BizCan®

BIZCAN® STRATEGY & GROWTH CONSULTING

Strategy into momentum.

Senior strategy for growing Canadian businesses.

Vancouver, British Columbia
Canada · India · the UAE · Europe

bizcan.ca
Brochure · November 2026

WHO WE ARE

Strategy-minded. Execution-connected. Human at the centre.

Strategic clarity. Personal attention. A team that sees it through.

BizCan® Strategy & Growth Consulting helps Canadian organizations grow in ways they can measure and sustain. We bring brand, go-to-market, content and responsible AI into the same conversation.

Our work begins with your context, not a predetermined stack of services. The aim is a clear priority, a workable plan and a way to see what changes.

From Vancouver, we work with organizations across Canada and connect them with India, the UAE and Europe. The story began 20 years ago with the original company in India and continues through BizCan's parent company, founded five years ago.

INSIDE

The missing connection	03
Who we serve	04
Five programs	05
BizCan Launch	06
BizCan Scale	07
BizCan Impact	08
BizCan Brand Standard	09
BizCan Corridor	10
Branding and creative	11
Strategy-to-content growth	12
Responsible AI	13
How an engagement runs	14
Ways to work together	16
Six commitments	17
BizCan Media	18
Start a growth conversation	19

THE MISSING CONNECTION

You don’t need more activity. You need a clearer path.



THREE GAPS WE SEE

A strong idea	No market story
A strategy deck	No owner
Content	No conversion path

These are not separate problems.

ONE SYSTEM

BizCan brings the decisions and the doing into one system, with a clear priority, an accountable plan and reviews of what is working on a schedule agreed with you.

A strong idea	A market story
A strategy deck	An owner
Content	A conversion path

WHO WE SERVE

Different challenges. The right way forward.

Founders and startups	**BizCan® Launch** From idea to first revenue.
Growing and established businesses	**BizCan Scale** Ready to lead your market.
Mission-led organizations Non-profits and associations	**BizCan Impact** Mission, measured.
Mid-market and luxury brands	**BizCan Brand Standard** Your brand, delivered the same way every time.
Companies building across borders	**BizCan Corridor** Canada, India, the UAE and Europe. One team.

Two decades of practice

A leadership team with more than two decades of marketing and strategic consulting experience.

Four markets, one team

A cross-border practice connecting Canada with India, the UAE and Europe.

MUSE Creative Awards 2023

Silver Winner,
Corporate Identity - Logos, for the BizCan logo.

HOW WE OPERATE

Clarity before activity.
Evidence before expansion.
Accountability before volume.
People before tools.

FIVE PROGRAMS

Five programs. One accountable team.

One operating brand, connected capabilities and a practical first step. Growth strategy and responsible AI belong inside the work, not in separate silos.

BizCan® Launch For founders and startups	From idea to first revenue.	STARTS WITH Launch Diagnostic
BizCan Scale For established enterprises	Ready to lead your market.	STARTS WITH Scale Diagnostic
BizCan Impact For non-profits and associations	Mission, measured.	STARTS WITH Impact Diagnostic
BizCan Brand Standard For mid-market and luxury brands	Your brand, delivered the same way every time.	STARTS WITH Brand Audit
BizCan Corridor For companies building across borders	Canada, India, the UAE and Europe. One team.	STARTS WITH Market assessment

EVERY PROGRAM — Diagnose → Build → Activate → Amplify

Every program starts with a diagnostic and runs in Momentum Sprints of up to 90 days.
Fixed scope · fixed fee.

Outcomes described are goals agreed with each client, not guarantees.

Start a growth conversation →

FOR FOUNDERS AND STARTUPS

BizCan® Launch

From idea to first revenue.

Give a strong idea a clear route to market.

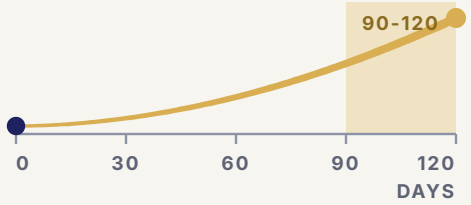
90-120

days

Working toward first or next revenue and investor-ready materials.

