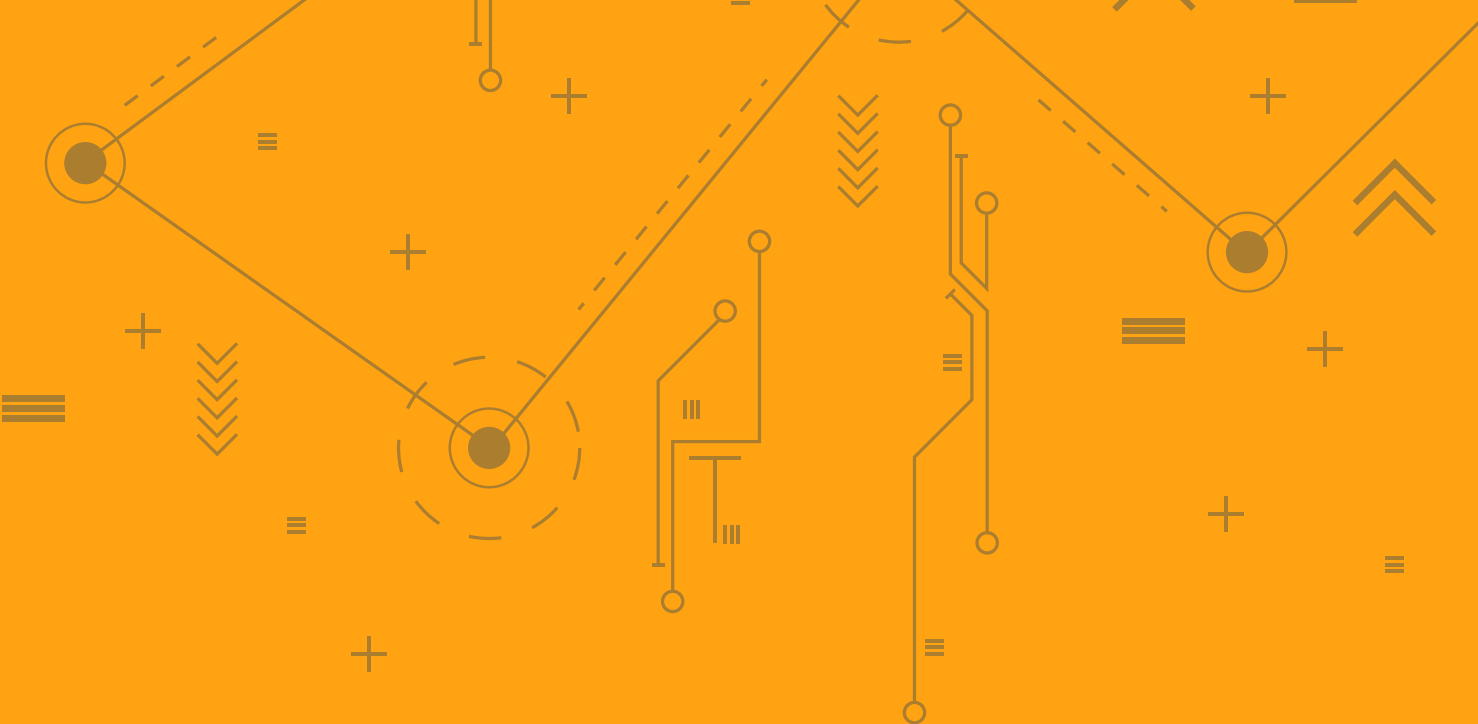


# LAUNCH

2022/23 Partnership Proposal

## WESTERN CANADA'S LEADING TECH INCUBATOR & ACCELERATOR

Since 2012, Launch has helped incubate more than 6,000 entrepreneurs of which 300 have grown their startups to Seed and Series A stage and raised over \$2.5 Billion in funding.



# LAUNCH PROGRAMS

At Launch, we've developed two leading programs to help technology companies accelerate their growth. Our Maple Program helps international founders and their companies land in Canada and further advance operations within North America, while our LaunchPad Program connects companies with mentors, investors and fellow founders.



