



## Helping to solve problems in an increasingly complex world

Steve Day wasn't looking to retire from the Canadian military. The former Commander of Joint Task Force 2 had been in Special Operations for over a decade, but by the fall of 2013, he was looking to reset his work-life balance. Thanks to a chance opportunity to attend the Prince's Operation Entrepreneur's (POE) boot camp in Regina, he decided the moment was right for a new entrepreneurial challenge.

By the time his official military retirement came in March 2014, he'd been working on the sidelines for his new company for six months. Steve has partnered with Michael Coyle, another retired Canadian military entrepreneur, to build Reticle into a multi-faceted business that offers risk management, training and innovation services to both the private and public sectors, and across all industries.

Reticle helps clients navigate today's highly ambiguous, networked, and complex global environment. In its three short years, Reticle's client list has expanded to include universities, national infrastructure organizations, national security agencies, media firms, international charitable ventures and major financial institutions.

Whatever the service – performing a security audit for a nuclear agency, or conducting a team-building exercise for executives – according to Steve, it's the Reticle team that makes the difference, their unique experience and specialized knowledge. The company uses an adaptable network structure to run things, bringing in experts as needed to round out their cross-functional teams. They've engaged the services of people

**Name:**  
Steve Day

**Military Branch:**  
Joint Task Force 2,  
Special Operations Unit

**Rank:**  
Lieutenant-Colonel

**Release Date:**  
March 2014

**Business Owner:**  
Reticle Ventures Canada  
[www.reticle.ca](http://www.reticle.ca)

**Social Media:**  
[facebook.com/ReticleVentures](https://facebook.com/ReticleVentures)  
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with a wide range of expertise – from adult education specialists, to medical technology experts and anthropologists.

Reticule is an ambitious undertaking, from its wide array of services to their almost unlimited applications. Even more ambitious is Zero4-NORTH, Reticule’s training and innovation facility in Brockville, which opened in late 2016. Zero4-NORTH includes a 400-acre mixed terrain training area, a 15,000-square foot multi-purpose building and a state-of-the-art indoor range.

Steve knew that the organization he envisioned would be a complex and capital-intensive operation. Despite his highly transferrable military skills, experience and formal education, Steve knew there were gaps in his entrepreneurial education. So, at the initial stages of his business planning, he looked for resources, and took part in POE’s boot camp.

At boot camp, Steve says he “learned all about what he didn’t know.” He liked the program’s really broad approach, giving him a good “snapshot of the business landscape”, a bit of learning on all aspects of owning a business. Simply put, boot camp let him know where he still needed to do more learning to make his business a success. His words of advice to other

transitioning military members considering owning their own business:

**“Take the program. You’d be crazy not to take advantage of all the resources available.”**

POE’s boot camp gave Steve the confidence to move ahead on creating Reticule, which has been, in Steve’s own words, “the hardest thing I’ve ever done in my life. Every day is hard. Fun, but hard.” Steve hasn’t had much financial support from the more traditional chartered banks, and credits the Business Development Bank of Canada (BDC) as their finance lifeline. The breadth of Reticule’s services and its unique-to-Canada Zero4-NORTH facility are capital intensive and time-consuming to implement correctly. As such, Reticule’s growth is at a pace to ensure it can meet demand, while not outstripping its capabilities to deliver excellence.

Since 2014, Reticule has grown to 10 full-time positions and as many as 35 additional staff and subject matter experts on over 40 completed projects, built a training and innovation facility, and is currently planning for its second invite-only trade show. Despite the challenging capital environment, it’s only a matter of time before Steve and Mike’s growth strategy is rewarded.

## About POE

Prince’s Operation Entrepreneur provides the military men and women who have served our country with the education, tools and resources they need to start and run a successful business.

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