



beyond

## **MAKING A CASE FOR CANADIAN EXCHANGES**

By Ronnie Jaegermann

### **Beyond Ventures**

There's no doubt about it: Israel is the ultimate Startup Nation. In Israel, there are over 6 thousand start-ups, and innovation is present everywhere. Technology is advancing rapidly, and Israeli entrepreneurs are creating – every day – influential solutions that are improving the way we live and interact with each other. Israel has the 3rd most companies listed on the Nasdaq, after the US and China. Israel has now also 30 out of the world's 300 unicorns.

Several elements of the local entrepreneurship ecosystem have an influence, making this a reality. First of all, Israel is a country in which resilience is not only important, but also being taught as a main value in schools and universities. Being resilient wasn't an option for those who founded the country, rather it was a necessity. Therefore, this value that is so prevailing when becoming an entrepreneur, is an inherent part of the Israeli mindset.

On the other hand, Israel has been innovative both with technology and inventions in general for decades now.

Also, the environment helps creators feel the freedom to turn any of their dreams into phenomenal realities. But, what helps create an environment like that one? Have you ever heard about angel investors? According to Wikipedia, an angel investor is “an individual who provides capital for a business start-up, usually in exchange for convertible debt or ownership equity. Angel investors usually give support to start-ups at the initial moments and when most investors are not prepared to back them.

Over the last few years Canada, a country blessed with natural resources, has been pivoting its ecosystem around technology, with private equity and VC fund investments rising. There is also a growing appetite by investors for technology stocks, and Israel, an innovation hub, is seen as a hot place to scout for new tech firms that seek to raise funds for growth.

There are Thirteen Israeli companies listed on the Canadian Stock Exchanges. These traded companies have a total market capital of over \$550 million and have raised over \$200 million in equity capital.

And although Israeli companies still view a listing in New York as their dream market — though many of them don't meet the valuation levels required to sell shares on the Nasdaq or the New York Stock Exchange — and others still prefer to tap into private equity to get funding for growth, many are now eyeing these new markets to tap into new pools of hungry investors.

The leadership of exchanges the world over are seeking Israeli tech firms and their lucrative growth, and especially in Canada Israeli firms are finding lots of success. With the Canadian tech sphere growing, Israeli participation is a should be natural progression.

Canadian stock exchanges can get Israeli tech companies to list, a move that's easily a win-win scenario, as, the tech-friendly investment scene in Canada is a real draw for Israeli firms.

It can be advocated that Canadian exchanges are a good fit for Israeli tech companies.

Although Lots of companies in Israel are used to the private and VC route and the process that goes with it," Going public is a big step and usually a more mature decision for most that tends to scare them away."

Canadian go public supporters say that its middling size is actually a bonus on the international stage, effectively making it a good steppingstone for companies looking to get a foothold in the North American market, with an eye towards bigger exchanges like the NASDAQ down the line.

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One of the good reasons for going public in Canada is that Companies with a market cap of a few tens of millions of dollars, up to a few hundreds of millions, will be well noticed in Canadian public markets and will get relatively strong analyst coverage and will be well noticed by the investor community, Canadian exchanges provide a very appealing value proposition to small- to mid-cap tech companies. Of course, when the companies grow and expand, they could dual-list on the NASDAQ if they so desire."

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