



Top Tips

from BC Tech's C-Councils

317 participants from 219 BC Tech member companies participate across 14 C-Councils who meet 4 to 6 times a year. These impactful forums enable members to share insights and best practices, tackle challenges and learn from experts. All with one goal in mind: accelerating member success. Participation in C Councils is limited to BC Tech members but the wisdom gained from the forums amounts to great advice for any tech company, large or small.

TALENT

- The Growth C Council noted access to talent continues to be the biggest challenge facing BC Tech companies. Some members are starting to experiment with AI tools to help manage recruitment and reach.
- The Scale C Council noted that investors and Boards are increasingly focused on span of control and right-sizing middle management. Make sure you haven't undermined your valuation by failing to act.

CAPITAL

- The CFO C Council had two great tips: Stay on top of receivables - actively manage to improve cash flow and become aware of potential problems early. And get an operating line if you can and hold on to it as long as you can. It really helps to manage those moments when cash might get tight.
- The Anchor C Council noted that risk and reward are harder to assess in these market conditions - this is the time to do fewer, higher value, lower risk things and do them well. They also recommended spending a lot of time focusing on your pricing - your customers certainly are!
- The Startup C Council shared the need to start early when raising capital. In the current climate due diligence is taking longer to complete and investors are gun shy, so you need to show the resilience of your business and management maturity,
- When negotiating with strategic investors the CFO C Council stressed the importance of articulating well how your company's solution supports their business model and the combined value that will be realized. Remember to consider customers as potential acquirers!

CUSTOMERS

- Many of our C-Councils discussed the impact of AI on their business and the immense opportunities to efficiency and to enhance their product offering. Their advice was to get started now - start experimenting and don't get left behind!
- The CMO C-Council shared one of their best marketing tools - customer testimonials! By recording them at customer events and tradeshow by your sales team, they can become a powerful marketing tool (that doesn't break the budget)



The BC Tech C-Councils are an excellent forum for colleagues to collaborate, share wisdom and get relevant, actionable advice from peers. We all look forward to each meeting where we can connect with industry leaders and discuss the growing opportunities to deploy AI across almost every industry we serve."

ROB GOEHRING | CEO, WISR AI, Chair of the AI C Council