



Welcome to the Webinar

-We will begin shortly-

**Economic Development
Division Webinar Series**

Presents:

The BC Jobs Plan Webinar Series



Technology: The BC Venture Acceleration Program

Thursday November 13th, 2014
1:30 - 3:00pm PST

Audio information:

- Dial-In Number: 1 877 353 9184
- Conference ID: **5012833**
- Mute phone: mute button or *6
- Please do not put phone on hold**

Visual Information:

Click on "Voice and Video" in the menu bar

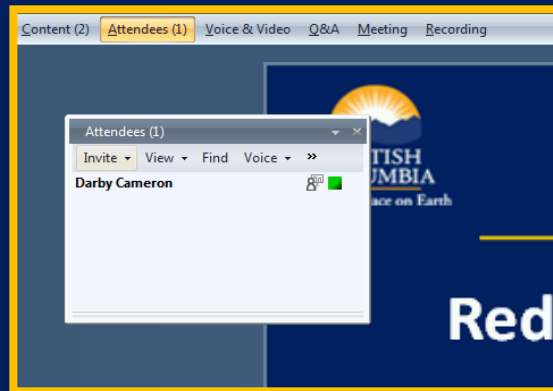
Troubleshooting:

Follow instructions in the meeting invitation. Call IT support at 250 356 9600 if issues cannot be resolved.

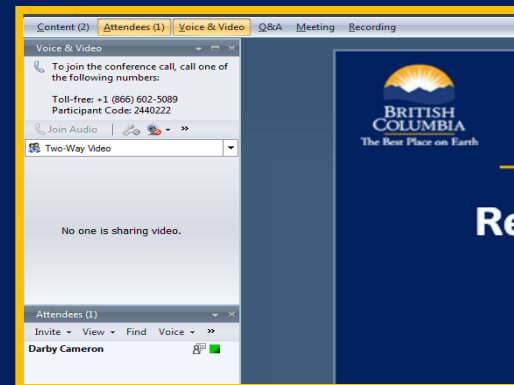
The LiveMeeting Environment

For the best experience, you'll want to dock the Attendee and Audio & Video panes.

1. Click and drag the appropriate Menu option on the top left to the bottom left area

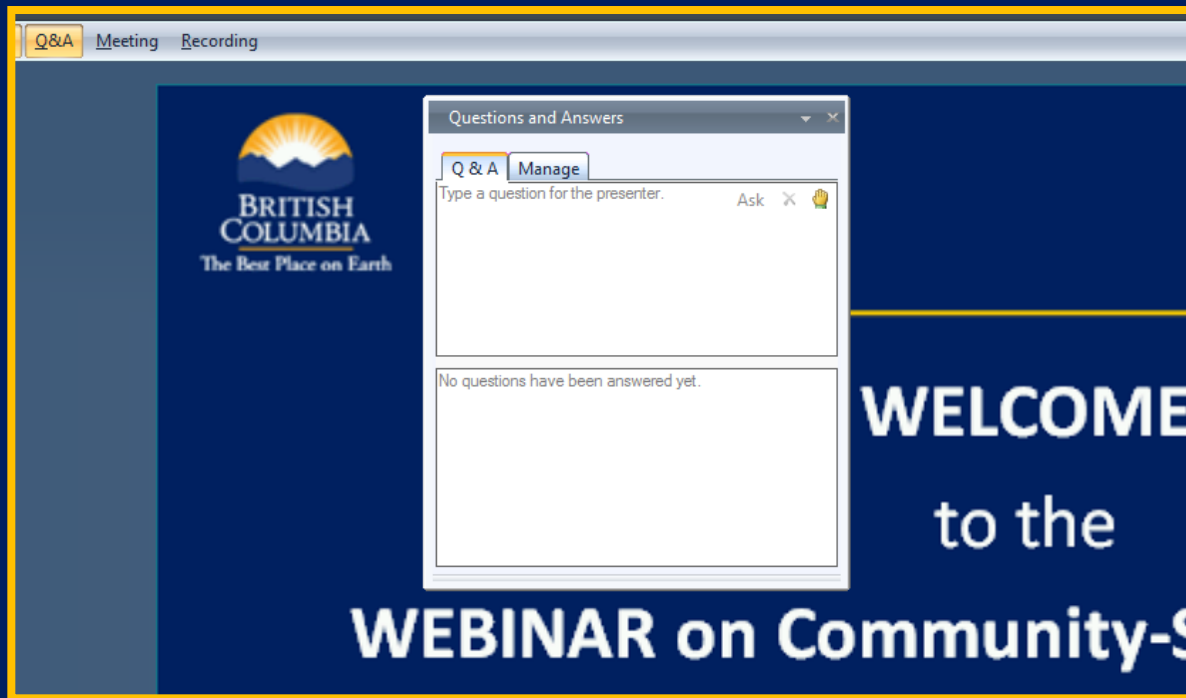


2. Release the pane in the shaded area. Repeat for the other desired menu items.



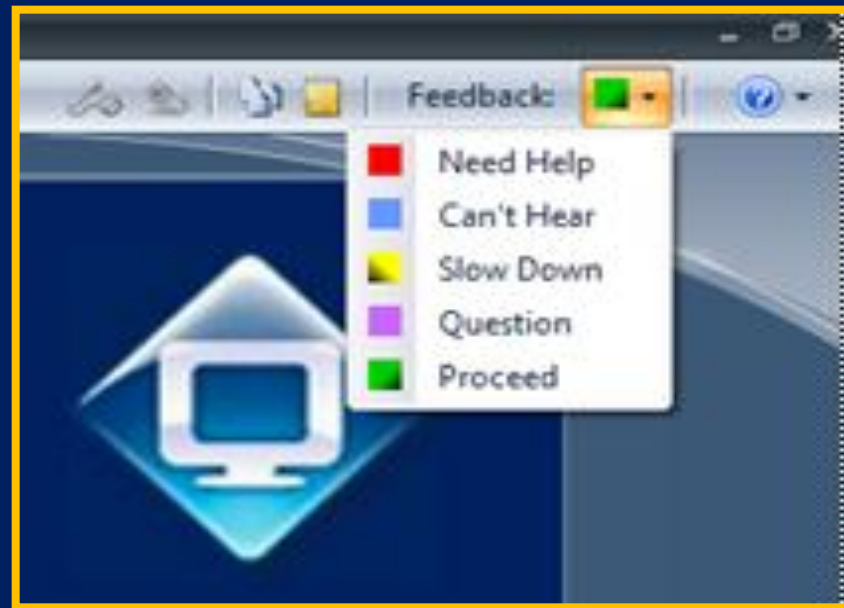
The LiveMeeting Environment: Q&A

You can post a question to be answered by the presenter at any time. Just click on the **Q&A** button in the toolbar at the top left of your screen, type in your question and hit Enter. We'll respond to your question as soon as possible.



The LiveMeeting Environment: Feedback

You can provide feedback during the presentation. From the **Feedback** drop-down pane in the upper right corner of the toolbar, click the appropriate option from the “feedback to presenter” drop down list.

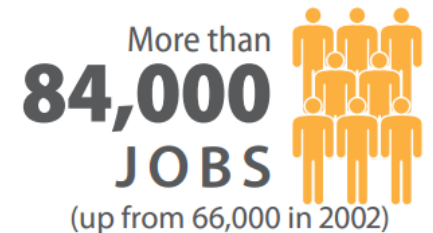


Quick Poll



- Technology helps drive the B.C. Economy
- Second fastest private sector job creator over the last decade
- Third largest contributor to B.C.'s annual economic activity
- B.C. has remarkable talent in technology
 - Microsoft
 - Amazon
 - Facebook
 - SAP
 - Industrial Light and Magic
 - Sony Imageworks
- Homegrown Companies
 - Hootsuite
 - Saltworks
 - Stemcell Technologies

Sector Facts:




Technology in B.C.

