

Global Incubator Programme Video Gaming Canada (Montreal)

Applicant Briefing
21st July 2026



Innovate
UK

Business
Growth

Agenda

16:00 Welcome & Introductions

Ian Fletcher, GIP Lead, Innovate UK Business Growth

16:05 Innovate UK Creative Industries

Ellie Wicks-Jones, Creative Industries Relationship Manager, Innovate UK

16:15 Innovate UK Global Programmes

Jon Hazell, Partnership Manager – North America, Innovate UK

16:25 Introduction to La Piscine and Incubator Programme Overview

Sacha Jackson, Programme Manager, La Piscine

16:45 GIP Dates, Application Process & Eligibility

Ian Fletcher, GIP Lead, Innovate UK Business Growth

16:50 Q & A

17:00 Close

An introduction to Innovate UK

Ellie Wicks Jones, Relationship Manager Creative Industries, Innovate UK

OUR VISION AND MISSION

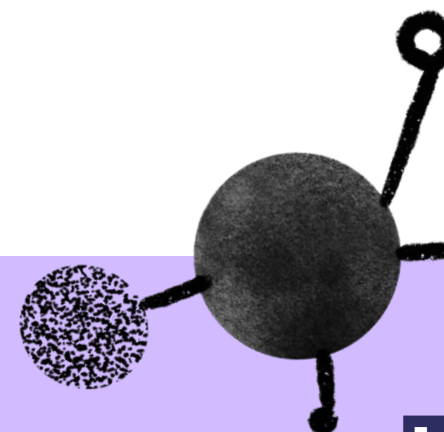
OUR VISION

Our vision is for a UK where breakthrough ideas become industry giants.

OUR MISSION

Our mission is to accelerate business innovation for the nation.

We will help breakthrough technologies become scalable businesses – turning innovation into commercial and economic growth.



HOW WE WORK:

THE INNOVATE UK MODEL

1

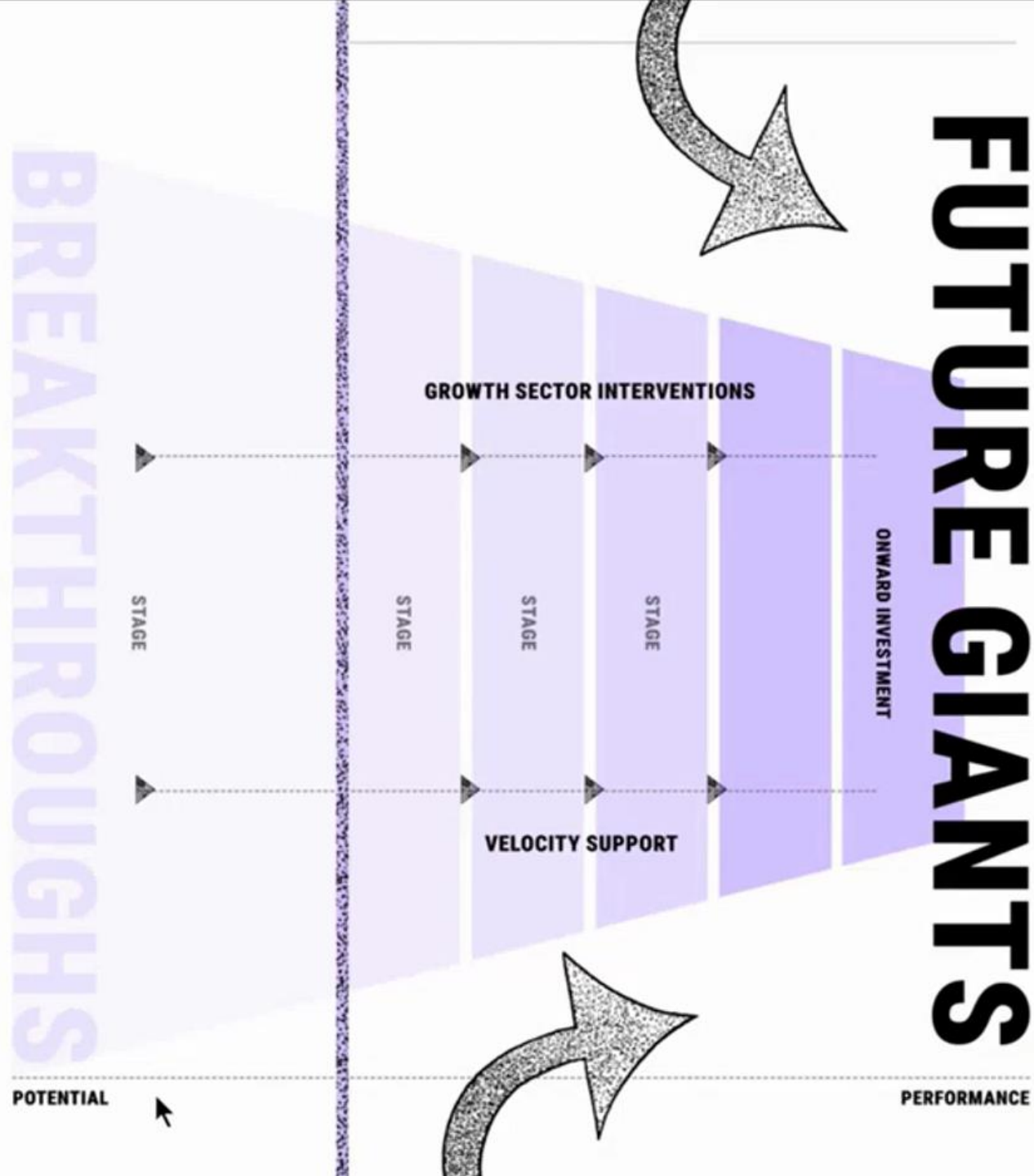
IDENTIFYING INNOVATE UK'S HIGH POTENTIAL BUSINESSES:
SIGNS OF POTENTIAL, SIGNALS OF PERFORMANCE

