



CDL-**WEST**

PROGRAM INFORMATION

BUILD SOMETHING MASSIVE.



PROGRAM OVERVIEW

The Creative Destruction Lab (CDL) is a unique program for massively scalable science-based technology startups. The program has created more than **\$1 Billion in equity value in less than five years** supporting companies that have the potential to transform our social, industrial, and economic landscape.

CDL-West is based in Vancouver and is one of five Creative Destruction Lab sites across Canada:

Vancouver | Calgary | Toronto | Montreal | Halifax

WE WILL HOST 2 COHORTS IN 2017-18:

PRIME
(General)

25 Ventures

BIOMEDTECH

25 Ventures

KEY DATES

Day 1: Prime

Day 2: BioMedTech

Interview: Oct 14, 2017

Session 1: Nov 15-16, 2017

Session 2: Jan 17-18, 2018

Session 3: Mar 7-8, 2018

Session 4: Apr 25-26, 2018

Session 5: Jun 6-7, 2018

WHAT WE OFFER



1

OBJECTIVES - BASED MENTORING

Milestone-based coaching from the CDL-West Fellows & Associates - a group of entrepreneurs who have founded, led, and exited significant science-based tech companies.

2

TOP SCIENTISTS AND ECONOMISTS

Advice from world-leading scientists - all CDL Scientists are leaders in their respective fields and provide technical advice to the CDL Ventures.

3

MBA/BCOM SUPPORT

Hands-on support from MBA and BCom students at one of the top Canadian business schools.

4

FINANCING

Opportunities to receive significant investment from Fellows & Associates and other investors in the CDL network.

ADMISSION

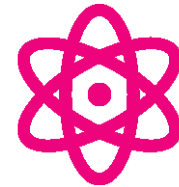
Ventures that meet the following criteria are encouraged to apply:



Team is driven, coachable,
and has deep technical
expertise.



Business model and market
opportunity allow for
massive scalability.



Technology is **science-**
based and differentiated.

PROGRAM STRUCTURE



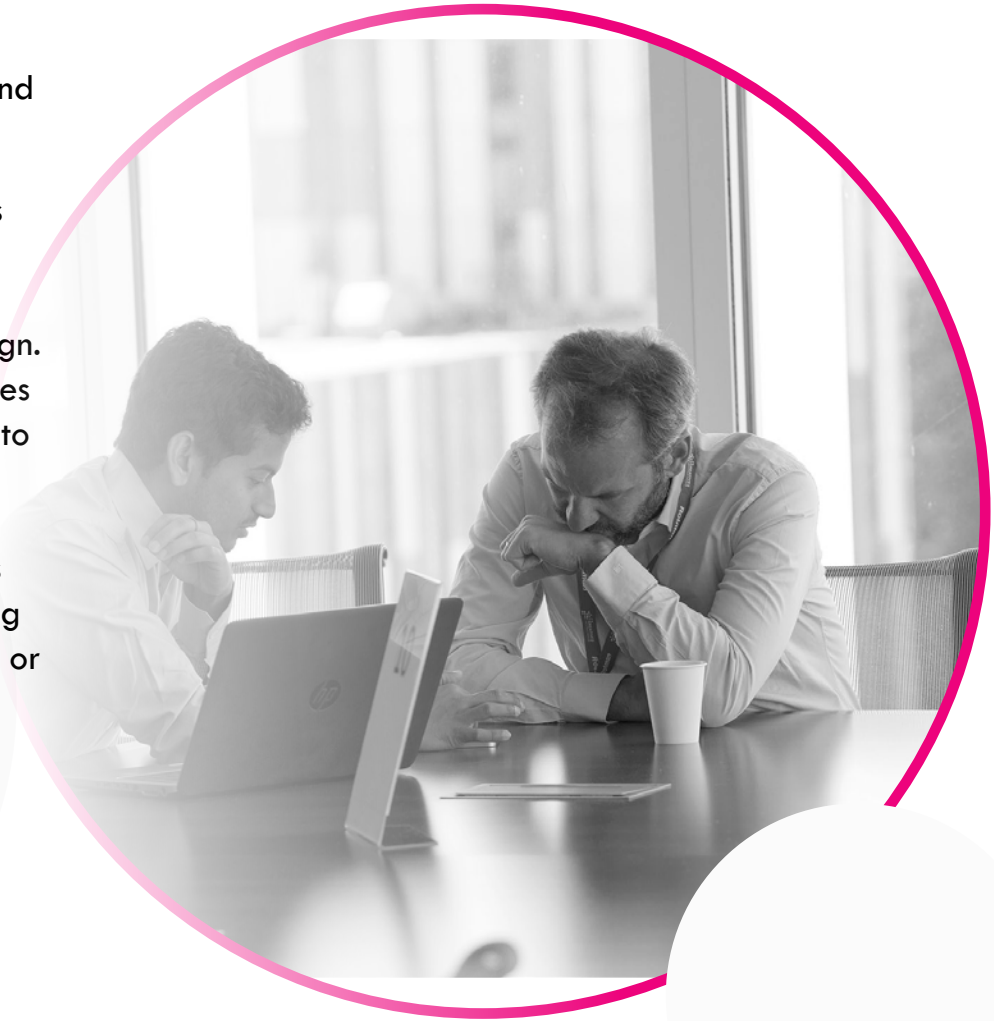
All cohorts begin the nine month program in the Fall and attend five one-day “Sessions” in Vancouver throughout the year.