- BC Jobs plan progress made:
 - Increased availability of high-speed internet throughout the province – currently 93% with 100% by 2021
 - Clean technology sector is making great strides
 - Software and communications sector provides world-leading solutions
- Spotlights:
 - Great location for technology companies
 - Emerging hubs
 - Technology can happen anywhere



CONNECTING **B.C.
to the
Future**



91% **184 of 203**
*First Nations now have
broadband infrastructure*



\$2 MILLION
OVER 4 YEARS
to provide satellite-based,
high-speed internet access in remote areas

Technology in B.C.

- Looking ahead:
 - Update strategic plan
 - Expand the availability of job-ready graduates
 - Streamline the provincial procurement system to make it easier for local technology companies
 - Work with other levels of government
 - Expand the opportunities for B.C.'s life sciences and natural resource technology companies
 - Review digital, audio and video effects film tax credits
 - Deliver on the Growing Green Jobs plan



Technology in B.C.

- Why does Technology matter to B.C.'s economy?
 - Recent years have seen an influx of investment and growth
 - In the last five years, the sector has outpaced the average growth of the B.C. Economy
 - Technology has the unique ability to transcend sectors

- How can communities and businesses leverage this sector?





Dean Prelazzi

Managing Director, BC
Acceleration Network

BC Innovation Council

Growing Technology and Innovation Entrepreneurship as an Regional Economic Driver

Dean Prelazzi

Managing Director of the BC Acceleration Network
and Venture Acceleration Program
BC Innovation Council



Mission & Mandate



At BCIC, we are making BC a great place for technology entrepreneurs and innovation.

We are accelerating the commercialization of technology through the delivery of programs, events and initiatives that support:

- 1) BC startup companies;
- 2) The development of entrepreneurs; and
- 3) Government initiatives.

BCIC is the largest funder of entrepreneurial support programs in British Columbia

The BC Venture Acceleration Program

bcacceleration.ca

- A structured venture growth program designed to train, coach and grow ambitious early-stage technology entrepreneurs and innovators in British Columbia.
- 12 program partners, 358 entrepreneurs, 242 companies, 658 jobs created and \$53.6M investment.

BC Innovator Skills Initiative

- Delivers skills, training & experience to post-secondary students through work placements.
- Offers real-world technical, business and entrepreneurial skill development with potential employers in BC.

BCIC-New Ventures Competition

newventuresbc.com

- One of North America's largest technology idea competitions, supported by BCIC since 2008.
- More than 1,700 entrepreneurs participated, \$200M in financing raised and 3,100 jobs created.

Launch Academy

launchacademy.ca

- A non-profit organization that helps entrepreneurs execute on their startups through education, mentorship, lean metrics and networking opportunities.

entrepreneurship@UBC

- Supports the development and growth of UBC-linked ventures. BCIC was a founding partner in establishing the initial capitalization for the e@UBC Seed Accelerator Fund.
- Has supported 122 companies, incorporated 15 new startups and has offered 12 networking events attracting 700 participants to date.

Entrepreneurial Development

- Sponsorship of numerous industry conferences, competitions and events including:
 - BC Technology Impact Awards
 - 48 Hours in the Valley (San Francisco)
 - Metabridge annual retreat
 - Regional Startup Weekends
 - Grow Conference
 - Student entrepreneur competitions
 - TED 2014

Cross-Sector Strategy

- Linking resource industry (LNG, oil & gas and mining) problems to BC solution providers in order to increase jobs, encourage exports and build IP by bridging small and large companies.

BC Venture Acceleration Program



Mission: Technology-related economic development and job creation by supporting and growing startups and innovation-driven tech companies.

Purpose: Help technology companies and innovators accelerate the process of defining a proven business model for sustained profitability, and to help them effectively grow their business.

BC VENTURE
ACCELERATION
PROGRAM
AN INITIATIVE OF BCIC

} Impact of the Venture
Acceleration Program since
it was launched in 2011.



