

The 2022 Investor Showcase

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

Event Report

May 10, 2022

Summary

Tuesday, May 10 marked the 2022 Investor Showcase at UBC Robson Square and online, featuring Ready-to-Raise companies from HATCH Venture Builder presenting to our investor/funder community. 14 ventures and 16 entrepreneurs, preparing to raise Seed to Series A rounds to fuel the next leg of their venture building journeys, took to the stage this year.

In collaboration with ICICS, the Institute for Computing, Information and Cognitive Systems, our collaborators in HATCH Venture Builder, this annual investor focused event brings together a select group of ventures to pitch their game-changing solutions to investors and funders from across our innovation ecosystem. This event builds on the momentum of our Venture Showcase in the fall, where our community is given visibility as to what is coming down entrepreneurship@UBC's venture pipeline.



Challenges

- **Ventures need to raise funds:** how can they build their network and create relationships with investors and funders?
- **Ventures need experience pitching after some 24 months online:** what arena can we provide to offer them this opportunity?
- **Ventures require exposure to the greater community to increase brand awareness:** in what way can we provide notable value to help raise their profiles and help ensure their game-changing solutions get visibility?



Opportunity

- **Create a showcase that brings together our regional ecosystem** to support and champion early-stage innovation.
- **Build awareness of entrepreneurship@UBC ventures** to our wider community through pitch presentations and rapid fire Q&As.
- **Facilitate connections** between ventures and funders in person and online.



Event Breakdown

The 2022 Investor Showcase was hosted in person at UBC Robson Square and online via live stream welcoming over **664 attendees**. Guests joined us in the afternoon to meet the ventures presenting at their dedicated venture booths where teams demoed their solutions and engaged with attendees in advance of the pitches.

The event formally kicked off with welcome remarks from entrepreneurship@UBC's former Managing Director, Kari LaMotte as well as the Director of ICICS, Professor Rob Rohling. We also heard from Gold Sponsor, Fasken, with firm partner Ally Bharmal remarking on the importance of supporting our vibrant community of early-stage entrepreneurs.

14 ventures pitched in groups of 3 or 4, followed by fireside Q&A's leveraging Slido for inclusive and instant engagement from our audience. The event was emceed'd by entrepreneurship@UBC's Lead Entrepreneur in Residence, Chang Han, and Entrepreneur in Residence, Head of Venture Growth Strategy, Michelle Sklar, leading our audience through the pitches and rapid fire Q&A panels.

The Showcase culminated in our People's Choice Award **with 132 members of our audience voting Pocketed as the winner**.

Sponsors

The 2022 Investor Showcase was generously supported by sponsors across our ecosystem dedicated to building the next generation of early-stage startups and founders.

Gold Sponsor

FASKEN

Bronze Sponsor

mcmillan

Community Sponsor

The logo for RBCX, featuring the letters "RBC" in a bold, blue, sans-serif font, followed by a stylized "X" in a darker blue color.The logo for Life Sciences British Columbia, featuring a stylized blue and white graphic on the left, followed by the text "Life Sciences" in blue and "British Columbia" in a lighter blue color below it.

Ventures



ApplyChance



bioform
TECHNOLOGIES

Bioform Technologies



Susgrainable



CargoSprout
.com

CargoSprout

leafi

Leafi Home

MINTLIST

MintList



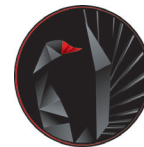
GEOGEN

GeoGen Technologies



SUSTAINED
THERAPEUTICS

Sustained Therapeutics



SARCOMERE
DYNAMICS

Sarcomere Dynamics



HealthQB



pocketed

Pocketed

verdi

Verdi



Proton Intelligence

DECAP

DECAP Research & Development

Evaluation Panel

As part of the application process, a group of 20 semi-finalists were selected to present to our esteemed Evaluation Committee, who then decided the final group of ventures to make it to the stage for May 10. **This year, applications increased by 36% making it an incredibly competitive process.**



