

# 2022 Venture Showcase

Presented by [entrepreneurship@UBC](mailto:entrepreneurship@ubc)

**Event Report • November 23, 2022**

# Summary

BC is home to a thriving community of entrepreneurs creating groundbreaking impact through research and innovation, and UBC attracts global leaders who are leveraging their insights and discoveries to solve some of the most pressing problems we are facing today. As part of our mandate to support and further the journey of UBC entrepreneurs, entrepreneurship@UBC created the Venture Showcase to connect our pipeline of innovators with our wider ecosystem of industry, investors and champions.

Held November 23 at UBC Robson Square and online, the 2022 Venture Showcase highlights entrepreneurs from our community who are set to be the next generation of leaders in impact and innovation. The event featured teams across our pipeline ranging from up and coming **'Ones-to-Watch'** teams at the outset of their journeys in incubation, **'Sneak-a-Peek'** ventures who are in the middle of commercialization and **'Ready-to-Raise'** teams gaining traction at the acceleration stage.

## Challenges



- ❓ **Build awareness across stages:** Highlight our venture pipeline at various stages in their journeys with our wider ecosystem whom have varying interests in ventures at each stage.
- ❓ **Bring together a diverse audience:** Create a Showcase that attracts our UBC network and external industry community, developing widespread interest and excitement across stakeholder groups.
- ❓ **Create value for early-stage ventures:** Offer ventures in our community a meaningful opportunity to build relationships and demonstrate the traction they've built around their venture solutions.

## Opportunities



- ✅ **Build a platform to spotlight diverse ventures and founders:** Develop a far reaching showcase that features ventures across our community at different stages in their venture building journey, curating a program reflective of our ecosystem's appetite and interest.
- ✅ **Provide a venue to connect diverse networks:** Host an event in person (and online) to nurture authentic relationships, spark opportunities for connection and create brand awareness and buzz.
- ✅ **Enrich the venture building experience:** Support venture growth through pitch initiatives, giving them a wide audience to make a variety of asks and inputs.

## Outcomes



- ✅ **We welcomed over 400 individuals to our Showcase event:** 300+ in person and 100+ online, representing a 91% increase in in-person attendees YoY.
- ✅ **Hosted 10+ venture displays** for presenting teams to connect and network with attendees throughout the event and provide organic opportunities for connection across audiences.
- ✅ **Unveiled our '10 years of Impact' video** demonstrating the importance of ecosystem building and our contribution as a key player to BC and Canada's innovation ecosystem over the past decade.

# Event Breakdown

# Overview

## Living our values

The event is guided by our north star: connecting our venture community with our wider audience to give them hands-on pitch experience and the opportunity to network with our larger innovation ecosystem.

It embodies our values of being **Entrepreneur and Innovator Focused:** providing experiential opportunities for our venture teams and getting them in front of people who can help further their journeys.

**Empowerment and Respect:** we empower our founders through rigorous training and readiness programming to get them to the stage to be comfortable and excited about sharing their startup vision and solution

**Creativity and Curiosity:** we add value through creative problem solving and event execution, connecting our community in meaningful ways and building our pipeline of innovators who are curious, and ready to take the next step into innovation.

## Program Highlights

The 2022 Venture Showcase was hosted in person at UBC Robson Square, and online via livestream for attendees around the world. We welcomed 18 ventures: 6 in each the Ones-to-Watch, Sneak-a-Peek and Ready-to-Raise categories, with 20 presenters taking the stage to share their solutions to problems ranging from biotech and marketplaces to clean energy and software solutions (see *Appendix A*).

The evening began with opening remarks from our Interim Managing Director, Dr. Sean Lumb, who unveiled our '10 Years of Impact' video in anticipation of our 10 year anniversary in 2023, featuring ventures from our community including Pocketed, Aspect Biosystems, Verdi, AVA Technologies, Avivo, Total Flow Medical and CarboNet, who spoke to the critical role early-stage champions like entrepreneurship@UBC play in regards to the success of a startup's journey.

Dr. Lumb was followed by Gold Sponsor Fasken, represented by Partner Geoff Pedlow, who noted the importance of nurturing the startup community and their impact on the

wider ecosystem. Of note, this event marked Fasken's 1 year partnership with entrepreneurship@UBC having sponsored our last four marquee events: The 2021 Venture Showcase, the 2022 Investor Showcase, entrepreneurship@UBC Immersion Week 2022 and the 2022 Venture Showcase.