275 BC COMPANIES
PARTICIPATING

 **\$18.9M** REVENUE
GENERATED

 **758** JOBS ADDED TO
THE **BC ECONOMY**


\$62.9
MILLION
IN INVESTMENT
ATTRACTED

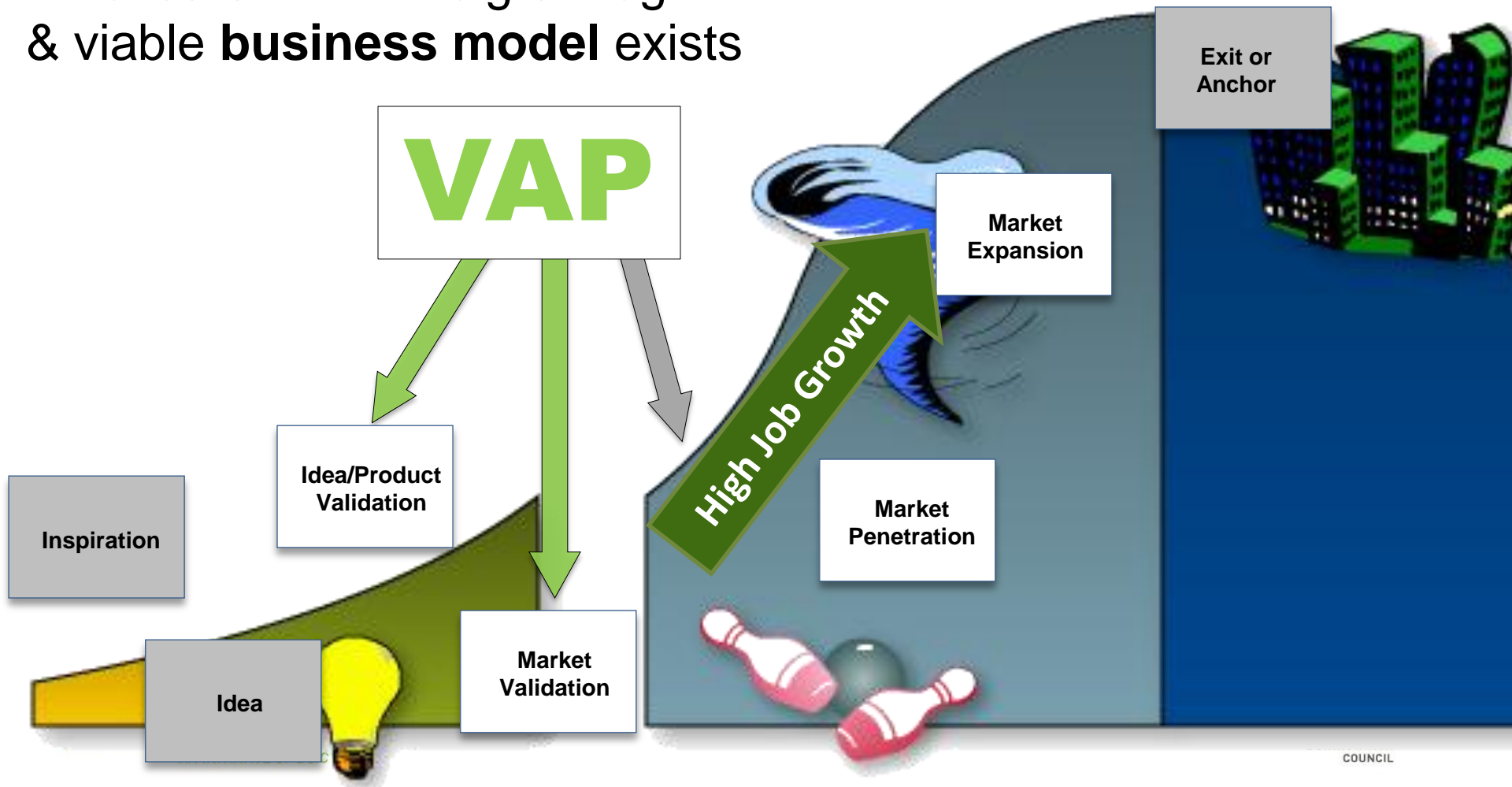

30 EXECUTIVES
IN RESIDENCE

 **428**
ENTREPRENEURS
TRAINED

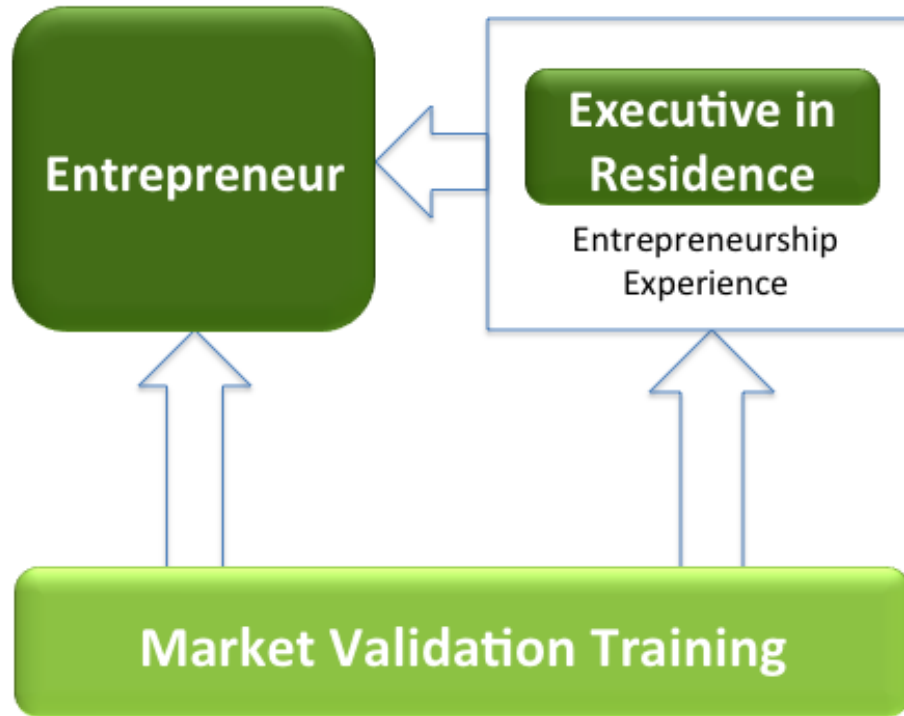
12 DELIVERY
PARTNERS

Context of Venture Acceleration Program (Crossing the Chasm Adaptation)

Validate **market** big enough
& viable **business model** exists



The VAP Delivery Model



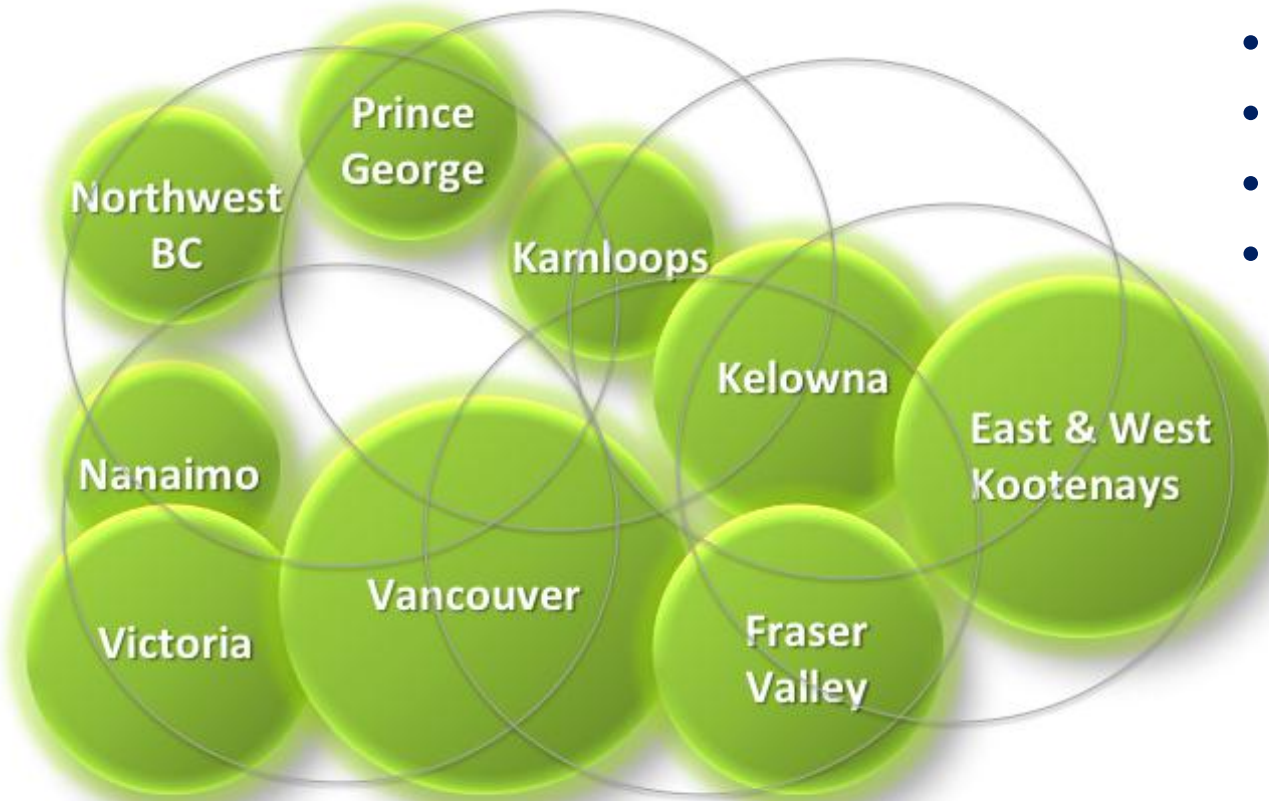
“Ideal” Program Client

- Innovators, Tech Startup Entrepreneurs or Founders/CEOs of established Tech companies who are ambitious, and whose company’s growth potential exists beyond the borders of B.C. – and Canada too – thereby representing significant potential for company expansion, job growth, and export revenue.



BC Acceleration Network “Effect”

“The whole is greater than the sum of its parts.” - Aristotle



Connecting....

- Entrepreneurs
- Industry Sectors
- Executives in Residence
- Personal Networks
- Regions
- Knowledge & Know How

VAP Delivery Partners



Opportunity – the Virtual VAP

The screenshot shows a user interface for a learning management system. At the top, there is a navigation bar with a logo on the left, 'ADMIN' and 'VLP NVBC' in the center, and a user profile icon on the right. Below the navigation bar is a search bar and a breadcrumb trail showing 'All'. On the left side, there is a sidebar menu with 'Browse' and 'My Library' sections. The main content area displays four course cards, each with a title, a description, and a 'bcic' logo. The first card is 'Getting Started Guide' (FREE) with 1 lesson. The second is 'Problem/Customer Fit (Module One)' with 7 multimedia and 12 texts. The third is 'Define Your Value (~ Fall 2014)' with topics like Value Proposition and Customer Discovery. The fourth is 'Confirm Your Market (~ Fall 2014)' with topics like Segmentation and TAM. A fifth card, 'Capture Your Business Model (~ Fall 2014)', is partially visible at the bottom. A 'Powered by think.fic' logo is in the bottom left, and a help icon is in the bottom right.

ADMIN VLP NVBC

All

Browse

- All Courses
- Market Validation Training

My Library

- In Progress
- Completed
- Expired
- All

Getting Started Guide **FREE**

New Ventures BC

This quick video will give you an overview of how to navigate through online lessons.

