Middle East and North Africa	Qatar	
Middle East and North Africa	Saudi Arabia	

Region 	Country 	Sub-Region
[1033]Middle East and North Africa[1036]Moyen-Orient et Afrique du Nord	[1033]United Arab Emirates[1036]Émirats arabes unis	
[1033]North America[1036]Amérique du Nord	[1033]United States of America[1036]États-Unis d'Amérique	[1033]Northeast[1036]Nord-Est
[1033]North America[1036]Amérique du Nord	[1033]United States of America[1036]États-Unis d'Amérique	[1033]South[1036]Sud
[1033]North America[1036]Amérique du Nord	[1033]United States of America[1036]États-Unis d'Amérique	[1033]West[1036]Ouest