

NEW VENTURES BC ECONOMIC IMPACT AND ENTREPRENEURIAL RESEARCH PROJECT

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Executive Summary

The aim of NVBC is to recognize, encourage, and grow entrepreneurship and innovation in B.C.'s technology sector. NVBC accomplishes this by offering an annual competition, the BCIC-New Ventures Competition, featuring education seminars, mentorship for entrepreneurs, jury panel feedback, the opportunity to present to venture capitalists and other potential investors, and substantial cash and in-kind prizes. The first competition was held in 2001 and a total of 1400 new ventures have participated in the competition.

For Phase I of this economic impact research study, the research team created an enhanced company database of 295 companies that proceeded to Round 3 in the competition during the period from 2001 to 2011. In an investigation of these 295 companies, we found that 56% of companies are still active in some form (**Figure 2**). The remaining 44% have either closed, or cannot be located using available resources.

Phase II of the economic impact study involved both qualitative and quantitative follow-up with Round 3 participants. A survey was designed, piloted, and sent out to the founders of 295 companies which had progressed to round 3 of all past NVBC competitions. Surveys were returned by founders or senior managers of 84 of these companies, giving a response rate of 29%. In addition, 5 past founders were interviewed from this population to provide deeper insight. From the 2012 competition, which was in progress, 11 founders and 5 mentors were also interviewed.

NVBC has been successful in developing technology entrepreneurs in BC. Past participants strongly endorse the NVBC competition. Additionally, NVBC is found to have a substantive economic impact. At least 56% of all ventures which had reached round 3 of the NVBC competition have survived in some form, creating an estimated 3170 jobs and generating an estimated \$194 million in revenue. These ventures are also estimated to have filed 854 patents and generated 1294 unique product offerings.

An overview of the survey analytics shows that:

NVBC Competition

1. 85% of participants said they had significantly benefitted from the competition and would highly recommend the NVBC competition to other entrepreneurs
2. About 80% of 72 respondents found mentorship helpful to the ventures
3. Participants found the mentors with marketing and entrepreneurial experience most useful for the development of their ventures
4. Approximately a third of all NVBC participants maintained a relationship with their mentors after the competition

New Venture Development

1. Surveyed firms (29% response rate) filed 227 patents and generated 344 unique product offerings
2. Surveyed firms (29% response rate) created 843 jobs in BC and generated estimated annual revenues of \$51.5 million
3. On average, profitable ventures launched their first product 6 months sooner than their unprofitable counterparts (23 months vs. 29 months)
4. 48 of 65 respondents (74%) who disclosed sales volumes have sales outside of Canada. 96% of profitable ventures have sales outside of Canada
5. Product sales and technology licensing are the two most common business models for the respondents

Financing and Profitability

1. 25 of 67 companies (37%) who answered the financial component of the survey were profitable ventures
2. The average current annual revenue from a profitable venture is \$4.3M, with the greatest annual revenue exceeding \$23M
3. The average current annual revenue from an unprofitable venture is \$180K
4. Over \$62.5 million in financing has been raised by NVBC ventures
5. Sustainability/Clean Tech firms on average obtained the highest levels of financing, about \$1.7 million for a profitable venture versus \$2.5 million for an unprofitable venture

New Ventures BC Overview

NVBC provides a platform in British Columbia for innovators and entrepreneurs to have access to technology business leaders and entrepreneurship education. In later rounds of the competition, participating companies have access to mentors to receive tailored advice and direction for their early-stage business strategy development. The most promising companies in the final round of the competition each year receive financial and in-kind services as prizes.

The prizes issued by NVBC are intended to grow the most promising early-stage ideas into successful companies in the BC economy. The competition has successfully completed eleven years (and counting) of the competition and has provided assistance in various forms to approximately 1400 companies since 2001. Additionally, the competition platform provides a forum for business experts, investors, and entrepreneurs not only to sharpen their business acumen, but also to provide the business networks needed for success in the future.

How the Competition Works

The BCIC-New Ventures Competition takes place over four successive and increasingly complex rounds. Competitors are eliminated after each round until only 10 remain in the competition to win substantial cash prizes and entrepreneurial services. **Figure 1** depicts the four rounds of the competition and the number of companies which have competed in each round since the inception of the competition.

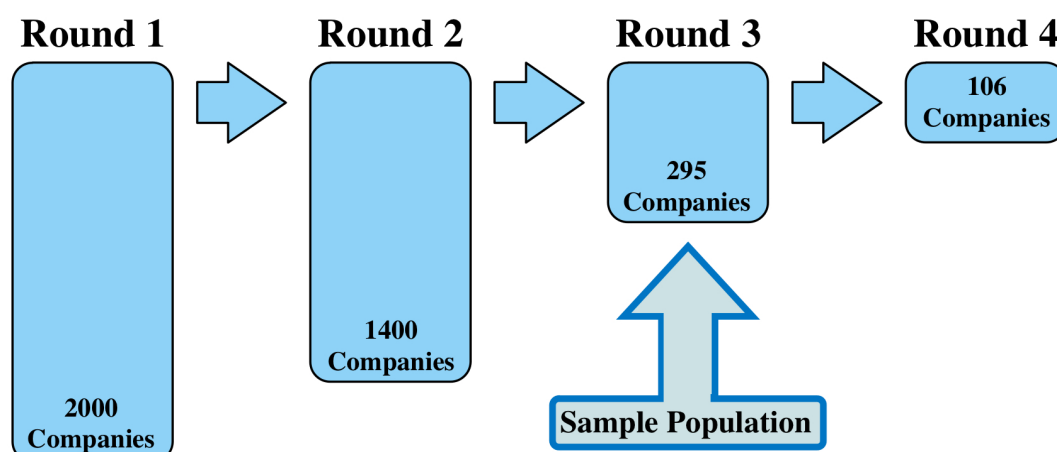


Figure 1 – The NVBC Competition Process

Population is based on the sum of each round over the last 11 years

Round 1: The Idea

Participants register in the competition and describe their idea. Submissions are then reviewed for eligibility and adherence to the competition rules & conditions. Companies that comply with the guidelines advanced to Round 2.

Round 2 and 2.5: Feasibility Study

Participants submit a five-page response to specific questions about their business idea. Judges choose the 15 best ideas to advance to Round 3. An additional 25 competitors are paired with a mentor to prepare an in-person presentation before the jury (Round 2.5). Ten of those additional 25 companies are selected to move on to Round 3 with the initial 15 which were selected to create the Round 3 group of 25.

Round 3: Condensed Venture Plan

Participants are paired with three mentors who assists them to consolidate their idea into a condensed business plan—an eight-page response to specific questions. A new jury reviews the business plan and ten companies advance to Round 4.

Round 4: Finale

Ten finalists make oral presentations to a panel of judges. The judges then select the winners for all the prize packages. The aim of the judges is to select the companies from the Round 4 finalists to receive prizes based on who shows the greatest promise for future success.

Enhanced Company Database

To assess the impact of the NVBC competition, a sample of all firms which had advanced to Round 3 of the competition over the years was created. Because of the personalized level of assistance and mentorship received in Round 3, there are only 25 to 30 companies accepted into this round each year. Since some companies enter multiple years, the net sum of unique companies that have contended in round 3 over the last 11 years is 295 companies. The Round 3 population includes the population of Round 4 prizewinners.

