

## ROAD 2 WEB SUMMIT | SCALEUP ACADEMY WEBINAR SERIES

### **Shaping BC's Impact at Web Summit - April 9, 2026 | 11am to Noon**

Hear from ecosystem leaders who are championing BC's tech sector as they share their top advice for making the most of Web Summit. From setting clear priorities and building the right connections to showcasing BC innovation on the global stage, this session will help you walk in with confidence and a focused game plan. Join us to maximize your impact at the world's largest tech gathering.

#### **Host:**

- Jill Tipping, BC Tech

#### **Panel:**

- Peter Cowan, InnovateBC
- Wendy Hurlburt, LifeSciences BC
- Loc Dao, DigiBC
- Erika Borgerson, BC Tech

#### **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, Jill Tipping	4 min
11:06AM	Speaker Introduction – BC Tech, Jill Tipping	1 min
11:07AM	Speaker Discussion – Peter, Wendy, Loc, Erika	40 min
11:47AM	Audience Q&A – Peter, Wendy, Loc, Erika	10 min
11:57AM	Closing Remarks – BC Tech, Jill Tipping	3 min
12:00PM	Event end	Time



## **AUDIENCE POLLS - During welcome remarks:**

Poll 1 - What is your organization's current priority for global growth?

- Customer acquisition
- Strategic partnerships
- Investment/Capital
- Talent recruitment
- Commercialization of research/IP

Poll 2 - What is currently the biggest driver of your interest in global markets?

- Customer demand outside Canada
- Competitive pressure
- Access to specialized talent or research
- Investment or capital opportunities
- Opportunities through partners or channels

## QUESTIONS MODERATED BY Jill:

1. When you look at global competition, what unique qualities of BC's tech ecosystem do you believe should be front-and-center at Web Summit?
  - a. Wendy
  - b. Loc
  - c. Erika
  - d. Peter
  
2. BC Tech has been advocating for the building blocks of global competitiveness — stronger procurement pathways, capital access, talent attraction, and support for commercializing IP. How does our communities make sure these shared goals create a better ecosystem and how might we collectively help BC companies use Web Summit to advance them?
  - a. Loc
  - b. Peter
  - c. Wendy
  - d. Erika
  
3. BC companies can sometimes underestimate how competitive they are globally. From your vantage point, what gives BC innovators an edge at Web Summit — and how can they confidently showcase that?
  - a. Peter
  - b. Erika
  - c. Loc
  - d. Wendy
  
4. If Web Summit leads to one outcome that meaningfully shifts BC's tech growth — what would you expect it to be, and why?
  - a. Erika
  - b. Peter
  - c. Wendy
  - d. Loc



5. *[Time Permitting]* Founders will meet investors, customers, partners, and policymakers. How can they decide where to focus their time so those conversations turn into real outcomes for their business back home in BC?
- Peter
  - Wendy
  - Erika
  - Loc

## **AUDIENCE Q&A - Jill**

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?
- Erika
  - Loc
  - Wendy
  - Peter