THE OUTCOME

A validated position, a trusted brand and a working go-to-market engine.



WHAT WE BUILD

01 Ideal customer profile and buyer personas

02 Competitive map, positioning and messaging

03 Pitch deck narrative and design

04 Go-to-market plan, with a website or landing page built with approved partners

WHERE IT STARTS

Launch Diagnostic Your Momentum Score, positioning findings and a 30-day plan.

Discuss BizCan Launch →

HOW BIZCAN LAUNCH RUNS

1 Diagnose
Launch Diagnostic

2 Build
What the plan needs

3 Activate
Momentum Sprints

4 Amplify
BizCan Media

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FOR ESTABLISHED ENTERPRISES

BizCan® Scale

Ready to lead your market.

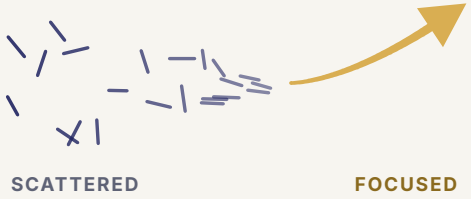
Turn scattered effort into focused growth.

6-12
months

Working toward measurable lifts in pipeline, win rate and share.

THE OUTCOME

A board-ready growth strategy and a unified brand and go-to-market system.



WHAT WE BUILD

01 Growth strategy: where to play and how to win

02 Brand strategy, architecture and refresh

03 Go-to-market and sales playbook

04 AI readiness, roadmap, policy and staff training

WHERE IT STARTS

Scale Diagnostic A research-based diagnostic and an executive workshop.

Discuss BizCan Scale →

HOW BIZCAN SCALE RUNS

1 Diagnose
Scale Diagnostic

2 Build
What the plan needs

3 Activate
Momentum Sprints

4 Amplify
BizCan Media

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FOR NON-PROFITS AND ASSOCIATIONS

BizCan® Impact

Mission, measured.

Turn belief in your mission into action.

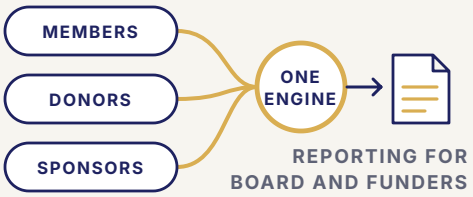
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audiences, one engine

Members, donors and sponsors, with reporting your board and funders trust.

THE OUTCOME

A clear case for support and a member, donor and sponsor engine built to grow participation, with reporting your board and funders trust.



WHAT WE BUILD

01 Theory-of-change messaging and case for support

02 Membership value proposition and tiers

03 Sponsorship prospectus

04 CRM and member journey design

WHERE IT STARTS

Impact Diagnostic A diagnostic and a board workshop.

Discuss BizCan Impact →

HOW BIZCAN IMPACT RUNS

1 Diagnose
Impact Diagnostic

2 Build
What the plan needs

3 Activate
Momentum Sprints

4 Amplify
BizCan Media

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FOR MID-MARKET AND LUXURY BRANDS

BizCan® Brand Standard

Your brand, delivered the same way every time.

Make the experience match the promise.

Day 90

re-audit

A measured re-audit after the brand audit, service audit and training.

THE OUTCOME

A brand audit, service audit and training that keep your brand voice consistent at every touchpoint, from the front desk to AI chatbots.



WHAT WE BUILD

01 Brand Standard Scorecard and gap report

02 Brand voice guide and service standards playbook

03 Staff workshops and manager coaching

04 AI brand voice prompt library

WHERE IT STARTS

Brand Audit A brand voice audit and a scored gap report in 2-4 weeks.

Discuss BizCan Brand Standard →

HOW BIZCAN BRAND STANDARD RUNS

1 Diagnose
Brand Audit

2 Build
What the plan needs

3 Activate
Momentum Sprints

4 Amplify
BizCan Media

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FOR COMPANIES BUILDING ACROSS BORDERS

BizCan® Corridor

Canada, India, the UAE and Europe. One team.