Researchers have reviewed NVBC's Round 3 companies from 2001 to 2011 and created an enhanced database of all companies and their current status. The completion of this database was considered Phase I of the research project. The database tracks the following details:

- Company Name
- Year in Competition
- Location of Company
- Website
- Company Status

In addition, using the enhanced database created from Phase I of this research study, a map of the current known status of historical NVBC participants has been created. **Figure 2** depicts the current (2012) status of all firms which have competed in Round 3 of NVBC since the inception of the competition. In total, 56% of these firms are still active in some form, with 46% of the ventures still active in the same form, 2% active but pivoted in their strategy, 3% acquired, and 5% of the founders closing their original venture but founding a new one.

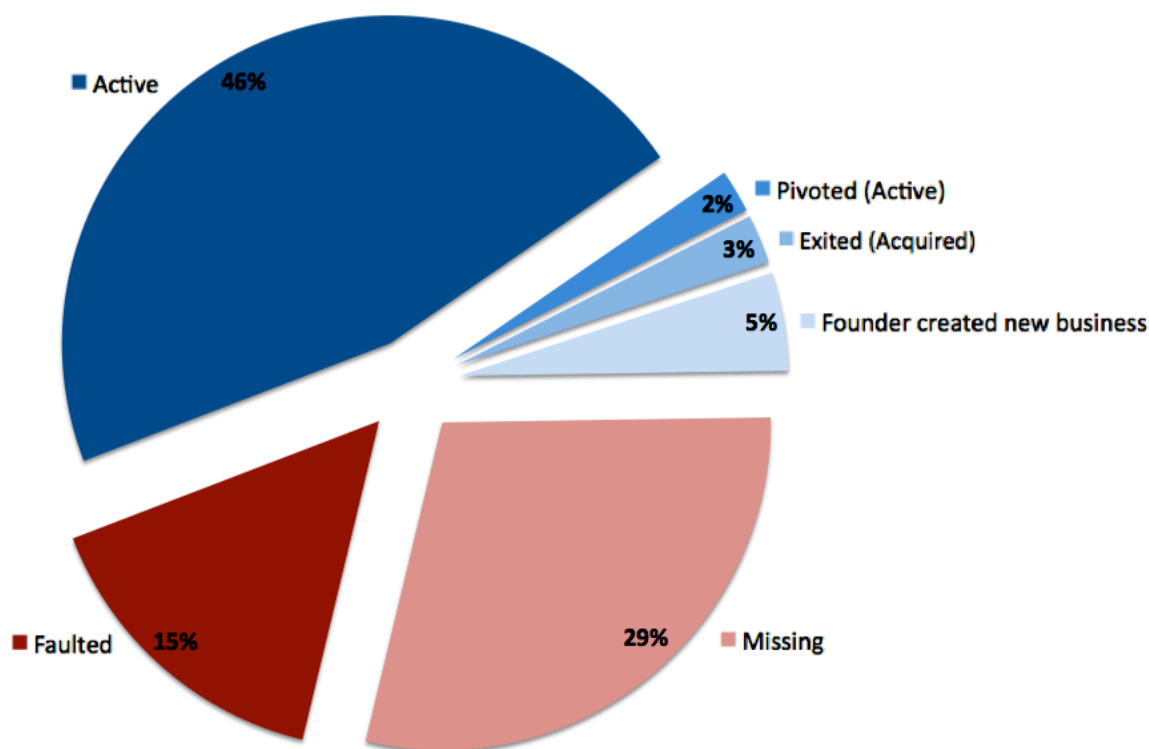


Figure 2: Aggregate Status of NVBC Round 3 Companies (Sample n=295)
Definitions of company status in Appendix A

Unsurprisingly, the firm survival rate is higher for firms which have more recently participated in NVBC, as they are generally younger firms. The percentage of active companies diminishes with age: a commonly observed and expected trend with start-up companies. **Figure 3** provides a detailed breakdown of the status of NVBC start-up companies, with a categorization of the firms' current activity for each annual cohort. As seen in **Figure 3**, the currently active firms range from 18% of the 2001 NVBC cohort to 88% of the 2011 cohort. These survival rates are fairly typical.¹

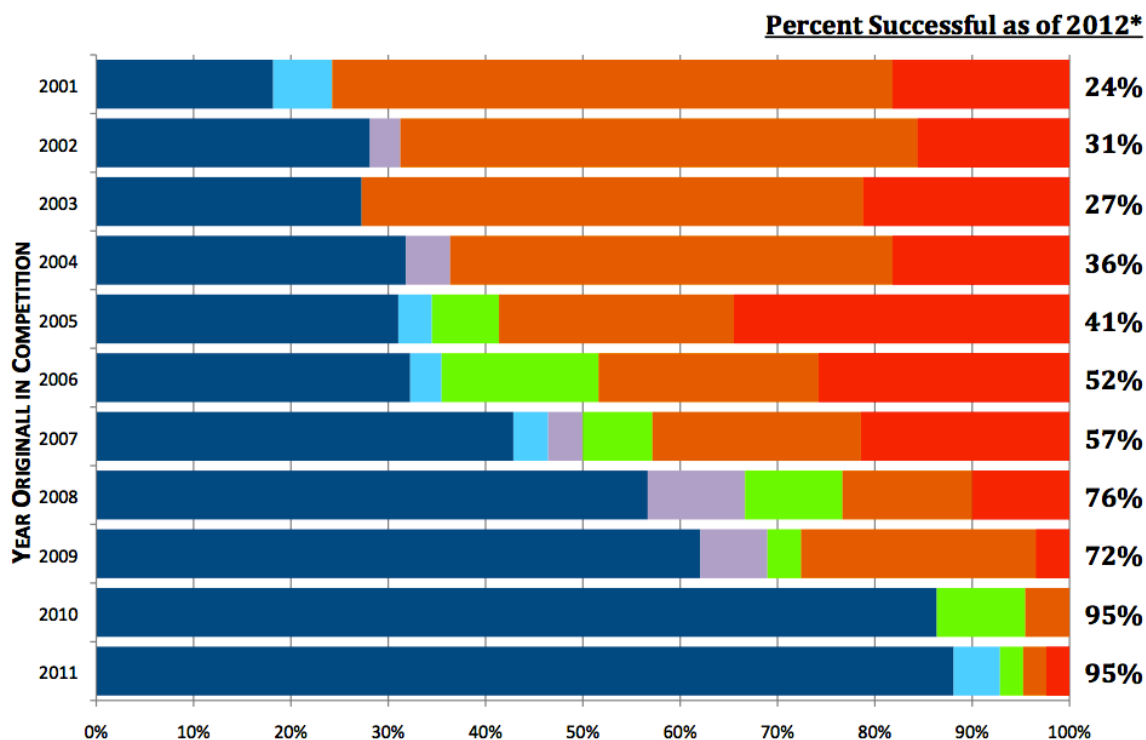


Figure 3 – NVBC Company Status Organized by Year of Participation. (n=295)
Status based on available information as of March, 2012.

