# SUMMERSIDE XCHANGE ADVANTAGE:

## ACCELERATE GROWTH WITH ZERO RISK

## MINIMIZING RISK, MAXIMIZING GROWTH

**Summerside offers unparalleled advantages across diverse sectors, making it the ideal location for businesses looking to boost profits, commercialize cutting-edge technologies, and accelerate time-to-market. Our tailored support programs minimize expansion risks, provide cost certainty, and maximize returns—ensuring a seamless transition for your business.**

### What is Summerside Xchange?

**The Summerside Xchange is a premier business accelerator** that positions **Summerside as a global leader in the testing, validation, and scaling of next-generation products and services.** By leveraging the city's robust infrastructure, industry expertise, and key partnerships, the Xchange facilitates the commercialization of innovative solutions.

We partner with like-minded organizations to support startups and established businesses in **developing groundbreaking products.** Our focus is on testing, validating, and scaling technologies in real-world environments, creating an ideal platform **for businesses aiming to grow in the North American market.**

### Why Summerside Xchange?

Participants benefit from **the city's unique infrastructure and long-standing expertise in innovation.** Our accelerator program provides an unrivalled environment for testing, commercializing, and scaling technologies—helping you **reach the market faster and more efficiently.** Summerside's two decades of fostering innovation make it **the perfect place for international startups** to enter the North American market.

## XCHANGE GOALS

**Bridge the Gap:** Support innovative companies developing new products and early-stage companies (TRL 7-9) in transitioning from concept to consistent revenue.

**Attract Investment:** Help client companies secure the investment needed for sustained growth.

**Facilitate Relocation:** Encourage businesses to establish and expand operations in Summerside.

**Expand Market Access:** Enhance companies' reach into North American networks and markets.

## Summerside Xchange is the perfect place for international startups

**Prince Edward Island, Canada**

City of Summerside

# OVERCOMING MARKET ENTRY BARRIERS

**Businesses often face challenges when entering new markets. The Summerside Xchange helps companies overcome:**

**Financial Barriers:**
Reducing entry costs and operational expenses.

**Brand Visibility:**
Increasing market presence and recognition.

**Networking Opportunities:**
Connecting you with key players in your industry.

**Access to Funding:**
Assisting with securing vital investments.

**Skill Development:**
Enhancing your team's expertise to fuel growth.

**Global Impact:**
Contributing to solutions for global environmental challenges.

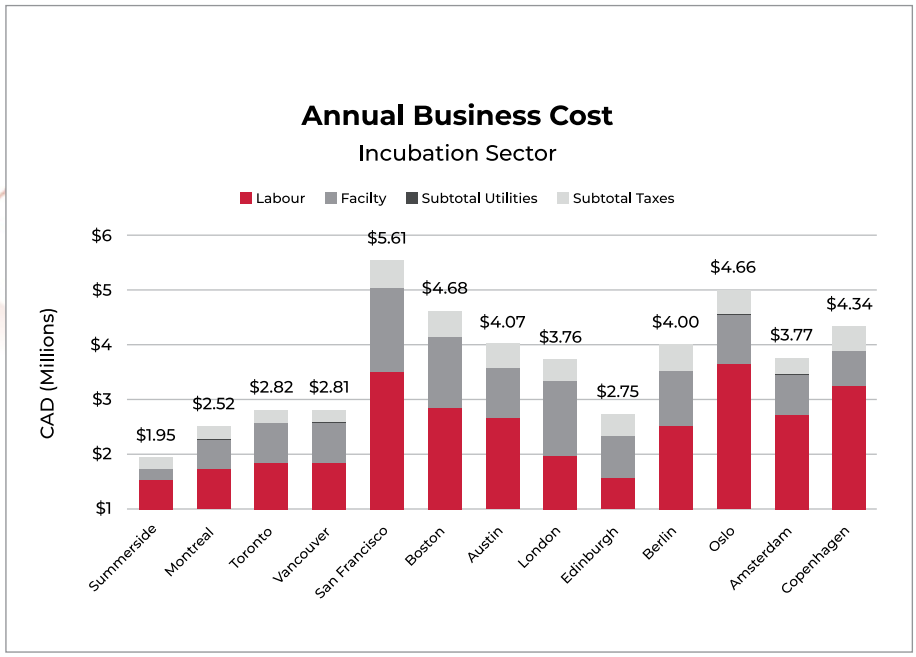
# PROGRAM HIGHLIGHTS

The Xchange offers companies a real-world environment to test, validate, and commercialize their products. By engaging with early customers in a fast-paced, immersive setting, businesses can shorten development cycles by up to three times, increasing their chances of successful market entry.