2

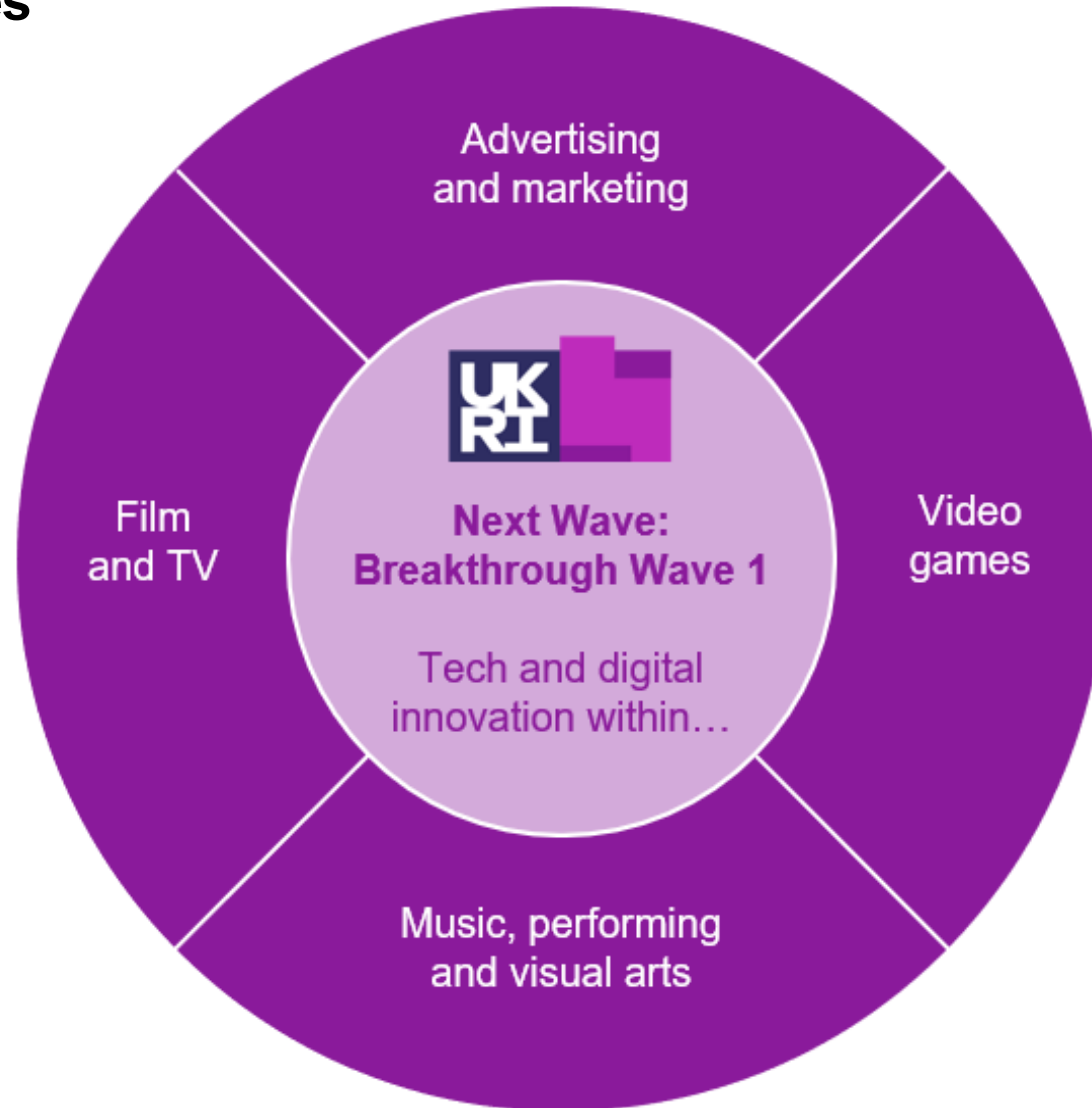
GROWTH SECTOR TEAMS:
DEEP SECTOR EXPERTISE AND ACTIVE PORTFOLIO MANAGEMENT

3

VELOCITY: A CONCEIRGE APPROACH TO GROWING INNOVATIVE BUSINESSES



Creative Industries



**Other Industrial
strategy areas are;**

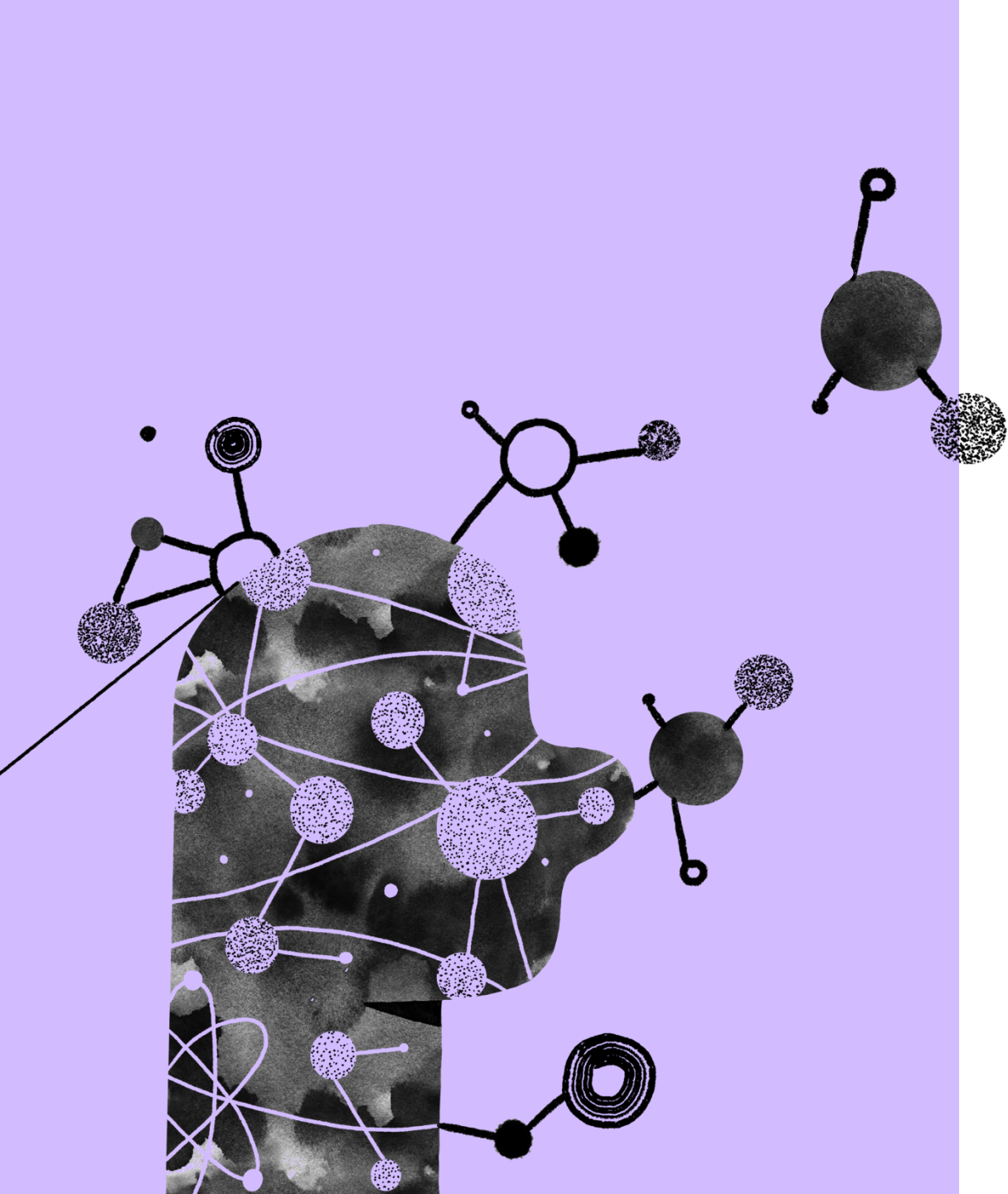
Advanced
Manufacturing

Clean Energy

Defence

Digital and Technologies

Life Sciences



NEXT WAVE INNOVATE UK'S CREATIVE PROGRAMME

Next Wave backs commercially scalable digital platforms and services in the Frontier Industries where the UK has a clear right to win.

The programme is demand-led: working with broadcasters, global platforms, major IP holders and other market engines to give SMEs clearer customer pull, data access and routes to market.

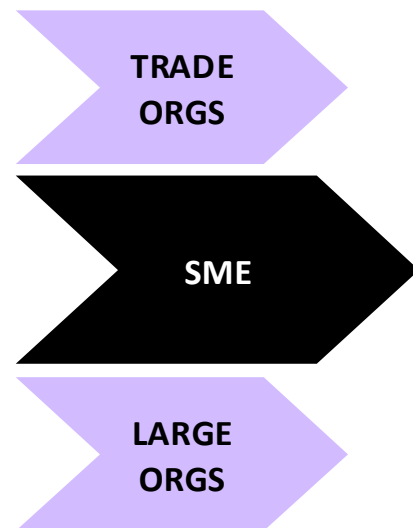
By focusing innovation around real commercial needs, Next Wave helps high-growth UK SMEs move faster from promising ideas to investable, adoptable and globally competitive businesses.