## MAPLE

We are a Designated Organization of the Canadian Government's Startup Visa Program and a Designated Referral Partner for the Global Talent Stream Program. Our Maple Program helps international companies grow their operations in Canada.

<b>5000+</b>	<b>120+</b>	<b>35+</b>	<b>30%</b>
Applicants	Companies	Countries	Female Founders



## LAUNCHPAD

LaunchPad program is designed for tech startups looking to learn and grow with fellow entrepreneurs who are driven to build global technology businesses.

<b>1000+</b>	<b>\$400,000</b>	<b>145+</b>	<b>100+</b>
Community	in Perks	Mentors	Sessions/year

# OUR MEMBERS

## Maple + LaunchPad

At Launch Academy, our mission is to empower entrepreneurs to pursue their bold ideas by providing them with world-class mentorship, resources, network and environment.

Our 1,000+ members come from 18 different technology sectors. Our top 300 companies have raised over \$2.5 Billion dollars and created more than 4,500 jobs.

1000+

Members

500+















Companies

\$2.5B

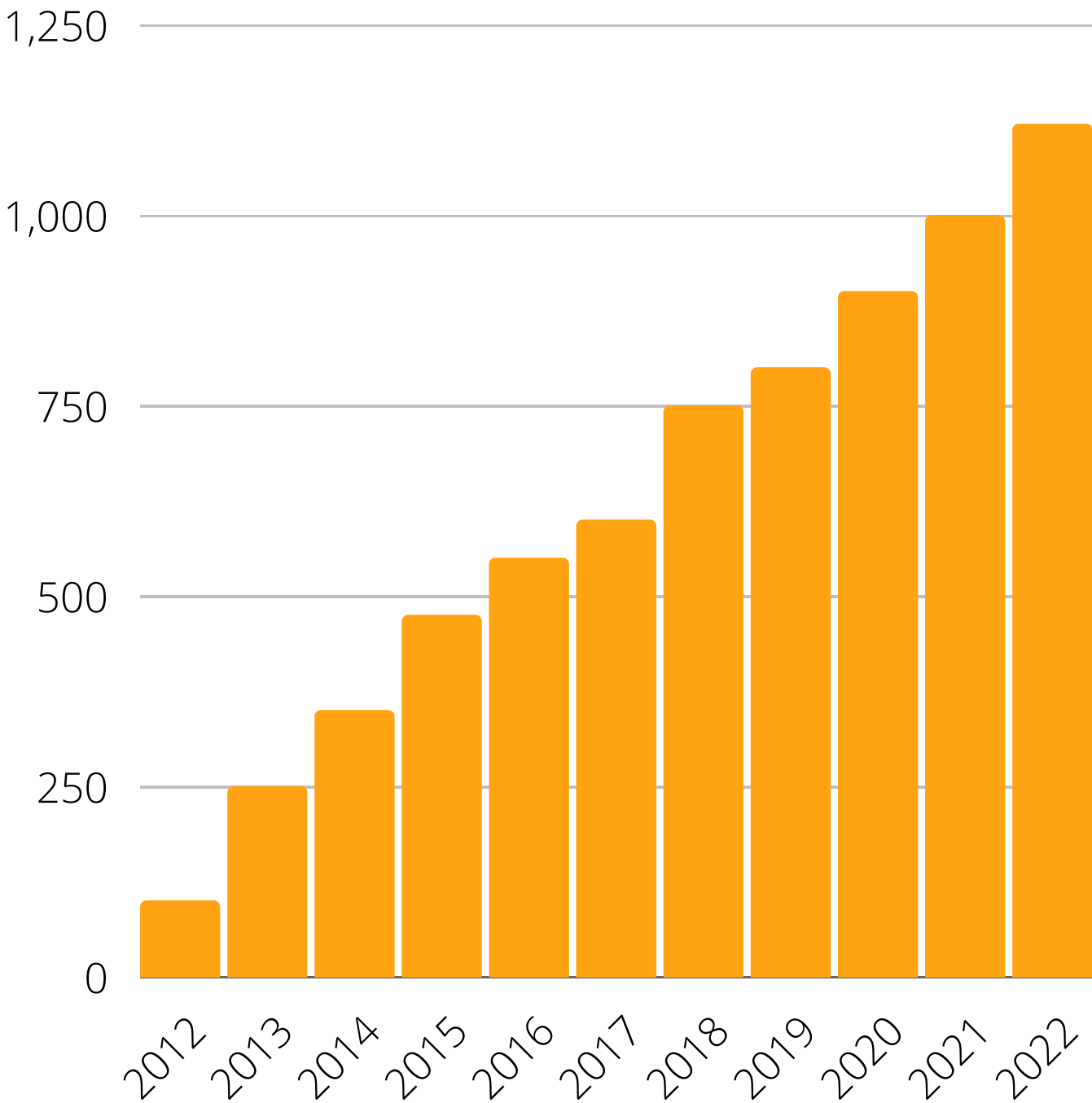
Raised

4,500

Jobs Created

						
SaaS	FinTech	AI / ML	IoT	Apps	Cyber Security	VR / AR
						
eCommerce	eSports	Data Science	Health Tech	Ag Tech	Blockchain	Ed Tech

Member Growth Since 2012







# PROGRAMMING

Our year-round programming for our members is comprised of both virtual and in-person sessions.

AMA	Fireside chats with mentors and industry experts - 12 sessions/year
TOWNHALL	Monthly roundup for members - 12 sessions/year
HUDDLE	Discussion group sessions on founder topics - 10 sessions/year
PITCH SESSION	Sales or Investor pitch practice sessions - 10 sessions/year
WORKSHOP	Tactical talks on specific topics - 10 sessions/year
LAUNCH OFFLINE	Monthly outdoor socials - 10 sessions/year
TOOL TIME	Sharing of productivity tools - 3 sessions/year
