

## INNOVATION GUELPH RESOURCE CENTRE PROGRAM ACKNOWLEDGEMENT:

### CLIENT SERVICES AGREEMENT

The undersigned (the “Client”) acknowledges, and agrees to be bound by, the following:

1. **Mandate.** Innovation Guelph Resource Centre (“IG”) is working to build prosperity for community wellbeing. We help ideas start, grow, and thrive by cultivating entrepreneurs, developing powerful partnerships, and supporting innovative initiatives that transform the way we do things in business and in our community. We help companies, entrepreneurs and youth to explore and solve business challenges through our hands-on approach to business coaching. We’re committed to helping businesses succeed. We work closely with a Regional Alliance group that includes: regional academic institutions and business support services; City of Guelph, County Wellington, other municipal groups; provincial and federal government partners; local organizations and community groups. Whenever possible, we look to strengthen business ventures and community projects that will improve the quality of life in Guelph. Innovation Guelph is a member of the Ontario Network of Entrepreneurs (ONE).
2. IG’s programs are delivered by seasoned business entrepreneurs, executives and professionals from a variety of backgrounds and sectors, as well as administrative staff.
3. IG offers services under a variety of banners. Our signature business coaching program, **Speedway** provides mentoring, education, networking and other opportunities to start-up companies, as well as small-to-medium-sized enterprises (SMEs). Other programs, such as the Fuel Injection Seed Funding Program, Rhyze Project, CANimpact.ca, B-Corp Bootcamp, and others, support IG’s mandate and aim to improve equality and wellbeing of people and businesses in Canada.
4. **Services.** The Innovation Guelph Resource Centre team shall provide to Client the services outlined on Schedule A. These services may be amended from time to time at the discretion of IG, and certain activities may apply for some programming and not for others.
5. **Engagement.** Client acknowledges the following engagement process:
  - (a) Engagement commences on accepting this agreement online, by clicking ‘Accept’ at the bottom of the intake form, or by signing a printed copy of this Acknowledgement;
  - (b) The availability of services to Client is governed by the specific terms and conditions of the program to which they are enrolled (e.g. **Speedway**: Gear Up; Supercharger; Fast Lane; Fuel Injection, or other IG programs).
  - (c) Access to IG programming is managed by the Client Services team (“Resource”)

- (d) Renewal or Continuation of Services is at the discretion of the Resource;
- (e) Suggestions or complaints about Services should be made first to the Resource. Escalation is to the Innovation Guelph Executive Team.

## 6. **Client Obligations.**

- (a) Client acknowledges and agrees to fulfill its responsibilities specified in Schedule B attached hereto.
- (b) Client acknowledges and agrees to be bound by the Confidentiality Conditions specified in Schedule C attached hereto.
- (c) When visiting IG, the Client is subject to Innovation Guelph Resource Centre's established policies for visitors.
- (d) Client agrees to report basic company or venture metrics via online surveys, or directly to their lead advisor ('Resource'), or to the Client Services team. Refer to Schedule B for details.
- (e) Client acknowledges that it is not permitted to use Innovation Guelph Resource Centre's name in connection with any attempt to secure financing for the Client's business or other fundraising, or in connection with any other document or publication or its marketing or promotional activities without the prior written consent of IG, except that the Client may identify itself as a Client of Innovation Guelph Resource Centre.

## 7. **Limitation of Liability.**

- (a) Client acknowledges that Innovation Guelph Resource Centre makes no representations or warranties, express or implied, to the Client with regard to the Services, or that the Services will result in or cause Client's business venture to succeed or achieve specific objectives. Client has no duty to comply with or follow any advice or recommendations given by IG, and Client shall retain full right and authority to conduct its business in accordance with its own judgement. IG shall not be restricted by anything provided herein from providing consultation, advice and services to any other person or entity engaged in businesses which are similar to or competitive with Client's business; provided however, that IG will not disclose to any other IG client any proprietary information relating to Client or Client's businesses, as provided in Schedule C. In no instance shall Innovation Guelph Resource Centre be deemed to have any fiduciary or other similar duties or obligations to Client, nor shall Innovation Guelph Resource Centre be deemed to have any implied duties pursuant to this Agreement. No third party is an intended beneficiary of this Agreement.
- (b) Client acknowledges and agrees that in no event shall Innovation Guelph Resource Centre or any of its directors, officers, employees, mentors or agents have any liability whatsoever

to Client with respect to: (a) any use of or reliance by Client or any of its agents or representatives on any of the Services provided by Innovation Guelph Resource Centre; (b) any loss of profits, loss of use of data, interruption of business, or for indirect, special, incidental or consequential damages of any kind incurred by the Client; (c) any claim or other proceeding against the Client by a third party; or (d) any representation or warranty made to any third party by the Client.

