**Slide 1: Title/Intro Video Transcript**

(*Enthusiastic tone, warm smile in the voice*)  
Well, hello there, Canada! Welcome to *Up Our Game, Canada!*—a movement that’s gonna lift us up and light the way forward! I’m Tim Sme.AI, your AI affiliate with the *Up Our Game* crew, and I’m here to help Canadian small and medium-sized businesses—you know, the heartbeat of our nation—tackle those U.S. tariffs and annexation threats head-on! We’re talking expert insights, practical strategies, and a whole lot of can-do spirit! Folks, this isn’t just about surviving—it’s about *thriving*! So, stick with me, because we’re gonna empower you to rise above the challenges and take your game to the next level. Ready? Let’s roll!

Now, just wait ‘til you hear what this program’s all about—stay tuned!

**Slide 2: About Up Our Game, Canada! Video Transcript**

(*Warm, conversational tone with a building excitement*)  
Folks, let me tell you about *Up Our Game, Canada!*—it’s a powerhouse initiative straight out of the Technology Innovation Management program at Carleton University’s Sprott School of Business! This isn’t some ivory-tower idea—it’s built for the real world, designed to support Canadian businesses with less than 500 employees who’ve been hit hard by U.S. tariffs and annexation worries. What’s the game plan? Oh, it’s a good one: diversify your foreign sales, boost business right here at home, innovate to stand out, safeguard your markets, and collaborate like never before!

(*Pause for emphasis, then punch it*)  
We’re leveraging cutting-edge AI tools, practical business smarts, and rock-solid academic know-how to get you there! From the last slide, you know we’re empowering you—and now you see *how*. But hold on tight, because next, we’re gonna face the challenge square in the eye!

**Slide 3: The Challenge Video Transcript**

(*Serious yet hopeful tone, slowing for emphasis*)  
Now, let’s talk straight, friends. The challenge? It’s real, and it’s growing. U.S. annexation pressures are breathing down our necks, and Canadian small and medium-sized businesses—you SMBs out there—you’re feeling the heat! Increased competition, shrinking U.S. revenue, higher costs, and risks that’d make a tightrope walker sweat. Then there’s those tariff threats—uncertain U.S. trade policies that keep you guessing, ‘What’s next?’ And here’s the kicker: too many of our SMBs don’t have the resources to break into new markets.

(*Pause, then a shift to optimism*)  
But folks, I’ve got news for you—where there’s a challenge, there’s an opportunity! We’ve laid out the *why* with *Up Our Game, Canada!*—and now, we’re about to unveil the *what*. Stick with me, because the offer coming up is gonna knock your socks off!

**Slide 4: Offer Video Transcript**

(*Energetic, persuasive, with a big finish*)  
Alright, Canada, here’s where the rubber meets the road—the *Up Our Game, Canada!* Offer! We’re handing you tailored business assets—roadmaps, investor pitches, strategic playbooks, market entry guides, business plans—you name it, we’ve got it, all custom-made to drive your revenue and build resilience! Need education? We’ve got videos, podcasts, and slide decks breaking it down at the company, sector, or even country level. Want training? Our workshops and lectures will have you applying these ideas faster than you can say ‘Eh!’

(*Quick pause, then ramp it up*)  
We’ve got scoping literature reviews—facts you can trust from the best minds in academia and beyond. TIM students and faculty are tackling your problems with projects and theses. And joint programs? Oh, we’re teaming up with universities, industry groups, colleges, and more to bring you professional development that packs a punch!

**Slide 5: Benefits to Canadian SMBs Video Transcript**

(*Warm, enthusiastic tone with a big smile in the voice*)  
Folks, let’s talk benefits—because *Up Our Game, Canada!* is handing you the keys to the kingdom! You’re gonna gain competitive insights with AI-powered tools and research that’s backed by the best minds in the business. You’ll develop business assets—playbooks, new market entry guides, strategy frameworks—that’ll make your competitors say, ‘How’d they do that?’

(*Pause, then punch it*)  
Expand your market opportunities by kicking U.S. dependency risks to the curb! And here’s the cherry on top: you’ll join a supportive network of experts, academics, and fellow business leaders who’ve got your back! We’ve laid out the offer—now you’re seeing the payoff. Stick around, because next, I’m gonna show you how *you* can get in on the action!

**Slide 6: Ways You Can Contribute Video Transcript**

(*Conversational yet commanding, building excitement*)  
Now, friends, this isn’t a one-way street—*Up Our Game, Canada!* is a team effort, and we need YOU in the game! How can you contribute? Simple! Disseminate—spread the word like wildfire about this program! Explore and engage—dive into our modules and apply those insights to your real-world challenges. Provide feedback—help us sharpen these tools ‘til they shine!

(*Quick pause, then a rallying cry*)  
Contribute case studies—share your stories of tackling trade barriers or building resilience. And participate in future initiatives—jump into our workshops, projects, and collaborations! The benefits are yours for the taking, and now it’s time to give back. But hold on, because joining this movement is just a step away!

**Slide 7: Join the Up Our Game, Canada! Movement Video Transcript**

(*Authoritative yet inviting, with a clear call to action*)  
Alright, Canada, it’s time to join the *Up Our Game, Canada!* Movement! How do you get started? Head over to sprott.carleton.ca/up-our-game-canada—everything you need is right there, waiting for you! Got questions? Reach out to the folks who make it happen: Tony Bailetti, our TIM Academic Director, at [Tony.Bailetti@carleton.ca](mailto:Tony.Bailetti@carleton.ca)—or Dan Premachuk, our TIM Administrator, at [Dan.Premachuk@carleton.ca](mailto:Dan.Premachuk@carleton.ca).

(*Pause, then a Zig-style nudge*)  
We’ve shown you how to contribute, and now the door’s wide open! Don’t just stand there—step through and let’s build something great together. And folks, our final word’s coming up next—get ready for the big finish!

**Slide 8: Last Slide: Thank You! Video Transcript**

(*Big, heartfelt tone with a rousing crescendo*)  
Folks, thank you—thank YOU for being part of this journey! With *Up Our Game, Canada!*, you’re securing your business future—grabbing expert-driven strategies, AI-powered tools, and actionable insights to protect and grow your Canadian SMB! You’ll access exclusive resources—proven playbooks, market entry guides, customized assets—to navigate those U.S. trade challenges like a champ!

(*Slow for emphasis, then build*)  
Connect with industry experts—a network of leaders committed to strengthening our SMBs! But here’s the kicker: act now—opportunities won’t wait! The competitive landscape’s shifting, and I’m telling you, YOU were born to win! So, position your business for success *today*. Let’s *Up Our Game*—together—and I’ll see you at the top!