BITS & BYTES	A fun podcast session with guests from the startup community
FUNDRAISING MODULE	Online program on fundraising in North America - 70+ lessons
LAUNCH YOUR STARTUP	The step-by-step online program to launch your startup - 50+ lessons



**Khurram Virani**

*Co-founder Lighthouse Labs*

"Hands down, Launch Academy is THE tech startup hub of Western Canada, if not all of Canada. Space, mentorship, entrepreneurship education, tech education, and accelerators are just some of the offerings and benefits of being in the space. Happy to be a part of it!"

## MEMBER & ALUMNI SNAPSHOT



# WHY SPONSOR?

## 1. Work directly with startups

Have your perks and services promoted to startups with our curated programming sessions.

## 2. Brand Recognition

Build brand recognition & relationships with the hottest startups through high touch-point office hours.

## 3. Connect to global companies

Support the tech ecosystem & connect with growing industry on a global scale.

## 4. Customized Outreach

Get personalized introductions, potential deal flows, prospects, leads and customers.

# 2023 ANNUAL SPONSORSHIPS

	Digital Only	Digital + Event OR Program	Digital + Event + Program
<b>DIGITAL</b>			
Logo on Website	✓	✓	✓
Logo on Promotional Emails	✓	✓	✓
Logo on Promotional Videos	✓	✓	✓
Social Media Mentions	✓	✓	✓
Blog Spotlight	✓	✓	✓
<b>EVENT</b>		+	+
Presenting Partner - Demo Day/Pitch Day + In-Event Spotlight	-	✓	✓
Presenting Partner - CxO Events/Trade Mission + Invitation	-	✓	✓
Brand Recognition - Press Release & Promotions	-	✓	✓
Pre & Post Event Communications	-	✓	✓
Logo on All Event Promotions	-	✓	✓
<b>PROGRAM</b>		OR	+
Co-Title Launch Programs and Modules	-	✓	✓
Moderate AMA Session	-	✓	✓
Host Workshop	-	✓	✓
Office Hours With Founders	-	✓	✓
Naming Partners/Pre-Roll - Podcast	-	✓	✓
<b>Cost</b>	<b>\$12,000/Year</b>	<b>\$36,000/Year</b>	<b>\$50,000/Year</b>

