

entrepreneurs@UBC Investor Showcase

May 26th 2021
Event Report





Summary

Entrepreneurship and innovation thrive at UBC. From the incredible research and discoveries happening across campus to ideas and trends emerging from the university's population of transformational thinkers, UBC is home to a rich community of early-stage ventures set to shape the future of our world.

Through entrepreneurship@UBC and HATCH, we nurture this innovation from the ground up, working with early-stage innovators to build their potential for impact. This was on full display May 26th at the 2021 Investor Showcase presented by HATCH, entrepreneurship@UBC and the Institute for Computing, Information and Cognitive Systems (ICICS).

Evolved from our annual Investor Day, the Investor Showcase highlighted high-potential, investible ventures currently supported through entrepreneurship@UBC and the HATCH Accelerator to our investor and wider UBC community.

With 20 ventures pitching across 3 categories ranging from **"Ones-to-Watch"**, **"Ready-to-Raise"** and those **"Preparing-for-Liftoff"**, the event featured ventures from our early-stage incubator to the HATCH Accelerator with the goal of recognizing and spotlighting the incredible game changing innovations coming from the University of British Columbia.

Objectives:

- Connect ventures who are ready to raise with the investor/funder community to propel them to their next stage of growth
- Create opportunities to showcase our pipeline of ventures across the various stages of our program to our wider BC innovation and science community
- Deliver thought-leading, engaging and educational content around funding and the investment landscape

Opportunities:

- Host a multi-stakeholder event connecting our venture community with the wider UBC and BC ecosystem and investors/funders across our region and along the Cascadia Corridor
- Invite top tier investors to share their insights and expertise on the funding landscape to educate and inspire
- Increase awareness and strengthen our brand among Angel, Seed and Series A Investors, firms and funding organisations

Event Breakdown

"Ones-to-Watch"

3 ventures participating in our early-stage incubator

"Ready-to-Raise"

12 ventures participating in our later-stage incubator and HATCH Accelerator

"Preparing-for-Liftoff"

5 ventures participating in our later-stage incubator and HATCH Accelerator

Hosts

2 hosts who gave introductory remarks and moderated the Q&A

Keynote

3 investors on our Keynote Panel

EiR Champions

11 EiR Champions who introduced venture teams they have been working with as part of entrepreneurship@UBC and the HATCH Accelerator

Areas represented in the Ready-to-Raise category:

5 Climate ventures

1 Hardware venture

3 Human Health ventures

1 Finance & Accounting venture

1 SaaS venture (Software-as-a-Service)

1 Robotics Venture

Ecosystem Engagement

Evaluation Panel

As part of the Investor Showcase submission process for the “Ready to Raise” category, applicants were asked to present to an esteemed panel of external experts who brought an objective lens to the evaluation process. We welcomed Irene Dorsman, CEO & Director of Angel Forum, Thealzel Lee, Founder, Director & President, E-Fund, Angie Schick, Executive Director, New Ventures BC and Jenny Yang, an Angel Investor, to our judging table to make the final decision on which 12 ventures would make it through the the final event.



Irene Dorsman



Thealzel Lee



Angie Schick



Jenny Yang

Keynote Panel

We kicked off the 2020 Investor Showcase with a keynote panel, where we welcomed experts from across the investor/funder ecosystem to share their thoughts on the funding landscape, future of capital and opportunities for entrepreneurs in our ecosystem. We were delighted to have Jessica Prince, Executive Director responsible for InBC Investment Corp., Ministry of Jobs, Economic Recovery and Innovation, Nitin Rai, Managing Partner of Elevate Capital and Anne Woods, Managing Director, Life Science & Healthcare of Silicon Valley Bank, join us for an insightful discussion which was moderated by entrepreneurship@UBC's Managing Director Kari LaMotte.



Jessica Prince



Nitin Rai



Anne Woods



Kari LaMotte

On the Keynote Investor panel, one UBC MBA Student shared:
"Rarely do you get exposure to such unique discussions".



Attendee Breakdown

We welcomed **327** unique attendees May 26th including investors, funders, industry leaders and members across our UBC Community.

