

# TOP TIPS

## From BC Tech's C-Councils

347 participants from 259 BC Tech member companies participate across 12 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.

AI  
C-Council

\$ CFO  
C-Council

CMO  
C-Council

Digital Health  
C-Council

Growth CEO  
C-Council

In-House Counsel  
C-Council

Indigenous Led Tech  
C-Council

SaaS CTO  
C-Council

Scale CEO  
C-Council

Startup CEO  
C-Council

Sustainability  
C-Council

Talent  
C-Council

### CAPTIAL

- Our **CFO C-Council** shared that profitability and cash flow are the most important metrics they are focused on in the current market. They do expect some improved conditions in 2025, but never a return to what we saw in 2021/2022.
- The **Growth CEO C-Council** explored M&A as a growth strategy and to take advantage of available financing options to make those bold moves now while the market is in your favour.
- The **Growth CEO C-Council** explored utilizing debt to bridge to their next raise. Their advice was to make sure you can raise at the right time and maximize your valuation by exploring financing options that can maintain your equity in the meantime!

### CUSTOMERS

- The **Digital Health C-Council** challenges that there are always lots of market opportunities but it is important to have the discipline to focus only on the most worthwhile ones!
- The **Growth C-Council** talked about engaging international customers as a Canadian company. Their advice was to focus on the value proposition and building a working relationship with customers, and not getting caught up waving the flag early-on!

### TALENT

- At our **AI C-Council** meeting, we explored managing IP for AI companies. Depending on the technology solution, there are many different offensive and defensive approaches to managing IP, but as a first step, companies should lock down their data ownership via founder, employee & customer agreements!
- The **Startup CEO C-Council** warns that when you are thinking of partnering with a co-founder make sure you have a shared risk tolerance. Co-founder relationships can be complex and require a lot of communication and understanding!

### Here's what C Council members have to say about the value of BC Tech's C-Councils:

"Our C-Council aims to accelerate the success of Digital Health business leaders in BC. I have enjoyed creating relationships with other CEOs, C-Suite executives and C-Council chairs to celebrate wins as well as learn from challenges in the past. The C-Council is a way for our group to set business objectives and help our members achieve their goals."

**Harrison Brown**  
HEADCHECK Health  
Co-Chair of the Digital Health C-Council

"When I became a CEO, my colleagues told me that this will be the loneliest I will ever feel in my career, but having a group of peers, like the Startup CEO C-Council, helps me feel empowered and supported in ways that only others in the same position can provide."

**Nicole Thompson**  
Remoose  
Member of the Startup CEO C-Council

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