



2021 PARTNERSHIP PROSPECTUS



LAUNCH

[LAUNCHPAD & MAPLE PROGRAMS]



LAUNCH ACADEMY

Launch is a leading international network of proprietary incubators, innovation labs, and investment funds positioned to provide the mentorship, resources, network, and environment for entrepreneurs to launch, fund, and grow their startups..

2020 Economic Impact »

PROGRAMS SUCCESS METRICS

INCUBATED
OVER



6000

ENTREPRENEURS

GROWTH
FROM



300

COMPANIES FROM
SEED TO SERIES A

COLLECTIVELY
RAISING



\$1.2 B

IN FUNDING

TECH COMMUNITY ENGAGEMENT

PRODUCING
UNIQUE CONTENT



10

CHANNELS

REACHING
OVER



86k

FOLLOWERS

ONGOING SERIES
INCLUDES

- ✦ Founder Journey Series - IGTV
- ✦ Bits & Bytes Podcast
- ✦ Launchpad AMAs
- ✦ Traction Conf Webinars
- ✦ Traction University
- ✦ Launch Blog Series
- ✦ Launch YouTube Series
- ✦ LandingPad Immigration Tips
- ✦ LandingPad Blog Series
- ✦ Forbes Business Council

MAPLE PROGRAM METRICS

MEMBERS
FROM OVER



24

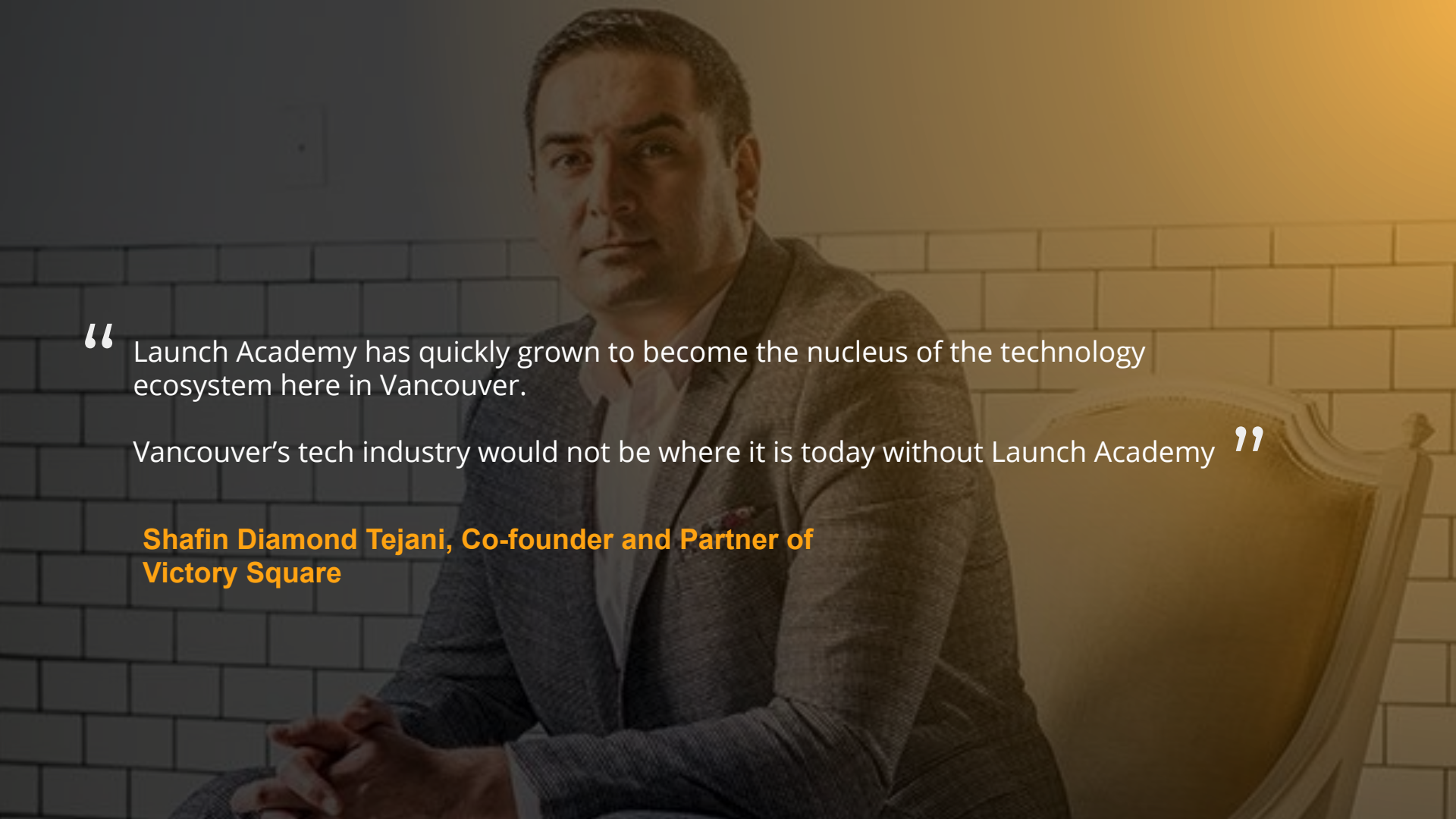
COUNTRIES

COMPANIES
COMPRISED OF



27%

FEMALE FOUNDERS

A man with short dark hair, wearing a grey blazer over a light-colored shirt, is seated in a dark, ornate chair. He is looking directly at the camera with a serious expression. His hands are clasped in his lap. The background is a light-colored brick wall. The entire image has a semi-transparent dark overlay with a warm orange-to-yellow gradient on the right side.