Enter a new market with fewer blind spots.

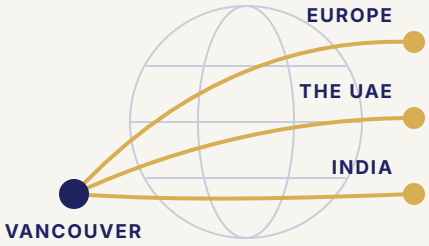
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markets, one team

Canada, India, the UAE and Europe, delivered from Vancouver with in-market partners.

THE OUTCOME

Market entry and expansion between Canada and India, the UAE and Europe, delivered from Vancouver with in-market partners.



WHAT WE BUILD

01 Market assessment

02 Partner and distributor identification

03 Brand localization and positioning for the market

04 Launch plan and in-market communications

WHERE IT STARTS

Market assessment The first step in Corridor Entry and Corridor Expansion.

Discuss BizCan Corridor →

HOW BIZCAN CORRIDOR RUNS

1 Diagnose
Market assessment

2 Build
What the plan needs

3 Activate
Momentum Sprints

4 Amplify
BizCan Media

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STANDALONE CAPABILITY

Branding and creative

From positioning and naming to visual identity, brand guidelines and the materials that take your story to market.



Positioning · Naming · Visual identity · Brand guidelines · Materials

01

A standalone project

Brand clarity · identity creation or refresh · a brand toolkit.

02

Inside a growth program

Brand work built into Launch, Scale, Impact, Brand Standard or Corridor.

03

An agreed add-on

A defined piece of creative work alongside a program already under way.

HOWEVER YOU START, EACH COMES WITH

01 **An agreed brief**

02 **Agreed deliverables**

03 **A written quote**

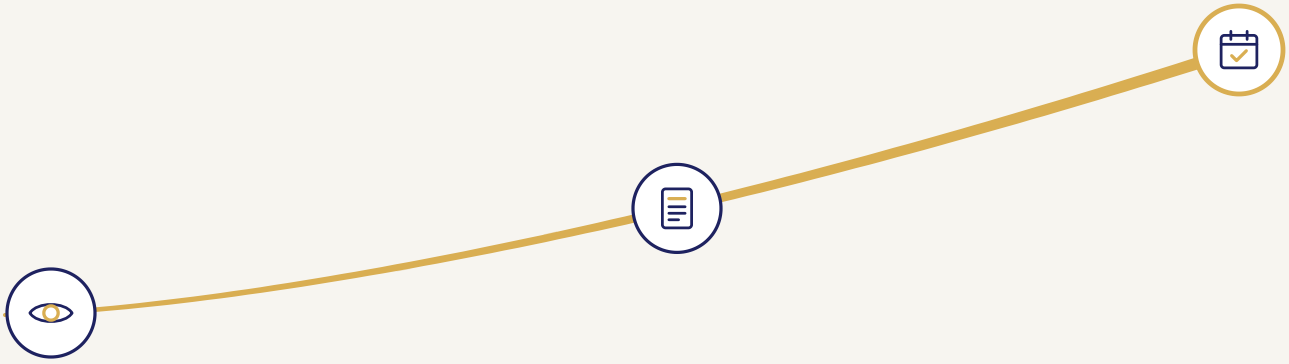
Brand work that is scoped before it starts.

Discuss a branding project →

STRATEGY-TO-CONTENT GROWTH

Your expertise. A story worth hearing. A path to action.

More posts are not a growth strategy.



Expert insight

What you know that your market needs to hear.

Useful content

Built on your positioning, in the channels your buyers use.

Meaningful action

A conversation, an enquiry or a booking.

WHAT IT INCLUDES

- ✓ Content and campaign plans built on your positioning
- ✓ Social media content and calendars
- ✓ Websites and landing pages with CRM and follow-up journeys
- ✓ Reporting against KPIs agreed at the start

Insight, content and action, planned together as one path.

Discuss content growth →

RESPONSIBLE AI

Less AI theatre. More useful work.