1 Lesson

Problem/Customer Fit (Module One)

New Ventures BC

This course contains four modules and within each module there are multiple topics to learn. This particular module focuses on identifying the Problem-Customer Fit, within the following topics: Customer Development Model, Discovering your Customer, Buyer Type and Personas, Value Chain, Positioning Statement. The most important thing

7 Multimedia **12 Texts**

Define Your Value (~ Fall 2014)

New Ventures BC

Topics may include: Value Proposition, Customer Discovery, Show continuum, Market Type, TALC

Confirm Your Market (~ Fall 2014)

New Ventures BC

Topics may include: Segmentation, TAM, Ideal Customer, Product Roadmap/MVP

Capture Your Business Model (~ Fall 2014)

Powered by think.fic

?

Market Validation Training (MVT)

Chapters Discussion

WELCOME

CUSTOMER DEVELOPMENT MOD...

DISCOVER YOUR CUSTOMER

- Customer Discovery Intro
- Discovering Your Customer
- Worksheets

BUYER TYPE & PERSONA

VALUE CHAIN

POSITIONING STATEMENT

Powered by think.fic

MARKET VALIDATION TRAINING

HIRE A MILKSHAKE?

Menu Transcript

- 1. DISCOVERING YOUR CUSTOMER
- 2. FIVE WHYS
- 3. JOBS-TO-BE-DONE
 - 3.1. HIRE A MILKSHAKE? VIDEO
 - 3.2. WHY DO PEOPLE HIRE YO...
- 4. A DAY IN THE LIFE OF YOUR C...
- 5. VALUE PROPOSITION CANVAS
- 6. CONNECTING THE DOTS



00:13 / 04:32


<http://youtu.be/VmbSpTJXozk>

PREV NEXT







Chapter 1 - Welcome

1 The Market Validation Training (MVT) Course 

Chapter 2 - Customer Development Model




- 1 Customer Development Model 
- 2 Customer Development Model 
- 3 Worksheets 

Chapter 3 - Discover Your Customer

- 1 Customer Discovery Intro 
- 2 Discovering Your Customer 

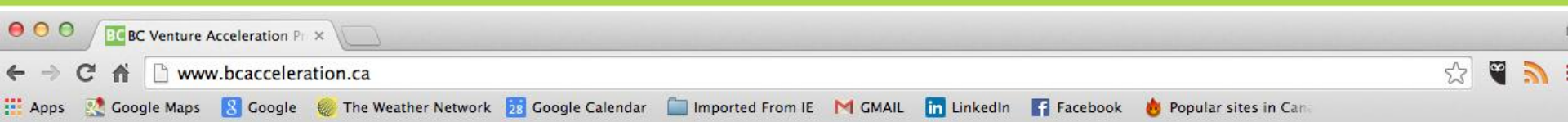
You started this course on **June 17, 2014**



-  1 / 5 Multimedia
-  0 / 10 Texts
-  0 seconds remaining



www.bcacceleration.ca



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ACCELERATING BC TECH
COMPANIES FROM
STARTUP TO SUCCESS



- 1 Build your business with the support of a dedicated [Executive in Residence](#).
- 2 Accelerate your growth with the [Venture Growth Model](#).
- 3 Connect to a [BC-wide network](#) of talent, partners and resources.

APPLY
NOW!



**Building the Regional
Technology Community
Vancouver Island Style**





Paris Gaudet

Executive Director

INNOVATION ISLAND
Technology happens here

Mission

To support technology entrepreneurs
with **starting** and **growing**
successful companies.



CAPE SCOTT PARK

Port Hardy

Alert Bay

Port McNeill

Telegraph Cove

North Island

BROOKS PENINSULA PARK

Sayward

SCHOEN LAKE PARK

North Central

Campbell River

Gold River

Mt. Washington
Forbidden Plateau

Courtenay

Comox

STRATHCONA PARK

Pacific Rim

Tofino

Long Beach

Ucluelet

PACIFIC RIM NATIONAL PARK

Qualicum Beach

Parksville

Nanoose Bay

Horseshoe Bay

Nanaimo

Port Alberni

Ganarola Island

Vancouver

Tsawwassen

Ladysmith

Chemalnut

Youbou

Lake Cowichan

Duncan

CARMAH PACIFIC PARK

Port Renfrew

South Island

Sidney

Sooke

Victoria

Mincoves

Seattle

USA

Port Angeles

INNOVATION ISLAND

Technology happens here

Regional Scope

79 Municipalities

8 Regional Districts

13 School Districts

Community Partners

Key to Regional Engagement

Support innovative entrepreneurs with connecting to the resources and expertise they need to move their idea forward.

Chambers of Commerce, Economic Development, Community Futures

Technology in the Region

Innovation is All Around

- Identify who is doing what within the region
- Connect them with appropriate resources
- Explore the true potential of their idea
- Become anchor companies in the community

Area of Focus

Community Building

Developing the regional technology ecosystem and fostering broader community engagement.

Such as workshops and networking events

Area of Focus

Entrepreneurial Development

Programs and initiatives focusing on increasing the success of individual companies and entrepreneurs.

The Venture Acceleration Program



Venture Acceleration Program

A structured business development program that assists startup and early stage technology companies with accelerating their growth.

The logo for Innovation Island, featuring a green arc above the text. The background of the slide is a network of green circles and lines, resembling a molecular or network structure.

INNOVATION ISLAND
Technology happens here

Since Launching in January 2013

The Venture Acceleration Program has...

- Assisted 17 innovative entrepreneurs
- Located in five different communities
- Has resulted in hiring 25 FTEs
- Generated \$561,500 in investment
- Secured \$165,500 in government grants

Committed to remaining in the region



Graham Truax

Executive in Residence

INNOVATION ISLAND
Technology happens here

Clients

Entrepreneurs - Innovators - SMB's

- Scalable product/market opportunity
- 1 to 5+ person teams pursuing growth
- Over 70% have previous business experience
- 63% are at revenue
- 45% have Global market opportunity
- 37% need to hire staff within 12-24 months
- 1/3 are financeable

Mentoring & Access

Guidance with program materials, objective feedback and experienced advice. Flexible to the needs at hand while holding clients capable and accountable.

- One to one meetings
- Workshops and events
- Online (Skype)
- Document file share

Curated Content

The best of classical thinking and the most up-to-date writing and methodologies.

