



SPRING

A GLOBAL STARTUP SCHOOL FOR ENTREPRENEURS WHO WANT TO BUILD A BETTER BUSINESS

SPRING

Capital Raising Program



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About Spring

Whether you are just beginning your journey or looking to grow, Spring provides the tools to build a successful business. We know that starting a business and trying to change the world for the better is not easy; our goal is to help you maximize your chance of success as an entrepreneur.

The programs at Spring have been developed through the experience and expertise of real life entrepreneurs. The programs can be combined to create a comprehensive startup experience from ideation stage to closing your Series A round; they are designed to foster your ability to develop innovative ideas and products that will change the world.

Taught by Vancouver's best instructors, Spring has incubated over 118 companies through 27 cohorts, and has helped create 136 jobs in our local economy. Many of our companies have been accepted into premier accelerator programs such as Entrepreneurs Round Table, Futurpreneur, Fledge, Radius, and SRCTec.

Join Spring and build your own success.

"Spring has a 92% satisfaction rating over 27 cohorts of 261 entrepreneurs. It has proven itself to be the best of its kind in Western Canada"

Our Instructors

Learn from Vancouver's top entrepreneurs, investors, designers and developers. With a combined experience of 30 years in entrepreneurship, lean methodologies and growth hacking strategies, the Spring team delivers the highest quality of startup education.



Keith Ippel

With over 15 years experience as a leader in technology centric businesses, Keith has accelerated the growth of both small and large companies, launched new products, and raised over \$20m in angel investment and venture capital. He has an unparalleled ability to collaborate with entrepreneurs, employees, and investors to deliver amazing products to the market. Keith is passionate about creating opportunities that previously did not exist for people and co-founded Spring to bring that into the social venture space.



Sana Kapadia

Sana brings a global background in impact investing, equity research and finance and has mentored a diverse set of social entrepreneurs. She guides our high growth entrepreneurs in their capital raising process, driving the content development, program delivery, and facilitation, as well as post-programme support and strategic advisory services. Also, as the driving force behind all things impact at Spring, she is committed to fostering a robust ecosystem of innovation, as Spring builds out their platform to empower entrepreneurs to use business as a force for good.

Spring Capital Raising Program

About The Program:

Immerse yourself in our intensive 6-week Capital Raising Program, where successful applicants refine their pitch, understand the importance of strategic investors, build out their investment package, learn tips and tricks on negotiation, and receive overall strategic advisory and mentorship services. We also make curated introductions to facilitate the round.

Since the start of 2015, Spring helped companies raise over \$5.5M in seed round funding from investors spanning across North America.

Who Is This For:

This intensive program is designed for early stage, for-profit companies across a wide range of industries that have already launched their product or service, or are at some level of user/audience validation. Generally they will be generating revenue/or getting close to that point, and are ready to seek external sources of funding to help them to accelerate their growth, targeting to raise capital in the next 6 months (i.e. in the planning stages of their investment strategy) .

Program Goals:

- To provide entrepreneurs with the knowledge on how to raise capital for their business; covering all forms of capital including: equity, debt, grant, contest, and revenue
- To work through common mistakes and inefficiencies that may happen in a first time capital raise
- To find the right investors, optimizing strategic value for you and the company
- To provide the impact lens perspective and instilling impact frameworks
- To make curated introductions
- To provide overall strategic advisory services

Program Detail

Capital Raising Program Includes:



Payment Options:

	Upfront	Fee on round close (min.\$200,000)	Additional Advisory Support
Pricing Set-up	\$1,500 + GST	1% of the capital raised	\$150/45 minute session per month, minimum 1 month committed; renewed

Process and Outcomes:

- 6 week programme with 2 hours/week per session, in person with live webinar for remote dial in as needed
- 12 hours, limited to 4 to 6 companies (curated group)
- 2 hours/Session over 6 weeks
- The program takes you through the funding process, in an interactive format where each week, we build on a foundation of learning and tools
- A diverse series of video content, workshops, and interactive sessions led by Spring facilitators and guest speakers
- Pre-session content consisting of readings, videos (no additional cost for books or video materials)
- In session work-shopping of commonly experienced pain points along the funding spectrum (e.g. due diligence, paperwork differences, financial forecasts, etc)
- Sharing of best practices related to investment processes, deliverables, negotiations

