

FOR IMMEDIATE RELEASE

Washington Technology Industry Association Announces Third Canadian Startup Market Accelerator

10 B2B SaaS Companies Kick Off Program to Accelerate U.S. Go-To-Market Strategies

SEATTLE, August 18, 2021 - [Washington Technology Industry Association](#) (WTIA), a non-profit organization dedicated to building a strong, sustainable technology sector in a thriving community, today announced the launch of its third Canadian Startup Market Accelerator program. The Accelerator is a partnership between WTIA, [Global Affairs Canada](#), and [Trade and Invest British Columbia](#), and will prepare 10 B2B SaaS companies for expansion into the U.S. market. The Canadian Startup Market Accelerator runs through October 2021.

“Our third Canadian Startup Market Accelerator brings together some of the most promising B2B SaaS companies across several sectors including AI, energy, fintech, security, and more,” said Michael Schutzler, CEO, WTIA. “Participants in the program will receive expert mentorship and access to investor networks to help rapidly accelerate their expansion into the U.S. market. B2B SaaS companies continue to make their mark on the world stage and we are proud to partner with Global Affairs Canada and Trade and Invest British Columbia to fuel opportunities for Canadian startups.”

Participating startups include:

- [Boss Insights](#) (Toronto)
- [illuxi](#) (Montreal)
- [Boosted.ai](#) (Toronto)
- [Panevo](#) (Vancouver)
- [nmodes](#) (Toronto)
- [Asset Market](#) (Nanaimo)
- [Bandit Labs](#) (Vancouver)
- [Wedge Networks](#) (Calgary)
- [Locelle Digital](#) (North Saanich)
- [Advanced Symbolics](#) (Ottawa)

The virtual Startup Market Accelerator includes workshops on sales, fundraising and other stage appropriate topics, customized to the individual organizations. The program also provides mentorship and coaching designed to help with localization efforts and U.S. go-to-market strategies. Founders will receive introductions to local companies for market validation, and local community leaders and investors. All participants will also benefit from a free WTIA membership, including access to benefits like AWS Credits, Carta Cap Table Management software, HubSpot marketing automation, Brex corporate credit cards, among others.

“Canada is home to some of the fastest growing tech talent pools in North America. Coast to coast across Canada, from major cities to small towns, we are witnessing a transition to an innovation economy driven by the current generation of exciting Canadian startups and entrepreneurs,” said Brandon Lee, Consul General of Canada in Seattle. “Washington State is one of the epicenters of software development globally, and we’re excited to partner with WTIA and Trade & Invest BC on this B2B SaaS Market Accelerator that will help equip these 10 Canadian software companies with the tools they need to fast-track their expansion in the United States and abroad.”

“Working with our partners in Washington State, we are helping to build strong connections among entrepreneurs, innovators and investors across the border,” said Ravi Kahlon, British Columbia Minister of Jobs, Economic Recovery and Innovation. “The Startup Market Accelerator program is a great example of how we are supporting the fast-growing technology and software innovation sectors to create thousands of jobs for people throughout B.C.”

The program is sponsored in part by [Dorsey & Whitney LLP](#). For more information about the Canadian Startup Market Accelerator program, email Robert Fiddick, Trade Commissioner at robert.fiddick@international.gc.ca.

About WTIA

The Washington Technology Industry Association (WTIA) is a non-profit organization dedicated to building a strong and sustainable technology sector and supporting a thriving community. WTIA’s transformative programs leverage the collective power of the technology industry for more than 1000 member companies and their employees. WTIA includes the 501c6 WTIA Member Trade Association, the 501c3 WTIA Workforce Institute dba Apprenti, and the for-profit company HR Benefits, Inc.

About Global Affairs Canada

Global Affairs Canada manages Canada’s diplomatic relations, provides consular services to Canadians, promotes the country’s international trade, and leads Canada’s international development and humanitarian assistance. The Consulate General of Canada in Seattle serves to strengthen trade and economic ties as well as enhance political, academic and cultural links between Canada and the four U.S. Pacific Northwest states of Washington, Oregon, Idaho and Alaska.

Within Global Affairs Canada, the Canadian Trade Commissioner Service (TCS) is a network of more than 1000 trade professionals working in Canadian embassies, high commissions, and consulates located in 161 cities around the world and with offices across Canada. For more than 120 years, the Trade Commissioner Service (TCS) has been helping companies navigate international markets.

About Trade & Invest British Columbia

Trade and Invest British Columbia works with international enterprises to help them build strong links to the resources, skills and businesses that make British Columbia an attractive place to

work and invest. They assist export-ready firms in B.C. through local support and their network of trade and investment offices around the world.

British Columbia is home to a progressive and dynamic Information & Communications Technologies (ICT) industry. This world-class hub of more than 5,300 companies and 62,700 experienced professionals is pursuing advances in software, cloud computing, information technology, Internet of Things (IoT), telecommunications, gaming, and electronics manufacturing.

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