**Percent calculated based on Active, Pivoted, Exited, or firms where Founders created another company afterwards as of March 2012.*

¹ Scott Shane (2008) studied a cohort of technology ventures and found survival rates of 75% after 1 year, 50% after 4 years, and 29% after 10 years. Another study, by Gimmon and Levie (2010), found survival rates of 40% active, and another 26% “in a state of suspended animation” in their study of the ventures incubated in the Israeli Technology Incubator Program between 1991 and 2001.

In compiling this enhanced database of companies, two interesting trends have been identified:

1. *In several instances company founders closed the business entered in NVBC but moved on to create new businesses. Anecdotal feedback indicates lessons learned from NVBC were driving factors for these adjustments, but qualitative research follow-up is required to gain more insight and to estimate the full economic impact of NVBC.*
2. *Nineteen founders from our sample had started another venture since they had been in the NVBC competition. Five of those founders had successfully sold (exited) their NVBC companies and moved on to new start-ups.*

Survey Methodology

The goal of conducting a survey to all Round 3 participants is to assess the economic impact of new venture development in BC, and to gain insights into success factors associated with the NVBC competition and the performance and experiences of individual ventures over the last 11 years. Through this data analysis, we could also identify the attributes of new venture growth, including business and financing strategies, by business sectors. The survey questions are included in Appendix B.

Using the enhanced database for founder and company contact information, the survey was sent to 295 companies from the 11 running years of Round 3 competition participants. Qualtrics was used to conduct the web-based survey. 84 companies (29%) fully responded to the survey.

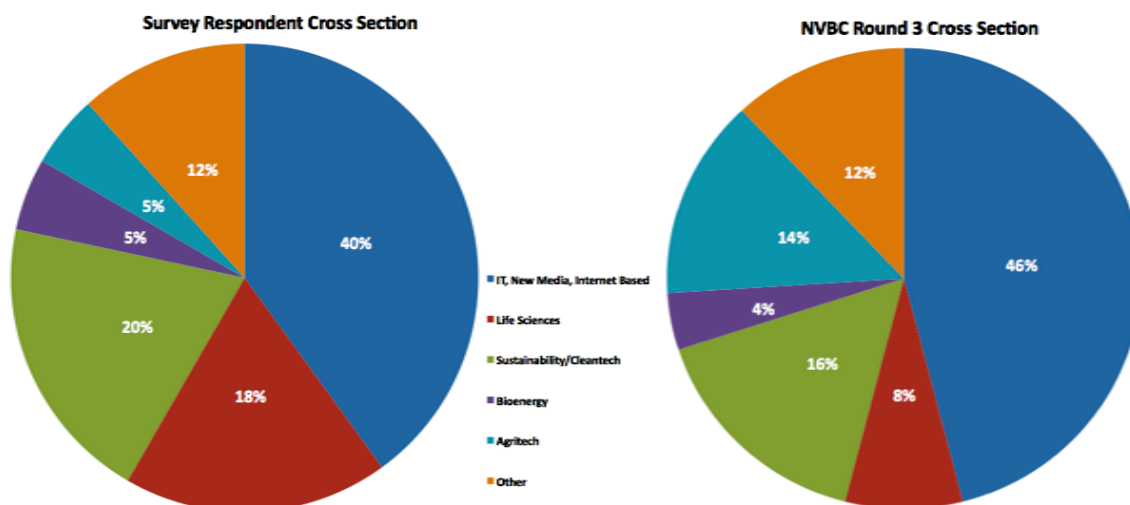


Figure 4a & 4b – The Distributions of NVBC Survey Respondents and Round 3 Contestants by Business Sector

Although we aimed for a broadly representative sample of the total population of the NVBC competition, **Figures 4a** and **4b** depict some variation in the survey and full sample business focus areas. For example, although 48% of NVBC Round 3 companies were focused on the IT/New Media/Internet sector, only 40% of our survey respondents had this focus. Notably, we had a much higher response rate from life sciences ventures (18%) than the sample average (8%), and a much lower response rate from Agritech companies (5%) than the sample average (14%).

In addition, 86% of survey respondents were from active businesses, which is a higher proportion than the 56% of businesses being active from the total sample population. This is an expected trend however, as active founders are able to be reached for comments more readily than founders from inactive companies which have moved forwards.

Survey Results

We aimed both to assess economic impact and to determine the more valuable aspects of the NVBC competition from the perspective of the competitors. First, we determined the development stage of the firms entering the NVBC competition.

Figure 5 shows that the entry level of development of NVBC survey respondents, which is believed to be typical of all entrants, is primarily a developed prototype product or a solidified idea of a service. NVBC entrants typically had minimal or no experience in starting a business or sourcing financing. These findings were later confirmed in the interviews with mentors and participants.

Economic Impact:

In assessing the economic impact of the NVBC competition, we first aggregated the outputs of the 78 firms which completed this section of the survey questionnaire. These firms commercialized 344 unique product offerings, filed 227 patents, created 843 Jobs in BC, and have generated an estimated 51.6 million dollars of revenue. Since most start-up companies in the survey are privately held, and the survey questions pertaining to revenues were optional, the numbers derived for revenues of \$51.6M are based on a reporting from 35 respondents (41.6% of all respondents). From the surveyed firms still in operation, 37% of the ventures reported profitability, while 63% were not yet profitable. The average current annual revenue from a profitable NVBC venture (which reported revenue numbers) is \$4.3M, with the greatest annual revenue exceeding \$23M. In contrast, the average current annual revenue reported by unprofitable NVBC ventures was \$180K.