The Sessions include coaching from the CDL-West Fellows & Associates, workshops delivered by CDL Partners, and interactions with the students from the business school. Workshop topics include finance, legal, and product design. After each Session, all Ventures leave with three objectives they commit to completing in the eight weeks leading up to the next Session.

At the end of each Session, the CDL Fellows & Associates are asked which Ventures they are interested in mentoring and/or investing in, and make commitments to coach one or more companies in between CDL Sessions.

If no Fellow or Associate agrees to mentor a particular company, the Venture is dropped from the program. Ventures are dropped at the end of each Session, and approximately 50% complete all five Sessions.

Ventures do not have to relocate to Vancouver, however **attendance by founders to all five Sessions, in person, is mandatory and there are no exceptions.**



More info [here](#).

APPLICATION PROCESS



CDL-West receives hundreds of applications and selects 25 companies per cohort from a multi-week shortlisting and interviewing process. Applications can be submitted through the CDL website [here](#).

QUESTIONS?

email: cdl-west@creativestructionlab.com

Application Deadline for CDL-West's 2017/18 cohorts:

September 8, 2017

FAQ



Q: WHAT PROGRAMMING AND SERVICES DOES CDL PROVIDE?

1. Objective Setting and Mentorship: Ventures receive mentorship and assistance with setting milestones from the Fellows & Associates.
2. Lab Scientists and Economists from top universities: CDL has a network of leading scientists/economists who help the Ventures with their technology. They conduct tech assessments, provide technical advice, and help Ventures build scientific credibility by acting as formal advisors.
3. Educational Workshops: Several workshops hosted by CDL Partners and other key players in the Canadian tech ecosystem. Examples include legal structuring workshops from Osler and venture capital workshops delivered by a group of Western Canada based VCs.
4. Student Support: Students from the Sauder School of Business are available to support the Ventures in achieving their milestones (See below for details on roles of the students).

Q: DO I HAVE TO RELOCATE TO VANCOUVER?

No. Teams are free to operate wherever they choose to provided they can travel to Vancouver for five one-day Sessions throughout the year. You cannot attend the Sessions remotely.

Q: HOW IS CDL DIFFERENT THAN OTHER INCUBATOR AND ACCELERATOR PROGRAMS?

The CDL program is a marketplace for judgment; we focus on curating the highest quality mentors to help companies prioritize effectively and remove friction. We are committed to the commercialization of massively scalable, science-based companies and do not take any equity.

Q: WHO ARE THE FELLOWS & ASSOCIATES?

The Fellows & Associates are one of the core features of the program and provide mentorship, and in many cases financing, to the Ventures. The group is comprised of people who have built, scaled, and exited significant technology companies and are still active operators and/or angel investors. Some of the Fellows & Associates in the CDL-West program include the former **COO of Yahoo!**, **Founder of PMC Sierra**, **CEO of BuildDirect**, and the **Dean of Radiology at University of Calgary**. Associate **List**. Fellow **List**.

