

SCALEUP ACADEMY WEBINAR SERIES

Growing Beyond Borders | September 17, 2025 - 11am to 12pm

Discover practical strategies for expanding your business into new regions and industries, from navigating risks to spotting opportunities. Learn from leaders who have successfully scaled globally and bring fresh insights back to your own growth journey. Join us to explore how your company can thrive beyond BC.

Moderator:

- George Kondopulos, KPMG

Speakers:

- Michael Ansara, EDC
- Matt Harper, Invinity Systems
- Jung Lee, Remitly

RUN OF SHOW:

10:50AM	Speakers arrive 10 minutes early for final testing	10 min
11:00AM	Session opens	2 min
11:02AM	Opening remarks – BC Tech, Erika Borgerson	4 min
11:06AM	Speaker Introduction – BC Tech, Erika Borgerson	1 min
11:07AM	Speaker Discussion – George, Michael, Matt, Jung	40 min
11:47AM	Audience Q&A – George, Michael, Matt, Jung	10 min
11:57AM	Closing Remarks – BC Tech, Erika Borgerson	3 min
12:00PM	Event end	Time

AUDIENCE POLLS - During welcome remarks:

Poll 1 - In today's shifting global trade environment, how is your company approaching diversification and new market opportunities?

- Focusing on strengthening our current market
- Exploring new opportunities within Canada
- Pursuing opportunities in North America
- Expanding into international markets beyond North America
- Still in evaluation mode

Poll 2 - What is the biggest barrier your company faces in diversifying or entering new markets?

- Access to financing and investment
- Regulatory and compliance challenges
- Limited international networks or partners
- Internal capacity constraints
- Uncertainty around global economic and geopolitical risks

QUESTIONS MODERATED BY GEORGE:

1. We have a really excellent and diverse panel with us today, so let's kick off by hearing a bit more from each of you about your background. Tell us a bit more about yourselves and your companies, and your current approach to Diversification.
 - a. Michael
 - b. Jung
 - c. Matt

2. Choosing which markets to enter first can make or break global growth. Looking back at your own growth journey, what was the decisive moment or key insight that confirmed a market was the right one to enter — and how can other companies recognize that moment for themselves?
 - a. Jung
 - b. Michael
 - c. Matt

3. Expanding internationally can surface risks companies may not anticipate - from financial and political uncertainty to regulatory hurdles and cultural missteps. From your perspectives, what risks do you believe companies most often underestimate when entering new markets, and how can they prepare more effectively to manage those risks?
 - a. Matt
 - b. Jung
 - c. Michael - *What patterns do you see across Canadian companies, and how do you help them prepare for those risks?*

4. Partnerships often unlock market entry and accelerate growth. What role have partnerships played in your global growth journey, and what advice would you give on choosing the right partners in a new region?
 - a. Jung
 - b. Matt
 - c. Michael

5. As BC companies consider the leap into new markets, one of the biggest questions is: are we truly ready? Readiness isn't just about ambition — it's about capacity, resilience, and timing. From your perspective, what signals tell you a company is



truly ready to expand — and what advice would you give BC companies considering that leap?

- a. Matt
- b. Michael
- c. Jung

AUDIENCE Q&A - ERIKA

6. Now the final question - for startups on the line, who are just starting out but have big ambitions, what words of advice would you share with them?
- a. Jung
 - b. Michael
 - c. Matt