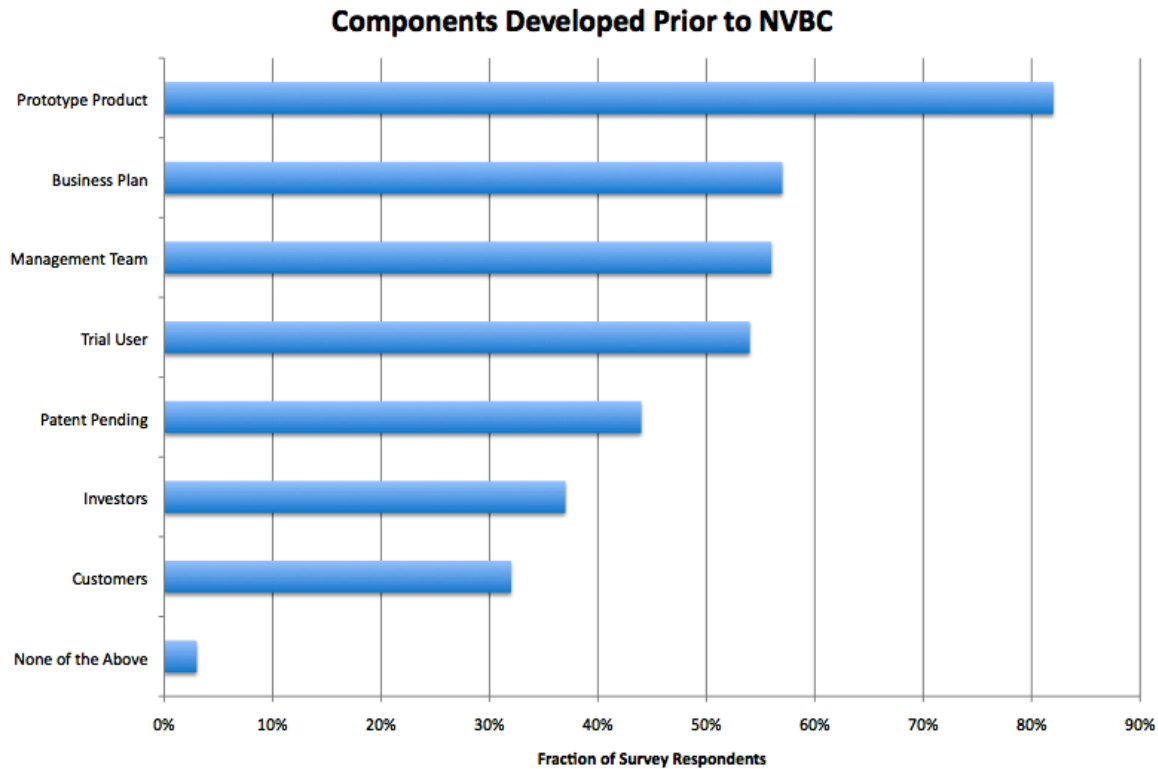


Figure 5 – Company Pre-Competition Development Level

A conclusion can be drawn that real world economic benefit is much higher than what we have been able to collect, however, that information was not able to be accurately accessed beyond what companies are willing to disclose. Additionally, it is reasonable to assume that several of the currently unprofitable ventures will eventually generate profits. However, we based our estimate of economic impact on the reported survey results. Assuming our survey to be a representative sample of round 3 companies, and extrapolating from our survey results based on our response rate, the 295 companies that advanced to round 3 of the NVBC competition are estimated to have generated 1294 unique product offerings, filed 854 patents, created 3170 jobs in BC, and have generated at least \$194 M of revenue.

Business Models:

The business models of the survey respondents are shown in **Figure 6a**, and broken out into business models used by profitable (**Figure 6b**) and currently unprofitable (**Figure 6c**) NVBC ventures. Respondents were allowed to choose as many business models as were currently used in their firm. The most prevalent business model of NVBC ventures was product sales, whereas subscription based services was a common business model for IT/New Media/Internet firms. Interestingly, profitable firms were more likely to employ a subscription based model – even in the Agritech sector – and non-profitable firms were more likely to employ a technology licensing model than unprofitable firms. Part of this latter effect is likely explained by sector specific commercialization timeframes, with longer pre-revenue time periods expected for biotech and clean tech ventures.