“ Launch Academy has quickly grown to become the nucleus of the technology ecosystem here in Vancouver.

Vancouver's tech industry would not be where it is today without Launch Academy ”

**Shafin Diamond Tejani, Co-founder and Partner of
Victory Square**

LOCAL IMPACT. GLOBAL INFLUENCE.

Our global reputation is built on our track record of community building and impact. We have an extensive network of over 200+ accelerator partners and partnerships in developing tech hubs.



OUR PROGRAMS

LAUNCH SPECIALIZES IN

START-UP VISA IMMIGRATION

- . Official Startup Visa Designated Entity
- . Trade Missions
- . Webinar AMAs and Info Sessions
- . Global partnership program

LAUNCHPAD + ACADEMY

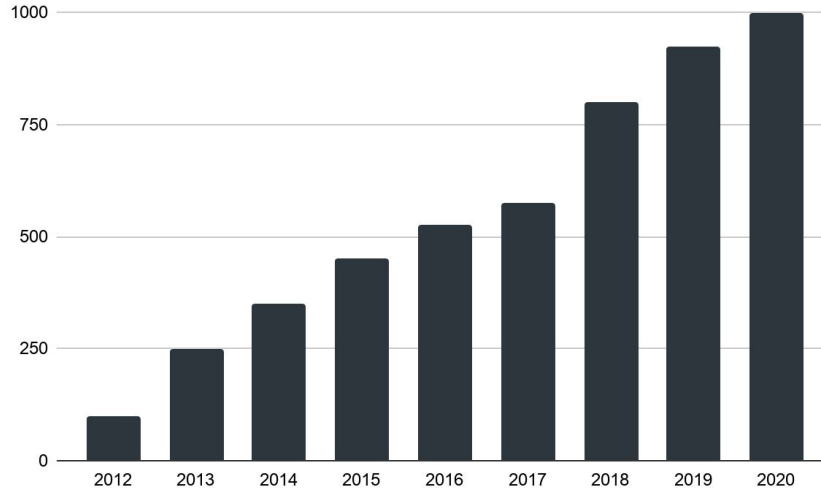
- . Launch Your Startup Course
- . Virtual Incubation
- . Office hours
- . Mentor sessions
- . Official AngelList Incubator
- . Startup Perks
- . Podcast/Content series
- . Traction University
- . Corporate Innovation Program

C-SUITE NETWORKING

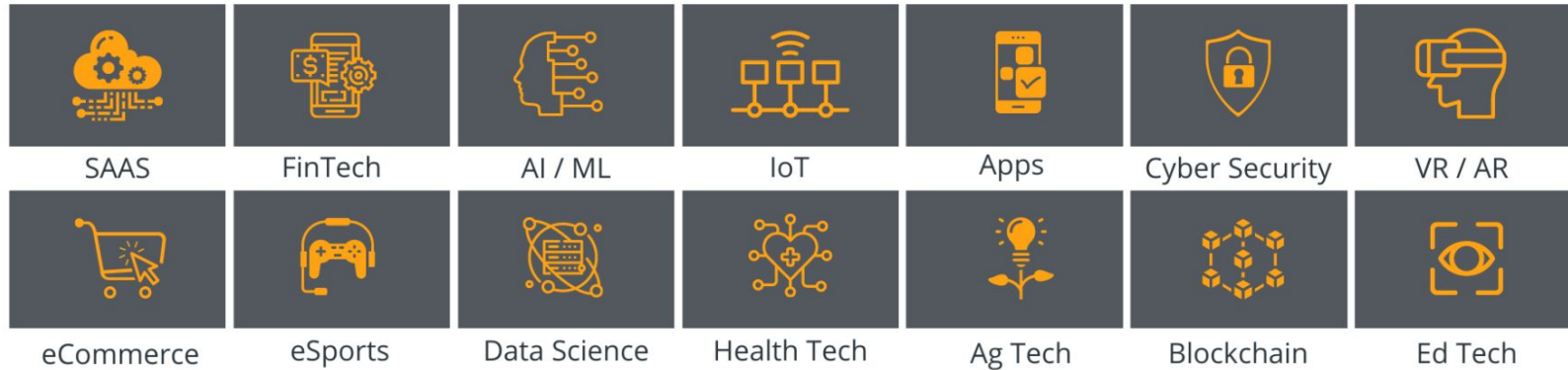
- . Traction Conf
- . CxO Dinners
- . Investor Matchmaking

MEMBERS & PROGRAMS

Since 2012, Launch has provided a variety of incubation services for our members. Over the last 9 years, we've offered a variety of perks including physical and virtual office space, mentorship, events, perks and community networking. On average, we bring in 50-100 companies a year in our Launchpad, Maple and ancillary programs. To date, we have incubated 1000+ companies and created a network of 6000 founders.



MEMBER COMPANIES



Our members and alumni companies come from a range of 17 different sectors in the field of emerging technology, including FinTech, SaaS, Cyber Security, Blockchain and more.

SUCCESS STORIES

Launch has supported some of the hottest companies that are making big ripples in North America's tech scene. Based on our most recent data, our top 300 companies have raised over \$1Billion dollars and created more than 3500 jobs



EVENTS & NETWORKING



- Live, in-person event
- Running since 2015
- Hosts 1000+ attendees per event
- Attendees consist of tech founders, c-suite execs, growth hackers, data nerds, product folks, media and more.
- Returning in 2022



- Launched February 2020
- 1-2 Weekly sessions
- Over 23,000 registrations across 62+ unique sessions, and counting
- Speakers ranging from Founders & CXOs, Growth Experts and Top Tier VCs

CxO Networking Series

- Traction Conf
- CxO Dinners (previously in Vancouver, Seattle, San Francisco, Toronto and more)
- Investor Matchmaking Series ****new****

TRACTION CONF NUMBERS



100K+ Email Lists Subscribers



20K+ Collective Social Media Followers (Twitter, Facebook, Instagram, YouTube)



450K views online



12,000+ Past Attendees



1K+ Unique monthly website visitors

TRACTION CONF AUDIENCE

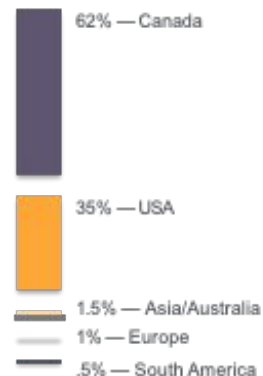
SENIORITY



ROLE



COUNTRY



TRACTION SPEAKERS



Julia H.
President
Eventbrite



Chris S.
CTO
Reddit



Sarah B.
CEO
Moz



Karen P.
COO
Intercom



Jay S.
President,
Atlassian



Sameer D.
CEO
SendGrid



Shawna W.
SVP Product
Zendesk



Jyoti B.
Founder
AppDynamics



Justin K.
Co-founder,
Twitch.tv



Jeff L.
CEO
Twilio



Ryan S..
CEO
Qualtrics



Max L.
Founder
Grammarly



Leah B.
Founder
TaskRabbit



Sridhar V.
Founder & CEO
Zoho



Jason L.
CEO
SaaStr



Lynda W.
Co-founder
Lynda.com

+ growth and product experts from



SPONSORSHIP OPPORTUNITIES

WHY SPONSOR

CONNECT EARLY

Build brand recognition early and forge relationships with the hottest and up and coming early-stage startups through high-touch point office hours.

PROFIT MUTUALLY

Have a startup friendly program? Have your perks and services promoted to startups through newsletter and mentor sessions.

ALIGN YOUR BRAND NARRATIVE

Receive brand recognition and exposure across all marketing collateral, website and events.

GET PERSONAL

We are on the lookout for you. Get personalized introductions and potential deal flows, prospects, leads and customers.

SUPPORT ENTREPRENEURSHIP

Be involved with cultivating the next generation of global entrepreneurs.

STAY CONNECTED

Vancouver's tech community is exploding. Support the entrepreneurial ecosystem, foster innovation, and connect with some of the most brilliant people in the tech community.

MAPLE + LAUNCHPAD

CORPORATE SPONSORSHIP

	PLATINUM	GOLD	SILVER
Sponsorship Cost	\$50,000 CAD	\$30,000 CAD	\$10,000 CAD
Moderate AMA session	2	1	-
Office Hours	Yes	Yes	-
Dedicated Blog Post	Yes	Yes	-
Distribution of Marketing Materials	Yes	Yes	Yes
Logo on website	Yes + Spotlight	Yes + Spotlight	Yes
Discount on Traction Conf Digital	40%	25%	15%

TRACTION CONF

DIGITAL SPONSORSHIP

	PLATINUM	GOLD
Sponsorship Cost	\$50,000 CAD	\$30,000 CAD
Webinars	5	3
Virtual Investor Matchmaking	2 x Co-Title	1
Dedicated webinar email promos	2/ session	1/ session
Catered offer post-webinar	Yes	Yes
Social promotion to ~60,000 followers and subscribers	Yes	Yes
Logo on Traction website + Registration page	Yes	Yes

CUSTOM SPONSORSHIPS

PITCH SESSIONS + DEMO DAYS

Your perfect opportunity to see firsthand what companies in the emerging technology industry are building. Members will present the problem they solve, their solution, and business viability in the current market.

INVESTOR MATCHMAKING

An event bringing together growth companies and investors. The chance to actively engage with handpicked companies looking for their next round of financing to grow their business exponentially.



*** For more information about custom sponsorships and pricing, contact alana@launchacademy.ca*

ACTIVE SPONSORS



GET IN TOUCH!



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