Thealzel Lee

Founder, Director and President at eFund and General Partner at Archangel Phoenix Fire



Darrell Kopke

Director of Creative Destruction Lab, Vancouver



Maria Pacella

Managing Partner at Pender Ventures



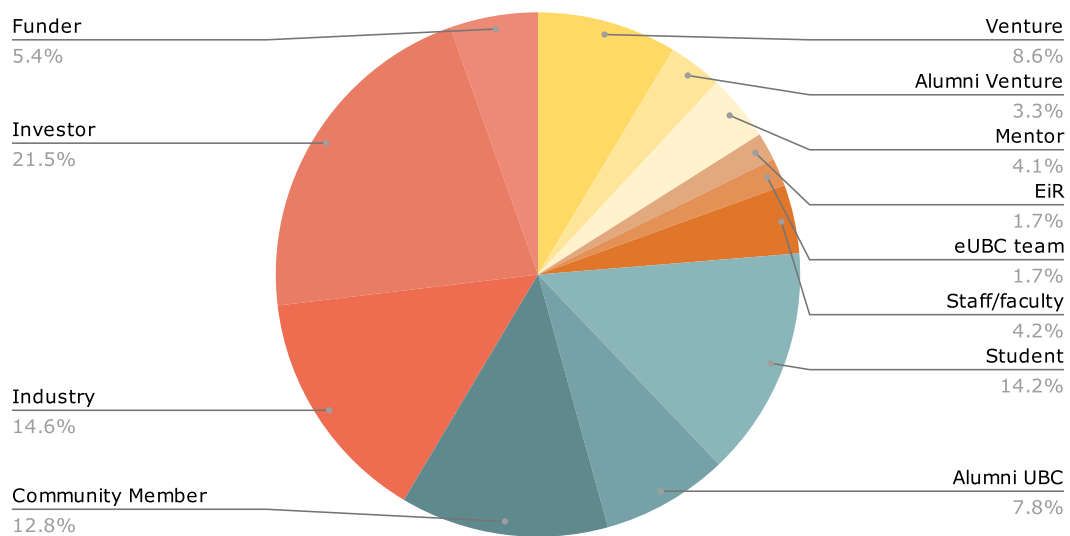
Audience Breakdown

We welcomed over 644 members across our community to the 2022 Investor Showcase including investors, funders, members of industry and members of the UBC community.

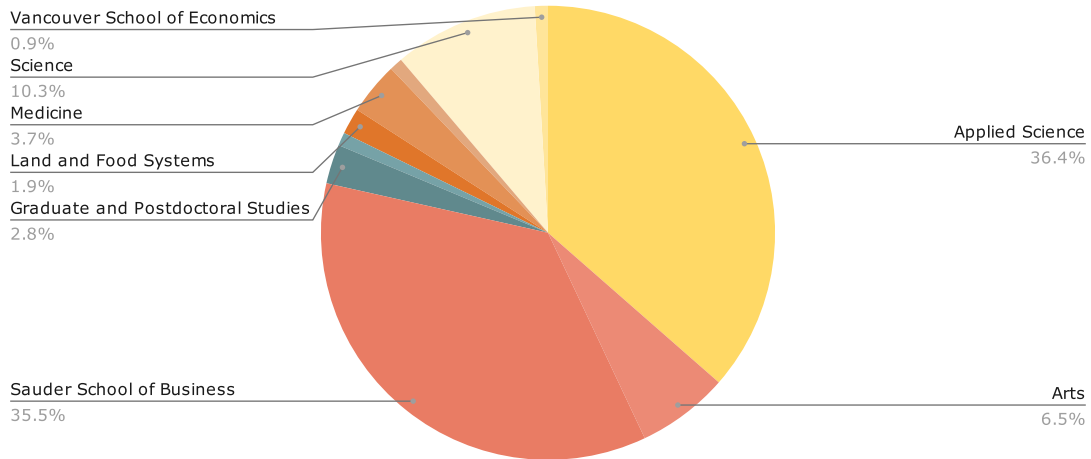
Registrants

We had 755 registrants representing a 75% increase from 2021. Of those who disclosed, **31% of registrants identified as female and 57% identified as male**. The remainder was undisclosed.