8. **Indemnification.** Client indemnifies and holds harmless Innovation Guelph Resource Centre, directors, officers, employees, members, mentors, industry specialists and agents (collectively, the "**Indemnitees**") from and against any and all claims, actions, suits, proceedings, losses, damages, liabilities, costs, fees or expenses, joint or several (including without limitation reasonable legal fees) (collectively, the "**Claims**") arising or resulting from or in connection with:
- (a) any Services provided as detailed herein, except to the extent the Claims result solely from the gross negligence, recklessness, wilful or intentional misrepresentation, fraud or violation of law by the Indemnitees;
  - (b) any action of Client, its directors, officers, employees or agents or shareholders or those for whom in law it is responsible with respect to the Services or in connection with IG or otherwise; or
  - (c) any actual or alleged infringement or misappropriation by the Client or any product or service developed or marketed by the Client of any patent, trademark, trade name, copyright or other proprietary or intellectual property right of any person or entity.

## SCHEDULE A: SERVICES

1. **General Services.** The services offered to the Client by Innovation Guelph Resource Centre (the “Services”) are as follows:
  - (a) Client will be enrolled in one of IG’s core programs, such as **Speedway**, which includes **Qualifier, Gear Up, Supercharger, and Fast Lane; or Fuel Injection Seed Funding Program.** Client may also be enrolled in other programs offered by IG as new program offerings arise. The program levels consist as follows:
    - **Qualifier:** an early engagement program for prospective clients; clients must enroll in a Start Your Engine course and have their business evaluated with the 12 Point Inspection Checklist. Qualifying clients will be enrolled in Speedway: Gear Up.
    - **Gear Up:** the main cohort of companies in the Speedway program. Client can access mentors (up to 2 hours per month) as well as a suite of educational programs and networking opportunities. Gear Up Clients work with their 12 Point Inspection Checklist to further develop weaker areas of their business. Clients that score above 40 points on the Checklist may be eligible for Supercharger.
    - **Supercharger:** the top tier of Innovation Guelph mentor services; Client can access up to 4 hours per month of mentor time with access additional project opportunities as resources allow. They will receive priority assistance in building revenue and accessing capital from investors. Clients ‘graduate’ from Supercharger when one or more of the following milestones have been reached:
      - Client’s annual revenue surpasses \$1,000,000;
      - Client secures capital investment >\$1,000,000;
      - Client employs more than 20 full-time employees;
      - Client has been in the Supercharger program for two years.
    - **Fast Lane:** a program designed to assist Clients at the small and medium-sized enterprises (SMEs) stage; SME Clients gain access to a roster of industry consultants and experts for specific projects as defined in a Consultant Work Agreement (signed by Client). Fees apply to some elements of the Fast Lane program.
    - **Fuel Injection Seed Funding:** a program supporting business scale-up projects of start-ups and small- and medium-sized enterprises (SMEs) located in Southern Ontario. This program provides seed funding to eligible companies through a competitive application process. Funds are provided on a one-to-one matching basis up to a maximum of \$30,000, and provides various support services to the Client.
  - (b) Client enrolled in Innovation Guelph programs will receive a primary Resource contact (a Client Services Team member (e.g. Program Manager), a Mentor, a Contract Advisor, or other staff member);
  - (c) Client has a right to exclusive face-to-face time with the Resource based on the terms and program parameters associated with the program in which they are enrolled.