NEXT WAVE SUPPORT PIPELINE

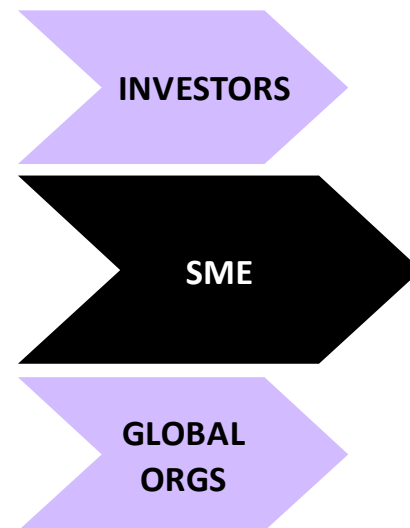
Breakthrough Wave



Collaboration Wave



Investment Wave



NEXT WAVE SUPPORT PIPELINE

Breakthrough Wave

June 2026
Breakthrough Wave 1

Collaboration Wave

July 2026
EOI for Industry Anchors

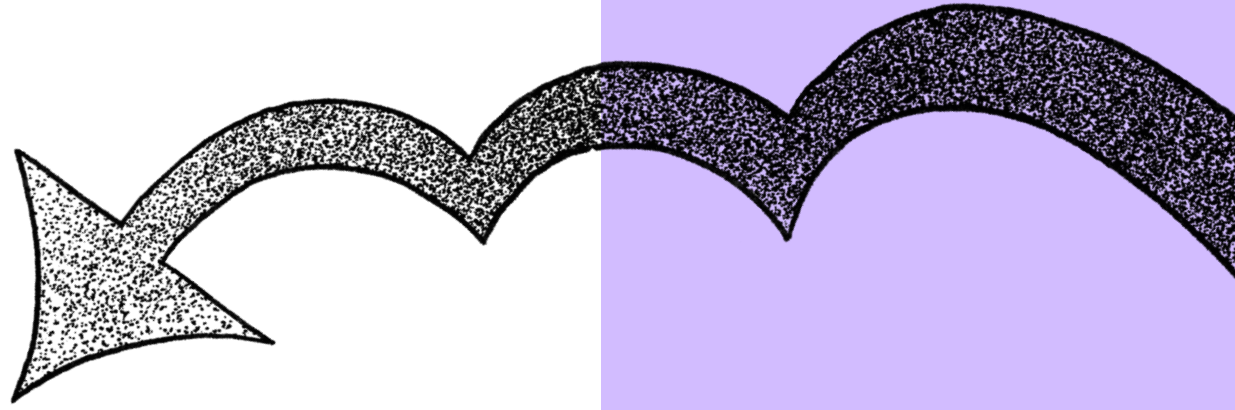
Q4 2026/2027
Competition Phase 1

Investment Wave

GBIP Slush, Finland
(Ad/Mar Tech and
Videogames)

Global Incubator
Canada (Videogames)

GBIP SXSW, USA
(Screen and Ad/Mar
Tech)



SUCCESS IS A TEAM SPORT SPEAK TO US AS EARLY AS POSSIBLE

- The ambition of this programme, Innovate UK's strategy and the Creative Industries Sector Plan is significant.
- We can only achieve it by working together to support companies that are strongly aligned with the programme scope.
- Please speak to us before starting your application so we can help confirm whether you are in scope and eligible for funding.
- If this competition is not the right fit, we may still be able to signpost you to more suitable opportunities across UKRI and wider UK government.

