



# BC TECH PARTNERSHIP OPPORTUNITIES

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Together, we're making BC the best  
place to grow a tech company.



**BC TECH**  
association

# Special Message from Our President & CEO



Jill Tipping | President & CEO

***For 25 years, BC Tech has been the voice of BC's technology industry and the go-to organization for insights, resources and support.***

As we look to the next 25 years, we are excited by how our tech ecosystem has grown and to see technology transforming every industry in every part of our province.

At BC Tech:

- **Our vision** is a BC that values technology as a positive force for good - for the economy, for society, for our future.
- **Our mission** is to make BC the best place to grow a tech company - we believe that one day all companies will be tech companies.
- **Our priority** is to grow the number of home-grown anchors - the foundation of a strong tech ecosystem.

Thanks to the support and generosity of our community partners we are able to deliver:

- Venture programs that help tech companies grow, scale and export.
- Tech adoption programs that help small and medium-sized non-tech companies understand the value that technology can bring to their businesses.
- Events and activities in shared spaces (the Hub and the Cube) that bring the community together to network, connect and learn from each other.
- An annual signature awards gala where we celebrate the very best in BC's tech sector.
- Data-driven policy recommendations to help make BC the best place to grow and scale a tech company.

We look forward to partnering with you to build a successful future and realize the potential of "Made in BC" Tech.

Sincerely,

Jill Tipping  
President & CEO



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Jill Tipping

# BC Tech Industry Snapshot: Fast Facts

**BC IS ONE OF THE FASTEST GROWING TECH SECTORS IN CANADA— WE'RE LEADING THE WAY IN INNOVATION AND GROWTH.**

\$29+ BILLION REVENUE GENERATED BY BC'S TECH SECTOR

BC LEADS CANADA IN TECHNOLOGY-SECTOR GDP GROWTH AND JOB CREATION

10,000+ TECH COMPANIES IN BC

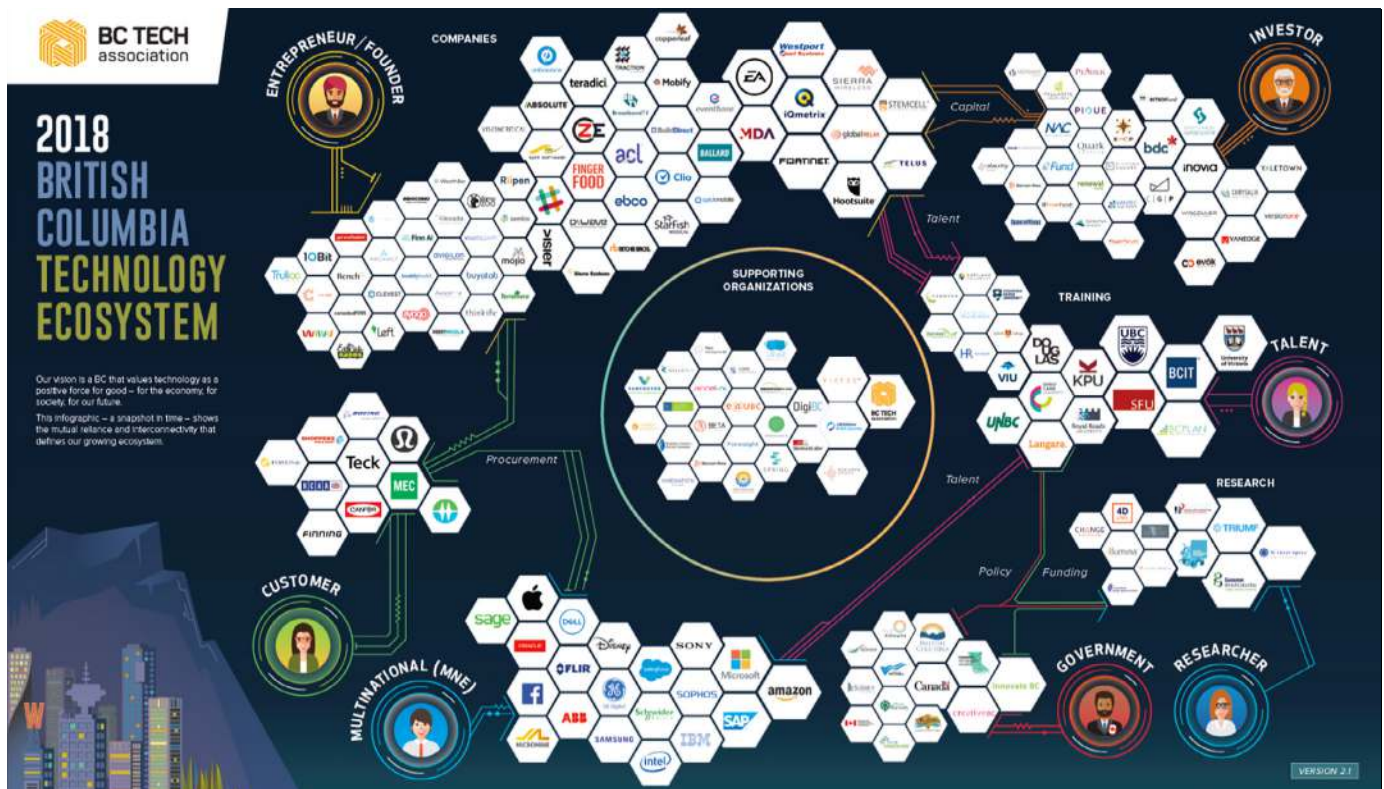
BC RANKS AS CANADA'S #1 STARTUP ECOSYSTEM

