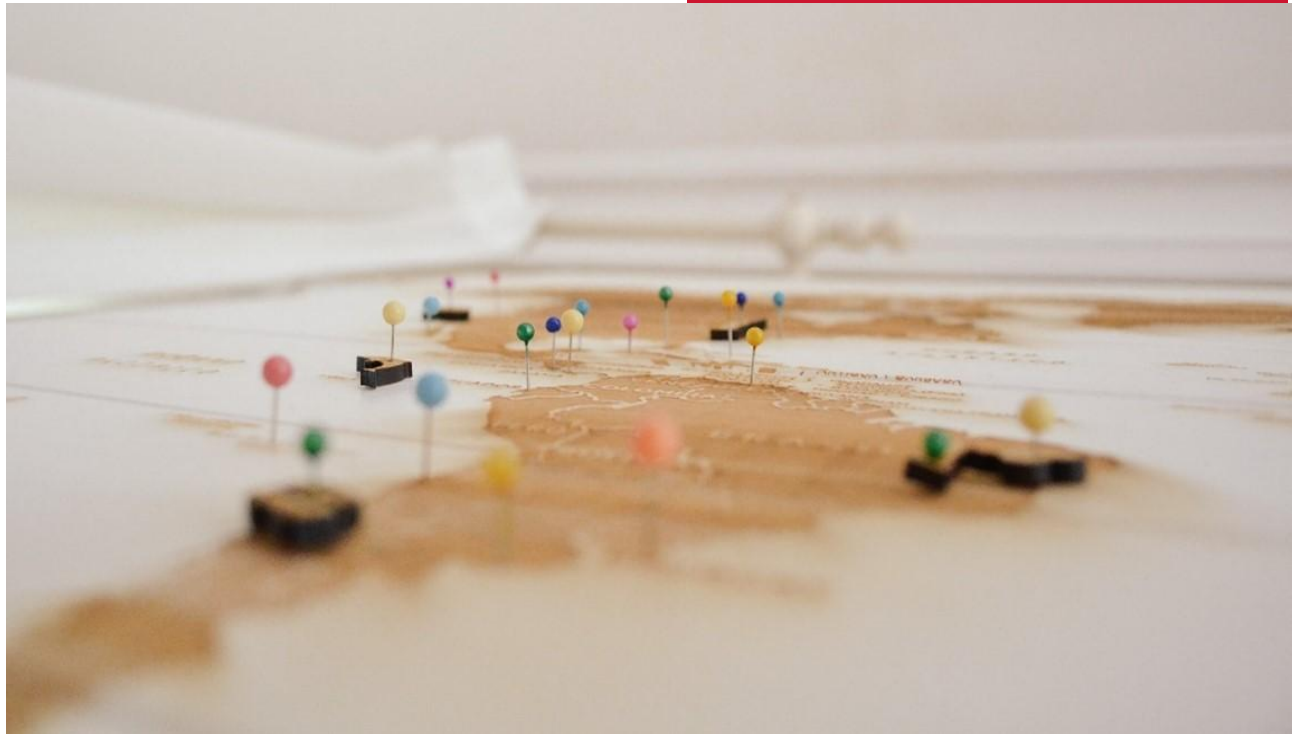


INTRINSIC NEWS

Alberta's International Start-up Incubator

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Intrinsic Innovations' Growing Outreach

November has been a very busy month for the Intrinsic team, and we'd love to share some highlights with you. Intrinsic Innovations is expanding its network, both in Alberta and internationally. We have been exploring opportunities at Web Summit in Lisbon, finalizing our plan for the official opening of Intrinsic's Vietnam office, and introducing new members to our Extended Team and connecting with new companies from overseas that are looking to grow their businesses in Alberta.

The end of 2022 is not too far away. If you have already started celebrations, have fun and be safe! Please also stay tuned as there will be more exciting news and updates before the end of the year.

What's New

Web Summit 2022

Intrinsic Innovations Vietnam

TusStar Intrinsic Partnership

Intrinsic Training Program

Intrinsic Introductions

Web Summit 2022

Lisbon, Portugal

Web Summit is an annual technology conference held in Lisbon, Portugal. The conference's topics center on internet technology, emerging technologies and venture capital. Web Summit's partners range from Fortune 500 companies to start-ups, with attendees representing all levels and sectors of the global high technology industry. This year Web Summit was held from November 1st – 4th. It was a great opportunity for different companies and organizations from Alberta to make connections and build awareness of Alberta and Canada's start-up and investment ecosystem.

