

Startup CEO
C-Council

Growth CEO
C-Council

Scale CEO
C-Council

Anchor CEO
C-Council

AI
C-Council

Climate Solutions
C-Council

Digital Health
C-Council

Indigenous Leaders
C-Council

\$ CFO
C-Council

CMO
C-Council

In-House Counsel
C-Council

SaaS CTO
C-Council

Talent
C-Council

Top Tips

from BC Tech’s C-Councils

355 participants from 249 BC Tech member companies participate across 13 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.

CAPITAL

- The **CFO C-Council** shared the importance of getting the market to hear your story when looking for investment. It is key to have a good CEO and a strong management team and now, more than ever, a CFO who can sell and tell the story and connect it back to the numbers.
- Our **AI council** shared that it is important to do your homework when looking for funding. Look for VCs that have invested in your space and try to get a warm intro through your network. C-Council meetings are a great place to ask if anyone has a connection with a VC or contact you are hoping to connect with!
- Our **Scale CEO council** had this great piece of advice for companies as they scaleup — revenue from customers is the best funding you can get!

CUSTOMERS

- Our **Startup Council** shared an idea for the early stages of finding product market fit. Go to your network and give it away in exchange for a video or testimonial. This is a way to build a coalition of the willing and they will be your best advocates to other customers.
- Our **Growth C-Council** shared that adding services can not only increase your revenue but also make your product stickier, through stronger customer on-boarding and customer enablement. Think about what makes your best customers successful and see if you can build that into a service offering.
- Soon we will be saying, every company is an AI company. AI can unlock opportunities for both tech and non-tech companies, and there is no part of the business - from finance to HR — that couldn't potentially gain productivity improvements through AI. Our **CFO and AI councils** agree that it is time to lean in!!!

TALENT

- Diversity is important but you have to walk the walk. Our **CTO SaaS council** shared that they found that hiring female management can make a big difference in getting more women on the team.

Here’s what C Council members have to say about the value of BC Tech’s annual Technology Impact Awards:

“It helps build credibility with investors! We struggle to get picked up on local media and having awards like the TIAs promote our organization is a huge help to our visibility in the market!”

“We were planning a raise and wanted more profile around our company! The awards are a great way to do this — we added our TIAs win to our pitch deck, employee materials and website.”

CPAs, CPHRs, Lawyers and other professions are invited to include C-Council participation towards their CPD requirements in British Columbia.