150,000+ PEOPLE WORK IN TECH—MORE THAN MINING, OIL AND GAS, AND FORESTRY SECTORS COMBINED

BC-LED DIGITAL TECHNOLOGY SUPERCLUSTER AWARDED FEDERAL FUNDING IN 2017

\$3.2 BILLION INVESTMENT RECEIVED BY VANCOUVER'S STARTUPS IN 2017

THE BC TECH SECTOR HAS DOUBLED IN SIZE OVER THE PAST 15 YEARS



# Corporate Partnership Opportunities

Be at the forefront of tech and achieve your brand and community engagement goals by partnering with us.

BC Tech partners get priority access to opportunities that include optimal brand exposure, relationship building with tech entrepreneurs and business leaders, and advisory roles with growth-stage tech companies.

Our audience includes an extensive network of decision-makers and influencers in the BC tech industry, including C-Suite executives, entrepreneurs, founders, and consultants. We also have close relationships with government (federal, provincial and municipal), professional services organizations, academia, non-profit, media, and the venture capital and investment community.

## Custom Opportunities Available

We are happy to work with you to create custom partnerships to meet your goals. For more information, connect with our team at [hello@wearebctech.com](mailto:hello@wearebctech.com).



# Digital



## BC TECH WEBSITE

Increase your company's digital footprint and promote your brand on BC Tech's homepage. The partnership includes logo recognition ("Powered by") and a link to your corporate website.

The BC Tech website ([www.wearebctech.com](http://www.wearebctech.com)) is the go-to source for all things tech in BC. It is visited by thousands of unique visitors each month, spanning multiple sectors that include industry leaders across tech and non-tech organizations (academia, investment, government, professional services, research, and more).



## EVENTS CALENDAR

Boost your brand profile on the most visited page of the BC Tech website: our Events Calendar, which includes hundreds of events hosted by BC Tech and the tech community.

The Events Calendar is frequented by tech enthusiasts and supporters across the province and beyond.

The partnership includes logo recognition ("Powered by") and a redirect to your corporate website.



## MEMBER MARKETPLACE: PREFERRED PARTNERS

The Member Marketplace is an exclusive platform for BC Tech members to share their products and services with each other and encourage local tech adoption. Members can offer or take advantage of an offer on products and services for their company and employees.

Raise your company profile and take your brand to the next level as BC Tech's Preferred Partner, which provides optimum visibility on the platform.



## COMMUNITY EMAIL

Build your brand with our vibrant audience of passionate tech enthusiasts by partnering with us on our community emails. Expand your reach by getting your company in front of our thousands of email subscribers.

