LARGE SEGMENT

Aspiring Global Champion

The Aspiring Global Champion represent high-growth, large Canadian enterprises that are scaling their operations beyond domestic markets to become major players on the international stage. These companies are leaders in their industries, driving innovation, investment, and job creation while significantly contributing to Canada's export economy. Their growth ambitions extend far beyond incremental expansion—they are focused on cementing their presence in global markets, building competitive advantages, and securing long-term international success.

Patrick - Decision Maker at Aspiring Global Champion
Exporting for years, Patrick's been in and out of markets and has experienced both wins and losses – he's seen it all. He loves his work and wants to capitalize on every opportunity. It's either "grow or die" when it comes to his perspective on business success. He works in an Aspiring Global Champion as financial and strategic decision-maker.

Sonia - Influencer at Aspiring Global Champion
Sonia is a forward-looking competitor and trusted voice. She has helped her company get to the markets they are currently in and is involved in the planning that seeks to capitalize on new opportunities for global business – she's always thinking ahead and is excited they are in the same conversation as their competitors. She works in an Aspiring Global Champion as an influencer of important financial and strategic decisions.

Seva - Financial Administrator at Aspiring Global Champion
Seva does it all. She is willing to do the necessary work, no matter her title, to perform various work that helps her company get ahead. She works as an individual contributor in administrator-type role, where execution is considered her forte. No task is too small for Seva.

INTERNATIONAL SEGMENT

International Buyers

International Buyers represent corporations with well-established market dominance, extensive global operations, and significant purchasing power. They are highly sophisticated buyers, continuously seeking innovative products, specialized services, and strategic partnerships to optimize their global supply chains and enhance competitiveness. For Canada, International Buyers represent substantial commercial opportunities as purchasers of Canadian goods, services, and intellectual property. Their demand for high-quality, reliable, and innovative solutions makes them critical partners for Canadian exporters across multiple sectors.

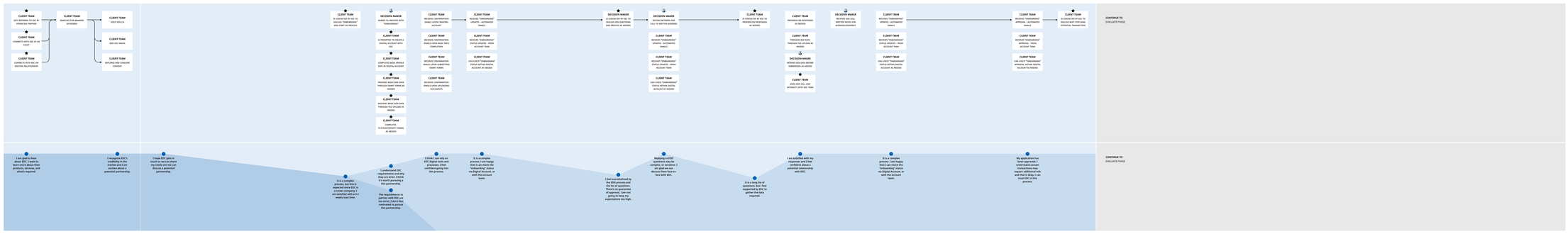
Experience

What might the person (or people) at the center of this scenario typically experience in each step?

Legend
- Key service moments for large and international segments
- Patrick - Decision Maker
- Sonia - Influencer
- Seva - Financial Administrator

Transversals: PROSPECT EXPERIENCE | "ONBOARDING" EXPERIENCE | PRODUCT & SERVICE EXPERIENCE | ONGOING RELATIONSHIP EXPERIENCE

Stages: DISCOVER → ENGAGE → Screening - 2 to 4 weeks → EVALUATE → Transaction - 2 weeks → PURCHASE → USE → SUCCEED → ADVOCATE



LINE OF INTERACTION

Interactions

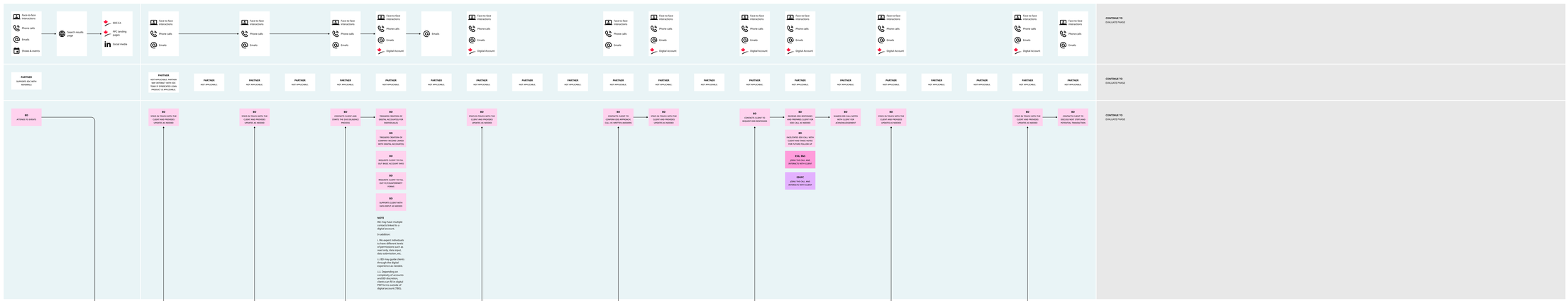
What might someone interact with at each step along the way?