This year's event was MC'd by Entrepreneur in Residence, Head of Venture Growth Strategy Michelle Sklar and Lead Entrepreneur in Residence, Chang Han, who brought their signature sparkle to the stage. They engaged our audience speaking to the importance of community investment (beyond financing) in the early-stage pipeline and the milestones being made by UBC entrepreneurs. We were joined by Entrepreneurs in Residence Tiffany Hamilton and Tom Urban who moderated our two Ready-to-Raise Q&A panels, leveraging Slido.com for audience members to easily ask their questions in person or at home directly to the ventures in a rapid fire style.



## 2022 Audience Choice Awards

We held our Audience Choice Awards having our guests choose winners in each of our three presenter categories based off their impressions of the evening: In Ones-to-Watch, Sneak-a-Peek and Ready-to-Raise respectively we saw Bryosphere, OnDeck Fisheries AI and Nyoka take home the proverbial 'trophy' and glory of being recognized as a top startup in our community.

## Registration Breakdown

This year, we saw **687 registrants which is a 31% increase YoY**. With a 40% attrition rate, we saw 412 attendees, of which 304 were in person and 108 unique viewers online.

Of these registrants, **47% were new attendees having never attended an entrepreneurship@UBC event**, demonstrating the widespread impact events like the Venture Showcase has on building our pipeline and increasing our brand awareness across the innovation space.



# Who registered for the 2022 Venture Showcase?

## Gender

Reported Identity



- **50%** men
- **29%** women
- **21%** non-binary/undisclosed

Of note, in 2022, we saw a 145% increase in registrants who identified as UBC alumni and 35% increase in attendance who identified as community members. This can be attributed to our strengthened partnership with Alumni UBC who are helping to promote our work and initiatives with their audience.

*Of 687 registered attendees*

## Affiliation

Reported Identity



- **26%** Community member
- **20%** Investor/funder
- **17%** UBC student
- **15%** Venture (current/alumni)
- **10%** UBC alumni
- **6%** Mentor
- **4%** UBC staff/faculty member
- **2%** Team member or EiR

## UBC Affiliation

| Faculty                   | Count |
|---------------------------|-------|
| Applied Science           | 3     |
| Arts                      | 1     |
| Sauder School of Business | 6     |
| Land and Food Systems     | 2     |
| Medicine                  | 4     |
| Science                   | 3     |
| Brand and Marketing       | 1     |
| Development               | 2     |
| VPRI                      | 3     |
| IT                        | 2     |
| Blockchain@UBC            | 1     |

| Students                          | Count |
|-----------------------------------|-------|
| Applied Science                   | 16    |
| Arts                              | 9     |
| Sauder School of Business         | 23    |
| Graduate and Postdoctoral Studies | 1     |
| Kinesiology                       | 2     |
| Land and Food Systems             | 2     |
| Medicine                          | 3     |
| Science                           | 15    |

| Alumni                        | Count |
|-------------------------------|-------|
| Applied Science               | 21    |
| Arts                          | 16    |
| Sauder School of Business     | 58    |
| Forestry                      | 1     |
| Land and Food Systems         | 3     |
| Peter A. Allard School of Law | 1     |
| Science                       | 18    |
| No Response                   | 1     |

## Investors/Funders

This year we welcomed **136 investor/funders from 116+ firms** to the Venture Showcase to support our vibrant community of ventures.

In preparing for this event, we learned 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, much of our messaging leveraged this sentiment to demonstrate the wide range and stages of ventures who will be presenting and their variety of asks (ranging from raising funds, to connecting with partners or building their team).

## Venture Breakdown

We welcomed 18 venture teams and 20 presenters to the stage to share their solutions with our audience.

Of the presenters who took the stage, 45% identified as female, representing a 55% increase in female presenters at the Venture Showcase YoY. Of the teams, 12 represented our CORE stream and 6 represented our Lab2Launch stream. 13 teams were from Venture Founder and 5 teams were from HATCH Venture Builder.