### EMAIL ENGAGEMENT STATS

**46.24%** OPEN RATE    **4370+** TOTAL SUBSCRIBERS

Email engagement rate on par with engagement rate for nonprofits, with email opt-in rate higher than the reported average.

# BC TECH SPACES



## BC TECH HUB\*

BC Tech is working to grow future anchor companies needed to strengthen and sustain BC's tech sector. The BC Tech Hub is the place helping to make that happen, with a dedicated 26,000 square foot acceleration space where burgeoning tech anchors and enterprise companies come together to connect and learn from one another.

Since 2014, more than 70 companies, government agencies, and enterprise organizations have called the BC Tech Hub home—including the BC Tech team. The Hub acts as a central hot spot for the tech community to host meetings, hackathons, socials, or special announcements.

**INCREASE BRAND VISIBILITY FOR YOUR COMPANY AS A TITLE VENUE PARTNER. YOUR PARTNERSHIP WILL SUPPORT EMERGING TECH COMPANIES AT BC'S PREMIER ACCELERATOR SPACE.**

**Past residents include:** Avenue, HeadCheck Health, RentMoola, Picatic, Tickit, Thinkific, and more.



## THE CUBE\*

The Cube is Vancouver's first and only shared studio for Augmented Reality, Virtual Reality, and Mixed Reality (AR/VR/MR). The Cube boasts 6,000 square feet of studio space designed to support, build, and grow AR/VR/MR companies in British Columbia.

The Cube is an inspiring, purpose-built shared studio for entrepreneurs, innovators and leaders in AR/VR/MR.

Located in the heart of Railtown in an 89-year-old heritage building the studio is surrounded by stunning views, leaders and game-changers transforming this industry.

**INCREASE BRAND VISIBILITY FOR YOUR COMPANY AS A TITLE VENUE PARTNER. YOUR PARTNERSHIP WILL SUPPORT THE GROWING AR/VR/MR COMMUNITY.**

**Residents include:** Cloudhead Games, Didjet, Hammer & Tong, Funny Fox, LlamaZOO, uForis VR, Steampunk Digital, and more.

*\*Multiple opportunities available.*

## Speaker Series



BC Tech's Speaker Series welcomes innovative entrepreneurs and subject matter experts to share their experiences and insights with the community. Panel discussions and custom events can include pitches, company demos, or special topics that grow the cross-sector knowledge base of the tech community.

### AUDIENCE

BC Tech Hub members, including C-Suite, business operations teams and developers in up-and-coming tech companies, the greater tech community, including but not limited to: senior managers, business operations teams, IT/developers, and consultants. Audience demographics vary by series topic.

# Programs



## HyperGrowth

HyperGrowth invests in fearless entrepreneurs who are building extraordinary companies. The program helps growth-stage tech companies maximize their revenue, grow their teams, and build impactful businesses.

For six months, the HyperGrowth cohort is immersed in an intensive residency program that assists them in building comprehensive sales, marketing, and financial strategies through expert-led learning and work sessions and connecting them with world-class advisors, mentors, and executives from Vancouver’s leading tech companies.

This is not just a CEO or Founders-only program. We mentor and work with the entire leadership team to grow and optimize the company, giving partners optimum access to key decision makers and players within a team. Tech companies accepted into the program have at least \$1M in annual revenue and product market fit.

**Previous HyperGrowth companies include:** *Avenue, EasyMarkit, Picatic, Thinkific, and more.*

### AUDIENCE

Growth-stage tech companies accepted into the HyperGrowth Program, with team members that include C-Suite and business executives (sales and marketing).

## C-Councils

BC Tech C-Councils are designed to facilitate a content-rich dialogue among technology CEOs and C-level executives to share insights, best practices, and challenges—with a goal of building better businesses.

We currently offer sector-focused C-Councils for several industry verticals, as well as functional C-Councils for those in specific executive roles within tech organizations.

Partnership includes the opportunity to host a C-Council and hear insights, such as wins and challenges, from the leaders of some of BC’s biggest tech companies, as well as introductions to C-Council members.

### AUDIENCE

C-Suite, including CFOs, COOs, and CTOs within late to anchor stage tech companies.