- **INNOVATE UK**
- Global Incubator Programme
- Jon Hazell
-

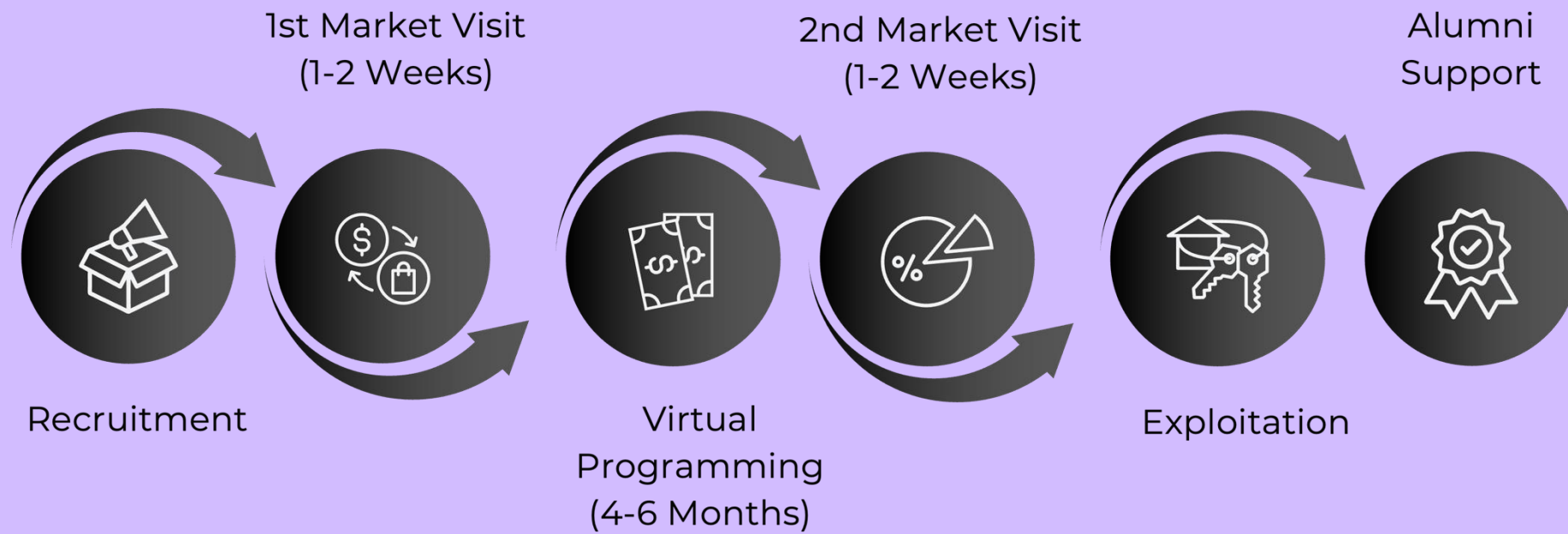
- INNOVATE UK
- Turning Breakthrough
- Ideas into Industry Giants

Global Incubator Programme

An acceleration programme for up to 8 innovative SMEs to grow and scale in specific sectors building long-term relationships and foundations to accelerate future market growth through the exploration Of Global Markets.



| GIP Process : 12-18 Month Programme

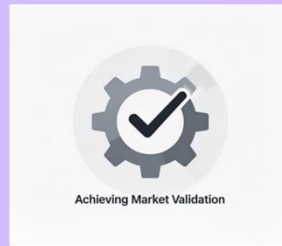


| GIP Programme Overview



Raising Awareness

Expanding global visibility and understanding of new markets



Market Validation

Ensuring product-market fit through customer discovery research and feedback.



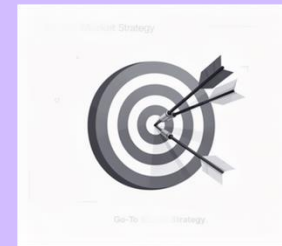
Workshops

Facilitating skill development through expert-led sessions and Mentorship.



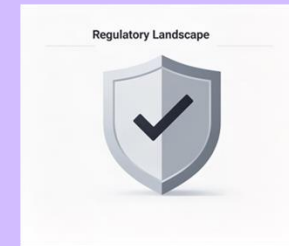
Innovation

Discovering new ideas to meet customer needs and development of new collaborations



Market Strategy

Defining pathways to reach target customers and attract investment



Regulatory Landscape

Navigating legal frameworks for market entry.

UK in a Global World

The Opportunity:

99% of population live elsewhere

97% of WW GDP is elsewhere



■ **THANK YOU**
■ **Any questions?**

LA PISCINE

A Montreal-based accelerator dedicated to **the development of creative entrepreneurs** in Quebec and around the world.



OUR MISSION

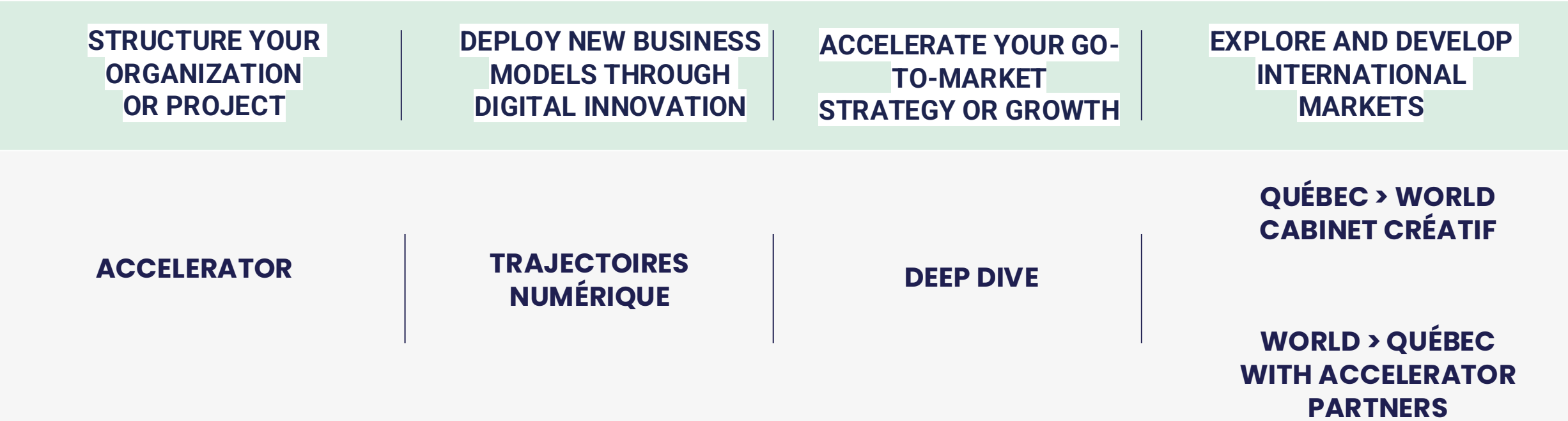
Started in 2015, La Piscine is a not-for-profit organization whose mission is to catalyze and cultivate **the first-ever ecosystem dedicated to the development of creative entrepreneurs** across Quebec.

