

SCALEUP ACADEMY WEBINAR SERIES

Stretching Your Runway | October 7, 2025 - 11am to 12pm

Funding is more than raising capital—it’s about making every dollar work harder. This session will share approaches to extend your runway, attract investors, and fuel growth without losing momentum. Don’t miss these insights to keep your company moving forward.

Moderator:

- Keith Bailey, Boast

Speakers:

- Adrian Pape
- George Reznik, Light AI
- Ai-Le Leroux, Traction Rec

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 – Keith, Adrian, George, Ai-Le	40 min
11:47AM	Audience Q&A – Keith, Adrian, George, Ai-Le	10 min
11:57AM	Closing Remarks – BC Tech, Erika Borgerson	3 min
12:00PM	Event end	Time

AUDIENCE POLLS - During welcome remarks:

Poll 1 - Every company has its edge. Where are you putting the most focus to drive growth right now?

- Talent — building and keeping a strong team
- Capital — making smart choices with funding and runway
- Supply chain — strengthening operations and resilience
- Customers — deepening relationships and driving demand

Poll 2 - When you think about funding today, where do you see the biggest opportunity for your business?

- Tapping into new capital — investors are still out there if you know where to look
- Stronger deal terms — making smarter choices on valuations and interest rates
- Partnering with the right investors — people who add networks and expertise
- Creative funding paths — grants, tax credits, and revenue financing to extend runway

QUESTIONS MODERATED BY KEITH:

1. To kick us off — could each of you tell us a bit about your background, and how your journey as a CFO has shaped your perspective on helping companies stretch their runway?
 - a. Ai-Le
 - b. George
 - c. Adrian

2. You've all worked closely with founders on the financial front lines. From your perspective, what does it really mean to 'make every dollar work harder' in 2025 and in today's market?
 - a. George
 - b. Adrian
 - c. Ai-Le

3. Runway is often framed as cost-cutting, but it can also mean smarter growth. Based on your experience, how have you used SR&ED, grants and incentives alongside equity or debt to extend runway and reduce dilution? What worked, what did not, and what would you do differently next time?
 - a. Adrian
 - b. Ai-Le
 - c. George

4. From your recent experience, what are you seeing that attracts investor interest right now? Which proof points matter most and what advice would you share with our audience about attracting investor attention?
 - a. Ai-Le
 - b. Adrian
 - c. George

5. From your experience, how do you keep growing and keep the momentum going for the business without overextending yourself financially? What creative or innovative tactics have you seen be successful?
 - a. Adrian
 - b. George
 - c. Ai-Le



AUDIENCE Q&A - ERIKA

1. 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. George
 - b. Ai-Le
 - c. Adrian