# 2023 TITLE SPONSORSHIP

**\*\*SPECIAL EVENT OPTION\*\***

Package Includes:	Frequency	Cost
DIGITAL		
Title Sponsorship	Annual	
Logo on Website, Promotional Emails and Videos	Annual	
Social Media Mentions	Annual	\$12,000 CAD
Blog Spotlight	Annual	
EVENT		
Networking event/panel	Month 1	
CxO dinner	Month 2	\$12,000 CAD
Article on trends/opportunities in industry	Month 3	
EVENT ADD-ONS <i>(Discounted)</i>		
Brand Recognition - Press Release* & Promotions	Per Event	
Pre & Post Event Communications	Per Event	\$6,000 CAD
Logo on All Event Promotions	Per Event	
Total Annual Cost		\$30,000/Year

*\*If applicable*





# DIGITAL SPONSOR

Get in front of tech founders through our digital content across our website, newsletters & socials.



## Logo on Website

Featured throughout the year on Launch's dedicated sponsorship page.

## Logo on Promo Videos

Logo placement in end slides on all marketing videos shared across youtube, social media and other promotional avenues.

## Logo on Promo Emails

Get recognition as sponsor on all marketing email newsletters including LA Insider, Startup Visa Newsletter and others.

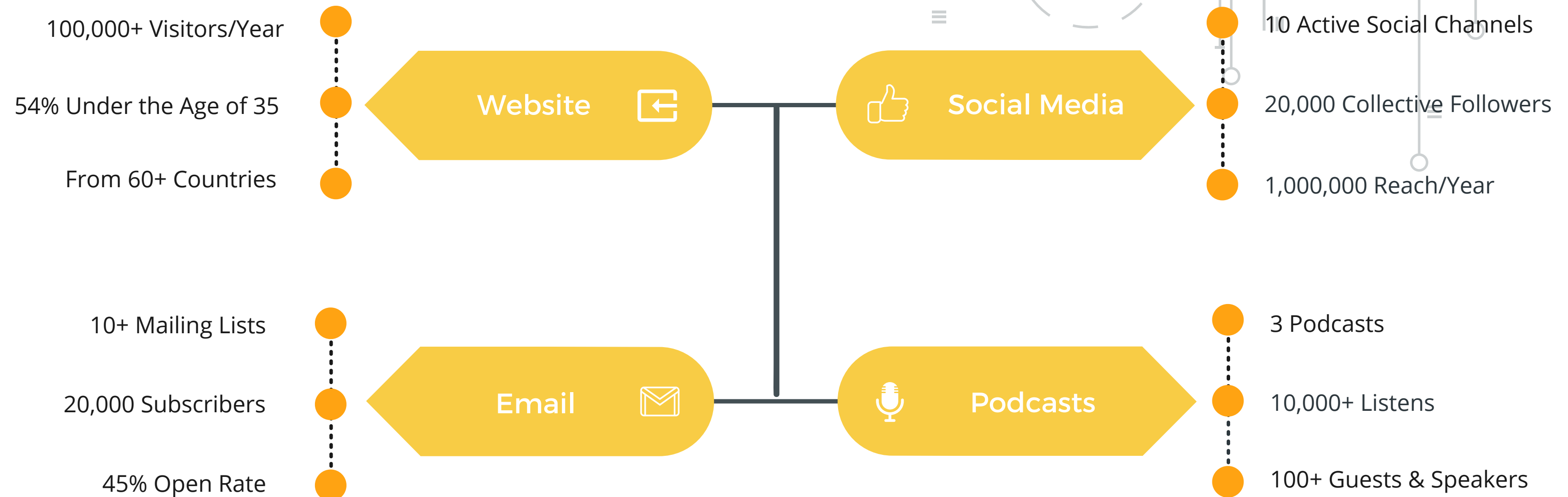
## Blog Spotlight

Dedicated blog post to spotlight your involvement in the innovation sector. Featured in the news feed and social media.