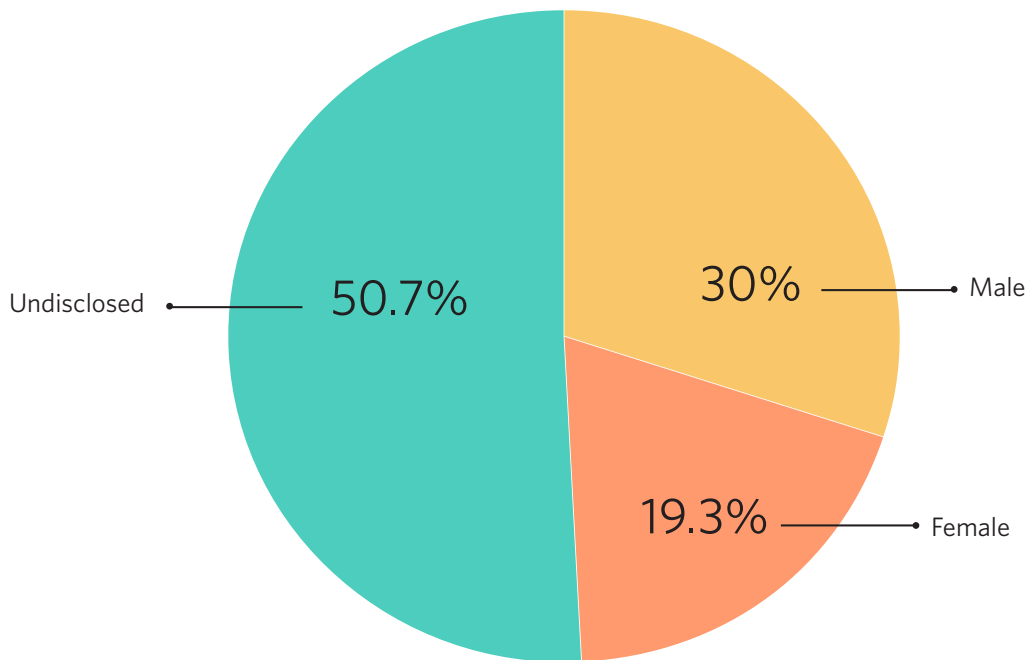
Number of RSVPs: 430

Unique Attendees: 327

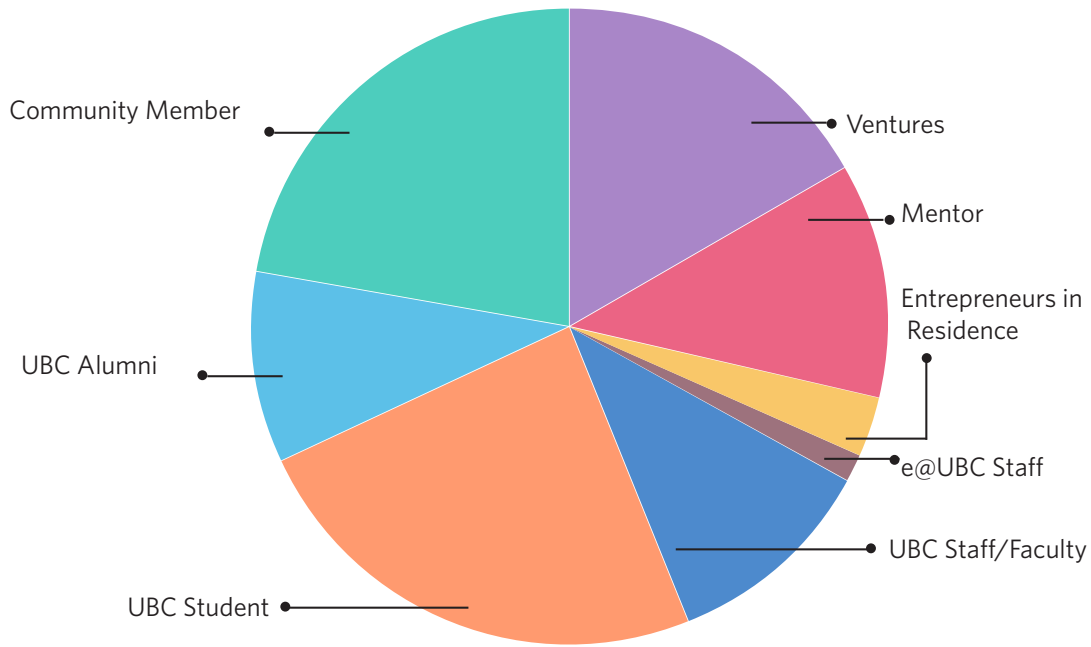
Type of Attendees

