



# Startup Sprint: Day 1

BUSINESS EDUCATION SERIES  
NEW VENTURES BC

## Agenda

APRIL 22, 2017 | 9AM - 6PM

DJAVAD MOWAFAGHIAN WORLD ART CENTRE, G2555

SFU GOLDCORP CENTRE FOR THE ARTS, SFU WOODWARDS, 149 W HASTINGS ST.

9:00AM - 9:30AM	Registration	2:30PM - 3:15PM	Financial Modeling
9:30AM - 10:45AM	Product Market Fit	3:30PM - 5:00PM	The Business Case (What Angels Really Want)
11:00AM - 12:15PM	Business Model Canvas		Social + Networking
12:15PM - 1:15PM	Lunch + Networking	5:00PM - 6:00PM	w/ food + cash bar
1:15PM - 2:15PM	Pricing		

\*15-minute break between seminars

## Topics + speakers



9:30AM

### Product Market Fit

DAVE THOMAS

ROCKET BUILDERS

This seminar will discuss how to get your business ready for the market. Topics covered will include technology adoption models and "whole" solution offerings, plus how to best position your product at the right price for your prospective customer base.



11:00AM

### Business Model Canvas

KIRK HAMILTON

ELAN TACTICAL MANAGEMENT

The Business Model Canvas is a strategic and lean startup template, covering your value proposition, infrastructure, customers and finances. Originally developed by Dr. Osterwalder, this method has become a standard way to develop and communicate your business model in Silicon Valley.



1:15PM

### Pricing

STEVEN FORTH

IBBAKA, TEAMFIT, ROCKET BUILDERS

Are you pricing your product or service appropriately for your market? This seminar will discuss how to choose the right pricing model for your venture.



2:30PM

### Financial Modeling

SEAN HODGINS

TANDEM ACCOUNTING GROUP

Equip yourself with the tools and knowledge to align with strategic investors, raise capital, and grow your business. This seminar will discuss how to be strategic in your investment-seeking rounds.



3:30PM

### The Business Case (What Angels Really Want)

MIKE VOLKER

VANTEC ANGEL NETWORK, TIMIA CAPITAL

Looking to secure angel investment? Learn about the importance of making a business case and what angels are looking for.



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# Startup Sprint: Day 2

BUSINESS EDUCATION SERIES  
NEW VENTURES BC

## Agenda

MAY 13, 2017 | 9AM - 6PM

SFU SEGAL SCHOOL OF BUSINESS  
500 GRANVILLE ST, ROOMS 1200 - 1500

9:00AM - 9:30AM Registration  
9:30AM - 10:30AM Sales for Startups  
10:45AM - 12:15PM Corporate Structure  
12:15PM - 1:15PM Lunch + Learn + Networking  
12:25PM - 12:40PM Non-dilutive Funding  
w/ Erik Ashdown, Boast Capital

\*15-minute break between seminars

1:15PM - 2:30PM Capital Planning  
2:45PM - 3:30PM Making the Pitch  
3:45PM - 5:00PM Exit Strategies for  
Emerging Tech Companies  
5:00PM - 6:00PM Social + Networking  
w/ food + cash bar

## Topics + speakers



### Sales for Startups

CHRISTENE BEST  
INFOBIP

What are the essentials in developing your startup sales strategy? This seminar will cover the language of sales, the role of sales, and how to drive sales.

9:30AM



### Corporate Structure

STEVEN SAVILLE  
JONATHAN CONLIN  
FASKEN MARTINEAU

This seminar will address the initial corporate matters you need to consider in building your technology company.

10:45AM



### Exit Strategies

NAT BURGESS  
TECHSTRAT FOUNDER

3:45PM



### Capital Planning

JILL EARTHY FRONTFUNDRA  
SANA KAPADIA SPRING ACTIVATOR  
SARAH APPLEBAUM PANGAEA VENTURES

What is a Capital Plan, and what are the different financing options based on the stage of your startup? This panel discussion will illustrate your options.

1:15PM



### Making the Pitch

NORMA BILN  
AUGUREX LIFE SCIENCES CORP

What goes into a winning pitch? 2007 BCIC-New Ventures Competition winner Norma Biln will share tips for refining and perfecting your pitch.

2:45PM



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