A pioneer in supporting the development and mobilization of a community of **high-performing entrepreneurs, industry experts and investors**, La Piscine is committed to accelerating the growth and global impact of the creative and cultural industries.



OUR PROGRAMS

We support **over 100 companies** a year, at every stage of development, from ideation to international growth.



OUR IMPACT AT A GLANCE

600+

COMPANIES ACCELERATED

200+

GAMING & AUDIOVISUAL COMPANIES SUPPORTED

40+

**INTERNATIONAL ORGANIZATIONS INTRODUCED TO
THE NORTH AMERICAN MARKET**



OUR FOCUSES

Deep understanding and expertise in:

Business realities in the creative and cultural industries

Validation of **product-market fit**

Identification of **sustainable and innovative business models**

Creation and validation of **successful internationalization strategies**

New technologies to support creative development (XR, AI, etc.)

Transdisciplinary collaborations between the creative industries and other domains including education, health, business and transportation



OUR THREE PILLARS



PROGRAMS

We design programs for organizations at every stage of maturity with a focus on the development of innovative and sustainable business models



EVENTS

We create relevant and inspiring events that bring the industry together.



SERVICES

We offer adaptable workspaces, private offices and event spaces that are open to the community.



OUR HEADQUARTERS – LE RODIER

The offices of La Piscine are located in Le Rodier. Built in 1895, the Rodier is a historic building located in the Griffintown neighbourhood and has become a hub for the city's creative community.

- + 25,000 square feet
- + 12 private offices
- + 8 meeting rooms
- + 5-storeys
- + 2 event spaces
- + 1 rooftop patio (aka terrasse in *Montréalaise*)



OUR ALUMNI

Dpt.



**CHASING
RATS**



TREBUCHET

bE
HAVIOUR



LUCID DREAMS
STUDIO



Normal



OUR CREATIVE ECOSYSTEM

In addition to our alumni, we have a solid network of partners in the creative industries, including research centres and investors, which allows us to stay up to date on the latest innovations and trends and allows us to rapidly validate product-market fit.

fever



**SOCIÉTÉ DES ARTS
TECHNOLOGIQUES**

La Guilde
du jeu vidéo du Québec

LVMH



**MOMENT
FACTORY**



QDSi QUARTIER
DES SPECTACLES
INTERNATIONAL

• **CENTRE
PHI**

THE 7Fingers

PROGRAM OVERVIEW

The program is structured in four distinct phases:

1. **PREPARE – September – October**

Two online workshops

1. **PARTICIPATE – November 8-13**

A week-long exploration of the market on the ground in Montreal
Participation at the **Montreal International Game Summit (MIGS)**

1. **PURSUE – November – February**

Four monthly online workshops
Individual coaching sessions

Second market visit, February 21-26, and presentation to key players and buyers

1. **EXPLOIT – February**

Debrief with coaches

Report with key actions to continue with your international development



PREPARE: ONLINE WORKSHOPS

In preparation for the trip to Montreal in November, we'll be hosting two online workshops designed to give you a better understanding of the ecosystem, target market and to define the objectives of the market visit.

ONBOARDING & ECOSYSTEM	MARKET ANALYSIS
• Introduction to La Piscine and participants • General overview of the ecosystem, market and key players • Creating business in Quebec • Define objectives for each company	• Study of segmentation and competition • Identify possible prospects • Pitch practice • Introduction to coaches



MONTREAL INTERNATIONAL GAME SUMMIT

MIGS is Canada's largest and longest-running B2B video game conference, the two-day event is an opportunity to meet with potential collaborators and create solid partnerships.

- + **Over 600** companies participated last year
- + Considered the **gateway to the North American** Market
- + Opportunity to get to know the **Quebec ecosystem**
- + Identify **co-development or production** partners
- + Meet with **publishers and investors**
- + **Sell technology** or services to studios
- + Meet with companies and representatives from **across North America**
- + Held at **the Grand Quai** — only a 15 minute walk from the Rodier



PARTICIPATE: MARKET VISIT

The first market visit to Montreal will take place from **November 8 to 13** to coincide with the Montreal International Game Summit (MIGS).

November 9	November 10	November 11	November 12	November 13
• Kick-off event at Le Rodier • Collective workshop	• MIGS • B2B Meetings	• MIGS • Networking event at Le Rodier	• One-on-one meeting with your individual coach • Studio visits & meetings with our ecosystem	• Collective workshop • B2B Meetings



PURSUE: ONLINE WORKSHOPS & INDIVIDUAL COACHING

We'll be hosting a number of workshops to help you better understand the market and to prepare you for the second market visit .