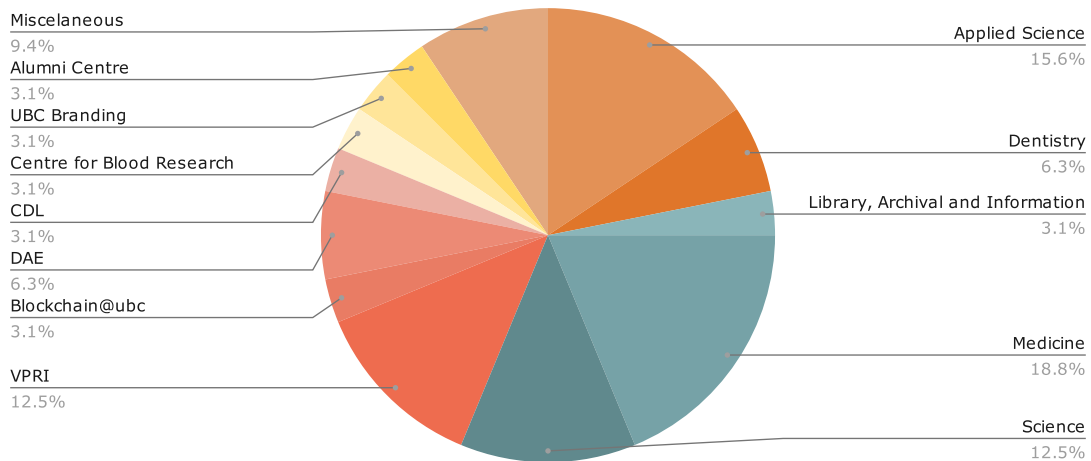
Registrant Affiliation



Faculty Affiliation: Students



Faculty Affiliation: Faculty/Staff



Attendees

We had 664 attendees representing a 103% increase from 2021.

In person: 280

Online: 384

Attrition: 12%

Investor/Funder Engagement

Of the 755 registrants, **193 identified as investors/funders**, representing 25% of registrants and a **46% increase in investor/funder interest YoY**. These investors came from **145 firms**, representing a **61% increase in firms from the previous year**.

5AM Ventures	6degrees	7gate Ventures	AC
Acorn Admissions	Active Impact Investments	AeroTrack Technologies	Agrobuisness Advisors
Aligned Interests	Alliance of Angels	Amplify Capital	Analusis Consulting
Analyticy Technologies Inc.	Ancoe	Archangel Network of Funds	Avesta
Bactree Scientific	BDC Capital	Beast	Benfam
BFore	BIOHOP TECHNOLOGIES (CANADA) INC.	Boost Start Capital	C2iBridge
Careerin Tech Society	Cascadia	Catalyst Strategies Inc.	Creative Destruction Lab
Centre for Innovation and Clean Energy	CJH Asset	Compass Analytics	Connectsoft Corp
Coolares	Dah Sing Financial Group	Datek Industrial Technologies	EchoScope Inc.
ECO Strategy	Electromate	Evok Innovations	Faicery
Fio Capital	First Focus	Fortuna Ventures Inc.	FrontFundr
Fulcrum Capital Partners	Genome BC	Getawayer Canada Inc.	GRST
HG Ventures	HISE Investments Inc.	IGwealth	Ikomed
Immersioon	InBC	Innovate BC	Innovate Calgary
INP Capital	Lark Street Capital	LFG Partners	Little Green Bamboo Capital
LOI Venture	Manner Ventures	MediaMindz	Medimap
Mighty Capital	Mindset Venture Group	Mitacs	mLearn
Mojo Ventures	MR VC	MySOLV Technologies Corp	Nano-Lit Technologies
Natural Products Canada	NEW-LINK TECHNOLOGY	Newsly	NextGen Kitchens
Nextlogic	Nimbus Synergies	NRC IRAP	Onside Restoration
Osler Hoskin Harcourt	Pangaea Ventures	Pioneer Ventures	Publish Vibe
Raindrop Consulting Real Ventures	Renewal Funds	Rhino Ventures	Richard K. Millar Strategic Consulting
Thinkinglab	TR Technologies Inc.	UK Robotix	Umiti
United Way	University of British Columbia	Uninvest Securities	Valhalla Angels
Vanedge Capital	Vanry Capital Partners	WG Visionaries	Witgrit Consulting Inc.
WUTIF Capital	Wychwood Capital Investments	Xanaav Capital	