Business Models of New Ventures By Business Sector

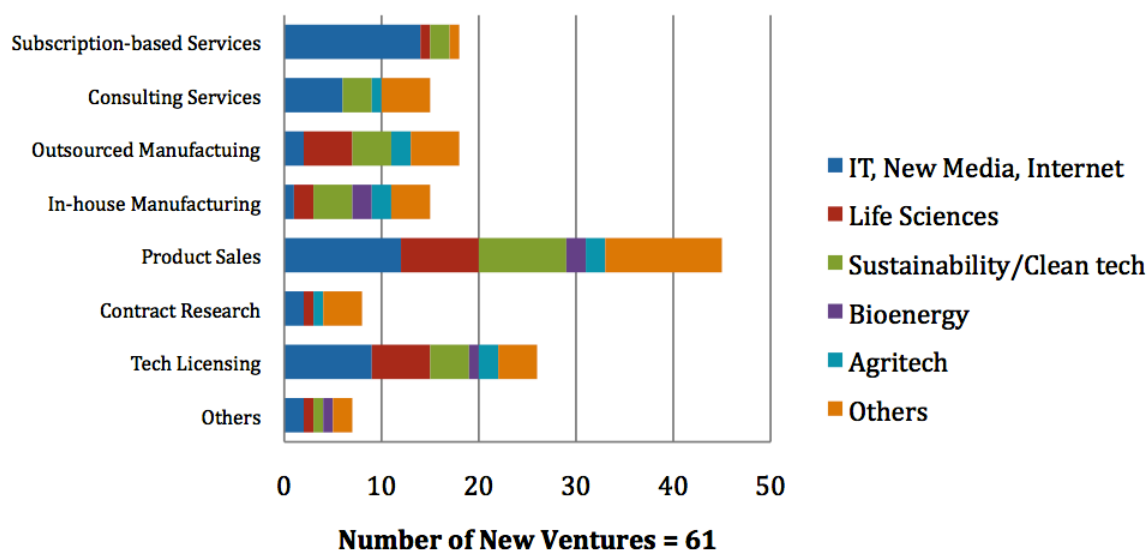


Figure 6a – Business Models of all NVBC Round 3 Venture Respondents

Business Models of Profitable Ventures By Business Sector

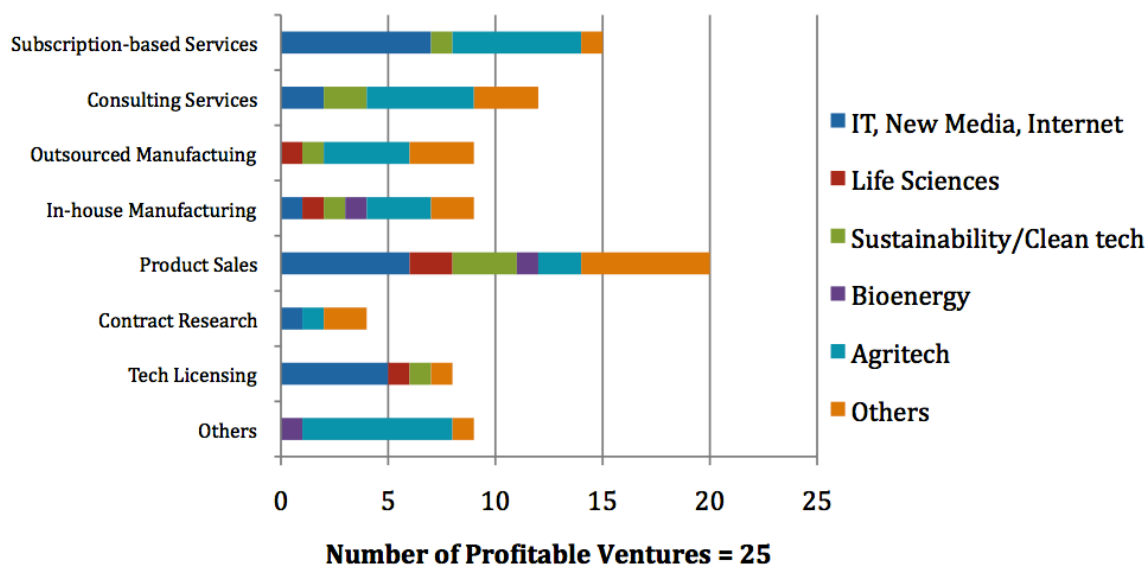


Figure 6b – Business Models of Profitable NVBC Ventures

Business Models of Non-Profitable Ventures By Business Sector

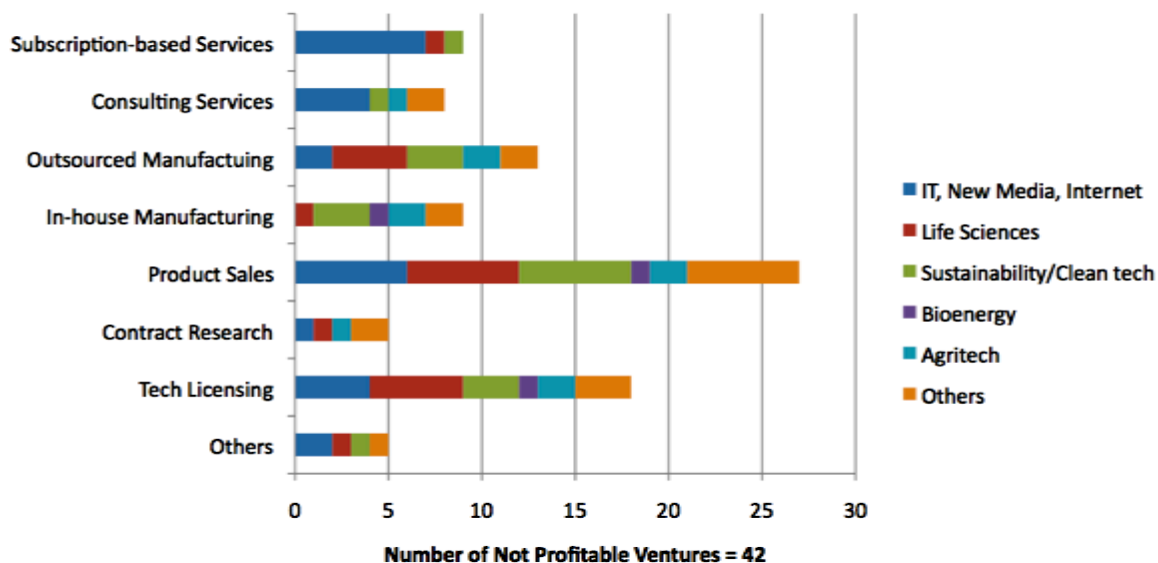


Figure 6c – Business Models of Unprofitable NVBC Ventures

Investment in NVBC Ventures:

An important component of any start-up company is the nature in which they are funded. Depending on the type of business model, varying levels of additional capital may be required to gain traction in an industry. **Figure 7** illustrates the trends of the 61 survey respondents who answered in greater detail about their funding sources. The observed trend is that most companies are funded initially by founders, and friends & family, but then migrate to incorporate a portion of angel investment as well once their business had aged beyond one year old.

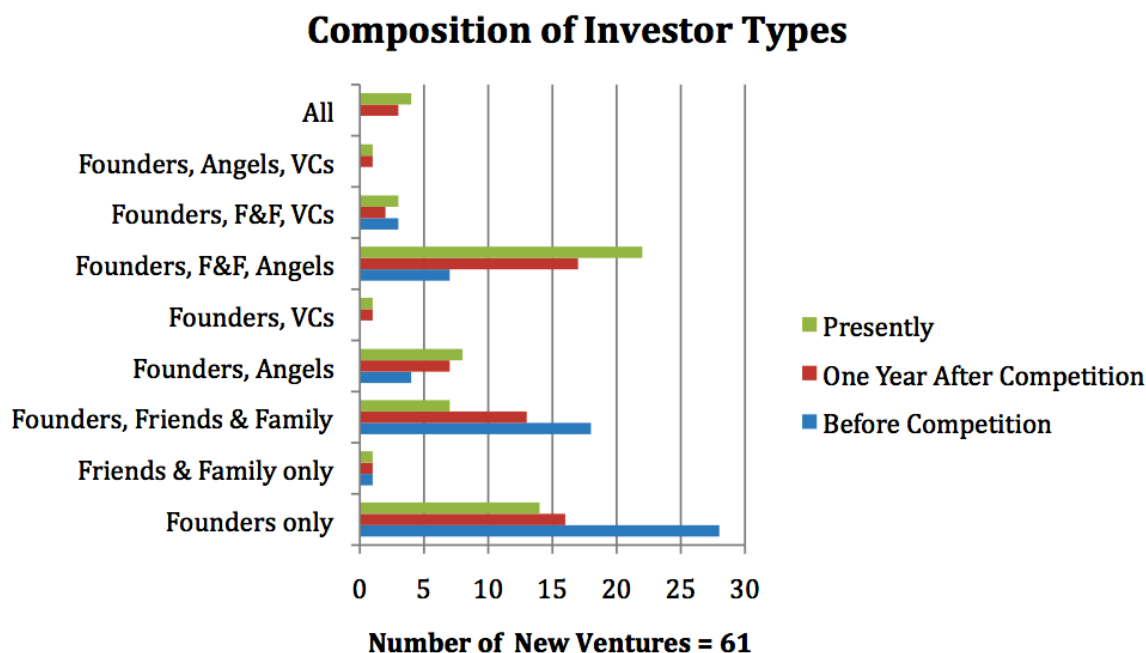


Figure 7 – Investor types for NVBC Competitors over time

The NVBC ventures surveyed have raised over \$62.5 million.² As shown in **Table 1a**, the average amount of money raised by profitable NVBC ventures was \$900K, with a maximum investment amount of \$5 million, and a minimum of no money invested. The average amount of money raised by currently unprofitable NVBC ventures was \$1.3 million, with a maximum investment amount of \$8 million and a minimum amount of \$15K invested, as shown in **Table 1b**.

² 52 companies answered this portion of our survey fully: 13 profitable and 39 currently unprofitable. Data gathered by NVBC indicates that the larger population of NVBC ventures has raised over \$112 million in financing.

The largest amounts of finance raised were by firms in the clean tech sector. The maximum financing raised by a profitable clean tech/sustainability venture was \$5 million, with an average of \$1.7 million (**Table 1a**). For currently unprofitable clean tech ventures those figures were higher, with a maximum financing raised of \$8 million, and an average of \$2.5 million (**Table 1b**). This trend of profitable firms obtaining less financing than (currently) unprofitable firms was also evident in the IT/new media/internet sector (see **tables 1a** and **1b**).

Profitable Ventures	Average Age	Total	Average	Maximum	Minimum
IT, New Media, Internet	7	\$3,420,000	\$570,000	\$1,500,000	\$200,000
Life Sciences		0	0	0	0
Sustainability/Clean tech	6	\$6,800,000	\$1,700,000	\$5,000,000	\$500,000
Bioenergy, Agritech & Others	7	\$1,500,000	0	\$1,000,000	0
		\$ 11,720,000	\$ 901,538	\$5,000,000	0

Table 1a – Financing raised by Profitable NVBC Sample Firms

UnProfitable Ventures	Average Age	Total	Average	Maximum	Minimum
IT, New Media, Internet	5	\$15,580,000	\$1,026,250	\$5,000,000	\$120,000
Life Sciences	6	\$12,852,000	\$1,836,000	\$5,500,000	\$77,000
Sustainability/Clean tech	5	\$14,915,000	\$2,485,833	\$8,000,000	\$15,000
Bioenergy, Agritech & Others	7	\$7,450,000	\$827,778	\$2,100,000	\$100,000
		\$50,797,000	\$1,302,487	\$8,000,000	\$15,000

Table 1b – Financing raised by (currently) Unprofitable NVBC Sample Firms

Another intriguing finding was that the life sciences ventures have received such low average funding. In our sample, we did have two profitable life sciences ventures (**Figure 6a**). However, none of the life sciences ventures which revealed their financing were currently profitable (**Table 1a**). Although this may not be surprising in this sector, given that the average age of the life sciences ventures was only 6 years, we did find the average financing raised of \$1.8 million to be very low for this sector (**Table 1b**), even given the licensing business models of some of the life sciences ventures (**Figure 6c**).