In addition to the online workshops, **each business** will benefit from **individual working sessions** with their coach to build out their plans for the North American market.

November	Debrief post-market visit, opportunities and key learnings
December	Action plan deployment
January	Business plan development
February	Preparation for the second market visit



PURSUE: SECOND MARKET VISIT

The second market visit will take place in Montreal from February 21 to 26 and is an opportunity to meet with new contacts, solidify existing relationships and to present to key players and buyers in our ecosystem during our demo day.

February 22	February 23	February 24	February 25	February 26
• Event at Le Rodier • B2B Meetings	• Studio visits & meetings with our ecosystem	• Meeting with coach • Networking event	• Demo day Event	• B2B Meetings



MERCI

Contact:

Sacha Jackson
Program Manager
sacha@lapiscine.co

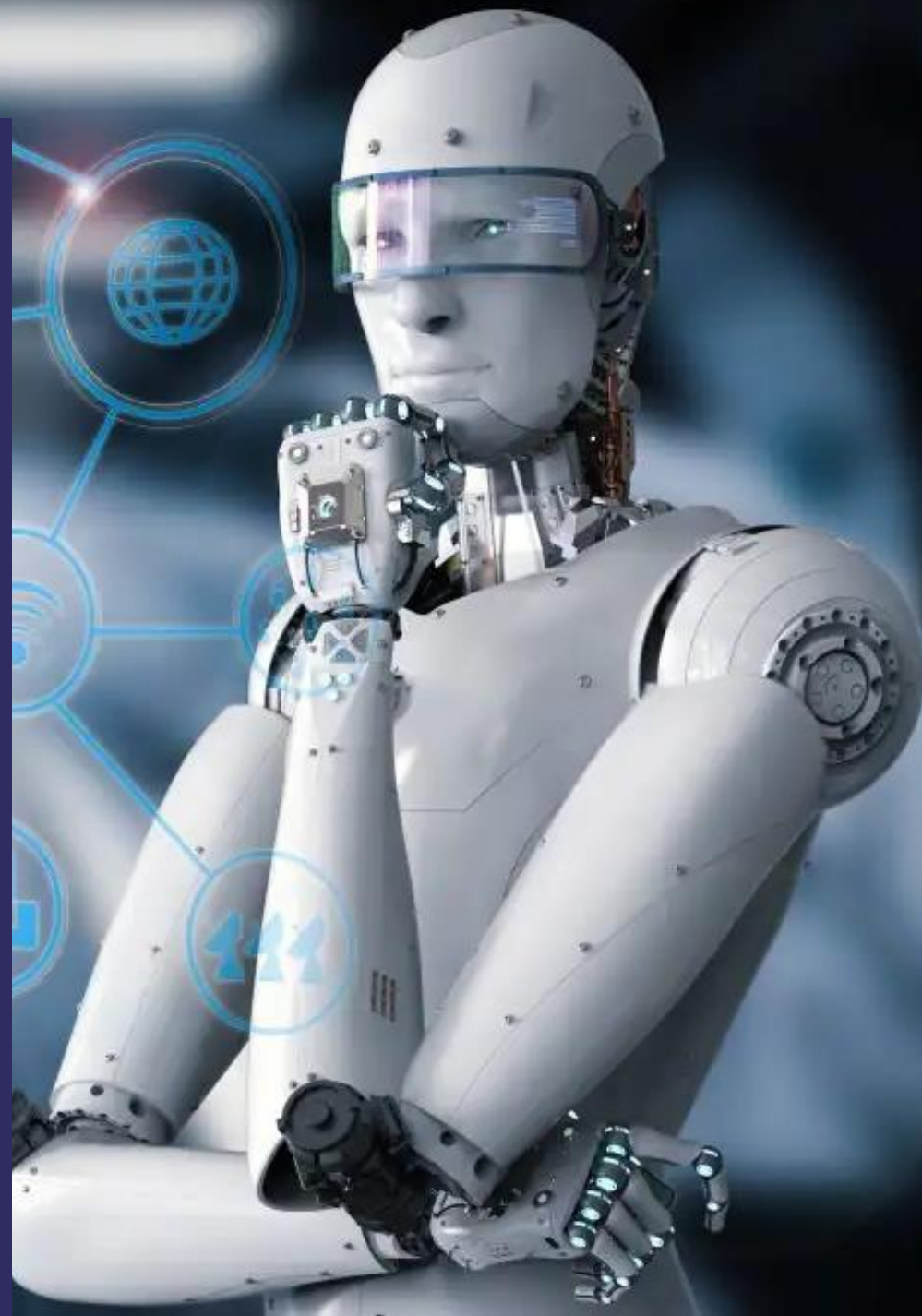


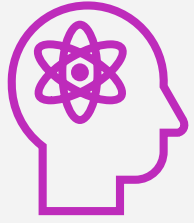
GIP Dates, Application Process & Eligibility