132 Investors/Funders from 90+ firms/organizations

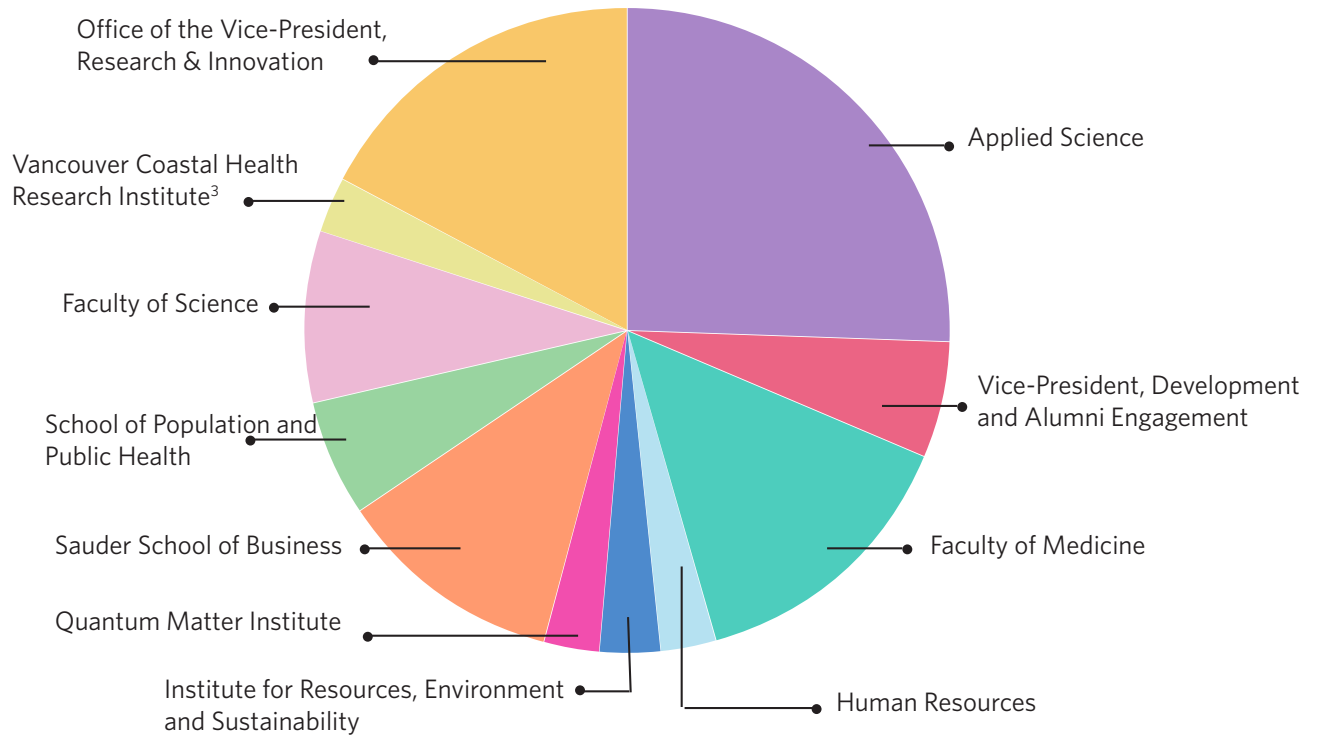
298 General Attendees



UBC Affiliation¹:



UBC Staff/Faculty /Organization²:

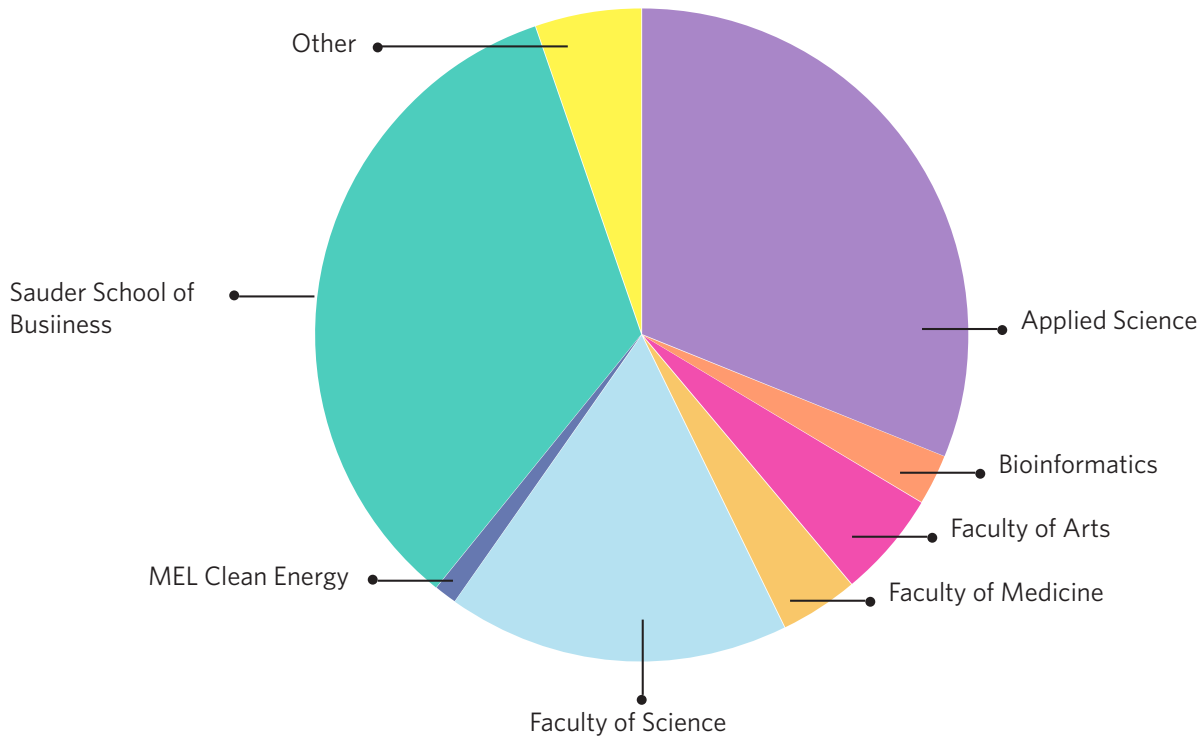


¹Note: UBC Affiliation only applies to those who registered using a "General" RSVP ticket

²Some attendees identify with more than one 'UBC affiliation' (ex. as a venture and a UBC student). As such, both the 'UBC Staff/Faculty Affiliation' and 'UBC Student Affiliation' breakdowns show more attendees per category than reported in the 'UBC Affiliation' breakdown, which only counts their primary affiliation.

³This organization is outside of UBC

UBC Student Affiliation:



Event Outcomes:

Survey Results

Respondants = 20

NPS: 60+⁴

Average= 9.1/10


NPS Scores are measured from -100 to +100. For reference:

Net Promoter Score	What it means
-100 to 0	Needs improvement
1 to 30	Good
31 to 70	Great
70 to 100	Excellent




***On the event and ventures in the entrepreneurship@UBC and the HATCH Accelerator:
 "Incredible lineup of speakers, talent and well organized engaging event for Pitch
 Sessions" - Funder, ICTC- Information Communication Technology Council***


⁴This Net Promoter Score is cumulative of both the "general" and "investor/funder" survey responses.



On the ability to meet our venture community and network across the ecosystem:
"I loved everything about it! Such a great opportunity to see all the cool work happening in/around Vancouver. Also such an amazing networking opportunity!" - **UBC Staff/Faculty member, Chemical and Biological Engineering**



On learning about the innovations coming from UBC:
"The showcase was very helpful to know about upcoming ventures in the community. Furthermore it boosts the spirit of entrepreneurship by supporting these ventures." - **UBC Community Member from Osler, Hoskin & Harcourt LLP**



"I think this showcase is an amazing way to hear/see up and coming businesses in a range of fields that are all trying to address meaningful problems or solutions in their fields." - **UBC Student**


Objectives and Results

Objective 1: Grow our investor network


The 2021 Investor Showcase was designed to engage and expand our investor/funder ecosystem and connect ventures raising with funders across our region. Specifically, we set out to identify 80 new investors to add to our investor list⁵.

Of the 132 registered investors/funders, 80 were new to our community, growing our investor network across Canada and the Western United States.