Participant Assessment of the NVBC Competition

There were three ways in which the participants in the NVBC competition assessed its value. First, we asked past participants whether they found the competition valuable and whether they would recommend the NVBC competition to others. Second, we asked for a ranking of the usefulness of developmental components of the competition, and provided space on the web-based survey for additional comments. Third, to get a more nuanced perspective on the strengths and weaknesses of the NVBC competition, we interviewed participant founders of successful NVBC ventures, surviving NVBC ventures, and faulted NVBC ventures, and we interviewed NVBC mentors.

Overwhelmingly, NVBC past participants endorsed the value of the competition. 85% of participants said they had significantly benefitted from the competition and would highly recommend the NVBC competition to other entrepreneurs. Many past participants also reported that they had found collaborators and/or board members through NVBC events.

We asked the founders to rate the aspects of the competition they found most and least useful to them as entrepreneurs in order of 1 through 7, from most useful to least useful. The results are displayed in **Figure 8** and help to illustrate the data behind the typical experiences that competitors have during the competition. In interviews and through the survey data, most participants say the prize money is what drew them into the competition, however, it was the mentoring and the access to new industry networks which was the greatest benefit to them. This is reflected in the survey analytics seen in **Figure 8**, where Prizes & In-Kind services has the largest portion of the last rank in importance.

To read **Figure 8**, take “Team Mentorship” as an example. Reading across the row, team mentorship was ranked number 1 in importance by 22 of 73 respondents, number 2 in importance by 7 respondents, number 3 in importance by 8 respondents, etc. It is interesting to note that team mentorship was ranked as relatively unimportant by 16 respondents. Perhaps these respondents were more experienced entrepreneurs or had a poor mentoring match.

What is clear from **Figure 8** is that different aspects of the NVBC competition were of high value to different technology entrepreneurs. When considering the top 2 rankings of competitors, team mentorship, education and seminars, early stage jury feedback, and networking events were all found to be of high importance to over a third of competitors. Prizes and in-kind services were found to be relatively unimportant by two thirds of the competitors. However, the fact that only a small portion of the competitors win prizes may bias the results.

Qualitatively, in our interviews, participants revealed that they have found the NVBC competition has many beneficial uses. The participants observe the benefits of networks and access to resources through the mentors. They also find partners and collaborators for both present and future ventures and start-ups. Finally, and critically they receive the business mentorship to align their technological advances into an understandable business model and market analysis.

Most respondents highly value the team mentorship and the practice in learning how to pitch to investors. In interviews, and in viewing 2012 pitches, it was seen that many participants have a firm understanding of a technology, but are initially removed from the experience and perspective of an investor and what they value in the assessment of the company. Through the competition, the founders learn how to translate technologies and services into revenue earning potential, and ROI for investors. They also learn how to prove that they are able to execute their plans through experience in their team.

Interviews with Successful NVBC Companies:

In interviews with companies which have succeeded and expanded their business in several multiples of size or valuation, most founders indicated that the resources from the mentors, business community, and NVBC as an organization were instrumental in their success. Through these resources they were able to access capital, business experts, and source partners to expand their business and strengthen any weak areas of their model/management team. Interestingly, most founders admit that their main reason for entering the competition was a chance to win some much-needed seed capital from placing in a top position during the competition. However, upon reflection, they realized that the most useful items they received were business tools, practice pitching their business, and the relationships they developed while in the competition.

Ranking of NVBC Programs Reported as Useful During the Competition

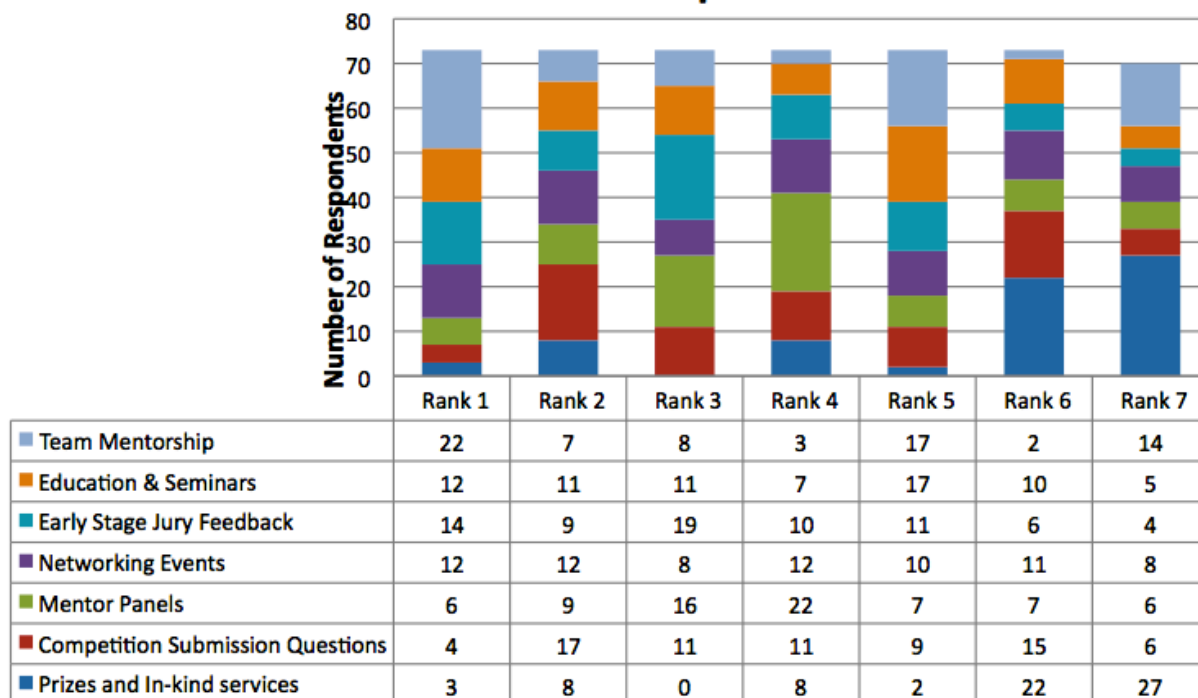


Figure 8 – Company Perception of NVBC Development Services

Interviews with Median Surviving NVBC Companies:

When interviewing participants whose businesses are still in operation, but have not yet expanded significantly in valuation or multiples-earnings, other distinct observations were made. With median surviving companies, it was common to find that at least one founder had dropped away from the company if there were multiple founders. Additionally, founders tended to agree less that the mentoring was useful for them. This could be reflective in an attitude that they resisted the learning experience or resources provided. It could also be reflective of an inappropriate mentor-participant match during the competition.