## HyperGrowth:Life

HyperGrowth:Life is a six-month revenue and growth accelerator program that guides life sciences entrepreneurs to build BC’s next generation of anchor tech companies. The program is specifically designed for health tech, life sciences, and agritech entrepreneurs to build and run solid growth engines to scale their companies.

HyperGrowth:Life is a joint initiative between the BC Tech Association and Genome BC to launch and support commercial-ready life sciences companies in the province.

As a partner, executives from your company have the opportunity to offer strategic mentorship and expertise to promising life sciences tech companies to help them scale their growth.

**Previous HyperGrowth:Life companies include:** *Careteam, Creatus Biosciences, Headcheck Health, LifeBooster, and more.*

### AUDIENCE

Growth-stage tech companies accepted into the HyperGrowth:Life Program, with team members that include C-Suite and business executives (sales and marketing) from health tech, life sciences and agritech industries.

## Venture Program Mixer

The Venture Program Mixer is an invite-only networking evening for BC Tech Venture Program supporters and clients. At this event, partners, mentors, and companies get a rare opportunity to connect at a deeper level and meet other VIPs in the ecosystem they would not normally see on a regular basis.

This is an excellent opportunity for partners to connect directly with up-and-coming tech companies (BC Tech Venture portfolio companies), as well as key individuals at larger tech companies in Vancouver.

### AUDIENCE

Founders of growth stage tech companies, C-Suite and executive team members at anchor tech companies, and investors.

# Community Events



## TechConnect

The TechConnect series brings together BC's up-and-coming anchor tech companies of the future, including previous TIAs finalists and winners, for an evening of pitches, demos, and networking.

Partners can expect increased brand exposure with a speaking opportunity, event booth, and inclusion in the event's marketing and promotions.

### AUDIENCE

Tech and non-tech attendees, including but not limited to: C-Suite, directors, operations professionals (sales, marketing, product, people and culture, business development), venture capital and investment community, IT, consultants, media, and academia.

## Hub Social

Each month, the BC Tech team and tenant companies at The Hub gather for a fun social to connect and network with each other over snacks, beverages, and ping pong. Hub Socials provide partners with an opportunity to host and attend the event to meet some of BC's up-and-coming tech companies in a fun and casual setting.

### AUDIENCE

BC Tech Hub members, including C-Suite, business operations teams and developers in up-and-coming tech companies.



## Cube Social

Meet some of BC's most promising Augmented, Virtual and Mixed Reality (AR/VR/MR) companies and connect with enthusiasts in this industry at the monthly Cube Social, located in the heart of Railtown in an 89-year-old heritage building. Immerse yourself into the virtual world and experience it first-hand with demos from participating companies.

Cube Social partners have an opportunity to host and attend a social to connect with leaders of the AR/VR/MR community.

### AUDIENCE

Cube tenants (including founders, senior managers, business operations teams and developers), and AR/VR/MR enthusiasts.



# Technology Impact Awards



The Technology Impact Awards (TIAs) celebrate the change makers, up-and-comers, innovators, and the bold—those who are transforming our industry and building the fabric of BC’s vibrant tech ecosystem.

More than 800 members of BC’s tech industry leaders take part in this annual celebration. The TIAs garner international attention and are the longest-running and largest technology awards program in the province.

Full awards gala details, including a recap of the previous TIAs, can be found at [www.thetias.com](http://www.thetias.com).

Multiple opportunities available.





## Future Anchors of BC

We understand that for growth-stage companies, the cost of the Technology Impact Awards (TIAs) can be significant. This is why we created the Future Anchors of BC program. With the support of our gracious Program Partners, we get to invite a select number of growth-stage companies to join us at the TIAs.

Future Anchors of BC partners can expect to deepen their connections with a growth-stage company by hosting three companies (six guests: two executives from each company) at their table at the TIAs Gala.

### Custom Opportunities Available

We are happy to work with you to create custom partnerships to meet your goals. Connect with our team at [hello@wearebctech.com](mailto:hello@wearebctech.com).

### Some of the biggest tech companies have attended the TIAs



## **JOIN THE BC TECH PARTNERS COMMUNITY**

To learn more, contact us at [hello@wearebctech.com](mailto:hello@wearebctech.com)

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