



Scott Dewis

I HELP YOUR BUSINESS GROW AND AVOID MISTAKES

How to Approach and Engage the Canadian ITB Program

Stage 1: Trade Show Selection Checklist: - Yearly planning at least 3 months prior to the show		Accountable	Responsible	Complete
1	Understand the ITB Policy	Name	Name	
	Learn about Industrial Technological Benefits (ITBs) and their role in Canadian defense procurement. www.ised-isde.canada.ca/site/industrial-technological-benefits/en			<input type="checkbox"/>
2	Identify Primes with Unfulfilled ITB Obligations			
	Research and find prime defense contractors that have outstanding ITB obligations. www.ised-isde.canada.ca/site/industrial-technological-benefits/en/projects-and-obligations/report-contractor-progress/breakdown-current-obligations-contractor			<input type="checkbox"/>
3				
	Investigate the prime's Canadian and international operations, and identify their Tier one suppliers. www.ised-isde.canada.ca/site/aerospace-defence/en/state-canadas-defence-industry CRD Top 100 Defence Companies www.viewer.zmags.com/publication/d4f6eceb#/d4f6eceb/20			<input type="checkbox"/>
4	Connect with ITB or Offset Managers			
	Find contact information for ITB or offset managers, typically through LinkedIn or government websites.			<input type="checkbox"/>
	Attend industry trade shows and engagement days to network with ITB or offset managers.			<input type="checkbox"/>
5	Develop and Pitch Your Value Proposition			
	Create a strong one-sheet that describes the services, products, or R&D projects you believe will be valuable to the prime contractor.			<input type="checkbox"/>
	Present your value proposition to ITB or offset managers, and let them facilitate introductions within their company.			<input type="checkbox"/>
6	Build Relationships and Add Value			
	Engage in traditional relationship building and business development with the prime's business units, project leaders, and Tier one suppliers.			<input type="checkbox"/>
	Focus on solving problems and adding value to the prime's operations.			<input type="checkbox"/>
7	Ensure Multi-Layer Value			
	Demonstrate that your project brings a technology, capability, or efficiency that makes the prime more competitive.			<input type="checkbox"/>
	Show how your project adds value to their current or future offerings.			<input type="checkbox"/>
	Highlight your project's qualification for a high multiplier (9 x IF or better like future sales).			<input type="checkbox"/>
	Build a strong relationship with the buyer group within the prime.			<input type="checkbox"/>
	Ensure compliance with security and stability requirements.			<input type="checkbox"/>
8	Be Patient and Persistent			
	Acknowledge the long sales cycle and be prepared for delays in the process.			<input type="checkbox"/>
	Maintain a viable business independent of defense contracts.			<input type="checkbox"/>
9	Secure an ITB Transaction			
	Once all the previous steps are completed, the ITB or offset manager can start putting together a transaction for their leadership and the government to review and approve.			<input type="checkbox"/>
	Keep in mind that the Canadian subsidiary of the foreign prime might need to seek approval from their international headquarters for the transaction.			<input type="checkbox"/>
Read About the Show and Follow-Up Here				

STRATEGY + ENTREPRENEURSHIP + CREATIVE PROBLEM SOLVING + BUSINESS DEVELOPMENT + AEROSPACE & DEFENCE

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