We were excited to welcome new investors to our network and have them be introduced to our venture community:



I wanted to share that the investor showcase communications have been top notch. Thank you (especially for the 1-pagers!). - **OMERS**



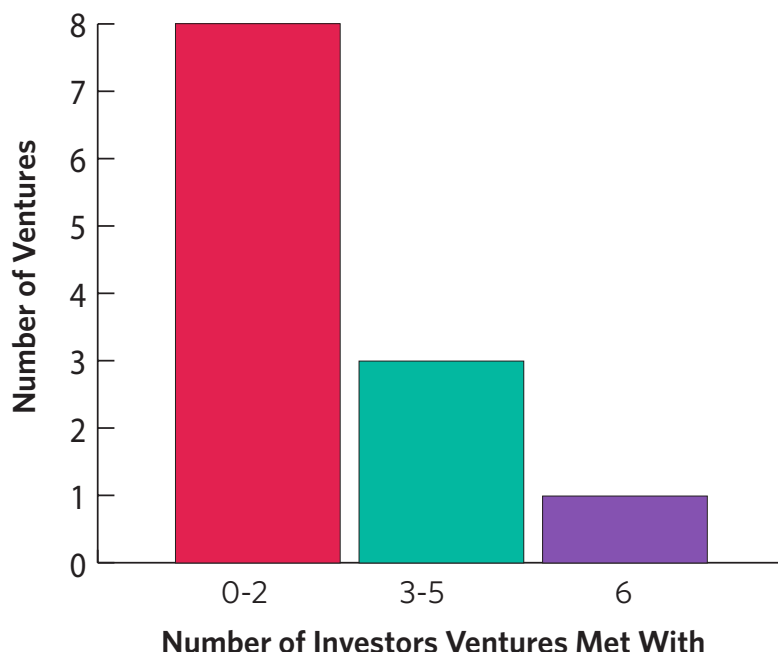
"I attended two other similar events just this week, one from Northwestern U and another from U Washington, and I was pleasantly surprised that entrepreneurs at UBC ranked the highest of the entrepreneurs we saw this week." - **Investor, Little Green Bamboo Capital**

⁵Within our investor list and definition of who an investor is, we include independent Angels, Angel Networks, Investment Firms and Funding Organizations.

Objective 2: Connect ventures with investors/funders

In addition to gaining exposure pitching at the event, Ready-to-Raise ventures were assigned private breakout rooms immediately following their presentations to engage directly with investors/funders interested in learning more about their ventures and asks. This was a great way to help the ventures capitalize on the momentum and energy of their presentations. Ahead of the event, registered investors were also given one-page backgrounders on the ventures they were interested in hearing from to provide additional details on where the company and team are in their journey”

Of the 12 breakout rooms:



We found that both the ventures and investors/funders gained tremendous benefit from this breakout format to build on their pitch or facilitate connections immediately to follow up for further discussions.



*“As a startup, it’s a stage to maximize the exposure to the community at large, [and the event] saves a lot of time to reach out individually.” - **Phase 3 Venture***



*“[The 2021 Investor Showcase] was a good pitch experience and the private breakout room idea was fascinating.” - **Phase 4 Venture***

Objective 3: Increase our brand recognition and expand the entrepreneurship@UBC/HATCH venture community

As a multi-stakeholder organization, engaging entrepreneurs across our UBC community and wider ecosystem, we are always looking to grow our brand awareness. In addition to expanding our community, we look to evolve our pipeline of UBC entrepreneurs.

One of the metrics we use to measure community engagement is through the growth of email subscribers, social media followers and media partners.



+157 Additions to our Newsletter

(Accounting for a 12.8% increase to our Climate Venture Studio Newsletter)

(Accounting for a 1.3% increase to our General Newsletter)



