

**SCALEUP ACADEMY WEBINAR SERIES**

**Digitizing Trust: Lessons in Scaling Secure, Verified Tech | Jan 29, 2026 - 11am to 12pm**

In sectors like banking, cybersecurity and finance, trust is the product. This session explores how BC tech companies are tackling the complex challenge of digitizing identity, ownership, and legal assurance at scale. Founders will hear from peers who’ve successfully sold into high-trust markets, managed compliance from day one, and turned regulatory hurdles into strategic wins.

**Host:**

- Erika Borgerson, BC Tech

**Panel:**

- Matt Meanchoff, Absolute Security
- Tomy Tiangco, Mastercard
- Zac Cohen, Trulioo
- Mike Burgener, Vancity

**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 – Matt, Tomy, Zac, Mike	40 min
11:47AM	Audience Q&A – Matt, Tomy, Zac, Mike	10 min
11:57AM	Closing Remarks – BC Tech, Erika Borgerson	3 min
12:00PM	Event end	Time

**AUDIENCE POLLS - During welcome remarks:**

Poll 1 - What do you think will most determine whether customers trust AI-enabled products in 2026?

- Transparency in how AI is used
- Proven accuracy and reliability
- Human oversight and accountability
- Compliance with standards and regulation
- Strong brand reputation

Poll 2 - Based on what you see today, your company's growth in 2026 will be driven primarily by:

- New customer acquisition
- Expansion within existing customers
- New products or offerings
- New markets or geographies

**QUESTIONS MODERATED BY ERIKA:**

1. Let's start by defining 'trust' - what does trust mean to each of you, your companies and within your roles?
  - a. Mike
  - b. Zac
  - c. Matt
  - d. Tomy
  
2. When trust is the product, let's talk about what changes in how you sell, build, and position your technology?
  - a. Zac - *Trulioo operates at the centre of digital identity and verification. What is the instigator for a company reaching out to explore your technology?*
  - b. Mike - *How central is trust to your relationship with Vancity members and how does that influence the way you design digital experiences, manage data, and choose technology partners?*
  - c. Tomy - *At global scale, how do expectations around trust evolve across regions, regulations, and customer types?*
  - d. Matt - *Absolute sells into enterprise environments where security failures simply aren't an option. How does that reality shape customer conversations early in the sales cycle?*
  
3. How do emerging technologies like AI change the trust equation — and what should founders be thinking about now to stay ahead while remaining diligent about trust?
  - a. Matt
  - b. Zac
  - c. Tomy
  - d. Mike
  
4. Can you share an example where regulatory or security requirements actually helped strengthen your market position or accelerate growth?
  - a. Mike
  - b. Tomy
  - c. Matt
  - d. Zac



5. *[Time Permitting]* As companies scale, who should actually own trust internally? Product, engineering, legal, security, or leadership? And what breaks when ownership is unclear?
- Tomy
  - Zac
  - Matt
  - Mike

#### **AUDIENCE Q&A - ERIKA**

6. Now the final question - for startups on the line, who are just starting out but have big ambitions, what key takeaways would you share with them?
- Mike
  - Tomy
  - Zac
  - Matt