



DEEP-TECH AND DEFENCE

From Proven to Revenue.

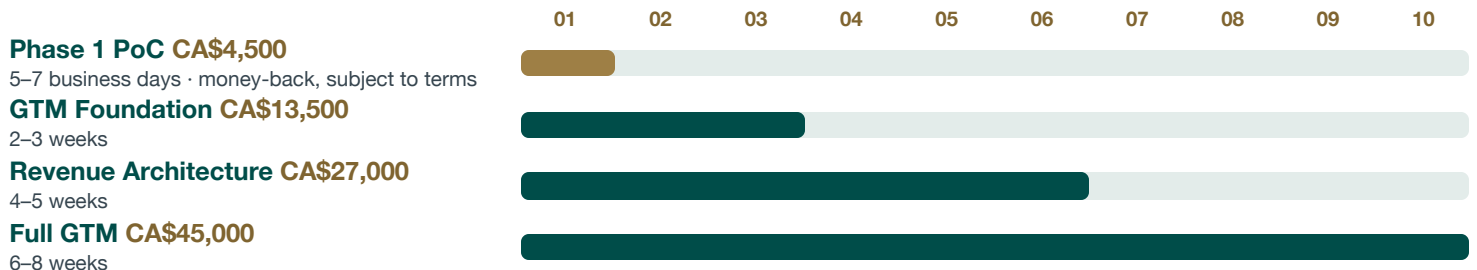
The valley of death is widening. Experts told Canada's Procurement Ombud that as innovation programs multiply, "many more 'orphan' products" will fail to reach procurement (OPO, 2026). **We build the evidence each gate runs on, then the motion that sells through it.**

TEN PHASES, EACH SETTling ONE QUESTION

- | | |
|---|--|
| 01 Market Intelligence
How big is the market, and which segments can you win? | 06 Pricing Strategy
What to charge, and on what basis. |
| 02 Value Proposition
Why choose you over what the buyer already has? | 07 Business Model
Does the model hold up with real numbers? |
| 03 Messaging Architecture
What to say, to whom, and what never to claim. | 08 Strategy Execution
A 90-day roadmap with owners and KPIs. |
| 04 Pitch Deck
One story in fourteen slides, for five audiences. | 09 Digital Audit
What a buyer, or an AI engine, finds about you. |
| 05 Sales Process
A repeatable motion from interest to signature. | 10 Evidence Discipline
Which of your claims survive being checked. |

WHERE TO START

Canadian dollars · every tier credits the Phase 1 fee



BEFORE YOU BID, ASK YOURSELF

- 1 **Is it a contract**, or a qualification or a grant?
- 2 **Who signs it**, by name and title?
- 3 **Who sponsors you**, besides the people who use it?
- 4 **Which federal gate applies?**

TWO PRACTICES, ONE PRINCIPAL

Go-to-Market runs the ten phases. **Cyber & AI** writes the evidence for Protected B, CPCSC, Controlled Goods, CMMC, ISO 27001 and SOC 2: 15 authority-to-operate decisions, 13 at Protected B.

CISSP · CMC · P.Eng. · MBA · 25+ years · 1,425 catalogued IP artifacts
Every claim sourced. Every insight traced. Every deliverable defensible.



Scan to score your readiness in under 3 minutes.

Ten dimensions, go-to-market or cyber & AI: your level and first three gaps. Or book a free 30-minute call with the founder.

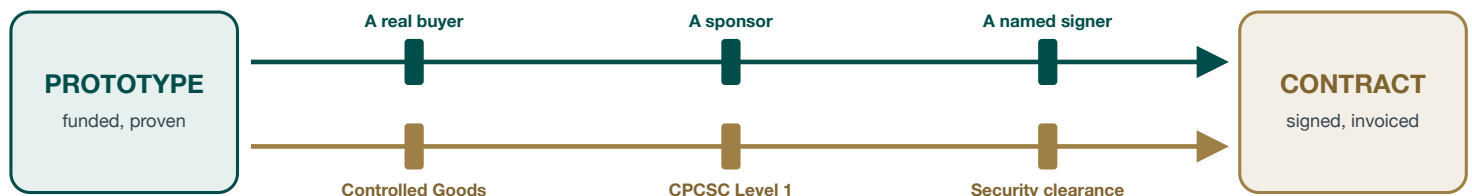
sagentix.ca/resources/readiness-scorecard



CROSSING THE VALLEY OF DEATH · A FIELD CHECKLIST

Two sides. Start both now.

A funded prototype is not a purchase. Experts told Canada's Procurement Ombud why good technology stalls: **"a lack of sustained funding, unclear adoption pathways to procurement and lengthy procurement timelines"** (OPO, 2026).



THE MARKET SIDE

Find the buyer who signs.

- 1 Sort every “win” into three columns.**
A qualification lets you compete. Funding advances a technology. Only a contract comes with an invoice.
- 2 Look where the revenue sits.**
Firms under 250 employees are 86% of Canada's defence firms and earn 20% of the industry's revenue; firms with 500+ are 8% and earn 70% (ISED, 2026). Your first buyer may be a prime.
- 3 Find a sponsor, not only a user.**
In a survey of 272 practitioners, champions, sponsors and gatekeepers moved projects across the valley together (Markham et al., 2010).
- 4 Name the signer of each contract.**
No name: it is a forecast, not a pipeline.

THE GATE SIDE

Clear what the buyer will check.

- 1 Controlled Goods registration.**
Required before you “receive bid solicitation documents containing controlled goods or controlled technology.” Free; as of October 2026, PSPC reports processing “significantly longer” than its 32-business-day standard (PSPC, 2026a).
- 2 CPCSC Level 1.**
If a contract calls for it, the self-assessment is “required at contract award, and not during the bidding process” (PSPC, 2026b). Do it before you bid.
- 3 Security clearance needs a sponsor.**
“Organizations cannot request a pre-clearance under any circumstance” (PSPC, 2026c). Sponsors: a federal procurement officer, or a cleared contractor that wants you as its subcontractor.

Where Sagentix fits. Go-to-Market names the buyer, the sponsor and the route. Cyber & AI writes the evidence for the independent assessments: 15 authority-to-operate decisions, 13 at Protected B (2023–2025). We never assess or certify; Sagentix is not a third-party assessor (3PAO).