AI where it makes the work better, not where it makes the pitch louder.

Every program includes an AI-readiness check. Full AI governance is available as an add-on.

- AI readiness and roadmaps
- AI use policy and governance
- Vendor-neutral tool selection
- Workflow redesign and adoption
- Staff and board training
- Brand voice for AI tools

EVERY AI WORKFLOW WE SET UP HAS

- A bounded workflow
- Approved tools
- A clear human owner

No mystery process. No strategy hand-off.

The Momentum Method: every engagement follows the same four steps, with one team from diagnosis to results.

1

Diagnose

Find the real constraint.

A paid, scored diagnostic of market, brand, customer experience, go-to-market, operations and AI readiness.

OUTPUT

A scored baseline and a plan you can act on.

2

Build

Build what the plan needs.

Positioning, brand, go-to-market plan, service standards and the systems to run them, built by one team.

OUTPUT

Assets and systems your team keeps.

3

Activate

Put the plan to work.

Momentum Sprints of up to 90 days, with KPIs agreed up front and reporting on a schedule agreed with you.

OUTPUT

Work in the market, measured against agreed KPIs.

4

Amplify

Give good work an audience.

Access to the BizCan Media audience, research and events, where editorial merit allows.

OUTPUT

A story with somewhere to go.

WHAT YOU KEEP

The capability stays.

The playbooks, dashboards, service standards, AI workflows and training. The capability stays in your organization after the engagement ends.

Outcomes described are goals agreed with each client, not guarantees.

WAYS TO WORK TOGETHER

Start focused. Build as the evidence grows.

Choose the right level of support, not the biggest package.

01

Introductory call

A first conversation about your priorities. It ends with a recommended next step.

Free
30 minutes

02

Diagnostic

A scored baseline, the real problem named and a plan you can act on, with or without us.

2-4 weeks
Fixed fee
Fee credited in full toward a program

03

Program

Launch, Scale, Impact, Brand Standard or Corridor, delivered in Momentum Sprints of up to 90 days against KPIs agreed at the start.

Fixed scope
Fixed fee

04

Partner

Ongoing strategy, execution oversight and Momentum Reports on an agreed schedule, with quarterly Brand Standard checks where they apply.

Monthly retainer

Scope agreed before work begins.

OUR COMMITMENTS

Six commitments in every engagement.

The same six, whichever program you choose.

01

Clarity

A diagnosis before a prescription. Every engagement opens with a paid, scored diagnostic.

02

Integration

Strategy, brand, go-to-market and execution in one plan, owned by one team.

03

Momentum

Sprints of up to 90 days, with agreed KPIs and Momentum Reports.

04

Consistency

Brand Standard audits and training keep your brand voice the same at every touchpoint.

05

Amplification

Access to the BizCan Media audience, research and events, where editorial merit allows.

06

Capability

Responsible AI workflows, playbooks and training that stay with your team.

Clarity before activity. Evidence before expansion.

Talk to us about your next step →

AMPLIFY

Where Canadian growth gets told.

BizCan Media, powered by PSS BizVerse

A media house for Canadian business. Episodes of BizCan Conversations publish on the PSS BizVerse YouTube channel.

BizCan Conversations	Long-form video and podcast interviews with founders, chief executives and non-profit leaders, on PSS BizVerse.
BizCan Shorts	Short clips for LinkedIn, Instagram and YouTube Shorts.
BizCan Quarterly	A magazine in print and digital, with a weekly newsletter.
BizCan Insights	Research reports and indexes on growth in British Columbia and across the Corridor markets.
BizCan Live	Executive roundtables and business events.

Clients can take part as guests, research partners or roundtable hosts, where editorial merit allows.

Watch on YouTube →

START A GROWTH CONVERSATION

Bring the challenge.

We'll start with a conversation, not a catalogue of services.

Start a growth conversation →

Free · 30 minutes · with a senior BizCan consultant

01

Book a time that suits you, online.

02

A 30-minute conversation about your priorities, with a senior BizCan consultant.

03

A recommended next step, whether or not it involves us.

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