Interviews with Faulted NVBC Companies:

A great number of interesting findings were discovered when interviewing founders from faulted companies. One main observation was that many founders of faulted companies had gone forward and created another company, or as an alternative had become a consultant to assist other start-up or small businesses to optimize their business model or to pitch their business plans to investors. Of the founders who had later become consultants or next generation business owners, they all agreed that the experience of participating in the NVBC competition had significantly impacted their abilities to navigate the business world in a positive way for their next venture. An alternative which was noted was that some founders from failed ventures had migrated into large organizations. For these founders, their business and management experience from their NVBC competition had improved their ability to manage and execute business functions and provide greater skills in these large organizations.

A final observed direction for founders of faulted companies has been their migration into other start-ups from NVBC or other programs in BC. In some instances the founder of the failed start-up had complimentary skills for a successful start-up from the NVBC competition. Typically, these founders would have met during the networking sessions in the NVBC competition.

Interviews with NVBC Mentors:

Through interviews with five long-time mentors/judges in the NVBC competition, some key insights were gained in understanding the motivation of the volunteer mentors, and their experiences over several years of coaching NVBC participants. Perhaps not surprisingly, many of the mentors find they are providing participants with business knowledge, and specific training on taking technologies and creating them into a commercialized product/service. As can be seen in the survey data, many of the NVBC participants enter into the competition with a technology background and little or no experience in business, management, or startup companies. As a result, what they improve on the most and gain greatly from in the competition is the understanding of transforming technologies into products, and gaining a perspective of value-generation through these technologies. The resounding message from interviews with mentors is that the NVBC participants who tend to succeed are the ones who are able to openly accept the training and reach out to the business community for assistance and resources. Those who tend to falter are the ones which had resisted accepting the advice and guidance of the business community.

NVBC as a Virtual Incubator:

An interesting finding through the survey of NVBC past competitors was that many had found collaborators and board members through the NVBC events. Many of the mentors still actively advise the companies. Even for those competitors whose company no longer is in operation, many still maintain relationships and collaborate on new ventures afterwards. This phenomenon is illusive to track and document throughout time, however, some trends can be observed.

NVBC has been observed to act similarly to a business incubator, like many other areas where networking between the business, financial, and technology fields converge. As in many popular hubs of innovation, such as Silicon Valley, many of the roots of today's companies can be shown in past collaborations. Through interviews with participants in past competition years, it is not uncommon to see present and future collaborations emerge between competitors and mentors. Some of these collaborations continue on to create successful businesses which expands to create other spin-off companies.

Conclusion

An enhanced database was created and a survey and interviews conducted to assess the usefulness of the NVBC competition and to gather data on its economic impact in BC. This study found that NVBC makes a strong contribution to the BC Regional System of Innovation. Past participants strongly endorsed the NVBC competition. Additionally, NVBC is found to have a substantive economic impact. At least 56% of all ventures which had reached round 3 of the NVBC competition have survived in some form, creating an estimated 3170 jobs and generating an estimated \$194 million in revenue. These ventures are also estimated to have filed 854 patents and generated 1294 unique product offerings.

Appendix A

Definitions of Company Status

Active – A company that is still in operation. This is confirmed through as many channels as possible; via contact with the founder, activity and news generated on websites, founder accounts of business activity, and credible 3rd party confirmation of business activities. The caveat is that the conditions for an active company do not reflect a measure of growth since the founding of the business. As long as the business is still functioning in some capacity, it has been defined as active.

Pivoted – Companies which have pivoted also fall within the designation of active companies, however, they are companies which have significantly modified their business model. In most observed cases within the sample population, the companies that have pivoted have either increased or decreased their business scope to fit within their market segment more appropriately.

Exited (Acquired) – If a company founder has sold controlling interest in the company that competed in NVBC to another investor/company, then the company has been defined as Exited. In many cases, a founder that has exited has also founded another company.

Founder created a new business – This designation has been used for companies where founders have created an additional business that is separate from the business that was listed in the NVBC competition. In some instances the founder has created a new business while maintaining the existing business, however, most often this designation has been observed after the original company has faulted or the founder has exited the business.

Missing – Companies receive this designation when they cannot be located or confirmed in operation via listed contact information. Additional searching through 3rd party business sources is used to further determine the status of these companies. However, if it is still not possible to locate and confirm the status of companies, they receive this designation, since their activity cannot be confirmed. In most instances, it is likely that missing companies have faulted but cannot be verified.

Faulted – When a company has officially verified that it has closed its business, then they will receive this designation. This status can be claimed through closed business websites, 3rd party status verification, and disconnected or unsuccessful forms of contact information (disconnected phone line, returned email, etc.)

Appendix B - Survey



BCIC NEW VENTURES
COMPETITION



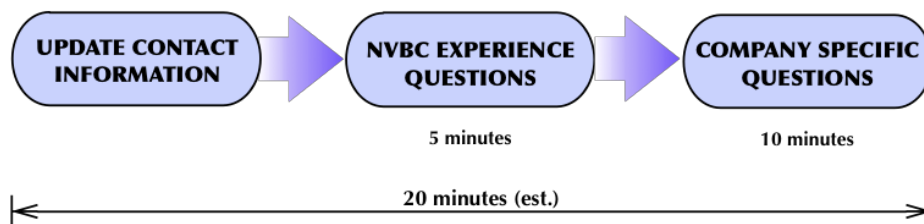
**BEEDIE SCHOOL
OF BUSINESS**
SIMON FRASER
UNIVERSITY

We cordially invite you to participate in this survey that is being conducted jointly by BCIC New Ventures and Beedie School of Business to determine the economic impact of the NVBC competitions on the BC economy. As your company had previously entered in the competition, your participation in this survey will provide us with a great opportunity to assess the components of the competition that have been most valuable to you and your company. The outcome of the survey will also help us enhance the areas which are most beneficial to promising entrepreneurs in the near future.

All corporate and personal identification provided by the respondents of this survey will be kept strictly confidential within NVBC and SFU Beedie School of Business. All survey data will be collected and stored in a secured server housed in a SAS 70 and HIPAA compliant data centre to ensure data privacy and data security. A report that summarizes the anonymized findings of this study will be provided to all survey respondents. No contact information, or identifying company data will be made available to organizations or individuals outside of NVBC and SFU Beedie School of Business survey investigators.

By filling out this survey, you are consenting to participate.

3 PART SURVEY



This survey should take approximately 20 minutes to complete. You may proceed through the survey questions using the advance (>>) arrow below. If you need to make a correction, use the back (<<) arrow to navigate to previous questions.



CONTACT INFORMATION

Name of survey respondent

Name of business

Is the original company which competed in the NVBC competition still in operation?

Yes

☐

No

☐

Year of company entrance to the NVBC competition:

(Click all that apply)

2001

☐

2002

☐

2003

☐

2004

☐

2005

☐

2006

☐

2007

☐

2008

☐

2009

☐

2010

☐

2011

☐

2012

☐

What year was the company incorporated?

Contact Info

Please provide us with your most up-to-date contact information.