Andrew Sanden who attended Web Summit representing Intrinsic, made new connections and got some valuable insights into the future of the investment market and trends in the global tech industry.



Source <https://www.linkedin.com/company/76131534/admin/>



Ho Chi Ming City, Source: Unsplash



Tuan Le, CEO Intrinsic Vietnam

Intrinsic Innovations Vietnam

We are pleased to welcome Intrinsic Vietnam to the Intrinsic Innovation Global Network. Intrinsic Vietnam was established through the joint efforts of Intrinsic Innovations and Tuan Le, Director of Business Development – SE Asia at Lupin Platform. The new Intrinsic Vietnam office is located in Ho Chi Ming City. Recently, Tuan Le accepted the position of CEO for Intrinsic Innovations Vietnam. Congratulations Tuan and welcome to the Intrinsic team!

Intrinsic Vietnam will provide professional consulting services and facilitate investment and settlement in Canada, which is one of the world's best places to live and to do business. Through the Intrinsic Innovations network, Intrinsic Vietnam will connect entrepreneurs in South-East Asia with key industries, communities and Canadian government organizations to help them expand their business investment activity in Canada. More information about Intrinsic Vietnam is available at:

<https://intrinsicinnovations.vn/>



TusStar – Intrinsic Innovations Growing Partnership

Chinese companies looking to expand into the North American markets through Canada.

Following Intrinsic's spring 2022 Discover Canada Entrepreneurs' Bootcamp, TusStar and Intrinsic have been working together with founders of several Chinese companies to assist them with market entry into Canada.

The companies we are working with are at various stages of maturity from early-stage discussions to soft landing. Mr. Rick (Yannik) Ling, CEO of ShanDong CL Energy Co., LTD., an energy technology research and development company, is currently in Calgary for a six-month visit. With the assistance of the Intrinsic team and TusStar, Mr. Ling has already established a Canadian company, NetZero Oil Sands Processing Technology Ltd. Intrinsic will be helping Mr. Ling to introduce this technology to the oil sands operators, environmental agencies and engineering companies in Canada.



Mr. Rick (Yannik) Ling

NetZero Oil Sands Processing
Technology Ltd.

Intrinsic Business in Canada Training Program

Intrinsic Innovations is developing this training program to help international start-up entrepreneurs in the innovation technology space as they start their businesses in Canada. The **Business in Canada Training Program** provides an overview about important business practices and business culture in Canada. The goal is to provide international entrepreneurs with the knowledge, skills, and tools they need to succeed in Canada, in particular, in Alberta. The program is delivered online and allows participants to complete the learning modules at their own pace. International entrepreneurs can choose to participate in this training program before or after their arrival in Canada.

We are fortunate to have presenters that are industry and academia, experts in their fields and many have experience working with start-up entrepreneurs in the innovation ecosystem.

Upon successful completion of the **Intrinsic Business in Canada Training Program**, participants will be able to:

- Establish a company in Canada
- Effectively navigate the Canadian business environment
- Successfully grow business based on intrinsic knowledge on the specifics of business practices and business culture in Canada



John Pitchko

Intrinsic Introductions

“Intrinsic Introductions”, the evolution of “Fiver Fridays”, was successfully launched on November 18th. Intrinsic Introductions will occur on the third Friday of each month, with a speaker or a presentation about culture, art, science and/or technology which would be of interest for our partners and community.

The focus of the November 18th event was the Art of Coaching and Mentorship. Many people may not have experienced quality coaching and may be ill-equipped to lead their teams as they take on leadership roles. John Pitchko, an Educator of Lean Startup and Customer Development methodologies, shared his thoughts on coaching and mentoring. John brings 17 years of being on both sides of the conversation - being coached and coaching others. His presentation shared new and refined approaches that new leaders can utilize for developing their teams. John’s presentation was very well received, and he was able to facilitate an inspiring and candid discussion with the group.