People
Who would they see or talk to?

Places
Where would they be?

Things
What digital touchpoints or physical evidence would they use?

Legend
- BD - Business Development
- CIM - Company Information Management
- ESG - Environmental, Social, Governmental Advisory
- E&S - Environmental and Social
- ESGFC - Environmental, Social, Governmental Advisory, Financial Crimes



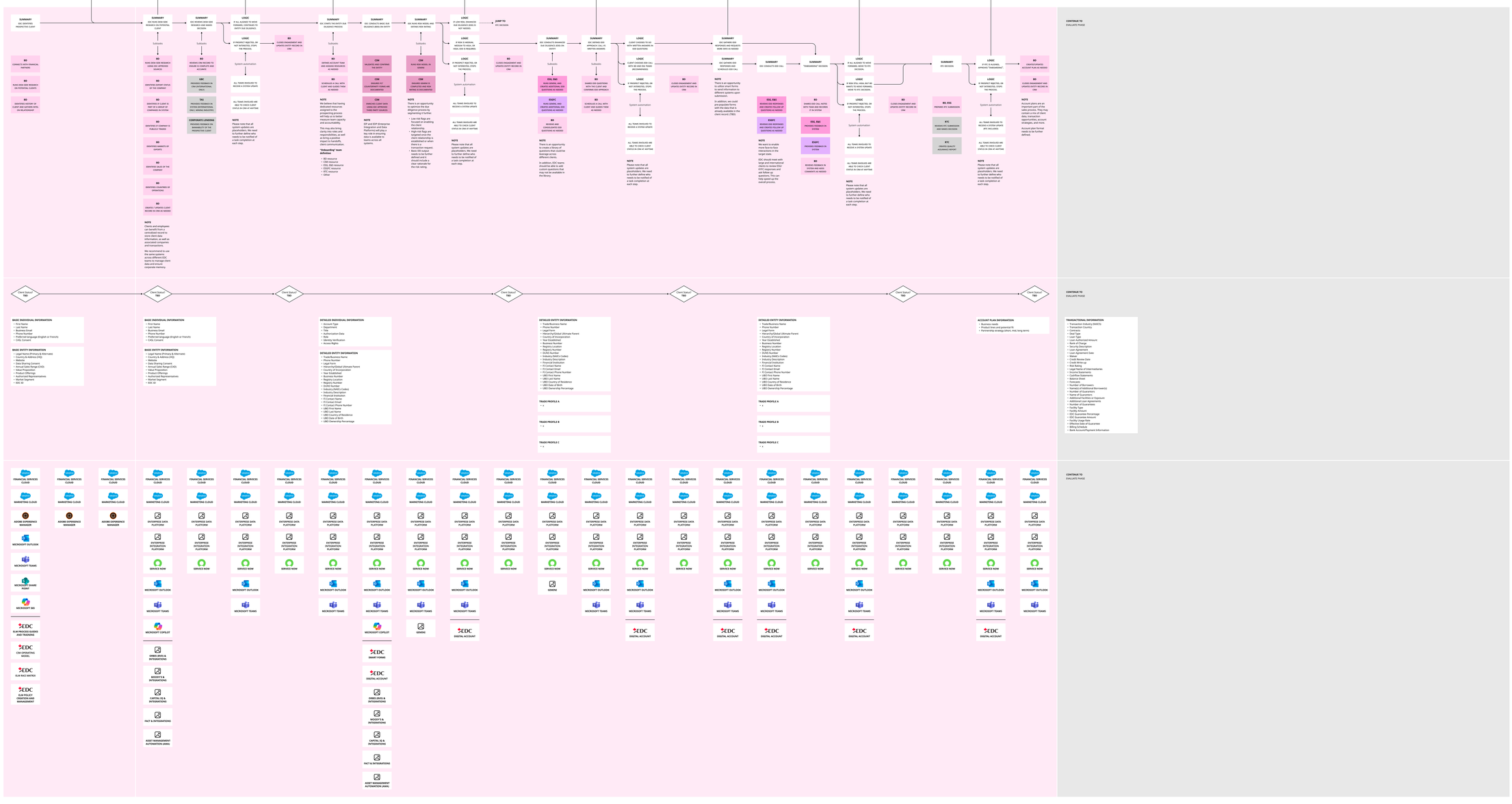
LINE OF VISIBILITY

Behind the scenes

At each step along the way, who or what might work behind the scenes to make this service function?

People
Who might play a key role in creating and maintaining the service?

Policies
What rules, laws, or formal processes may influence it?

Systems
What physical or digital infrastructure will be utilized?

Legend
- BD - Business Development
- CIM - Company Information Management
- ESG - Environmental, Social, Governmental Advisory
- E&S - Environmental and Social
- ESGFC - Environmental, Social, Governmental Advisory, Financial Crimes
- GBC - Global Business Connections
- TAS - Technology and Account Security (mining industries)
- RTC - Relationship and Transaction Committee