Telephone

Physical Address

Email

NVBC Participation

NVBC EXPERIENCE QUESTIONS

Before entering the NVBC competition, the company had already developed or acquired the following:

(Click all that apply)

- ☐ A full business plan
- ☐ Patents pending
- ☐ A Prototype product
- ☐ A trial user
- ☐ Customer order(s)
- ☐ An investor
- ☐ A management team
- ☐ None of the above

☐



How many mentors were assigned to your company?

1 2 3
☐ ☐ ☐

How many mentors in total were assigned to your company?

(Aggregate over multiple entries to the competition)

1 2 3 4 5 6
☐ ☐ ☐ ☐ ☐ ☐

	Was the Mentoring helpful?			What was your mentor's primary area of specialty?						Have you maintained a relationship with your mentor?	
	Not Helpful	Helpful	Very Helpful	Sales	Marketing	Serial Entrepreneur	Legal	Finance	Other	Yes	No
Mentor 1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mentor 2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mentor 3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mentor 4	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mentor 5	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mentor 6	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please describe the relationship the company has maintained with the NVBC mentor(s) after the competition.

Please describe the relationship you have personally maintained with the NVBC mentor(s) after the competition.

Would you agree that your company has benefited from participating in the NVBC competition?

Strongly Disagree Disagree Neutral Agree Strongly Agree
☐ ☐ ☐ ☐ ☐



Would you agree that it is worthwhile for entrepreneurs to participate in the NVBC competition?

Strongly Disagree Disagree Neutral Agree Strongly Agree

☐ ☐ ☐ ☐ ☐

What was the most important reason for entering the NVBC competition for you?

- ☐ Mentorship
- ☐ Educational Seminars
- ☐ Networking Events
- ☐ Opportunity to present company pitch to prospective investors
- ☐ Prizes

Based on your experience, please rank the following aspects of the NVBC program in the order of usefulness to your company.

(Click and drag the services into the order of usefulness)

Team Mentorship

Education Seminars

Early-Stage Jury Feedback

Networking Events

Mentor Panels (In-person company pitch to panel of mentors)

Competition Submission Questions

Prizes and In-kind Services

Please describe your experience in participating in the NVBC competition.

Technology Questions

COMPANY SPECIFIC QUESTIONS

Please tell us the number of patents/copyrights filed by the company, both before the NVBC competition and presently.

Before the Competition

Presently

Please tell us the number of patents/copyrights filed by the company, both before and after the NVBC competition.

Before the Competition

After the Competition

Does the company rely on a proprietary technology to support its business?

Yes
☐

No
☐

Please describe the technology that is most important to the company's business.

Did the company license its main technology to other organizations?

Yes
☐

No
☐

Did the licensing agreement grant an exclusive use of the technology in question?

Yes
☐

No
☐

Did the company license its main technology from other organizations?

Yes
☐

No
☐

What year was the technology first licensed to other organizations?

Yes
☐

No
☐

What year was the technology first licensed to other organizations?

2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How many products have been commercialized (if any) that include your technology?

What year was that product first launched?

2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Which of the following best describes the nature of the technology the company provides?

- ☐ general purpose (or standard platform) technology that can be customized for use in multiple industries.
- ☐ this technology has a specific purpose for its intended use in a particular industry only.

Which of the following best describes the nature of the technology the company provided?

- ☐ general purpose (or standard platform) technology that can be customized for use in multiple industries.
- ☐ this technology has a specific purpose for its intended use in a particular industry only.

What specific industry is this technology intended for?

Company Metrics

What year did the company cease operation?

2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

At its peak, how many full time equivalent contractors/employees were working for the company?
(include yourself in the total)

What was the reason for the company's closure?

- ☐ Lack of funding
- ☐ Poor financial performance
- ☐ Business sold to others
- ☐ Management wish to direct business focus elsewhere
- ☐ Other

What is the primary area of focus for the company?

- ☐ IT, New Media, Internet
- ☐ Life Sciences
- ☐ Sustainability/Cleantech
- ☐ Bioenergy
- ☐ Agritech
- ☐ If none of the above, please describe here

What was the primary area of focus for the company?

- ☐ IT, New Media, Internet
- ☐ Life Sciences
- ☐ Sustainability/Cleantech
- ☐ Bioenergy
- ☐ Agritech
- ☐ If none of the above, please describe here

Select one or more of the following business models that apply to your company.

- ☐ Technology licensing
- ☐ Contract research
- ☐ Product sales
- ☐ In-house manufacturing
- ☐ Outsourced manufacturing
- ☐ Consulting services
- ☐ Subscription based services
- ☐ Other

Select one or more of the following business models that applied to your company.

- ☐ Technology licensing
- ☐ Contract research
- ☐ Product sales
- ☐ In-house manufacturing
- ☐ Outsourced manufacturing
- ☐ Consulting services
- ☐ Subscription based services
- ☐ Other

Do you have sales outside of Canada?

Yes

☐

No

☐

What percent of your sales come from the following regions?

(Click the boxed-in area to adjust values, or input value on the right hand side)

	0	10	20	30	40	50	60	70	80	90	100
Canada											
USA											
All Other Countries											

*Please note that the total must equal 100

Are you currently the CEO of the company?

Yes

☐

No

☐

What is your current title?

How many founders are there in the company?

At the time of the NVBC Competition

Presently

How many full time equivalent contractors/employees are working for the company?

(include yourself in the total)

At the time of the NVBC Competition

Presently

How many executives are in the company?

(C-Level, and VPs included)

At the time of the NVBC Competition

Presently

Please select all the applicable company shareholder groups who held a stake in the company at these three points in time.

(Optional Question)

	Founders	Friends & Family	Angel Investors	Venture Capitalists
Prior to NVBC Competition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
One year after NVBC Competition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Presently	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[

Yes
☐

No
☐

What year did the company first establish a Board of Directors?

☐ 2001
 ☐ 2002
 ☐ 2003
 ☐ 2004
 ☐ 2005
 ☐ 2006
 ☐ 2007
 ☐ 2008
 ☐ 2009
 ☐ 2010
 ☐ 2011
 ☐ 2012

Did you meet any of your current or past board members through an NVBC organized event?

Yes
☐

No
☐

Did the company form any strategic partnerships?

Yes
☐

No
☐

What types of relationships are these strategic partners involved in?

(Click all that apply)

- ☐ Manufacturing
- ☐ Supply of components
- ☐ R&D
- ☐ Client development
- ☐ Distribution
- ☐ Sales & Marketing
- ☐ Other

Please describe the company's experiences with it's most important strategic partner in the commercialization strategy.

Prior to entering the NVBC competition, did the company have any revenues?

Yes

☐

No

☐

Is the company currently profitable?

Yes

☐

No

☐

What is the approximate total amount of equity financing you've raised so far?

(Optional Question)

What was the financial performance of the company **before** entering the NVBC competition according to the indicators below?

(Optional Question)

Revenue

Earnings (net income)

Debt

What is the last completed financial year end performance of the company according to the indicators below?

(Optional Question)

Revenue

Earnings (net income)

Debt

At the company's peak performance, prior to closure, what was the financial year end performance according to the indicators below?

(Optional Question)

Revenue

Earnings (net income)

Debt