## Firms Included

- ▶ Active Impact Investments
- ▶ Alinea Group
- ▶ Alliance of Angels
- ▶ AMZing Marketing Agency
- ▶ Analisis Consulting
- ▶ Analyticy Technologies Inc.
- ▶ Asia Trade And Investment Corporation
- ▶ ASP
- ▶ AWS
- ▶ BDC Capital
- ▶ BDC Deep Tech Fund
- ▶ Boast AI
- ▶ BRiiX Impact Investments
- ▶ CapitalNow Cannabis
- ▶ Careerin Tech Society
- ▶ Chrysalix
- ▶ Corby & Associates
- ▶ D2type
- ▶ Deloitte
- ▶ Destina Capital
- ▶ Easily
- ▶ East Van Capital
- ▶ Edu Lab Capital
- ▶ Encasa Financial
- ▶ Erna Mead
- ▶ Evok Innovations
- ▶ Expedia
- ▶ Fasken
- ▶ First Fund (thefirst.vc)
- ▶ Front Row Ventures
- ▶ FrontFundr
- ▶ Garibaldi Capital
- ▶ Genome BC
- ▶ Global High-Tech Capital Ltd.
- ▶ Global Trade Alliances Inc.
- ▶ Green Capital
- ▶ Harper Grey LLP
- ▶ Hero Innovation Group
- ▶ Innovation Science and Economic Development Canada
- ▶ Leede Jones Gable Leyton
- ▶ Lieben Education
- ▶ Linde Equity
- ▶ linkosoft
- ▶ Little Green Bamboo Capital
- ▶ MAROOF MODAQIQ DESIGN SOLUTIONS
- ▶ Mawji Ventures
- ▶ Mercer Island Telecom, LLC
- ▶ Merchant Growth
- ▶ Mitacs
- ▶ Morrison Groups
- ▶ Natural Products Canada
- ▶ Necedex
- ▶ Nestar Group Investment
- ▶ New- Link Technology
- ▶ Nextleap
- ▶ NRC IRAP
- ▶ NVT
- ▶ OKR Business Service Inc.
- ▶ Opensys
- ▶ Osler, Hoskin & Harcourt LLP
- ▶ Pangaea Ventures
- ▶ Propel Impact Fund
- ▶ Purpose ESG Holdings
- ▶ Rainbows Healthcare Inc.
- ▶ RBC dominos securities
- ▶ Renewal Funds
- ▶ Rhino Ventures, e-Fund
- ▶ Sherpa asset management
- ▶ Silicon Barn Inc
- ▶ SinoCanAm Group
- ▶ Slalom Build
- ▶ SoGal Ventures
- ▶ Spring Activator
- ▶ SSJ
- ▶ STANLEY BLACK AND DECKER - CLOUD SECURITY
- ▶ Stratesol Consulting
- ▶ Supernode Capital
- ▶ Syntherium
- ▶ Tangrace Group
- ▶ TELUS
- ▶ The Northpine Foundation
- ▶ TiE Angels Vancouver
- ▶ TMFOX VENTURE PARTNERS
- ▶ TMG HK Capital INC.
- ▶ TR Technologies Inc.
- ▶ UIIT
- ▶ Univest Securities
- ▶ Value Map
- ▶ Vancity
- ▶ VANTEC
- ▶ ViRA360
- ▶ Virtual Finacct CFO
- ▶ VisionBox Inc
- ▶ VIT
- ▶ VPC
- ▶ Wellthy International WIBIT
- ▶ World Capacity Builders Inc.
- ▶ WUTIF Venture Fund
- ▶ Xavaav Capital.

# Event Breakdown

# Outcomes

## Survey Outcomes



### Slido

- ✔ **55%** of guests responded 10/10.

### Audience Survey

- ✔ **75+** NPS from respondents in our post-event survey through SurveyMonkey.
- ✔ **50%** increase in NPS YoY.
- ✔ **50%** of guests responded 10/10.

### Attendee Responses

- ✔ **91%** of respondents noted that networking and connecting with ventures was the most valuable part of the showcase.
- ✔ **50%** of respondents said the Venture Showcase was 'above' or 'well above' their expectations.
- ✔ **63%** of respondents said the format of the event was 'very good' or 'excellent'.
- ✔ **50%** of the respondents rated the in person experience as 'excellent' and 50% of online respondents rated the **online experience as 'excellent'**.

