



# CAPTAINS PROGRAM 2023 - 2024

Captain's Oath - Roles as a Captain

Updated: April 6, 2023



# Captain's Oath

The following are key principles that we live by at Launch, and similarly the expectations that we set forth for our captains as they interact with companies within the Launch community. They have been influenced by Techstars' Mentor's Manifesto, who we believe have built one of the best startup communities in the world.

## **1 - Get shit done**

Guide members to have actionable goals and enable them to ask smarter questions. Theories and anecdotes are fun, but we prefer practical actionable advice. This also requires grooming members to ask questions in ways that get shit done.

## **2 - Everybody has something to learn, and everybody has something to teach**

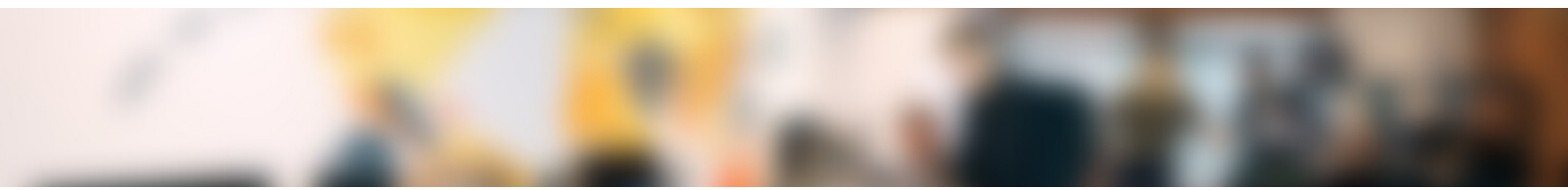
Mentorship is a two-way street. Great mentors listen as much as they teach, and everybody is better for it. Don't hesitate to get other captains involved when relevant.

## **3 - You don't know what you don't know**

Be clear to separate opinions from facts. Be aware of what you don't know, and don't hesitate to say that you don't know when you don't know.

## **4 - For entrepreneurs, by entrepreneurs**

Everything we build at Launch is built for entrepreneurs, by entrepreneurs. Practice what you preach, and suggest advice/solutions that you would want if you were in their shoes.



## 5 - Zoom out

We are here to nurture better founders. Sometimes that may take 1 startup idea, or 9 or 10. Some feedback may feel initially painful for the founders, but use micro feedback to set founders up for macro success.

## 6 - Embrace failure

Help members fail fast, fail often, and learn from their failures.

## 7 - Honesty is the best policy

There is a fine line between being challenging and being destructive, and great captains understand this extremely well. Avoid being judgemental beyond the point of being helpful. However, don't hesitate to be direct and tell the truth no matter how hard. The founders will be better for it in the long run.

## 8 - Be empathetic

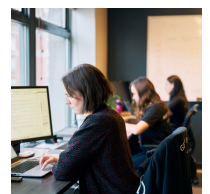
Being a startup founder is really really hard. Only the crazy ones try. Treat all interactions with empathy.

## 9 - Set expectations and commit to them

Set ground rules with members and commit to them. The relationship should be clear after the first meeting. Be as responsive as you can be committed to being, and follow through on it. Saying no is ok as well. Understand that information passed in meetings are held in confidence unless otherwise spoken.

## 10 - Pay It forward

At the core of it, the Captains program is built for those who wish to pass along their learnings to others in hopes of raising the collective floor of the entire ecosystem. Pass along your knowledge, but also the culture of expecting that those you mentor will also pass it along.



# Being a Launch Captain

Mentorship from our community is the backbone of everything we do at Launch Academy. We're thankful that hundreds of mentors have supported our entrepreneurs through our programs. It really does take a village to raise a startup, and we're glad to have you along for the ride. Below are the various roles that you as a mentor can interact with our companies.



## BE A MAPLE JUDGE

**Description:** From day 1, we wanted to make sure the community got a say in whom we accepted into our maple program (and by default, our startup ecosystem). Review from our pilots and captains is a large part of the application process for the Maple Program, and our ethos at Launch.

**Your role:** We will provide you with companies' applications & ask that you rank each company based on a list of criteria we have set out. We are looking to get a pulse of whom you think the strongest candidates are, and any particular concerns you may have about the companies.

### Reviewing process:

- 1) Take a look at the companies we have shortlisted for our upcoming Maple cohort in the [#maple-review](#) channel on Slack.
- 2) In the Slack channel, choose a company you would like to review and open the Drive folder related to this company.
- 3) Review their application form, pitch deck, and video.
- 4) Fill out a form based on the criteria listed in the form and add any comments or concerns you may have on this company.

**Time commitment:** Around 10 minutes per company.



## WORKSHOPS

**Description:** Live workshops and learning sessions with mentors and partners on the different aspects of building and scaling a startup. Workshops will include topics such as Fundraising, Networking, PR, and Global Marketing.

**Your role:** Mentors may provide online workshops on specific topics related to building and scaling startups in Canada/ the North American market to help the companies transition to Canada.

**Time commitment:** One hour per workshop.



## BE AN AMA GUEST

**Description:** AMAs are live Q&A sessions to ask questions to seasoned startup mentors. A podcast version of the recording is also made available to the public 1-2 weeks after the live event has taken place.

**Your role:** Launch members are given the opportunity to ask you questions and gain your advice on topics related to building and scaling their startups in Canada/the North American market.

**Time commitment:** One hour per AMA.

## PITCH SESSION

**Description:** Pitch sessions are online events where 3 volunteers from our Launch community will present their sales or investors' pitches. These pitch sessions are both for early-stage companies who need feedback and established companies who would like to brush up their pitches and practice in front of other community members.

**Your role:** During these sessions, we expect mentors to ask questions, give feedback and constructive criticism to the pitchers.

**Time commitment:** One hour per pitch session.

## HUDDLES

**Description:** Group discussions about topics/challenges from our members to help them meet other members of the community, build strategic partnerships and discuss ideas, topics, and concepts that relate to a theme.

**Your role:** Be a discussion leader and moderate the discussion, ask questions, share your insights on a specific topic.

**Time commitment:** One hour per Huddle.

