



eterna  
INTERNATIONAL

# START-UP VISA (SUV)

A CANADIAN PROGRAM  
FOR ENTREPRENEURS



# ABOUT ETERNA

Eterna Financial Group has over \$2 billion of assets under management and offers a complete range of financial services suited to the specific needs of our private and institutional clients, including:

- Investment Management
- Financial and estate planning
- Financial security and insurance
- Retirement and pension plans
- Mutual Fund dealer services
- Trust services
- International mobility

## ETERNA IS A FINANCIAL CONGLOMERATE THAT INCLUDES:



“ We stand by your side as your faithful advocate to support your clients at every step of the way, no matter what happens. This is our promise! ”



Our mother company Eterna Financial Group started as a humble wealth management firm in Canada in 1928 and has transformed into a sophisticated financial conglomerate managing assets for very selected clients demanding utmost professionalism and tailored services.


Eterna International, a division of Eterna Financial Group, is borne out of this unique wealth management heritage and is now responsible for providing specialized global mobility services to wealthy families.



\$2 billion  
under management



500+  
business acquisitions



90+ years of experience



3,000+ granted  
visas



€80+ million raised  
in donations



7 global offices

## OUR SERVICES

The development of a start-up from within Canada is central to a successful SUV application and at the hearth of our services.

1

### PROFILE QUALIFICATION

Analyse the candidate profiles and collection of due diligence documentation to ensure of its.

2

### CORPORATE SUPPORT

Incorporation, share allocation, shareholders' agreement, bank account opening and account.

3

### INTELLECTUAL PROPERTY

All the IP related to the SUV project have been rightfully acquired by the SUV company.

4

### PRODUCT DEVELOPMENT

Support the SUV applicants in the effort to prototype and test their SUV product from within Canada.

5

### COMMERCIALIZATION

Social media outreach, website, SEO allowing a product market validation process from within Canada.

6

### IMMIGRATION

Representation of the clients by Canadian lawyers before the Canadian immigration authorities.

# OUR EXECUTIVE TEAM

Our executive team is supported by dedicated mobility and investment experts working in our different offices around the world.



**Pierre-Olivier Tardif**  
Chief Executive Officer



**Pierre-Marc Lecompte**  
Chief Operation Officer



**Nicolas Laurin**  
Managing Partner



## CANADA START-UP VISA PROGRAM

Programs involving venture capital funds, angel investors and business incubators focus on attracting entrepreneurs with specific skills and the potential to build business with scalability, traction, and innovation potential.

Environmental and tech projects/solutions are often lauded as providing social benefits to the entrepreneur.

In short, a Canadian start-up must:

- 1) Be innovative;
- 2) Provide social and economic benefits for Canadians through job, service, and product creation;
- 3) Can be scaled up in Canada and potentially globally.



# ELIGIBILITY CONDITIONS

1

## LANGUAGE SKILLS

The main applicant must provide English or French test results of at least CLB5 (IELTS 5.0 except for Reading Factor IELTS 4.0)

2

## LETTER OF SUPPORT

Essential document to submit the PR and/or WP application is the letter of support that is issued to the applicant as part of a Commitment Certificate directly transmitted to IRCC by the Designated Organization.

3

## INNOVATION

The SUV applicant must intend to develop an innovative and scalable business from within Canada.

# KEY FEATURES



## **DIRECT PR**

Direct permanent residency status is granted to successful SUV applicant, spouse and dependent children under the age of 22 years old.

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## **QUICK ACCESS**

With a letter of support from a designated organization, SUV applicant can apply for work permit to quickly develop their business from within Canada.

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## **DEVELOPMENT**

A dedicated team provides comprehensive support to help the SUV applicants navigate the business development from within Canada.



# UNIQUE CHARACTERISTICS

1

## NO MANAGEMENT EXPERIENCE

While SUV applicants must establish relevant skills; no management experience is required.

2

## NO BUSINESS TRIP

While the SUV applicants must develop their business from within Canada, the physical presence before PR is not a requirement. No **exploratory** business trip **necessary**.

3

## NO PERFORMANCE GOALS

An assessment will be done on the start-up's "potential" based on the proposed business plan and market validation. The PR is not conditional on the start-up's immediate financial success.

4

## NO FINANCIAL BURDEN

No minimum financial investment and net worth are required. Also, the start-up funds can be borrowed or received as gifts.





