

The background of the slide features a teal-tinted photograph. On the right side, a woman wearing a white hijab and a dark top is standing at a podium, holding a microphone and speaking. On the left side, a group of people, mostly young adults, are seated and looking towards the speaker, representing an audience.

2023 VENTURE SHOWCASE

Post-Event Report

Wednesday November 29, 2023

entrepreneurship@ubc



Summary

UBC is home to a thriving community of entrepreneurs creating groundbreaking impact through research and innovation. As one of the top 40 research universities in the world, UBC attracts global leaders who are leveraging their insights and discoveries to solve some of the most pressing problems we are facing today across climate, human health, and social impact.

Held on November 29, 2023 at UBC Robson Square, the 2023 Venture Showcase highlights entrepreneurs from our community who are set to be the next generation of leaders in impact and innovation. This event featured teams across our pipeline ranging from up and coming **'Sneak-a-Peek'** teams at the outset of their journeys in incubation, **'Ones-to-Watch'** ventures who are in the middle of commercialization and **'Ready-to-Raise'** HATCH Venture Builder teams gaining traction at the acceleration stage.

Goals

1) Build awareness for our entrepreneurship@UBC ventures

Our goal was to highlight our venture pipeline at various stages in their journeys to our wider ecosystem who have varying interests in ventures at each stage.

Outcomes: We saw 20 ventures pitch on stage at the Venture Showcase, and hosted 12 venture displays which allowed the presenting teams to connect and network with attendees throughout the event.

2) Bring together a diverse audience

We wanted to create a Showcase that attracts our UBC network and external industry community, developing widespread interest and excitement across stakeholder groups.

Outcomes: We welcomed over 300 individuals to our showcase, with 10% of investors and 11% community members.

3) Create value for early-stage ventures

We offered ventures in our community a meaningful opportunity to build relationships and demonstrate the traction they've built around their venture solutions.

Outcomes: Over 50% of ventures who pitched at the Venture Showcase was able to meet with 3+ investors during and after the event.

Presenting Ventures

Sneak-A-Peek

BobaBot ceco.ai



insporos

Lang Laser
Technologies



VIT-LINK
TECHNOLOGY

Ones-to-Watch



CNANO



OPTIFORGE.

Ready-to-Raise



leafi



orca



Event Highlights

We saw 542 total registrations. With a 41% attrition rate, we saw 322 attendees join us in person at UBC Robson Square.

Of these registrants, 39% of attendees had never attended an entrepreneurship@UBC event before, demonstrating the widespread impact events like the Venture Showcase has on building our pipeline and increasing our brand awareness across the innovation space.



The 2023 Venture Showcase was hosted in person at UBC Robson Square. We welcomed 20 ventures: 7 in Sneak-a-Peek, 5 in Ones-to-Watch, 8 in the Ready-to-Raise category. This year's Venture Showcase application process saw **over 35 ventures** apply to present, a record number in our four years of presenting this picture of our pipeline.



The evening kicked off with opening remarks from our Associate Director, Sean Lumb, who unveiled our **"What will the world be like when your solution makes an impact?"** video, featuring ventures from our community, who spoke to the impact their solution will bring to the world in 30 years.



Dr. Lumb was followed by our Gold Sponsor, **Fasken**, presented by Partner, Geoff Pedlow, who noted the importance of nurturing startup communities and their impact on the wider ecosystem. This is the second year of Fasken's partnership with entrepreneurship@UBC, having sponsored our last eight marquee events.

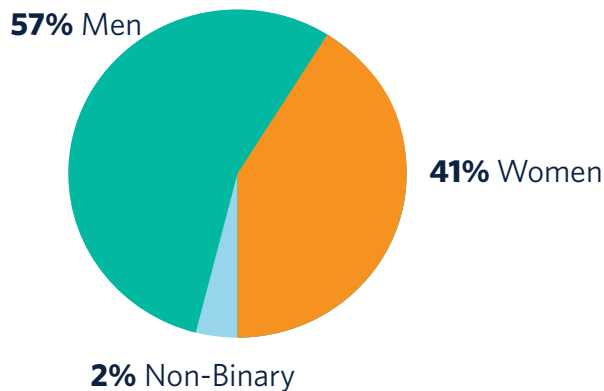


This year's event was hosted by Entrepreneur in Residence and Head of Venture Growth, **Michelle Sklar**, and Lead Entrepreneur in Residence, **Chang Han**, who brought their signature sparkle to the stage. They engaged the audience speaking to the importance of the community investment in early-stage startups, and the milestones being made by UBC entrepreneurs.