Ian Fletcher, GIP Lead
Innovate UK Business Growth

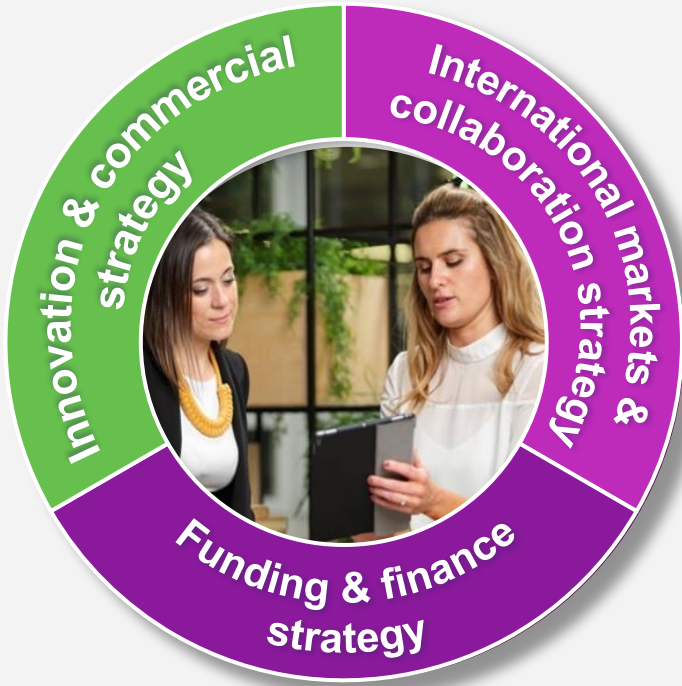


The UK's innovation agency





Specialists with comprehensive expertise to help you hone your strategy



Innovation and growth specialists and scaleup directors nationwide, who are also plugged into technical experts across Innovate UK and beyond.

With the commercial acumen and innovation experience to help clients hone their growth strategies and accelerate their progress in three broad areas.

“Our specialist’s knowledge and experience...has been incredibly helpful and comforting. The...ups and downs can be tough but having that consistent sounding board has made a huge difference.”

Jason Mashinchi, Managing Director at Cambridge Kinetics



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GIP Application Timeline Dates



14th August 5pm – application deadline



7th to 11th September – shortlist interviews



18th September – application outcome



Late September – sign & return offer letter



Late September – Innovation & Growth specialist (IGS) allocated for GIP strategic planning & wrap-around support



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Accessibility and Inclusion

Innovate UK welcome and encourage applications from people of all backgrounds and are committed to making our application process accessible to everyone.

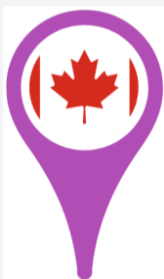
This includes making reasonable adjustments, for people who have a disability or a long-term condition and face barriers applying to us.

[Further information](#)

Eligibility



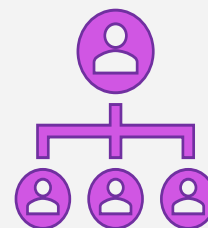
UK based SME (<250 employees) with ambitions to grow and scale globally



Be able to attend and complete all Programme activities in the UK and Canada



Be an innovative technology provider within interactive entertainment and digital gaming



Applicant must be either CEO, founder, senior exec director or decision maker



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Key Programme Dates



29th September 2026 – **Onboarding Workshop (virtual)**



12th October 2026 – **Incubation Programme Starts**



8th to 13th November 2026 – **Market visit 1**



21st to 26th February 2027 – **Market visit 2**



24th March 2027 - **Exploit the Opportunity Workshop (virtual)**



* All activities are a **mandatory** part of the GIP programme

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What is the cost?

Innovate UK will fund:



International flight – group return economy travel from the UK to Canada



Group hotel accommodation in Canada during market visits



Group airport transfers



Event fees at MIGS



Incubator support for the duration of the Programme



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What is the cost?

Companies will fund:



Travel within the UK e.g. UK travel to airport, and in Canada excl. transfers



Canada visa / ESTA



Subsistence / meals outside of hotel breakfast



Travel and medical insurance

A Good Application

Demonstrates:



Fit with the GIP scope within interactive entertainment and video gaming



That now is a good time to expand internationally, particularly to the Canada, and how you plan to scale as a result

Explains:



- The size of the market opportunity
- Commercial traction and the impact of your technology
- The credentials of team that will be involved in the programme



Your Programme objectives and the organisations you wish to connect with during the Programme



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Considerations

1. **CEO, founder or senior decision maker** must apply and complete all activities
2. Ability to **commit to all Programme dates**
3. Company **resourced** to maximise the opportunities created
4. Commit to **work closely with your innovation and growth specialist (IGS) or scaleup director**
5. Agree to **report back on meetings and outcomes achieved**

Additional information

- For any enquiries, please contact:
ian.fletcher@iukbg.org.uk
- To view further details on this GIP including the application form please use this [link](#)
- To view all GIP opportunities please visit: <https://iuk-business-connect.org.uk/opportunities/>



Questions?



The UK's innovation agency