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# JOIN FORCES!

SUV applicants can submit applications as a team and multiple their skills for the success of the venture.



SUV holding at least

**50%**

of the total voting rights attached to all shares and each SUV applicant holds 10% or more of voting rights attached to all outstanding shares

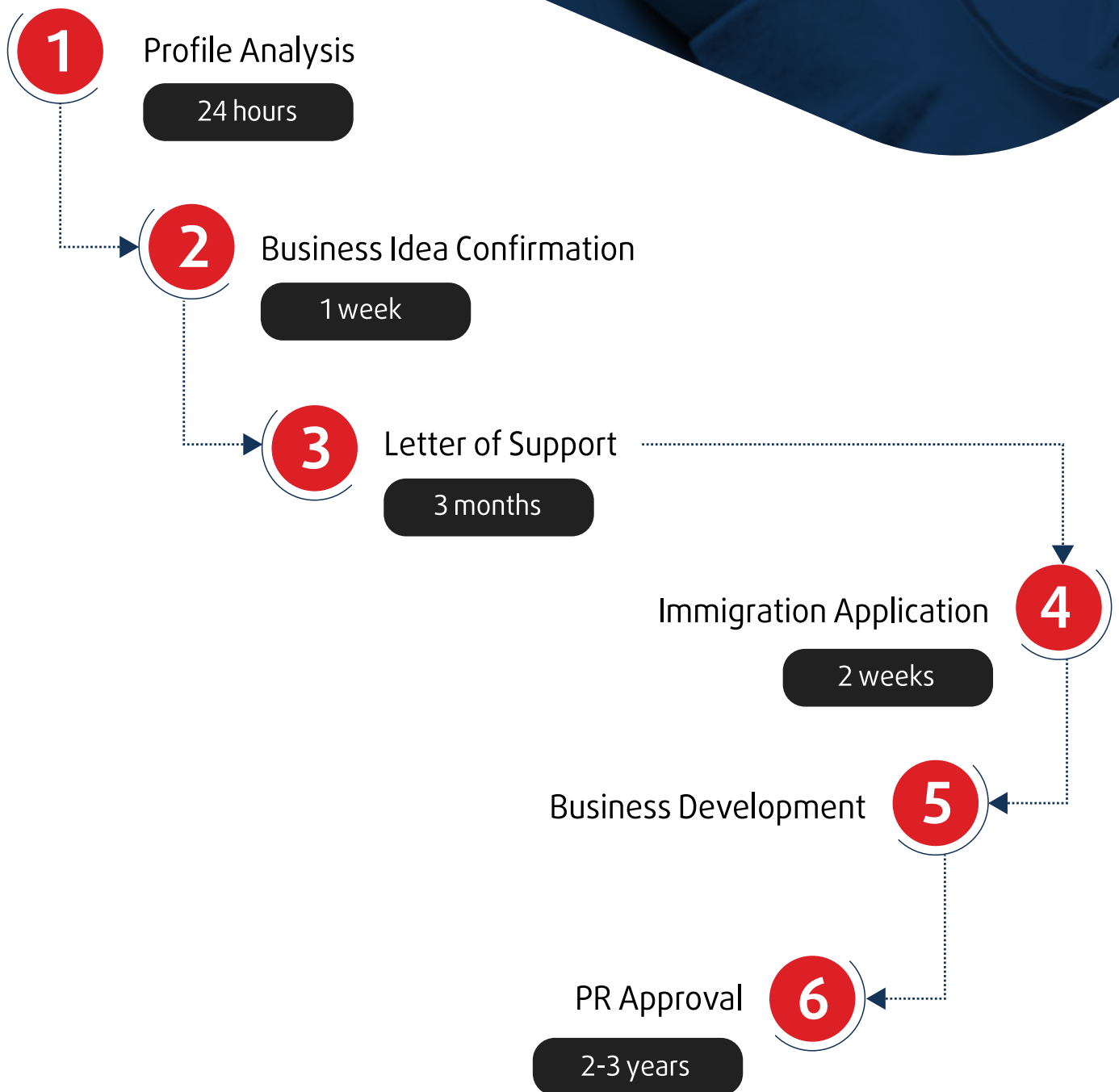
Up to

**5**

**team members**



# STEP-BY-STEP





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