Q: WHAT IS THE ROLE OF THE STUDENTS?

CDL-West enlists top students from the Sauder School of Business at UBC. The students provide support with business development, market analysis/research, finance, and with the admissions interview process. Although not mandatory, CDL-West looks for teams who will work cooperatively with them and welcome the support.

FAQ



Q: HOW MUCH FUNDING WILL I GET?

There is no guaranteed amount of investment but the majority of the companies who are successful in the program receive investment from the Fellows & Associates. The amount varies and is based on a number of factors. Several companies in each cohort will raise Pre-Seed or Seed rounds in the range of \$500K to several million.

Q: HOW DOES THE SELECTION PROCESS WORK?

All interested Ventures must apply on the **CDL application site**. An interview day is held in the Fall for shortlisted candidates, then a decision committee meets and extends invitations to successful candidates.

Q: WHAT STAGE SHOULD MY COMPANY BE AT BEFORE APPLYING?

Most companies that are admitted into the CDL-West program have a working prototype or proof of concept and will be ready to raise their Seed round during the program. CDL-West will accept companies that are earlier or later stage in some cases if they are exceptional in other areas.

Q: CAN I ENROLL IF I'VE BEEN ACCEPTED INTO ANOTHER INCUBATOR OR ACCELERATOR?

Yes, CDL can be complementary to other programs and many other incubators and accelerators encourage participation in CDL.

Q: WHAT IS THE LEVEL OF COMMITMENT?

Ventures must attend all five Sessions and commit to providing information to the CDL team on a timely basis, and working collaboratively with the Fellows & Associates and students. The program's milestone-based structure is designed to help Ventures prioritize their workload in a series of 8 week 'sprints'. The more time that is committed to meeting the objectives, the higher the chances are for a Venture to stay in the program and receive funding from mentors/investors.

Q: WHAT HAPPENS IF I AM DROPPED FROM THE PROGRAM?

Reasons for being dropped from the meetings vary. Companies are dropped due to inability to hit milestones or loss of interest from the Fellows & Associates. There are many other reasons companies are dropped that are not a reflection of the potential of the business or the capabilities of the founders. Companies who are dropped are still CDL Alumni and in some cases may continue to access CDL resources (e.g. student support), as well as alumni programming.

FAQ



Q: WHAT IS THE LIKELIHOOD OF COMPLETING THE PROGRAM FOR THOSE ACCEPTED?

There is no pre-determined number of companies that are dropped but historically approximately half of the 25 companies who start in each cohort will complete the program.

Q: CAN VENTURES BE ENROLLED IN TWO CDL COHORTS AT ONCE AT DIFFERENT CDL SITES?

No. A Venture can only be enrolled in one cohort at one CDL site.

Q: WHAT ARE SOME EXAMPLES OF VENTURES WHO HAVE BEEN SUCCESSFUL AS A RESULT OF THE CDL PROGRAM?

Thalmic Labs, Nymi, Ionomr, Whirlscape, and OTI Lumionics.

Q: WHAT ARE THE FEES TO PARTICIPATE?

There are no fees for participation and CDL does not take any equity. Admission to CDL is 100% merit-based. CDL does not pay expenses.

Q: WHEN ARE THE SESSION DATES FOR THE 2018 COHORT?

Workshops for the Prime Cohort will be held on Day 1 and workshops for the BioMedTech Cohort will be held on Day 2 of each Session.

Session Dates:

Vancouver Session 1: November 15-16, 2017

Vancouver Session 2: January 17-18, 2018

Vancouver Session 3: March 7-8, 2018

Vancouver Session 4: April 25-26, 2018

Vancouver Session 5: June 6-7, 2018 (Held in Toronto)

Q: WHEN ARE THE INTERVIEWS FOR THE 2018 COHORT?

October 14, 2017.

Q: IS ATTENDANCE MANDATORY TO ALL 5 SESSIONS?

Yes. Non-attendance at a Session will result in the Venture being dropped.