- (d) Resources will provide general verbal or email advice and referrals only, unless covered under separate Agreement. Resources do not conduct research, write documents or perform any other forms of labour for the Client unless: a) the work forms part of the client mentoring activities in **Supercharger**; or b) a **Contract for Services** has been executed between IG and Client. Resources do not act or represent themselves as subject matter experts, nor do they provide specific legal, accounting, engineering or other professional services advice. Resources do not replace these and other similar services normally provided by such professionals and firms as may be considered subject matter experts and may engage in the providing of professional services as part of their business; from time to time, IG may employ subject matter experts as Resources for Client and provide access to these experts via Contract for Services or other Agreements between IG and Client.
- (e) Referrals to 3<sup>rd</sup> parties are made at the discretion of the Resource;
- (f) Innovation Guelph Resource Centre provides periodic communication about various events that may be of interest to Client;
- (g) Client may receive assistance, at the sole discretion of Innovation Guelph Resource Centre, with the process of seeking financing, including reasonable efforts to provide introductions to potential investors and financing sources.

**2. Additional Services.** In addition to the Services, Innovation Guelph Resource Centre may provide to the Client access to certain of the following services, as may be agreed to from time to time:

- (a) Education Programs: As part of the business development process, IG may provide Client with opportunities for education and training. Many of these training sessions are provided at minimal or no additional cost to Client. Training content is based on Client needs and covers topics such as intellectual property management and strategy, technical sales training (including sales management), human resources development, legal and financing issues, leadership training, etc. The Education Program service includes:
  - i. Free or substantially discounted on-site training opportunities with an ongoing series of seminars by qualified presenters; certain training programs include hands-on mentoring by qualified service providers and mentors;
  - ii. Access to training programs coordinated with partner organizations.
- (b) Networking Opportunities: IG recognizes that networking is paramount for the Client in creating business contacts and alliances. As an IG client, there are unique opportunities for networking with peers, mentors, service providers and funding sources. Among these opportunities are:
  - i. coordinated access to mentors, service providers and potential investors (venture capital, angel, government, other);
  - ii. access to Partner events and seminars;
  - iii. organized client events and social activities;

## SCHEDULE B: ROLES AND RESPONSIBILITIES

RESOURCE (Mentor, Advisors, or other IG Staff)	CLIENT (Start-up, or SME)
<b>Role &amp; Responsibilities</b>	
<p>Provides feedback, support, growth strategies, and other business advice to Client. <b>Speedway™</b> Program is at no charge for Start-up companies; fees may apply for SMEs; matching funds required for <b>Fuel Injection</b> program.</p>	<p>Accesses feedback and support from Resource. Works diligently on developing and growing their business. Reports back to IG on significant milestones and objectives.</p>
<p>The <b>Resource</b> will give priority to those companies that are working diligently with the program to advance their success. High potential start-ups will be considered for advancement into Supercharger. Supercharger graduates may access Fast Lane. Any Speedway Client with applicable project can apply to the Fuel Injection Program during an open call for applications.</p>	<p>Client is the “doer” and incorporates the suggestions as it deems appropriate.</p>
<p>The <b>Resource</b> will provide services based on the following <b>Speedway™</b> Program limits:  <b>Qualifier:</b> access to Start Your Engines and the 12 Point Inspection; online resources; referrals.  <b>Gear Up:</b> access to up to 2 hours per month of Resource mentoring time; educational programming; networking opportunities; online resources; referrals.  <b>Supercharger:</b> access to up to 10 hours of Resource time; and priority access to all other IG Service offerings.  <b>Fast Lane:</b> access to Resource(s) based on a Contract for Services and/or a Contractor Work Agreement/Schedule A.  <b>Fuel Injection:</b> access to Resource for duration of approved project; project stays within approved timelines and remains on budget with projections.</p>	<p>Client is aware and understands that the Resource works with many companies in the program.</p> <p>Client adheres to the program parameters in which they are engaged.</p>
<p><b>Speedway™</b> is a permanent program within Innovation Guelph Resource Centre but the Resources may change over time. This provides Client with current insight and experience, and from time to time, multiple advisors with different backgrounds.</p>	<p>Client communicates any questions and feedback on the program, first to the Resource and then to the Client Services team.</p>
<p>Information relating to funding programs, grants, etc will be shared. Suggestions on application process will be provided.</p>	<p>Client does the work, i.e. puts together the application.</p>

