



Twenty20 Insight provides consultancy services to select suppliers for the Canadian defence and security market.

WHY INVEST IN CANADA?

The Canadian defence market is growing:

- Canada is modernizing its forces to maintain its role as a key ally on operations around the world
- Canada is committed to a defence spending increase of over 70%, from a budget of \$14.5 billion USD in 2016-17 to \$25.2 billion USD in 2026-27
- Spending on major equipment projects is set to rise from 10.8% of the budget in 2016-17 to 32.2% of the budget by 2026-27
- Canada remains committed to its defence spending plans despite the extraordinary costs of containing the coronavirus pandemic

WHY ACT NOW?

A number of key equipment projects are actively seeking information from potential suppliers prior to finalizing their requirements. It is the perfect time to influence these projects by introducing the capabilities that you can offer to them.

WHY WORK WITH TWENTY20 INSIGHT?

Work with us because we are successful. Twenty20 Insight has sold tens of millions of dollars worth of equipment to the Government of Canada and key Canadian defence integrators. Twenty20 Insight:

- knows how the equipment decisions are made
- personally knows each officer or manager who is influencing these decisions
- knows what funding is available and how to access it
- fully understands the Canadian procurement process, how to navigate it and how to succeed

Work with us because we offer a different approach. In Canada, equipment decisions are approved by the Generals. The equipment options and the required specifications that are presented to the generals for approval, however, are made by the Captains and Majors running the projects. Twenty20 Insight:

- focuses efforts on the officers writing the equipment specifications
- ensures these project officers know about your products and understand the capabilities offered
- works closely with these project officers throughout the procurement process to continually influence the final specifications
- is highly responsive to quickly and fully answer any questions from the project, building up an excellent working relationship so that your company is viewed as a trusted partner

Work with us because we are Canadian defence procurement process experts. Twenty20 Insight has a comprehensive understanding on how Canada acquires equipment including the complicated industrial offset regime applied to large projects. Twenty20 Insight:

- knows what policies will be applied for each project saving you time and money
- knows how to position your equipment so that it maximizes the value to Canada under the offset policies and offers the greatest chance of success
- knows all of the business capture managers within the major Canadian defence integrators, enhancing your chances at a partnership for key projects

TWENTY20 INSIGHT SERVICES OFFERED

Work with us because we are agile and will tailor our support to your exact requirements. Twenty20 Insight can:

- provide a Canadian market analysis of all current and projected opportunities for your company
- introduce your products to project officers and key procurement influencers
- introduce your products to potential Canadian defence partners
- draft, edit, and submit responses to formal Canadian requests for information
- draft, edit, and submit compliant responses to Canadian tenders
- provide opportunities to demonstrate your equipment to the military
- provide opportunities to get the military to test your equipment

TWENTY20 INSIGHT VALUE PROPOSITION

Work with us because we offer highly competitive rates and flexible terms for direct, targeted access to real, fully funded sales opportunities in the Canadian defence market.

- For less cost than a defence journal advertising campaign or a business trip to Canada, we can provide a thorough initial Canadian market analysis of all opportunities and gauge client interest
- For far less cost than a trade show booth we can provide ongoing access to a whole new market with funded opportunities for your sales pipeline
- In an era of pandemic travel bans and the cancellation of most in-person trade shows, we offer an excellent option to continue business development, access a new market and grow your client base at minimal cost

WHY WAIT?

Start working with us by contacting Twenty20 Insight for an initial discussion:

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KEY TWENTY20 INSIGHT STRENGTHS

- We have an unwavering focus on providing top-quality products to our customers
- We have a large, accessible network in the Canadian military equipment procurement organization
- We have excellent relationships with our partners in the Canadian defence industry
- We have extensive military experience in training, domestic security operations and combat operations
- We understand the science and technology behind our products
- We are experts at navigating the complex Canadian government procurement process
- We have a history of successfully winning government tenders
- We are an agile company eager and willing to take on new challenges

TALK TO US - WE WILL GET YOU ON TARGET.



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