



LAUNCHPAD PROGRAM 2023 - 2024

Program details - Application process - Program fee

Updated: March 20, 2023



01.

Program overview



LaunchPad program

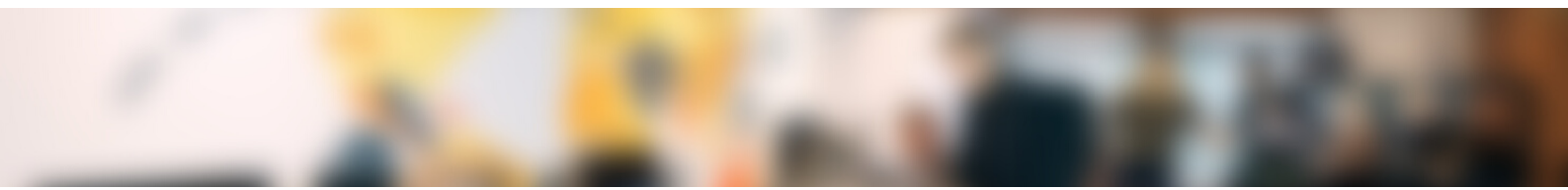
LaunchPad is designed for tech startups looking to learn and grow with fellow entrepreneurs driven to build global technology businesses. Every resource and program provided in Launchpad is meticulously created for entrepreneurs, by entrepreneurs.

Utilizing our network of global mentors and resources, LaunchPad content will include topics such as International Scaling, Global Marketing, Hiring, Growth Hacking, and Fundraising. Our guests within our program will include business leaders, investors, mentors, government resources, and more.

What is Launch Academy?

Launch is Vancouver's premier technology hub. Launch helps entrepreneurs execute on their startups through education, mentorship, lean metrics and networking opportunities. Launch has established an environment where ideas are vetted, business models are tested and successes are celebrated. Since 2012, Launch has incubated more than 6,000 entrepreneurs from over 100 different countries, of which 300 have grown their startups to Seed and Series A stage and raised over \$2.5 Billion in funding.

Launch Academy is also a [Designated Organization](#) for the Canadian Startup Visa Program and a Referral Partner for the Canadian [Global Talent Stream Program](#).



02.

Program features



-  **Connect with Launch's exclusive community** of over 1,000+ like-minded entrepreneurs, creators, developers, and investors. Get access to our Slack community gathering 250+ entrepreneurs - from more than 60 countries - currently enrolled in one of our programs.
-  Access to **up to \$400,000 CAD of start-up perks** (including up to \$100K AWS credits, \$150K in Azure credits, Stripe credits, Zendesk, Hubspot GitHub, and more).
-  **Connection to investors** by participating in our Demo Day and pitch competition and get exclusive introductions to investors in our network during our reverse pitch sessions and through our investors' newsletter.
-  **Get mentorship** from some of the brightest minds in startups including Launch's seasoned startup mentors and industry experts in our network.
-  **Connect with partners** during live workshops and learning sessions to build strategic partnerships and connections.
-  Get a better understanding of the **fundraising environment** in North America by attending fundraising workshops and accessing our fundraising courses (Non-dilutive sources of funding in Canada and Fundraising in North America).
-  Weekly online and offline events including **AMAs** (Live sessions to ask questions to seasoned start-up mentors), **Webinars** (Live Learning Sessions with mentors and partners), **Standups** (Group discussions to meet your fellow members and build strategic connections), **Pitch Sessions** (Monthly sessions for members to participate in honing their pitches), **Reverse pitch sessions** (Live session to ask all your burning questions to investors and request introductions to them), and more.
-  **Get access to our Traction Series** -Traction weekly webinar series brings leaders from Google, Shopify, Uber and top-tier VCs to share tactical advice on product, marketing, scaling, fundraising, and business growth.
-  **Receive weekly updates** on new events in the startup community and upcoming events in the LaunchPad program, as well as exclusive discounts, and the latest startup news. Receive priority access to in-person Launch Academy events and other partner events.

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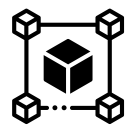
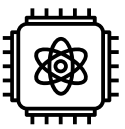
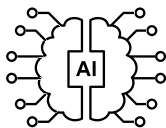
Application process



LaunchPad application

For the LaunchPad program, we typically work with entrepreneurs working full-time on their companies and that already have an MVP and/or some initial traction.

Launch prefers to work with companies in emerging technology areas that include Artificial Intelligence, VR/AR/MR, Blockchain, SaaS, Financial Services, Data Science, Quantum Computing, Health Tech, AgTech, PropTech, Cyber Security, and more.



We work with founders motivated by big results and that are committed to becoming part of the Launch community. Potential members should be eager to learn from both mentors and peers, and be ready to contribute their own expertise to the community. At Launch, we live by the mantra that – “everybody has something to teach, and everybody has something to learn”. If this sounds like something you are excited about, you may be a fit for our community!

First we evaluate each candidate based on their initial application form. If shortlisted, you will receive an email asking to fill out a detailed application form covering the candidate profile, company profile & other details. Then we will schedule a 30-minute virtual phone call with you to learn more about your company, your motivation to join LaunchPad and see if our program can help you with your company's needs.

Applicants should expect a reply regarding their application status within 3-4 weeks of applying. Although we try to get back to every applicant, due to the volume of applications, we do not specify specific reasons for rejections, and if you have not heard back from us beyond the 4-week time frame, you can consider your application refused.

You can find additional information in our [LaunchPad FAQs](#) and may also email us directly at info@launchacademy.ca with any specific questions about our LaunchPad program.

04.

Program fee



We offer 2 different plans to join our LaunchPad program:

- **A monthly subscription of \$200 CAD** (+applicable taxes)* per person, which automatically renews each month for a minimum of 6 months commitment. Program Fees are charged each month (eg. you will be charged every 2nd of the month if you signed up on the 2nd of May) and the monthly renewal subscription fees will continue to be billed to the Payment Method you provided until otherwise notified.
- **A yearly subscription of \$2000 CAD** (+applicable taxes)* per person. (You Save 400\$ by enrolling for the year) Program Fees are charged prior to the start of the program. Our "Yearly" subscription is paid for by an upfront payment with automatic annual renewals.

As Launch is a not-for-profit organization, all program proceeds will be reinvested back into building the Canadian tech and talent ecosystem.

*Program Fees and Program structure are subject to change. The Launch Team updates the Launchpad Program, fees, and associated resources on a regular basis in order to stay current with evolving industry standards, best practices, and timely resources.

