

SCALEUP ACADEMY WEBINAR SERIES

Protecting your Innovation | November 4, 2025 - 11am to 12pm

Your intellectual property is one of your most valuable assets. Get a clear, practical overview of how to safeguard your ideas, products, and brand as you scale. Register now to ensure your innovation stays protected as you grow

Host:

- Erika Borgerson, BC Tech

Speaker:

- Paul Matthews, Lawson Lundell

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 Presentation – Paul Matthews	20 min
11:27AM	Speaker Discussion - Erika & Paul	20 min
11:47AM	Audience Q&A – Erika & Paul	10 min
11:57AM	Closing Remarks – BC Tech, Erika Borgerson	3 min
12:00PM	Event end	Time

AUDIENCE POLLS - During welcome remarks:

Poll 1 - How would you describe your company's approach to IP?

- Proactive: IP is a core part of our business strategy
- Reactive: We handle IP issues as they come up
- Opportunistic: We protect IP only when it seems valuable
- Minimal: IP isn't currently a focus for us

Poll 2 - What kind of support would make the biggest difference for BC companies navigating IP?

- Financial support (credits, grants, subsidies for filing)
- Simplified processes / easier access to expertise
- Education and awareness campaigns
- International market entry guidance

QUESTIONS MODERATED BY Erika:

1. That was a great presentation, Paul — thank you for breaking down what can be a pretty complex topic. You walked us through the fundamentals of protecting innovation, but let me start with a big-picture question: For a scaling company, what's the single most important first step in building an IP strategy — and why?
2. You touched on the different types of IP in your presentation — patents, trademarks, copyrights, trade secrets. But for leaders who don't have unlimited resources, how should they think about prioritizing what to protect first?
3. Something I know a lot of business leaders wonder about is the connection between IP and company valuation. From an investor's perspective, how much does IP really move the needle when it comes to fundraising or even M&A opportunities?
4. We've got a room full of BC tech leaders here, many of them scaling quickly. What's one of the most common mistakes you've seen companies in our ecosystem make around IP that ends up costing them down the road?
5. And finally, I'd love to zoom out. You mentioned how fast things are changing — with AI, data ownership, and global competition. What's one under-discussed IP issue you think business leaders should start preparing for today, before it's too late?

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?