*"Excellent presentations from a wide range of developing businesses in many industries. Excellent opportunity for connecting."*

**- e@UBC Mentor**

*"[This was a] Good opportunity to meet the vibrant UBC venture community."*

**- Community Member**

*"The presentations were outstanding. The entire experience was fantastic!"*

**- UBC Alumni**

# Survey Outcomes



## Venture Survey

- ✔ **100+ NPS** from respondents in our post-event survey through SurveyMonkey.
- ✔ **49%** increase in NPS YoY.
- ✔ **75%** of ventures responded 10/10.

## Venture Responses

- ✔ **100%** of the respondents found the applications process agreeable, noting the smoothness and fairness considered in the process.
- ✔ **100%** of ventures have made at least 3 connections immediately from the event, with 50% making 6+.
- ✔ **75%** of the respondents felt prepared for the event.

*"Very well organized and carried out. Amazing job!"*  
- Venture presenter

*"Just a Big Thank You!"*

- Venture presenter

# Marketing Outcomes



- ✉ **2% increase** to our Main newsletter and **8% increase** to our Venture Studio newsletter totalling over **280 new contacts** to our marketing funnel.
- 📌 LinkedIn grew by **4%** with **120 new followers** and **6.7K page reach** throughout the course of the campaign.
- 📷 Instagram grew by **2.5%** with **60 new followers** and **5.9k profile impressions** throughout the course of the campaign.
- 📺 **\$0** spent on marketing.
- 📰 **2 feature articles** written by Techcover:
  - 🌐 **Venture Showcase to Highlight Entrepreneurship, Innovation of UBC at Robson Square**
  - 🌐 **BryoSphere, Nyoka, & OnDeck Shine At UBC's 2022 Venture Showcase**



# Social Media Reactions

*"Yesterday I had the opportunity to attend the "2022 Venture Showcase" at UBC Robson Square to meet the founders of the most exciting projects in Vancouver... Very inspiring and insightful pitches. Thanks to entrepreneurship@UBC for organizing an extraordinary event..."*

**- Gaspar Mardones, MBA Candidate**

*"Amazing to attend two VC Events in the one city last night!... I headed over to the entrepreneurship@UBC Venture Showcase, where I saw 18(!) startups pitching their businesses to VCs."*

**- Brian Magennis, Product Design Engineer**

*"Another amazing showcase at entrepreneurship@UBC massive thank you to the wonderful mentors and supporters who made this event a huge success!"*

**- Dr. Mehrsa Raeiszadeh, Co-founder and COO of MintList**

## Mentioned on social media by:

- 👉 UBC Faculty of Land and Food Systems
- 👉 Canada Research Parks
- 👉 Bruce Claggett
- 👉 Hiroki Kudo
- 👉 UBC IT
- 👉 Hangeh Labs
- 👉 Peko Produce
- 👉 Newsly
- 👉 SnapCyte Solutions
- 👉 John Barclay (of Avivo)
- 👉 Avivo
- 👉 New Ventures BC
- 👉 Innovate BC
- 👉 Life Sciences BC
- 👉 Techcover
- 👉 Nyoka
- 👉 MintList
- 👉 Mehrsa Raeiszadeh (of MintList)
- 👉 Vancouver Tech Journal
- 👉 DYNE

## Next steps

As part of our organization's next steps to ensure the success of this event, we will be capturing outcomes from ventures regarding the number and quality of connections made from the Venture Showcase and its corresponding outcomes.

# Appendix A

## Ventures who pitched in the 2022 Venture Showcase

### Ones-to-Watch:

- ▶ Amitis (Lab2Launch)
- ▶ Batour Organic Dried Fruits (CORE)
- ▶ Bryosphere Biotechnologies (Lab2Launch)
- ▶ Nexum (formerly known as For Good Tunes - CORE)
- ▶ I ADAPT YOU Academy (CORE)
- ▶ Newsly (CORE)

### Sneak-A-Peek:

- ▶ Hangeh Labs (CORE)
- ▶ Leafi Home (CORE)
- ▶ OnDeck Fisheries AI (CORE)
- ▶ Orca Water (CORE)
- ▶ SnapCyte Solutions (Lab2Launch)
- ▶ Wiseadmit (CORE)

### Ready-to-Raise:

- ▶ Avivo Biomedical (HATCH/Lab2Launch)
- ▶ DYNE (HATCH/CORE)
- ▶ GeoGen Technologies (HATCH/Lab2Launch)
- ▶ MintList (HATCH/CORE)
- ▶ Nyoka (HATCH/Lab2Launch)
- ▶ Peko Produce (CORE)

# Get in Touch

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