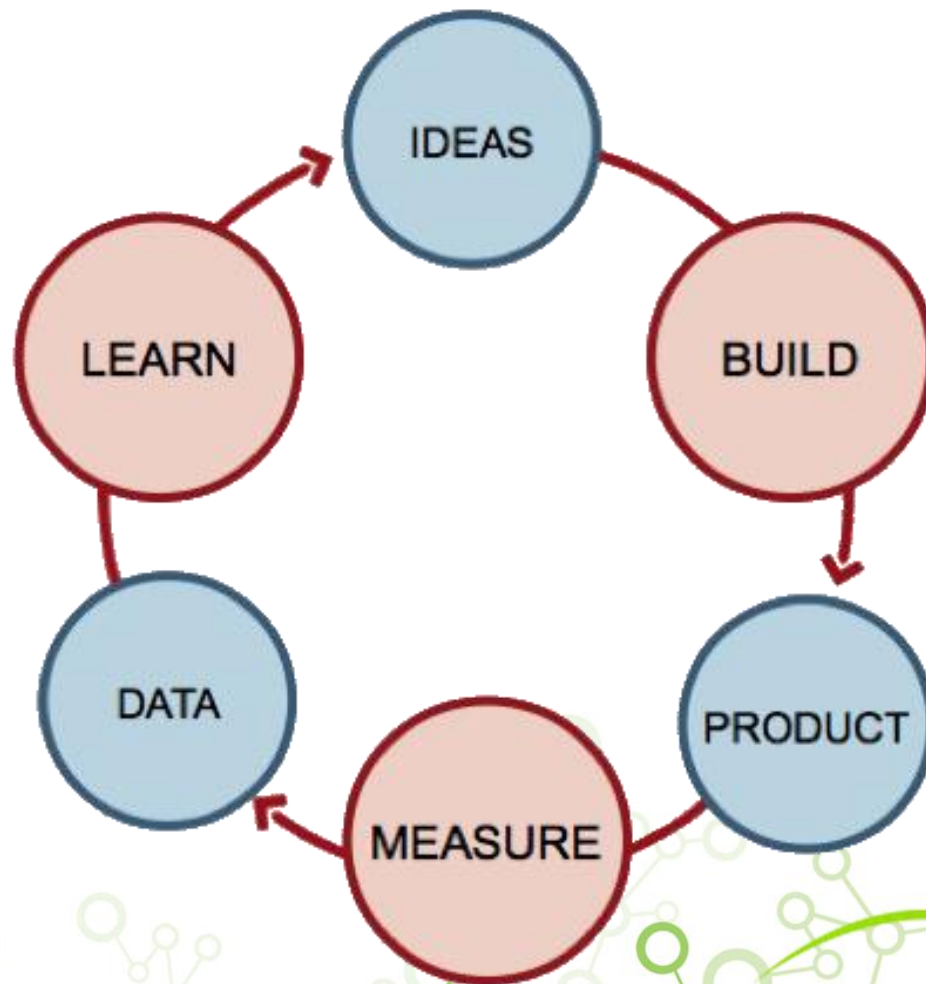
- Saving clients time and energy
- Focus on learning-based activities
- Results-based outcomes

Key Concepts

Lean Start-up

The “Lean Start-up” ([Eric Ries](#)) movement, and the concept of “**Minimum Viable Product**” (**MVP**) is foundational to the Start-up ecosystem.

Lean startup cycle

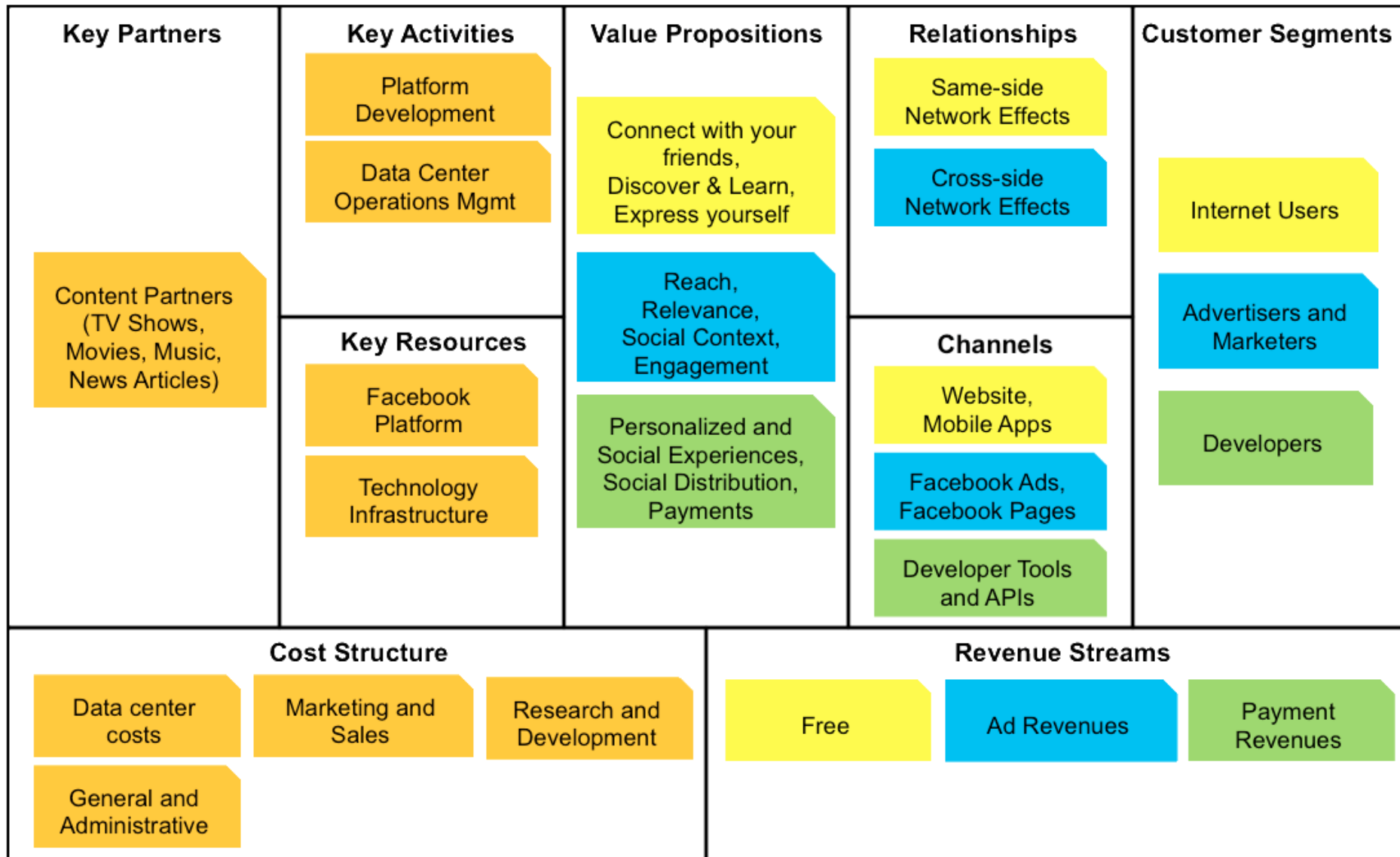


Key Concepts

Business Model Canvas

The work of [Alex Osterwalder](#) in his book *Business Model Generation* and use of the “Business Model Canvas” is a core tool in customer development methodology.

Facebook – World's leading Social Networking Site (SNS)

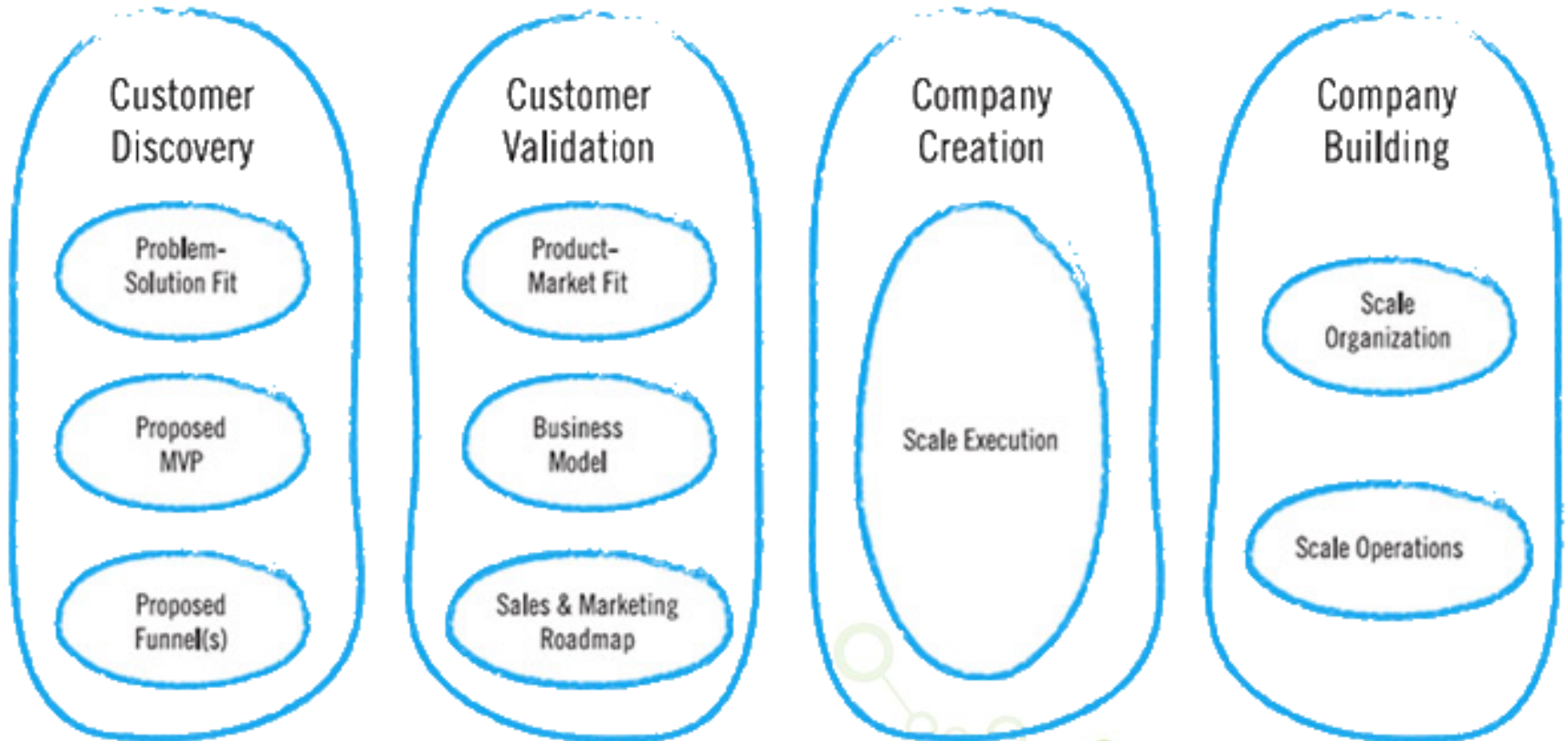


Key Concepts

Customer Development Methodology

[Steve Blank](#) is a leading expert in the start-up industry who teaches entrepreneurs how to treat their start-up with a scientific mindset, or make decisions with their heads and not their hearts.

Customer Development



↖ pivot

INNOVATION ISLAND

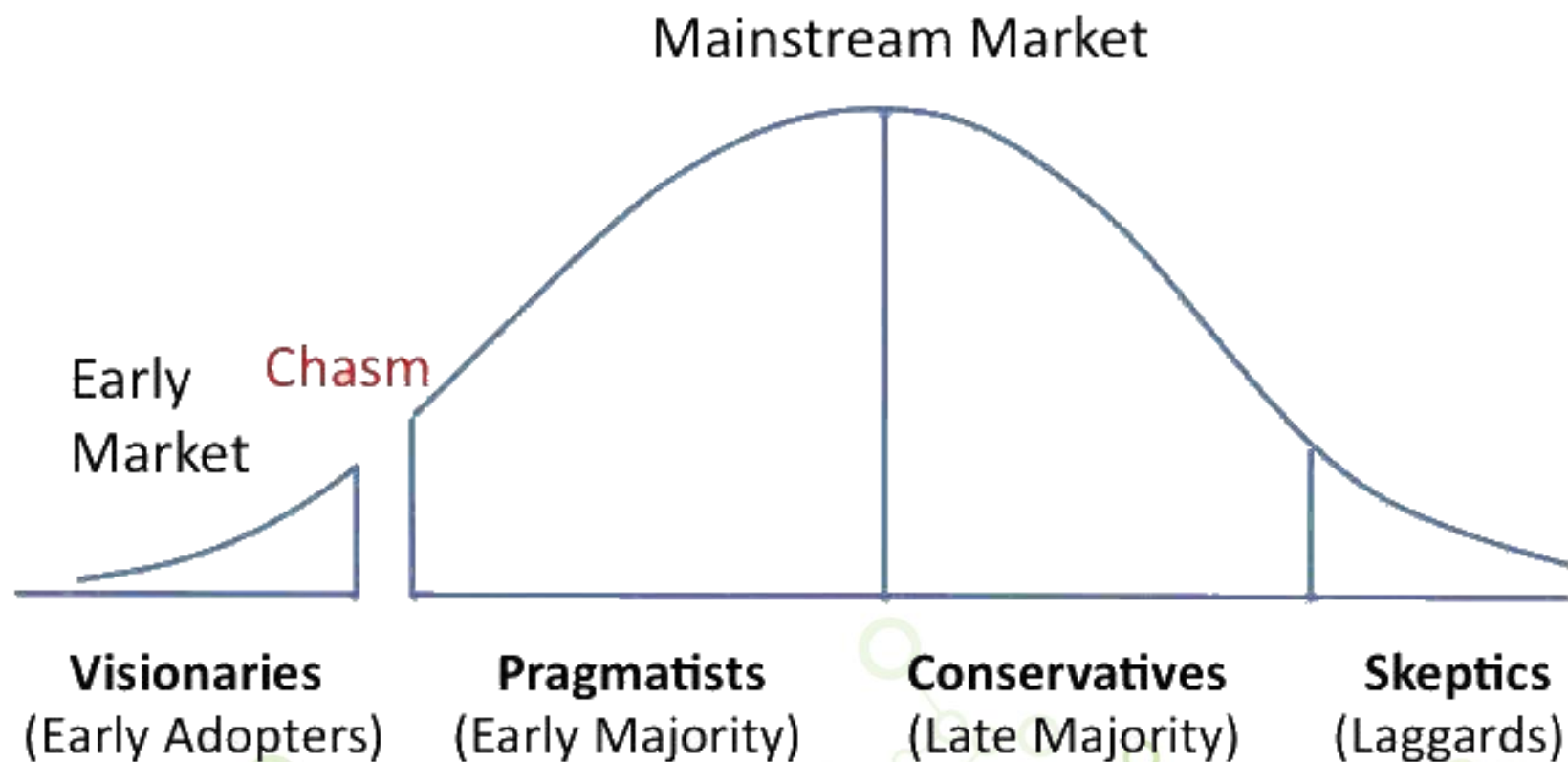
Technology happens here

Key Concepts

Technology Adoption Life Cycle (TALC)

Based on the book *Crossing the Chasm*, [Geoffrey Moore](#) identifies consumer buying characteristics and the gaps between early adopters and mainstream buyers.

Technology Adoption Life Cycle Model



INNOVATION ISLAND

Technology happens here

Key Concepts

Go-to-Market Plan

1. **WHO** are the targets within the market?
2. **WHAT** will be the product(s) for target customers?
3. **HOW MUCH** will we charge?
4. **HOW** will we promote to target customers?
5. **WHERE** will we promote and sell?

Business Intelligence

- ❑ Competitive Analysis / SWOT
- ❑ Intellectual Property (IP)
- ❑ Road Map & Documentation
- ❑ Corporate Structuring
- ❑ Financing Instruments
- ❑ Team Building (HR)
- ❑ Pitch & Presentation
- ❑ Exit Strategies

Thank You!



Find us at SquareOne:

38 Victoria Crescent

Nanaimo, BC V9R 5B8

Tel: **250.753.8324**

Toll Free: **1.877.664.7842**

Email: info@innovationisland.ca

Web: www.innovationisland.ca

INNOVATION ISLAND

Technology happens here



Sasha Angus

Chief Executive Officer

Nanaimo Economic
Development
Corporation



Venture Acceleration Program



BUSINESS

The IT Crowd

Input Logic leading the edge
of technology wave in Harbour City

In Nanaimo

Genuine Hub City

Easy access via land, water or
air aids in Nanaimo's growth
and expansion

Mid-Island Trade Gateway

Nanaimo proves to be an economic
import/export trade machine



Nanaimo, British Columbia, Canada

I LOVE THE QUALITY OF LIFE
THAT NANAIMO OFFERS FOR
MY TEAM AND MY FAMILY.

Colin Dobell, CEO
Inuktun
www.inuktun.com

With commercial lease rates
up to 60% lower than Victoria,
and workforce housing 45%
more affordable than Victoria,
Colin and his employees
enjoy an incredible quality of
life in Nanaimo, and a great
environment in which to grow
their business and prosper.

Nanaimo is the place of infinite
possibilities for your business.

Contact Sasha Angus and find
out why.

sasha.angus@investnanaimo.com
(250) 824-0152



Nanaimo ECONOMIC DEVELOPMENT CORPORATION



I LOVE THAT NANAIMO IS AN AFFORDABLE HUB FOR MY BUSINESS.

Charles Hamer, CEO
Resonance Software
www.worksight.net

With a great talent pool of graduates from Vancouver Island University and amazing digital and physical business connections, Charles enjoys not only an incredible quality of life, but a great environment in which to grow his tech start-up business.

Nanaimo is the place of infinite possibilities for your business.

Contact Sasha Angus and find out why.

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(250) 824-0152

Nanaimo
ECONOMIC DEVELOPMENT

I LOVE THAT NANAIMO IS GROWING WITH THE FUTURE OF MY BUSINESS.

Jim Hogan, CEO
VMAC
www.vmacair.com

With light industrial tax rates 23% lower than Victoria, and access to available industrial land for future growth, Jim enjoys not only an incredible quality of life, but a great environment in which to grow his business and prosper.

Nanaimo is the place of infinite possibilities for your business.

Contact Sasha Angus and find out why.

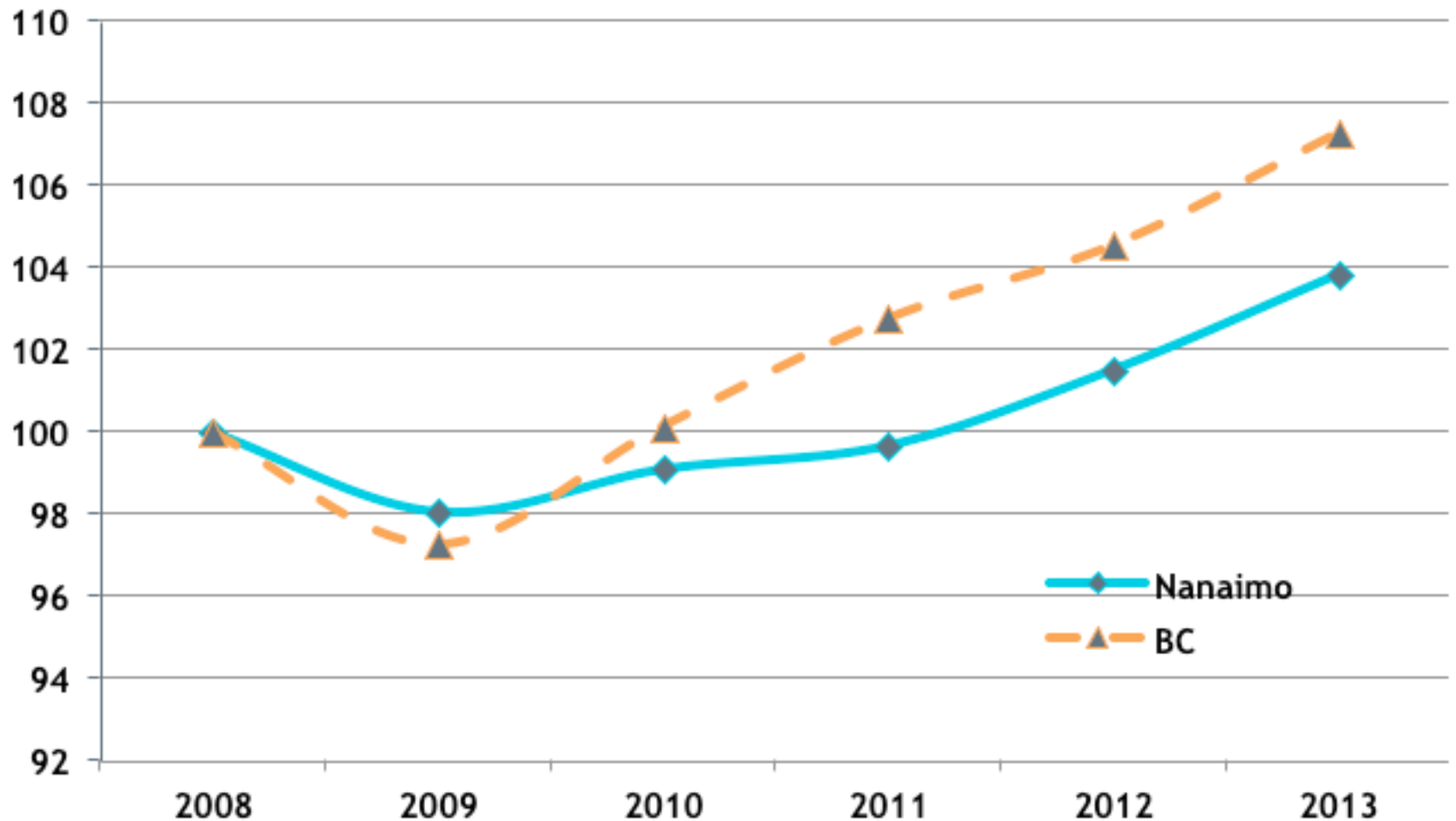
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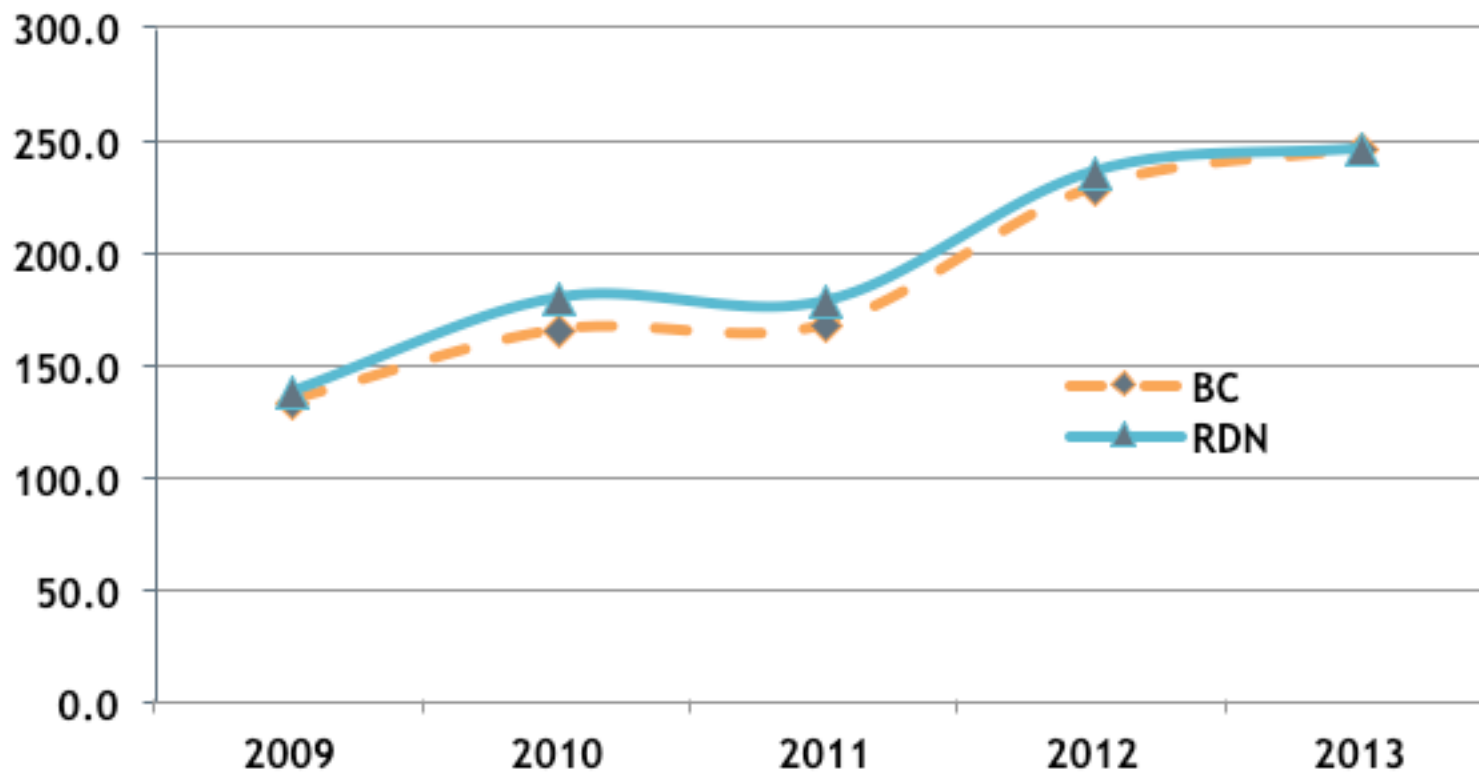
Nanaimo ECONOMIC DEVELOPMENT CORPORATION



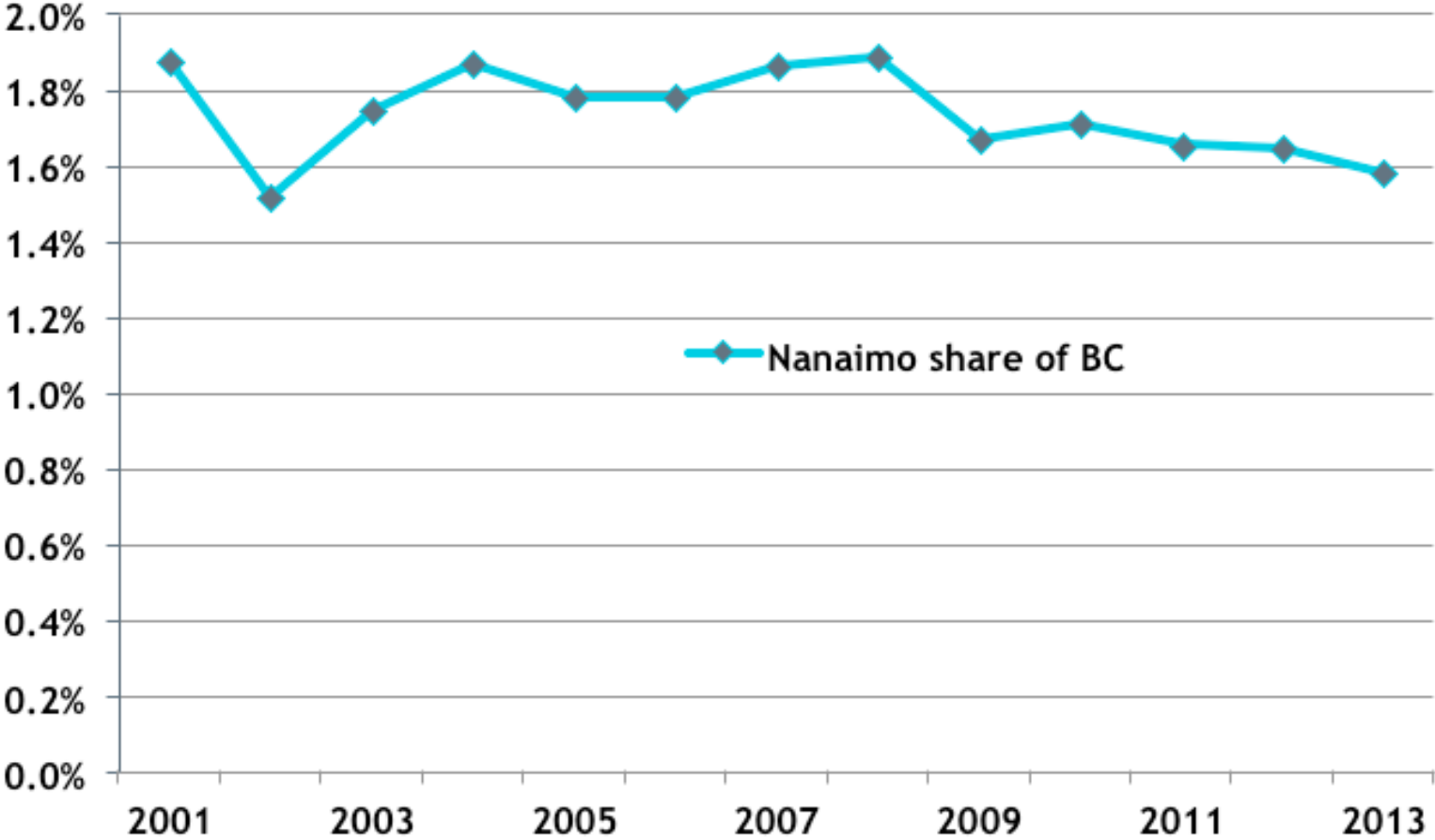
Regional Economy - \$3.955 Billion



Knowledge Based Industry



Share of Business Incorporations







Nanaimo ECONOMIC DEVELOPMENT CORPORATION





Michael Reid

Co-founder, CEO

Red Scotch Software

KUBE

One Platform. Infinite Possibilities.

KUBE

One Platform. Infinite Possibilities.

□ POSITIONING STATEMENT

FOR: Small Business Owners

WHO: want data security, personalized functionality & API ownership

KUBE is: a cloud platform

THAT PROVIDES: easy to deploy SaaS solutions

UNLIKE: products such as Microsoft Sharepoint and Salesforce 1

OUR PRODUCT: delivers enterprise power at SMB affordability

□ SMB CHALLENGES



Data Security

IT support / setup

Scalability / Flexibility

App Overload

Monthly Cost

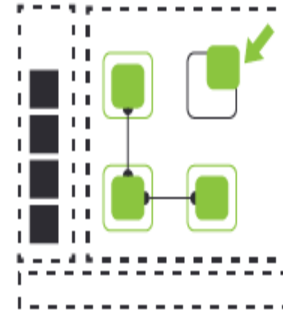
□ KUBE SOLUTION



**Complete Data
Control**



**Assured Data
Ownership / Security**



**Intuitive
visual builder**



□ USE CASE SCENARIO / Current SaaS



NATURAL ELEMENTS beauty spa

Inventory Software = \$79

Financial Software = \$19

Auto Reminder / SMS = \$44

Electronic Forms = \$20

Cloud Backup = \$10

Photo Editing = \$0

Calendar / Scheduler = \$16

CRM = \$14



Usability = **MODERATE**

Features = **TOO MANY**

Control = **LIMITED**

Satisfaction = **50%**

TOTAL MONTHLY COST = **\$202**

(AVG SMB spend on Software / IT per month \$208)

□ USE CASE SCENARIO / KUBE



NATURAL ELEMENTS beauty spa

Inventory Software = **\$1.50**

Financial Software = **\$1.50**

Auto Reminder / SMS = **\$0**

Electronic Forms = **\$0.75**

Cloud Backup = **\$0.25**

Photo Editing = **\$0.25**

Calendar / Scheduler = **\$0.25**

CRM = **\$0.80**



Usability = **EASY**

Features = **AS NEEDED**

Control = **UNLIMITED**

Satisfaction = **100%**

TOTAL MONTHLY COST = **\$5.80**

MICHAEL REID

founders@KUBE.is



THANK YOU

for your participation in this webinar

Questions?