<b>Sharing Information &amp; Confidentiality</b>	
Information that is shared with the <b>Resource</b> will be respected and treated in a sensitive manner as covered by Schedule C.	Client provides information and details to the level it desires and is comfortable with.
IG's Client Services Team will conduct periodic Client Surveys to collect up-to-date information on the development and growth of the company, and the timely needs of the clients in various programs offered by IG	Client will complete surveys sent to them on a periodic basis. They will be asked to report on revenue, investment raised, and employee growth figures as well as other milestones that were achieved; in addition, IG may ask for reviews and comments on IG's programs and/or mentors.
IG will keep company data and metrics in confidence and will not publish details about Clients without the client's consent.	Clients can refrain from sharing highly confidential information with Resources and/or Clients may ask Resources not to record certain sensitive information in their notes or on IG's CRM.
<b>Communications</b>	
Client will be notified of relevant events and programs available in the Province.	Clients may notify IG about relevant events or networking opportunities that may be of interest to other Clients.
From time to time, Innovation Guelph will publish Success Stories and Videos about high potential clients. Stories may be broadcast online, through social media, in print, on TV, or through other network channels. IG will consult with Client before publishing sensitive data about Client's company.	Clients will be able to take advantage of publishing Success Stories through IG's communication Channels (online, print, TV, other).
<b>Additional resources</b>	
If and when possible, the <b>Resource</b> will pull in additional resources from the Resource team, IG's Community Sponsors and Service Provider Network, or other professional network(s). In some cases, the Client may access specialized Peer Groups, events, conferences, or training sessions hosted by IG or ONE Partners.	<p>Client will consider attendance at events, peer-to-peer group sessions, training programs, or other professional network members referred to them by their Resource.</p> <p>Client will abide by the terms and conditions set by members of the Service Provider network which may involve fees for service.</p>
Innovation Guelph Resource Centre will provide referrals to other Regional Innovation Centres, ONE Partners, and/or members of the Guelph Regional Alliance, where appropriate for the client.	Client will work cooperatively with other network partners to access resources across the ONE.

## SCHEDULE C: CONFIDENTIALITY AGREEMENT

The parties to this Agreement agree that any Confidential Information exchanged between them shall be governed as follows:

### 1.0 Certain Definitions and Recitals

1.1 Each party hereto (the "**Recipient**") and its respective shareholders, directors, officers, employees, representatives (including, without limitation, in the case of Innovation Guelph Resource Centre, the mentors) or professional advisors (with the Recipient, collectively, the "**Receiving Parties**") has received or may receive Confidential Information (as hereinafter defined) from the other party (the "**Discloser**") and/or its respective shareholders, directors, officers, employees, representatives and professional advisors (with the Discloser, collectively, the "**Disclosing Parties**").

1.2 "**Confidential Information**" means technical, financial and other information of a confidential nature that is not publicly available and is regarded by the Disclosing Parties as an asset of considerable value including (without limitation) correspondence, drawings, samples, devices, documentation, performance specifications, reports, know-how, proprietary business information, and other materials of whatever description, whether disclosed or communicated in writing or orally, and whether prepared by a Disclosing party or received by a Receiving party before or after the date of this Agreement; provided that (i) if in written form, such information is labelled as "Confidential" or "Proprietary" by the Discloser and (ii) if disclosed orally, such information is identified as confidential at the time of oral disclosure by the Discloser and is, within thirty (30) days after such disclosure, furnished by Discloser to the Recipient in a written summary labelled as "Confidential".

1.3 Each party hereto is willing to disclose the Confidential Information to the other party, upon the terms and conditions herein contained, for the purpose of the Client receiving and Innovation Guelph Resource Centre providing feedback to the Client respecting its business in conjunction with services provided to the Client by Innovation Guelph Resource Centre (the "**Purpose**").

### 2.0 Agreements

2.1 **Handling of Confidential Information /Confidentiality:** Recipient shall not use the Confidential Information in any manner except as reasonably required for the Purpose. Recipient shall use all reasonable efforts to protect Discloser's interest in the Confidential Information and keep it confidential, using a standard of care no less than the degree of care that Recipient would be reasonably expected to employ for its own similar confidential information. Recipient shall not copy, reproduce, divulge, publish, or circulate any of the Confidential Information except to those Receiving Parties who need to know Confidential Information for the Purpose.

2.2 **Exceptions:** The provisions of Section 2.1 hereof shall not apply to:



- (a) information which at the time of disclosure by Discloser, or any other Disclosing Party, is generally available to the public;
- (b) information which, after disclosure by Discloser, or any other Disclosing Party, becomes generally available to the public, otherwise than through any act or omission on the part of Recipient;
- (c) information rightfully acquired by Recipient or any other Receiving party from others who did not obtain it under an obligation of confidentiality to Discloser or any other Disclosing Party; or
- (d) information which Recipient or any other Receiving Party is obligated to disclose by law, provided that Recipient shall provide prompt notice to Discloser of the obligation of the Recipient or other Receiving party to make such disclosure in order to permit the other party to seek an appropriate protective order.

