



# FROM 'CHANCE TO OPPORTUNITY'

## The Impact of Canada's Digital Marketplace

With the backing of big tech **NATIONAL PARTNERS**, in just two short years, Canada's Digital Marketplace has produced irrefutable results:

- Small and medium-sized businesses (SMEs) and under-represented tech businesses now have better and direct access to government contracting opportunities.
- There's an increase in the diversity of bidders.
- Canada's public sector now has greater visibility into the innovative tech solutions on offer across the country.

### Collaborating with Shared Services Canada (SSC)

On April 22, 2022, TECHNATION hosted a motivating webinar that detailed the newly announced Agile Procurement Process 3.0, and the social procurement initiative ScaleUp. The webinar attracted 80 registered participants from across Canada including tech scale-ups and all levels of government. The webinar recording is available [here](#).

**What Scale-ups are saying!** Here's what three guest speakers and registered Digital Marketplace suppliers, all qualified to provide a prototype to a recent ScaleUp solicitation, had to say on this new approach to procurement:

#### MATT PAGE

**Director Professional Services, MGIS**

Matt noted that his company has had significant experience working with government, but this time around, the process was totally different. "If this is the future of procurement, I've drank the Kool-Aid." Matt also noted that SSC has taken government procurement and flipped it on its head. "It's now fast, dynamic and we're really fostering a team relationship throughout the process. This is different – SSC knows what it wants and is driving the innovation."

#### ADE ADEYEMI

**Founder and CEO, Olade Consulting Inc.**

Ade noted his appreciation for the use case his organization received, which was straightforward and provided clear guidelines and client requirements. He hopes Agile Procurement Process 3.0 (APP3.0) will change the narrative around doing business with government as difficult or cumbersome – it's now user friendly, mobile friendly, and he thinks vendors and suppliers will find this straightforward to use. Ade also noted that it provides a more level playing field for small businesses and should also help government employees too, with processes and data collection especially around diversity-related characteristics.

#### OGUZHAN TEKIN

**Founder, TBConsulting**

Oguzhan made a note to other micro & small businesses – to register on Canada's Digital Marketplace – and to "chance the opportunities." His recommendation to his peers/competitors is to build your capacity with this opportunity. He is excited about the opportunity to extend the ScaleUp initiative to provincial and municipal governments to help attract a more diverse supplier base and get their help to solve key challenges that governments face.

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