

SCALEUP ACADEMY WEBINAR SERIES

Secrets to Funding Success - February 24, 2026 | 11am to Noon

Securing capital is never one-size-fits-all. In this session, leaders share real-world experiences and lessons on what works—and what doesn't—when raising funds. Come gain insider knowledge to strengthen your next funding round.

Host:

- Erika Borgerson, BC Tech

Panel:

- Camellia Ho, Smythe LLP (Moderator)
- Kim Kaplan, Cymax Group
- Maria Pacella, Pender Fund
- Val Mann, 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 Discussion – Camellia, Kim, Maria, Val	40 min
11:47AM	Audience Q&A – Camellia, Kim, Maria, Val	10 min
11:57AM	Closing Remarks – BC Tech, Erika Borgerson	3 min
12:00PM	Event end	Time

AUDIENCE POLLS - During welcome remarks:

Poll 1 - Where would access to a deeper skilled talent pool accelerate growth the fastest?

- Engineering / Technical roles
- Sales & go-to-market
- Product leadership
- Data & AI roles

Poll 2 - Where would improved government procurement for BC tech have the greatest impact?

- Faster adoption of BC-built innovation
- Revenue stability from anchor customers
- Stronger credibility with private investors
- Accelerated product development

QUESTIONS MODERATED BY CAMELLIA:

1. *I'd love to begin by looking at how the capital landscape has evolved. From your experience, what feels fundamentally different about raising or deploying capital today compared to five or ten years ago? What shifts are you paying the most attention to?*
 - a. Kim
 - b. Maria
 - c. Val
2. When you think about "successful fundraising," what does that mean to you? Of course the size of the raise, the partnership quality, the strategic optionality are very important outcomes of a raise, but I'd love to hear from you about what the real markers of success are beyond just valuation and dollars raised?
 - a. Maria
 - b. Val
 - c. Kim
3. *That's really insightful — especially hearing that success isn't just about capital, but what capital enables. So now that we've defined success, let's talk about what it takes to get there — especially in BC's investment environment.*

In your experience, what makes a company truly investor-ready? What are the signals that tell you a company is prepared to raise? Conversely, what are some red flags or common pitfalls that cause investors to hesitate or walk away?

 - a. Val
 - b. Kim
 - c. Maria
4. Once a company is ready and enters the funding arena, the question becomes: what kind of funding and partners do they choose? Raising capital isn't just about getting money — it's about who you take it from and under what terms. What are the most important decisions founders should make when choosing investors, deal structures, or types of capital?
 - a. Maria
 - b. Kim
 - c. Val



5. *[Time Permitting] We've explored the challenges and decision points around funding — before we open things up to questions from the audience, I'd love to get your take on something more uplifting. When you look at BC's tech ecosystem today, what's something that genuinely makes you feel optimistic about the companies being built here and the direction we're heading?*
- Kim
 - Val
 - Maria

That's wonderful to hear — thank you. Now I'd love to bring back Erika who will guide us through some questions from the audience

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?
- Val
 - Maria
 - Kim
 - Camellia