

● SPEAKER · JUDGE · MENTOR

Maksym Stepanenko

BUSINESS CONSULTANT: STRATEGY, LAW, MARKETING, FINANCE · DIRECTOR, INNOVA CONSULT · OTTAWA

14 years taking small and medium businesses in 50+ countries to the next level, protecting them and turning chaos into a system that runs without daily hands-on control.

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14 years

ADVISING SMALL AND
MEDIUM BUSINESSES

Thousands

OF SMB CLIENTS

50+

COUNTRIES

EN · UK · RU

ENGLISH, UKRAINIAN,
RUSSIAN

Top 10

BUILD NORTH 2026
FINALIST

TALKS · EN / UK / RU

T/01 Your first company abroad: how small firms pick the country

The questions that decide where a small firm should incorporate: customers, bank, director, place of management, home-country reporting. Real cases from six countries.

Talk 20-30 min · workshop 60-90 min · Founders, SME owners, exporters, accelerators

T/02 AI in a small business: what to hand over first and how to measure it

How to pick the first process to hand to AI in a small business, what to measure after a month, and which tasks stay with people.

Talk 20-30 min · panel · workshop · SME owners, chambers of commerce, BIAs, accelerators

T/03 Client data and AI in tax, legal and accounting firms

What Canadian tax, legal and accounting firms may do with client data in AI tools, and a working approach: strip identifiers, keep an audit trail, compliance signs off.

Talk 15-25 min · panel · lightning talk · Professional services, legal tech, privacy and AI events

T/04 Canada-Ukraine business: what small firms can use today

Practical routes under the modernized Canada-Ukraine Free Trade Agreement: setting up in Canada, selling services, procurement, export programs, common mistakes.

Talk 20-30 min · panel · Diaspora business forums, trade events, chambers, export programs

T/05 Leads small firms lose: response time, local search and AI answers

Reply speed, Google Business Profile, reviews and AI answers: where small firms lose paid leads and which channels still bring clients.

Talk 20-30 min · workshop · SME owners, marketing events, BIAs, franchise events

JURY AND MENTORING

01 Business model and pricing

02 Go-to-market

03 Incorporation and cross-border structure

04 Regulatory and privacy risk

05 Whether the AI part solves a paid problem

EVENTS IT FITS

Startup pitch competitions · Hackathons — business and feasibility track · Accelerator demo days · Student venture competitions · Diaspora and newcomer founder programs

SHORT BIO

Maksym Stepanenko is a business consultant based in Ottawa and director of INNOVA CONSULT: strategy, law, marketing, finance. For 14 years he has taken client businesses to the next level, protected them and turned a founder's chaos into a system that runs without daily hands-on control. Thousands of companies in 50+ countries.

FOR ORGANISERS

Send the event, date, city or online, audience and format to ctmacc@gmail.com. Bios to copy, the headshot and this kit: innovacg.com/en/speaker

Invite Maksym to speak, judge or mentor

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