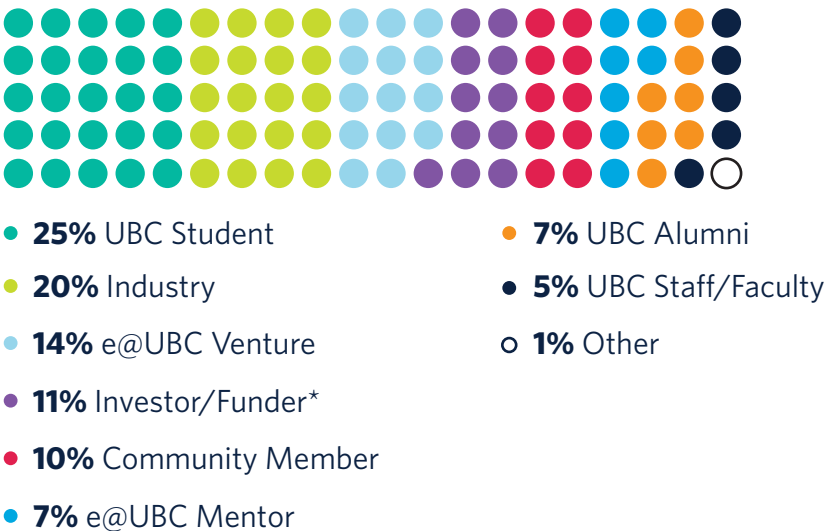


The audience was entranced by the venture presentations, especially seen from our trivia session that took place at the end of each part of the pitches. The Slido trivia session allowed audience members to show off their listening skills with questions from the pitches. The quickest responses were deemed winners!