Event Outcomes

Night of Survey via Slido:

N = 91 NPS = 74 Average = 9.2

Post Event Survey via Survey Monkey:

N = 18 NPS = 61 Average = 9

“Much higher quality ventures; good idea to do the prescreen!”
- **Investor**

“Superb range of ventures and solid quality of pitches. Teams are guided to provide some core info for potential investors and networking AND Q&A via app offers chance for those with questions to dig deeper.”
- **entrepreneurship@UBC Mentor**

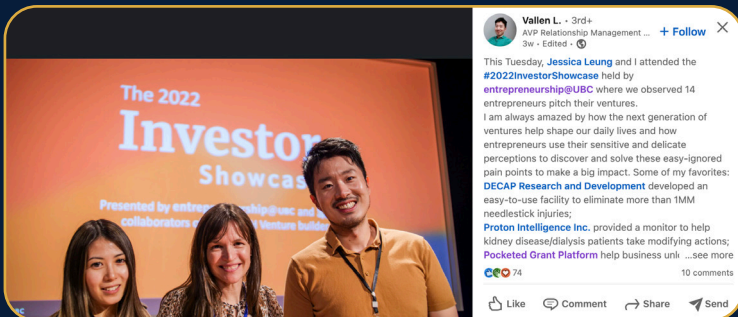
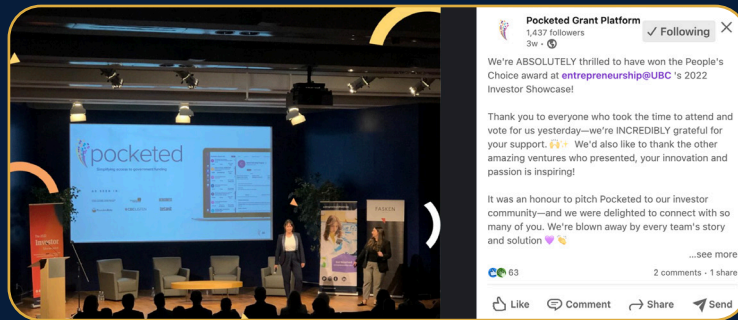
“I had an awesome time there. There is a lot of darkness out there in the world, and pessimism is abundant. The event was packed with people who are smart enough to understand the realities of our times, but are motivated to work their butts off to create something positive anyways. It’s therapy, AND it’s great to see old friends again.”
- **Alumni Venture of entrepreneurship@UBC**

“Very impressed by the quality of ventures presented and the delivery of the pitches + quality networking.”
- **UBC alumni**

“The passion and creativity demonstrated by all of the companies involved in the showcase was amazing, and the format and usage of online question [sic] kept the event moving quickly and kept the audience engaged.”
- **Bronze Sponsor**

Marketing Outcomes & Engagement

Digital Shoutouts



194 additions to our main newsletter (a **3% increase**) and 188 additions to our Venture Studio newsletter (a **14% increase**).

1

1 press release in Tech-couver covering **"The 14 ventures Ready-to-Raise at the 2022 Investor Showcase"**

2

1 interview with BC Business detailing the **impact of entrepreneurship@UBC and entrepreneurs on display at this year's Show-**



350+ views of our Presenter Announcement.



231 new followers on LinkedIn over the course of the event campaign (a **9% increase**).

