

**SCALEUP ACADEMY WEBINAR SERIES**

**Funding & Scaling Your Growth - May 5, 2026 | 11am to Noon**

This session will explore how companies fund and scale growth in practice. Through the lens of experienced operators, we will look at how businesses grow through revenue, discipline, and strategic investment and how leaders choose the right path for their stage and goals. The conversation will focus on the decisions, tradeoffs and operating realities that shape long-term scaleup success.

**Host:**

- Erika Borgerson, BC Tech

**Panel:**

- Kaylee Lieffers, Blanka
- Jonathan Martin, Hiive
- Bruce Qi, Launchpad
- Don Murray, Safe Software

**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 – Kaylee, Jonathan, Bruce, Don	40 min
11:47AM	Audience Q&A – Kaylee, Jonathan, Bruce, Don	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 is the biggest constraint on your company's growth right now?

- Finding and closing customers
- Hiring and retaining the right talent
- Access to capital or financing
- Scaling efficiently (costs, margins, operations)
- All of the above

Poll 2 - What best describes your current approach to funding growth?

- Prioritizing revenue and profitability
- Balancing growth and capital investment
- Investing ahead of revenue (e.g. using capital)
- Still refining our approach

**QUESTIONS MODERATED BY ERIKA:**

1. Let's start with how you have approached funding your growth.. And how do you determine whether you actually need external capital, versus growing through revenue and discipline?
  - a. Kaylee
  - b. Bruce
  - c. Don
  - d. Jonathan
  
2. Thinking back to the poll earlier, there are many constraints that companies may be facing today. When times are tight or resources are limited, how do you decide where you place your bets? What are the signals that you are looking for to unlock growth opportunities? [*Note: across customers, talent, capital, and operations - we will do a deep dive on AI in the next question*]
  - a. Bruce
  - b. Jonathan
  - c. Kaylee
  - d. Don
  
3. Certainly AI is changing the landscape for tech leaders, both externally in your products and internally within your businesses. What does that look like in your world and how are you, as a leader, managing the pace of change?
  - a. Jonathan
  - b. Kaylee
  - c. Bruce
  - d. Don
  
4. I would love to dive a bit deeper and talk about the decisions, tradeoffs and operating realities that shape long-term scaleup success. What does efficient growth actually look like day to day as you scale? Can you share any tips, stories or strategies that have helped you navigate this in your journey?
  - a. Jonathan
  - b. Don
  - c. Bruce
  - d. Kaylee



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5. *[Time Permitting]* There's also the constant tension between staying focused and chasing opportunity. How do you stay disciplined in your growth strategy while still leaving room for opportunities that could accelerate the business?
- a. Kaylee
  - b. Bruce
  - c. Jonathan
  - d. Don

**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?
- a. Kaylee
  - b. Bruce
  - c. Jonathan
  - d. Don