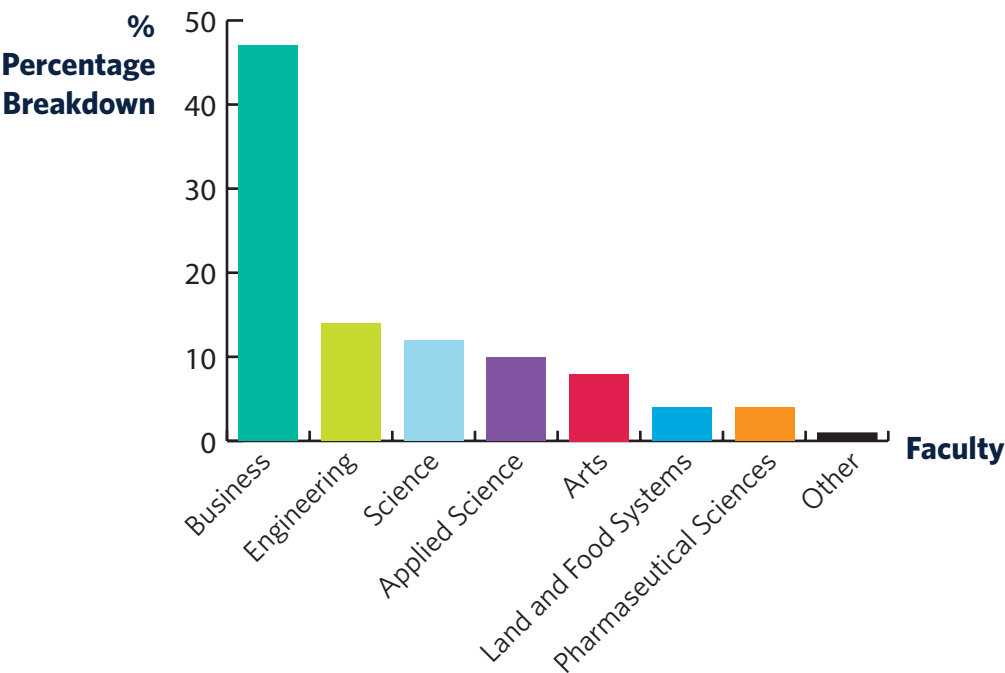
Attendee Breakdown



Affiliation



UBC Affiliation



Investors/Funders

This year we welcomed 50 investors/funders from 34 firms. We know from last year that investors are looking to connect with ventures earlier in their journeys to learn about their solutions and help prepare them for their funding rounds. As such, we provided investors/funders with one-pagers of our Ready-to-Raise ventures to provide further context to the ventures' background and ask.

Survey Results



97

Net Promoter Score from
participating Ventures



95

Net Promoter Score from
Attendees



82%

of attendees thought the format
of the event was “very good”



90%

of attendees said the event was
well above their expectations



88%

of investors enjoyed the
opportunity to “see so many
companies in a short period of
time”



81%

of attendees said there was just
the right amount of content

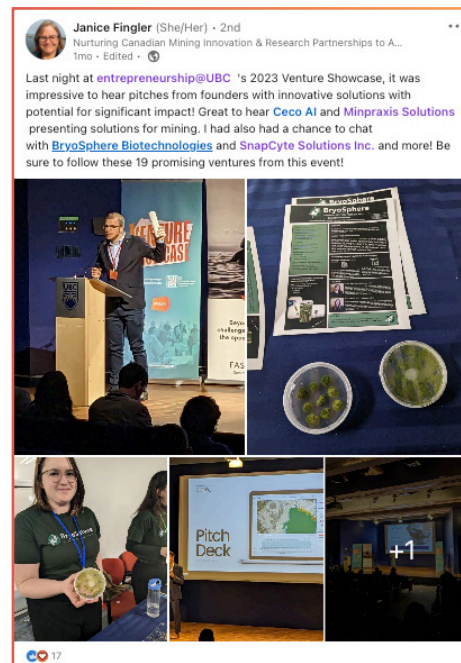
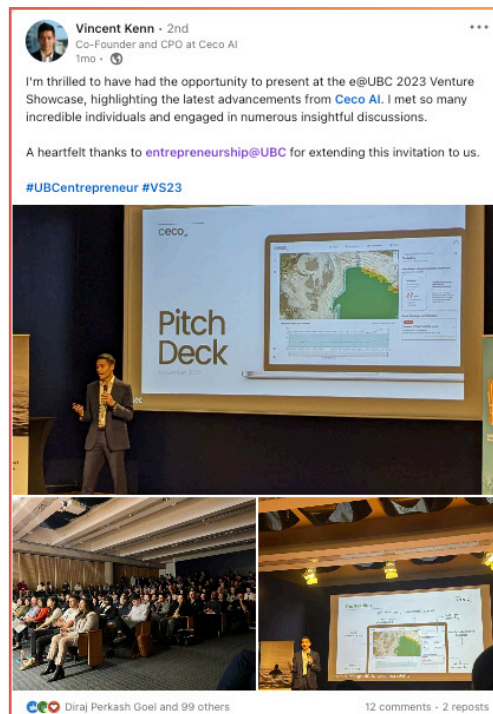
Social Media

LinkedIn

😊 245 new followers • 📈 2.9%
 😊 1,310 page views • 📈 14.9%
 😊 25 comments • 📈 26%
 😊 648 reactions • 📈 10%

Instagram

😊 177 new followers in the last 3 months
 😊 1,506 profile visits
 😊 1,134 reach



Testimonials

“That was a good event. I was very impressed by the quality of the presentations and the potential of the ventures!”
- **Investor**

“Excellent pace to the presentations and venue was convenient” - **Dave Eto, Qumai SA**

“A very organized event showcasing viable ventures solving real life challenges” - **Community Member**

“Well organized, well attended with the right audience and well prepared teams/presentations!” - **Community Member**

“I found the evening energizing, the ventures well qualified, the pace was great and the event provided insights into the richness of UBC’s ecosystem.” - **Investor**



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