Next Steps

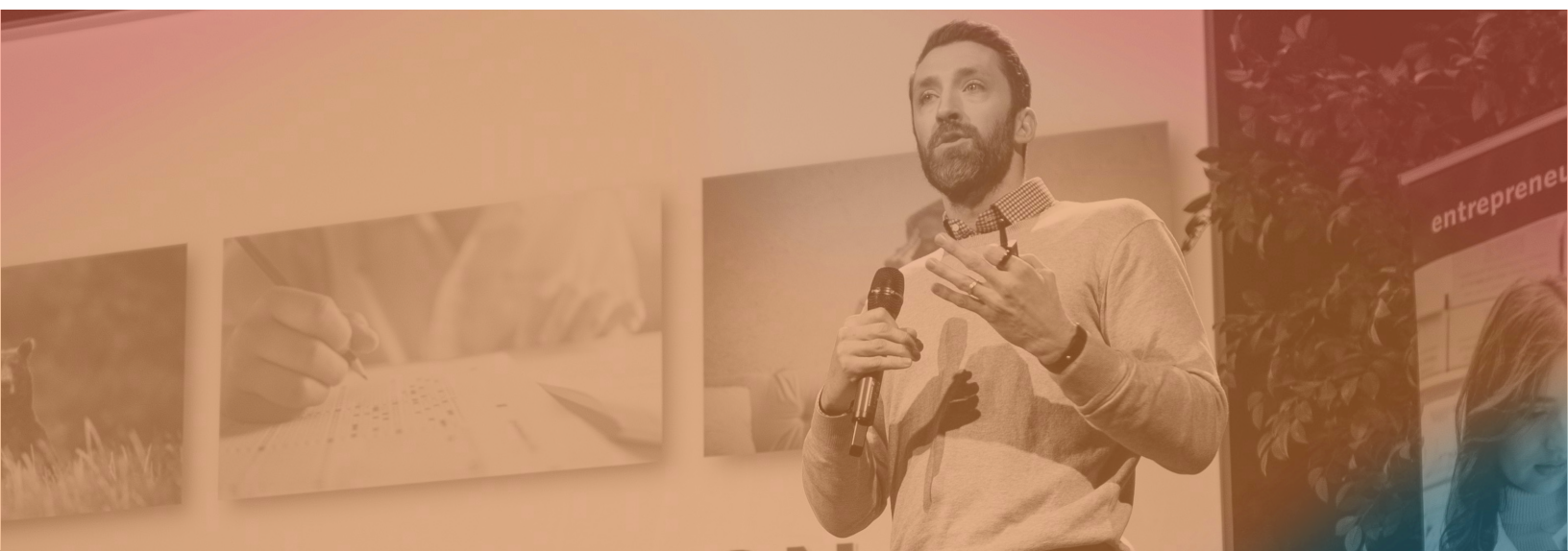
The objective of the Investor Showcase is to create awareness and facilitate connections between ventures in our community and investors/funders in the ecosystem. As such, we will be working to connect interested investors with ventures to encourage discussions and investments into our portfolio companies.

Are you interested in connecting?

Get in touch with our Lead Entrepreneur in Residence, Chang Han at chang.han@ubc.ca

Appendix

Appendix A: This year welcomed and Founder and CEO Mahyad Aghigh, Bioform and Chief Business Officer Miranda Alldritt, CargoSprout and Founder and CEO Wei Chou, DECAP Research & Development and Co-Founders Ina Na and Jamie Magrill, GeoGen Technologies and Founder and CEO Matt Hogg, Leafi Home and Co-founder and CEO William Wang, MintList and Co-founder and COO Mehrsa Raeiszadeh, Pocketed and Co-Founders Brianna Blaney and Dr. Aria Hahn, Proton Intelligence and Co-Founder Francis Steiner, Sarcomere Dynamics and Co-Founder Harpal Mandaher, Susgrainable Health Foods and Co-founder and CEO Marc Wandler, Sustained Therapeutics and Co-founder Dr. Martin Gleave, and Verdi and Co-founder and CEO Arthur Chen.



Get in touch

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@UBCentrepneur:



@entrepreneurship@UBC:

