



2023 Investor Showcase

Presented by **entrepreneurship@UBC** and
 **ICICS**, the collaborators of HATCH Venture Builder

Event Report • May 2, 2023
UBC Robson Square

Summary

Across the UBC landscape, we are seeing research and ideas brought to bear through entrepreneurial pathways, being propelled into the world creating positive economic, cultural and environmental impacts through venture creation. A company's investor is one of the most important relationships they will have and we've seen our innovation ecosystem come out and champion our founders time and time again as they embark on this next stage of venture creation.

Tuesday, May 2, 2023, marked our 3rd annual Investor Showcase at UBC Robson Square featuring Ready-to-Raise companies from HATCH Venture Builder and Venture Founder presenting to our investor community. This year, 16 ventures took to the stage, sharing their milestones and traction as they prepare to raise Seed to Series A rounds to further their venture building journeys.

An initiative led by entrepreneurship@UBC and the Institute for Computing, Information and Cognitive Systems (ICICS), our collaborators in HATCH Venture Builder, the Investor Showcase brings together our investor/funder community to connect directly with the next generation of entrepreneurs creating impact across climate, human health, social impact and more.

Furthering our mandate

The Investor Showcase speaks directly to our vision and north star of inspiring entrepreneurship amongst the UBC population and building transformational ventures that positively shape our economy and society; while helping them launch and grow a sustainable and impact-driven future through financing.

How our values showed up at the Investor Showcase



Entrepreneur and Innovator Focused



Empowerment and Respect



Creativity and Curiosity



Velocity and Grit



Challenges



- ❓ **Ventures need exposure to gain traction:** what platform can we create to increase the awareness of our venture community and broadcast their solutions?
- ❓ **Founders need pitching opportunities:** how can we create the space for ventures to hone their presentation skills in a professional environment?
- ❓ **Ventures require key connections to investors:** how can we bring together Vancouver's ecosystem of investor champions to meet and support our flourishing community of high potential entrepreneurs?

Opportunities



- ✅ **Create a 'stage' to spotlight ventures:** leverage our community and relationships across the province to host a pitch event featuring ventures in our pipeline who are investment-ready raising funds.
- ✅ **Provide key pitch training and opportunities for feedback:** bring in local investors to our Evaluation Panel to vet applicants, share feedback and provide coaching ahead of the event date. Ventures were provided with pitch coaching and stage etiquette with Julie Howgate and the team.
- ✅ **Leverage our team and community's network of connections to create buzz around the "must attend" startup pitch event of the year:** utilize our team's collective network to invite our investor/funder contacts to meet and build relationships with high-potential UBC ventures raising at an in person event at Robson Square.

Event Breakdown



The 2023 Investor Showcase was hosted in person at UBC Robson Square on Tuesday, May 2.

The event began with networking and booth displays in the lobby of the Robson Square theater, generating excitement and build up in anticipation of the show's start. Audience members were able to interact in real-time with the presenting teams, directly speaking with founders about their venture opportunity.

At 5:00 pm, the show opened with entrepreneurship@UBC's MCs Chang Han, Lead Entrepreneur in Residence and Michelle Sklar, Head of Venture Growth Strategy, setting the tone for the evening, noting the distinctive value UBC ventures bring to the world:

"UBC's track record and commitment to global sustainability, community development and experiential learning provides the backdrop for UBC entrepreneurs and innovators to bring their most impactful solutions to the global population." **Michelle Sklar, Head of Venture Growth Strategy**

We heard remarks from entrepreneurship@UBC Interim Managing Director, Dr. Sean Lumb, as well as Director of ICICS, Professor Robert Rohling, who shared the importance of collaboration and ecosystem building, speaking to the nature of our partnership in HATCH as well as events like the Investor Showcase that bring the whole community together.

Fuelling the early-stage innovation ecosystem

In recent years, global venture successes like that seen with UBC spinout ventures AbCellera, Aspect Biosystems, CarboNet and more have set the precedent for the incredible work and research coming from the University of British Columbia, and the vital importance for patient capital to fuel these opportunities which go on to create fundamental impact at the local and international levels.

In his remarks, Dr. Lumb spoke to this, noting that 2023 marks entrepreneurship@UBC's 10 year anniversary which could not have been accomplished without our wider ecosystem's support:

"It's incredibly exciting to be in the trenches with UBC entrepreneurs... working with them to establish and build their ventures, achieve market traction, anchor them in their ecosystems and help them to realize success."

Dr. Sean Lumb, Interim Managing Director, entrepreneurship@UBC

Investor support is a fundamental driver for venture success, and events like the Investor Showcase help embed ventures within this community to create relationships that fuel their growth and sustainability as organizations creating impact.

The 2023 Investor Showcase was proudly sponsored by Fasken, hearing from Firm Partner Geoff Pedlow who shared the importance of nurturing early-stage ventures from the outset to ensure the longevity of the innovation community as a whole.

Then, it was show time: 16 ventures took the stage in 5 minute pitch slots sharing their stories, solutions, and asks for fundraising. Ventures were invited back on stage after their presentations for group fireside Q&A panels moderated by Entrepreneurs in Residence Tiffany Hamilton and Fraser Pogue who dove deeper on the viability of their solution, how they intend to deliver impact and their next key milestones to peak investor interest and highlight more of their individual stories.

The Showcase ended with our audience voting in a People's Choice Award, awarding OnDeck Fisheries AI the honor of the evening with 25% of the total vote.

A change of focus

In a departure from COVID-19 protocols, the 2023 Investor Showcase was delivered exclusively in person to encourage strong connections between ventures and our investor/funder community. As a means to generate buzz and create "FOMO" (fear of missing out) and streamline our event efforts, we specifically targeted investor audience members through curated personalized outreach, charging a nominal fee to ensure quality investor attendance.

Previously this event has been free and either hybrid or completely virtual. Free events are a challenge because of high attrition rates (there is no commitment to attend day of). High attrition rates make it challenging to plan catering, among other venue logistics.

Our aim is to attract and retain quality funders who are both new to our community and have invested previously in UBC ventures.

Partners

The 2023 Investor Showcase was generously supported by our **Gold Sponsor**, Fasken.

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innovate BC



Evaluation Panel

Ventures went through a rigorous application process, detailing their 4Ts: **Team, Tech, Traction and Treasury**, as well as the impact of their venture solution. Teams were evaluated by our esteemed panel of investor experts, leveraging their knowledge and insights to decide our final line up of ventures pitching at the 2023 Investor Showcase based on funding and readiness criteria established by entrepreneurship@UBC and ICICS, the collaborators of HATCH Venture Builder.

We were thrilled to welcome **Aaron Stuart of WUTIF Capital, Alana Green of Active Impact Investments and Ralph Baddour of Badhouse Ventures.**



Aaron Stuart
COO, WUTIF Capital (VCC)



Alana Green
Principal, Active Impact Investments

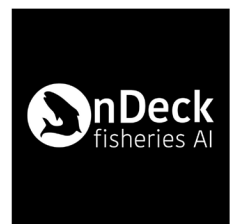
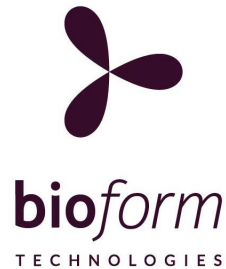


Ralph Baddour
Managing Director, Badhouse Ventures



Featured Ventures

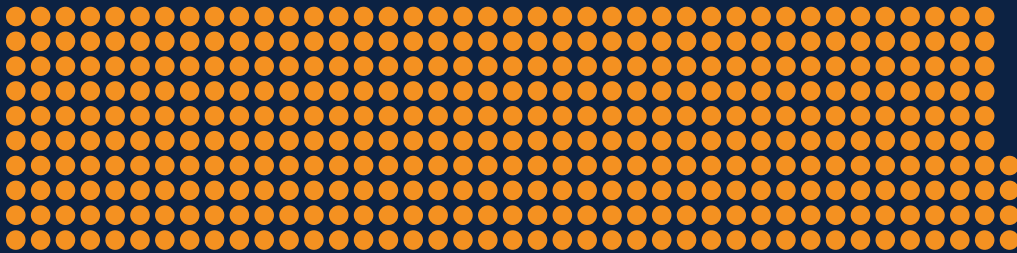
This year's show featured 16 ventures across a range of industries raising Seed to Series A rounds. Of the teams who took the stage, 12 were affiliated with HATCH Venture Builder and 4 are in the validation-stage of Venture Founder. Within these groups, 9 are affiliated with Lab2Launch and 7 with CORE (see more in Appendix A).



Audience Breakdown

404

Registrants



295

Attendees

27% Attrition Rate ⬇️



12.17%

Year-on-year increase ⬆️

263 Attendees in 2022

42%

of registrants had never been to an entrepreneurship@UBC event before

48%

of investor registrants were new to entrepreneurship@UBC

Investor/Funder Engagement

We welcomed **60 investors from 46 firms to the event, of which 52 attended** to connect with our venture community (a 13.33% attrition rate). Investors were invited based on their relationship with entrepreneurship@UBC and ICICS as well as their wider reputation in the community to ensure strong outcomes between firms and ventures.

Investor Organisations

- ▶ **Active Impact Investments**
- ▶ **adMare BioInnovations**
- ▶ **Aikang Group**
- ▶ **Angel Investor**
- ▶ **BC Ministry of Energy**
- ▶ **BDC**
- ▶ **BDC Deep Tech Fund**
- ▶ **Beyond Query LLC**
- ▶ **Canadian Food Innovation Network**
- ▶ **Chrysalix Venture Capital**
- ▶ **Electronic Arts**
- ▶ **Emobility Energy Inc.**
- ▶ **Evok Innovations**
- ▶ **Front Row Ventures**
- ▶ **Genome BC - I2 Fund**
- ▶ **IceCubator Lab Vancouver**
- ▶ **Impresario Partners**
- ▶ **InBC Investment Corp.**
- ▶ **Innovate BC**
- ▶ **Invers**
- ▶ **Kite Company Creator**
- ▶ **LOI Venture**
- ▶ **Nimbus Synergies**
- ▶ **Pangaea Ventures**
- ▶ **Procurement Assistance Canada**
- ▶ **Propel Impact**
- ▶ **Quota Partners**
- ▶ **RBCx**
- ▶ **Renewal Funds**
- ▶ **Scale Asia Venture**
- ▶ **Sitka Foundation**
- ▶ **Spring Activator**
- ▶ **Stratesol**
- ▶ **Supernode Capital**
- ▶ **TELUS Pollinator**
- ▶ **TiE Global Angels**
- ▶ **UpperStage.Capital Inc.**
- ▶ **Vancity**
- ▶ **Vancouver Propel Impact Fund**
- ▶ **VANTEC Angel Network Inc.**
- ▶ **VE**
- ▶ **Voyager Capital**
- ▶ **Weave VC**
- ▶ **WLH**
- ▶ **Women's Equity Lab and WeBC**
- ▶ **WUTIF Capital**

31%

UBC Community Breakdown

of attendees were part of the UBC community of students, faculty and alumni

Student Affiliation: Faculty



- 29 Sauder School of Business
- 7 Unknown
- 6 Pharmaceutical Sciences
- 3 Applied Science
- 2 Engineers in Scrubs
- 2 Imagine Journalism
- 2 Science
- 2 Science
- 1 Arts
- 1 Education

Staff Affiliation: Faculty



- 6 VPRI
- 2 Sauder
- 2 Applied Science
- 1 Unknown

Alumni Affiliation: Faculty



- 8 Arts
- 6 Sauder School of Business
- 6 Science
- 4 Applied Science
- 1 Kinesiology
- 1 Medicine

Event Outcomes



NPS = 76+

The 2023 Investor Showcase earned a resounding 76+ Net Promoter Score marking a 2.7% increase compared to 2022 and 26.7% increase compared to 2021. This marks our highest net promoter score of any marquee event!

Survey Outcomes



Investor/Community Feedback

- ✔ **80% of investor respondents** said that the venture presentations were “very good” or “excellent”
- ✔ **60% of investor respondents** said that the event format was “very good” or “excellent”
- ✔ **80% of investor respondents** are planning to connect with venture teams for follow-on conversations
- ✔ **75% of community respondents** said the Investor Showcase was “above expectations” or “well above expectations”

Presenting Venture Feedback

- ✔ **100% of presenting venture respondents** said they would 100% recommend the Investor Showcase to other colleagues
- ✔ **75% of presenting ventures** connected with 3-5 investors while 25% connected with 6-8

“[The Investor Showcase was a] great opportunity to see what UBC-connected tech start-ups are doing.”

- Investor

“I thought it extremely impressive to see so many world-level ventures presented very professionally - and all in our little corner of the world.”

- Member of Industry

“It is an ideal networking event ... plus ... insights on how the future shapes the present.”

- Investor

“A great way to hear about new ventures and investment opportunities.”

- entrepreneurship@UBC Mentor

“Very welcoming people at the networking. Very well organized event. All of the startups were so well prepped. The 5-minute timing was beautifully managed. It ran like clockwork. Just generally, a very well executed event.”

- Member of Industry

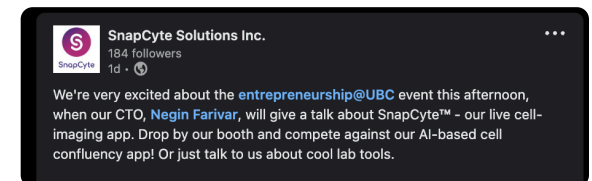
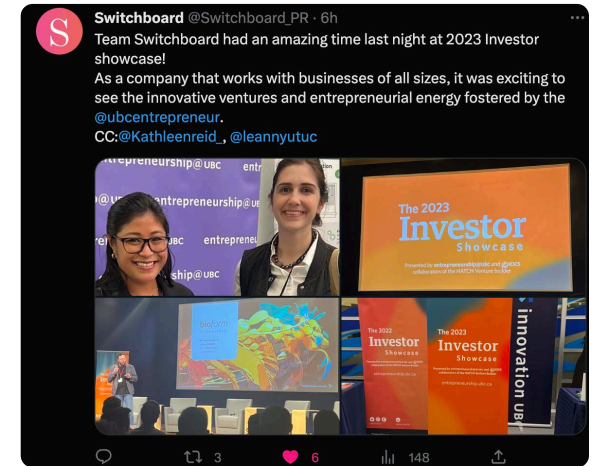
“This was a great opportunity to showcase our company, learn from others, and develop spirit.”

- Presenting Venture

Marketing Outcomes and Engagement



- ✔ **4500+ landing page views** accounting for 22% of site traffic during this campaign period.
- ✔ **8300+ organic impressions** across social media on Investor Showcase-related posts.
- ✔ **155 new LinkedIn followers** throughout the campaign period.
- ✔ **10.72% CTR** on our Venture Announcement on LinkedIn.
- ✔ **43.52% average open rate** and **3.5% average CTR** on Investor Showcase email newsletters.
- ✔ **98 emails added** to our newsletter audiences.
- ✔ **1 pre-event article in Techcover: OnDeck Fisheries AI & UVX Among Startups At UBC Investor Showcase.**
- ✔ **1 post-event article in Vancouver Tech Journal: Meet the 16 startups featured at entrepreneurship@UBC's Investor Showcase.**
- ✔ **Mentions on social media** by partners like New Ventures BC, Innovate BC, Techcover, Vancouver Tech Journal, Switchboard PR, the Vancouver Economic Commission, UBC's Bradshaw Research Institute for Minerals and Mining and more.





Next Steps



Our objective for the Investor Showcase was to help UBC entrepreneurs make key connections with investors by bringing together our network of investors to help fuel the next leg of their journeys. As the jumping off point for this momentum, we will continue to survey and report on venture connections made through the Investor Showcase, surveying both ventures and investors, to learn how this event helped to land funding opportunities.

Are you interested in getting in touch?

Reach out to our Lead Entrepreneur in Residence, Chang Han, to learn more at chang.han@ubc.ca

Appendix

Ventures featured in the 2023 Investor Showcase

Lab2Launch:

- ▶ Arca
- ▶ Bioform Technologies
- ▶ Bryosphere Biotechnologies
- ▶ Dfinity Solutions
- ▶ Mesintel Therapeutics
- ▶ Mitra Biotechnologies
- ▶ NanoTech Innovation
- ▶ SnapCyte Solutions
- ▶ UVX

CORE:

- ▶ CargoSprout
- ▶ GeoGen Technologies
- ▶ EBuilding
- ▶ Leafi Home
- ▶ Sarcomere Dynamics
- ▶ OnDeck Fisheries



▶ INSTANT
▶ ACCURATE
▶ SMART
▶ ACCESSI



Get in Touch

   [ubcentpreneur](#)
 [entrepreneurship@ubc](#)
 communications@entrepreneurship.ubc.ca

 innovation UBC [entrepreneurship@UBC](#)