2.3 **Term:** The obligations contained in Section 2.1 shall continue during the term that any information provided to the Recipient is Confidential Information and not subject to the exceptions set forth in Section 2.2.

2.4 **Return of Materials:** All Confidential Information in the possession of the Recipient or a Receiving Party shall, if requested in writing by the Discloser, be forthwith returned or destroyed and, if destroyed, Recipient shall furnish Discloser with a certificate signed by an officer of Recipient confirming that such Confidential Information has been destroyed.

2.5 **Ownership.** All right, title and interest that the Discloser has in the Confidential Information shall remain the property of Discloser, and no interest, license or right respecting the Confidential Information (other than expressly set out in this Agreement) is granted to Recipient in this Agreement by implication or otherwise.

2.6 **Remedies.** Each Party acknowledges that compliance with the provisions of this Agreement is reasonable and necessary to protect the proprietary interests of the other Party. Each Party further acknowledges that any unauthorized use or disclosure to any third party in breach of this Agreement by Recipient or any of its shareholders, directors, officers, employees, representatives or professional advisors will result in irreparable and continuing damage to the Discloser for which monetary remedies would not be a sufficient remedy, and agrees that, in the event of such breach or threatened breach, the Discloser shall be authorized and entitled to obtain immediate injunctive relief and any other rights or remedies to which it may be entitled at law or in equity without the necessity of proving actual damages. In addition, in the event that a court of competent jurisdiction shall decide that Recipient has materially breached this Agreement, Recipient shall reimburse the Discloser for the costs of any court proceedings and reasonable attorneys' fees.

**2.7 No Waiver and Severability:** No failure or delay by Discloser in exercising any right, power or privilege hereunder shall operate as a waiver hereof, nor shall any single or partial exercise thereof preclude any other or further exercise thereof or the exercise of any other right, power or privilege hereunder. If all or any portion of the provisions of this Agreement would otherwise be invalid or unenforceable as a result of the application of any law or the determination of a court of competent jurisdiction, the portions which would otherwise be held invalid or unenforceable, but no others, shall automatically, and without further act on the part of the parties hereto, be severed from this Agreement.

**2.8 Miscellaneous:** This Agreement shall be governed by and construed in accordance with the laws of the Province of Ontario. This Agreement contains the entire agreement of, and supersedes any and all prior understandings, arrangements and agreements between the Parties hereto, whether oral or written, with respect to the subject matter hereof. This Agreement is binding upon and for the benefit of the Parties, their successors and assigns, provided that the right to receive Confidential Information may not be assigned without the written consent of the Discloser.

## SIGNATURE PAGE

Signatures on this page cover the terms and conditions established by the: INNOVATION GUELPH PROGRAM ACKNOWLEDGEMENT: CLIENT SERVICES AGREEMENT; which includes: SCHEDULE A: SERVICES; SCHEDULE B: ROLES AND RESPONSIBILITIES; and SCHEDULE C: CONFIDENTIALITY AGREEMENT.

**Please completed one of the following two options.**

### OPTION ONE - ONLINE ACCEPTANCE OF TERMS

After reviewing the terms and conditions herein, Client may accept this Acknowledgement by clicking 'Accept' as the final step of the client intake process. Upon request, a full copy of this document can be sent via email to Client.

Once the process is completed, this Acknowledgement is in full effect.

### OPTION TWO - PAPER COUNTERPARTS

If Client wishes to print this Acknowledgement and sign a paper copy, this page will act as the binding signature page for the full Acknowledgement. Please print TWO copies for signatures, one of which will be held by Client and the other by Innovation Guelph Resource Centre. When signed this Acknowledgement is in full effect; both signed copies will act as counterparts of this Acknowledgement.

Date: \_\_\_\_\_ Company: \_\_\_\_\_

Client Name (First & Last): \_\_\_\_\_

Title: \_\_\_\_\_ Email Address: \_\_\_\_\_

Signature: \_\_\_\_\_

\_\_\_\_\_  
**Authorized Signatory**  
**Innovation Guelph Resource Centre**