

**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 - What best describes your current capital strategy?**

- Bootstrapped and not planning to raise
- Evaluating whether to/and when to raise
- Actively raising capital
- Recently raised and deploying capital

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

- Faster adoption of BC-built innovation
- Revenue stability from reliable anchor customers
- Stronger credibility with other customers and investors
- Accelerated product development for tech companies
- A stronger more resilient BC economy

**QUESTIONS MODERATED BY CAMELLIA:**

1. *I'd love to begin by looking at how the capital landscape has evolved. From your vantage point, what feels fundamentally different about raising or deploying capital today compared to five or ten years ago?*
  - a. Maria
  - b. Val
  - c. Kim
  
2. It's undeniable that one of the biggest forces shaping that shift has clearly been AI and it has certainly shifted investor expectations in recent years. I'm curious to hear from you all: How has AI changed investor expectations and how should companies be thinking about positioning AI as they fundraise?
  - a. Val
  - b. Kim
  - c. Maria
  
3. Bringing this down from the market level to the company level - from your perspectives, what should founders consider before they start fundraising to be best set up for success? And what are some common mistakes that you see companies make that they pay the price for later?
  - a. Kim
  - b. Maria
  - c. Val
  
4. Taking that a step further - when you look at companies that raise successfully versus those that struggle, what separates them? What are some of the green or red flags that you have seen??
  - a. Val
  - b. Maria
  - c. Kim



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 the local tech landscape. 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