## Social Media Mentions

Reach our 20,000 strong social media followers with your unique service or offering in a dedicated post per quarter.

# DIGITAL FOOTPRINT





# EVENT SPONSOR

Get up close and personal with founders, entrepreneurs, investors, and tech enthusiasts with Launch's highly popular events.



## Presenting Partner - Demo Day/Pitch Day

Customized sponsorship options for the annual Demo Day & Reverse Pitch Competition, contact us for further details.

## CxO Events & Global Trade Missions

Customized sponsorship options & invite for CxO Dinner & Trade Missions, contact us for further details.

## Press Release & Promotion

Brand recognition at all Launch events and the opportunity to co-create a press release to announce the partnership.

## Pre & Post Event Communications

Get featured as event sponsors in all communications leading up to the event and post event recap via blog post and socials.

## Logo on All Event Promotions

Logo features in all event-specific promotions, web pages, digital and print graphics.



# LAUNCH EVENTS

- ▶ PITCH COMPETITION
- ▶ DEMO DAYS
- ▶ INVESTOR MATCHMAKING
- ▶ CXO DINNER SERIES
- ▶ INTERNATIONAL TRADE MISSIONS





## Pitch & Demo Days

This an exclusive opportunity to explore the future of technology take the stage for a competition or showcase and get to know what Launch companies are building.



## Investor Matchmaking

A dedicated and active group of over 180 investors looking to fund the next big startup. This event matches founders with funders to establish long-term mutually beneficial business relationships.



## CxO Dinners

Local and International CxO Dinners (previously held in San Fransisco, Vancouver, Toronto, Mexico, and Croatia) and an annual pre-Traction CxO Summit bringing together C-Suite Executives from all over the world.



## Global Trade Missions

International Trade Missions with delegates and government officials aiming to bridge the gap between countries, connecting founders looking for cross-border network while promoting the Canadian tech ecosystem.



# PROGRAM SPONSOR

Launch member-only programs include Maple (Startup Visa), LaunchPad (Acceleration), Launch Your Startup (Education Modules) which provides an excellent opportunity to connect with the core of the Launch community.

<b>Co-Title Launch Programs and Modules</b>	Presenting partners for educational modules such as Launch Your Startup, Fundraising Modules. Limited availability.
<b>Moderate AMA Session</b>	Opportunity to host or moderate up to 2 AMA (Ask Me Anything) webinar sessions. Speaker & topic subject to approval.
<b>Host Workshop</b>	Opportunity to host 30-minute workshops for each online program.
<b>Office Hours With Founders</b>	Opportunity to host office hours for in-person program for each cohort.
<b>Naming Partners/Pre-Roll - Podcast</b>	Exclusive podcast naming partners, or podcast pre-roll ads. Limited availability, contact us for further details.

# CURRENT SPONSORS

Our collective environment ensures deep partnerships and high touch-points with entrepreneurs at all stages.

## Join Our Current Sponsors



## LaunchPad Perk Partners



## Community Partners



# IN THE NEWS

THE  
HUFFINGTON  
POST

"Vancouver's pre-accelerator **Launch Academy** is a key factor behind the recent growth spurt [as to why Vancouver is ranked top 10 startup ecosystems in the world]"

**TC TechCrunch**

"[Vancouver has] fantastic and relatively affordable talent, excellent support infrastructure like **Launch Academy**, great government programs like IRAP and SR&ED to help startups minimize cost, proximity to the Valley and educational conferences like Traction to ignite a culture of growth."

**betakit**

[**Launch Academy**] features a diverse group of innovative startups across some of the fastest growing trends."

## ALSO FEATURED IN

**Inc.**

**Global  
NEWS**

**THE GLOBE AND MAIL**

**Forbes**

**The Logic**

**NATIONAL POST**

**DailyHive**



# GET IN TOUCH



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