+2 Press Releases on the event from Techcover and T-Net

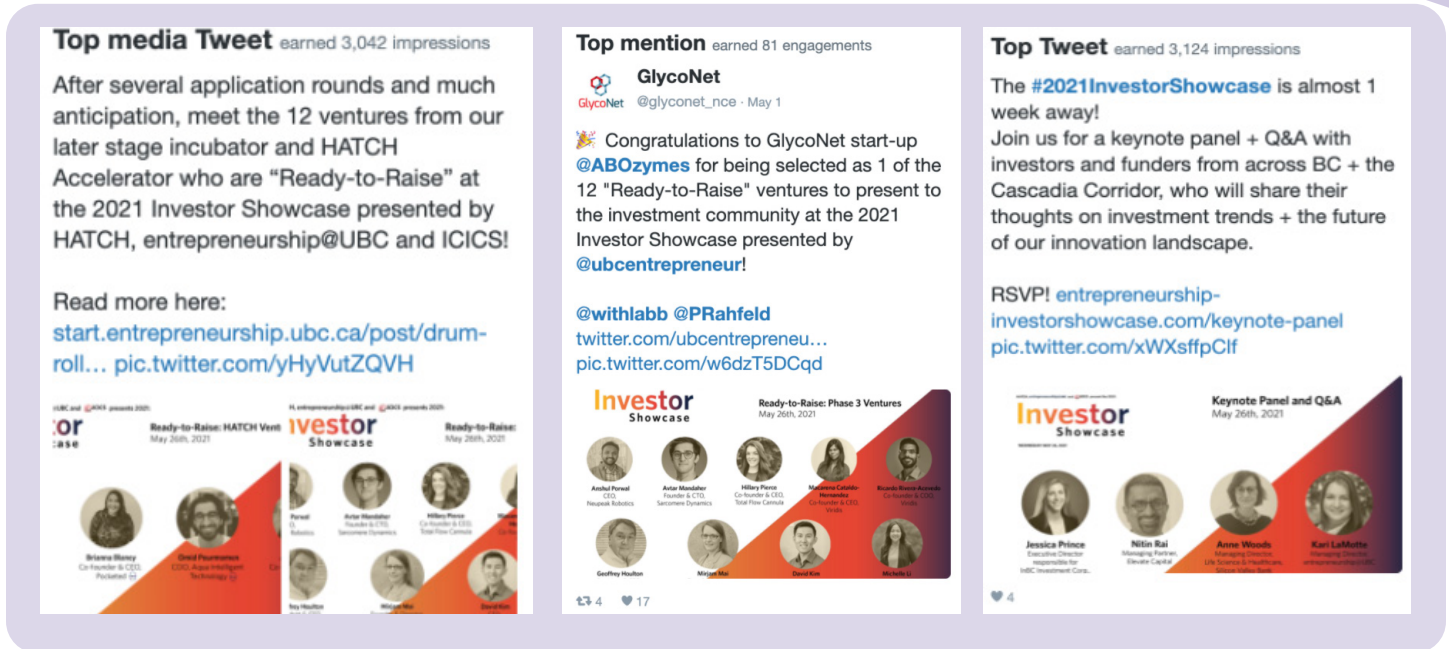


+1 Review by Switchboard Pr's Managing Director Kathleen Reid in Techcover



*"I am looking forward to the next [event]! Hoping to join Lab2Launch and hopefully pitch my own venture during a session next time!" - **UBC Staff/Faculty member, Chemical & Biological Engineering***

Digital Engagement



- 553+ views of our Ready-to-Raise announcement, "Drum Roll please... Announcing the 12 ventures "Ready-to-Raise" at the 2021 Investor Showcase!" with 402 views coming directly from LinkedIn
- 100+ views of our roundup feature on the event, "Entrepreneurship and innovation on full display at the 2021 Investor Showcase"
- 156+ followers on LinkedIn over the course of the campaign from March 31st to May 26th.
- Mentioned on social media by these UBC accounts and partner institutions:
 - Applied Science
 - Engineering
 - School of Public Policy and Global Affairs
 - University of British Columbia
 - UBC Graduate Studies
 - Stewart Blusson Quantum Matter Institute
 - Vancouver Coastal Health Research Institute

- Mentioned on social media by the following partners and speakers:



Angel Forum



Discovery Parks



Foresight



GlycoNet



Innovate BC



Jessica Prince
of In BC



New Ventures
BC



Nimbus Synergies



Pangea Ventures



TiE Vancouver



Physician Innovator



Robert Lewis,
SFPM Consulting



Troy DeFrank of
Trade & Invest BC



VANTEC Angel Network

Next Steps

As an early-stage outcomes report, we will be continuing to document the impact the 2021 Investor Showcase has generated by following up with ventures a part of the event to capture funding outcomes and connections garnered from the Showcase. This will be added as an addendum to this report in fall, 2021.