## 30-45% annual savings compared to other Canadian cities

# KEY FACTS ABOUT ATLANTIC CANADA AND SUMMERSIDE

- **Global Reach:** Canada has 15 trade agreements spanning 51 countries, connecting businesses to 1.5 billion consumers worldwide.
- **Political Stability:** Canada ranks #2 among the G7 for political stability.
- Green Innovation Leader: Canada holds the #1 spot in the G7 on the Green Future Index.
- **Thriving Economy:** Atlantic Canada's GDP stands at $114.3 billion, supported by 25 post-secondary institutions and a population of 2.61 million.
- **Strategic Location:** Atlantic Canada's ports provide fast, global shipping within days, and Summerside is only 4 time zones away from San Francisco and London, UK.
- **Rapid Growth:** PEI saw the fastest population growth in Canada in 2023, and Summerside's population has grown 7.8% since 2016.
- **Affordable Living:** Summerside median sale price houses was $315,000, with a short 10-minute average commute.




**Source:** 21FSP, Summerside FDI Cost Calculator

> **Summerside is the perfect location to develop new ideas and gain a foothold in the North American market, especially in the clean tech sector. For an enterprise like ours, it simplifies everything and turbo-boosts the time required to test and take our products to market.**
>
> **Dr. Maciej Karczewski,** CEO of Windtak based in Poland

# COST-EFFECTIVE OPERATIONS

Summerside provides companies with significant cost advantages, offering **30–45% annual savings compared to other Canadian cities**. For a company with 20 employees, a 10,000 sq. ft. lease, 2,000 kWh electricity consumption, and $2 million in corporate income, the cost benefits are substantial. When compared to major cities in the U.S. and Europe, these savings can amount to millions, **making Summerside a highly attractive option for businesses looking to scale efficiently.**

## Discover the future of Accelerator Innovation—invest in Summerside today and maximize your return.

**For more information contact:**

**Michael Thususka**
Director of Economic Development
City of Summerside
275 Fitzroy Street
Summerside, PE C1N 1H9
Canada

E. mike@summerside.ca
W. bigpossibilities.ca
W. summersidexchange.com

# Our Value Proposition:
# A CLEAR FOCUS ON BUSINESS SUCCESS

Every city embodies a unique identity shaped by its residents and businesses. However, for investors, the lens shifts to economic potential. To stand out and attract business, a city must communicate its value proposition clearly.

Summerside's proposition is built on partnering to enhance your business success, sustainability, and profitability. We emphasize competitive advantages, technology commercialization, and risk reduction to accelerate companies' time to market and long-term growth within our community.

While financial incentives matter, real success comes from collaboration and partnership. Our city offers robust infrastructure, open data initiatives, and streamlined processes that support business achievement. We aim to smooth the path to profitability and ensure businesses grow sustainably, reinvesting in our city.

## TAILORED SUPPORT FOR GROWTH

Summerside offers tailored support options, a cost-effective business model, and proof-of-concept testing through the Summerside Xchange. Our expertise in market development and innovation investments ensures seamless business operations.

### Ideal Sectors for Expansion

Summerside provides unparalleled opportunities for businesses in Clean Tech, Aerospace, Information Technology (including AI), and Manufacturing.

## WHY CHOOSE SUMMERSIDE?

**Our brand promise is backed by key advantages:**

**Comprehensive Support:** Our system, backed by government initiatives, supports your business at every stage—ensuring you have the resources to thrive.

**Robust Infrastructure:** City-owned utilities and renewable energy assets enable innovative projects and pilot programs.

**Long-Term Partnerships:** We focus on lasting relationships for shared growth and success.

**Data-Driven Insights:** Utilize extensive data to make informed business decisions confidently.

**First Passive Industrial Business Incubator:** Benefit from a sustainable business incubator designed for operational efficiency.

**Direct Access:** Connect promptly with decision-makers for swift business support.

**Professional Network:** Access a wide network of legal, financial, and industry experts.

**Risk Reduction:** Integrate smoothly into our established infrastructure to minimize risks.

**Faster Returns:** Utilize over 20 years of commercialization experience to boost profitability.

**Proven Expertise:** Benefit from our 100+ years of innovation, supported by testimonials and case studies.

**Comprehensive Support:** Get end-to-end business support, backed by government initiatives, for growth at every stage.

### Ready to Grow?

**Contact Mike Thususka at mike@summerside.ca** to learn more, or visit our websites **www.bigpossibilities.ca** and **www.summersidexchange.com** to explore commercialization and expansion opportunities.

**Summerside Xchange Advantage: Accelerate Growth with Zero Risk**