Detailed Programme Breakdown

Session	Module	
1	Intro to Capital Raising (2 hours)	<ul style="list-style-type: none">• Develop a clear understanding of the process of raising money for your business• Be familiar with various funding sources (equity, debt, grant, contest)• Understand the impact investing landscape• Form a framework for their own fundraising goals• Work towards developing a strategy selected considering equity and nonequity sources
2	Ideal Investor Framework (2 hours)	<ul style="list-style-type: none">• Develop an understanding of the importance of having a curated investor roster• Understand how to develop and manage an investor sales funnel focused on high value investors• Develop an understanding of the platforms and processes around reaching strategic investors• Create profiles on the relevant platforms• Include possible impact investors into the wider mix
3	Pitch Clinic (2 hours)	<ul style="list-style-type: none">• Understand the components to be included in a presentation that allows an investor/ other related stakeholders understand the business, the roadmap and key opportunities• Create a pitch deck set including a concise presentation-style one as well as a comprehensive deck• Develop supplemental material for presenting and sharing with investors• Have an opportunity to pitch practice and get feedback

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| 4 | Due Diligence
(2 hours) | <ul style="list-style-type: none">• Be familiar with best strategies and practices for due diligence• Go over the fundamental aspects of legal due diligence• Understand the importance and process of budgeting and forecasting for planning and due diligence• Dive into an impact framework for their businesses• Create their investment-related due diligence folder |
| 5 | Negotiation and close
(2 hours) | <ul style="list-style-type: none">• Know the importance of having strategic advisors• Understand the best practices of creating advisory boards• Create feedback loops around targeted investor and partner introductions• Troubleshooting support |
| 6 | Capital raise plan & schedule, Pitch and funnel review, prioritized next steps
(2 hours) | <ul style="list-style-type: none">• Review the capital raising plan, investor funnel, due diligence folder and ensure the investment package is comprehensive• Prioritise and review fundraising and business objectives, with next steps outlined |

Strategic Advisory Support

- Ongoing access to the Program slack group with alumni and new participants
- Mentor access to Spring team, with additional support on a \$ per/session basis
- Free admission to relevant, capital-related Spring workshops
- Notification of strategic and relevant events (community, partner, investor)
- Attendance at company advisory board sessions as required.

Program Testimonials

“Provided us with the questions to ask and preparation necessary to be strategic in finding potential funders, building a strong connection, and closing rounds. Taught us to fish! Was the most efficient injection of useful knowledge about funding a startup I can imagine.”

-Steve Anderson, Co-Founder and Lead Strategist & Shamus Reid, Co-Founder & Operations, New/Mode

“The program was an amazing learning experience. I had the opportunity to work through my fears about capital raising at the same as as building up the skills to do it. It was also great to have a group of people critique various aspects of my business, so I can take the feedback and strengthen it.”

-Anissa Agahchen, Co-founder and CEO, Verably

“The program was a great dive into the capital raising process. I found the sessions very engaging each week. The supporting documents (outlines, decks, templates) were also extremely helpful to tools as takeaways.”

-Kari Stinehour Enge, Founder and CEO, Rank+File

“Really supportive team - and also very resourceful to connect us to many contacts and events in the community.”

-Jessica Pautsch, Co-Founder, MeshXchange

“Every session I looked forward to attending, as Spring would bring clarity to the crazy world of capital raising. The candid advice is always to-the-point, clear and concise, and effective. I’ve had a lot of business mentors/advisers and Keith is top-notch. Because of Spring, I was able to exceed my target as well as reach it far quicker thanks to their support every step of the way. If you are an entrepreneur new to raising capital from Angels or VCs, choosing to attend Spring’s invaluable Capital Raising Intensive Program is a no-brainer!

-Lisa Fraser, Founder & CEO, Snug Vest (Wearable Therapeutics Inc.)

“Spring’s advice had a direct impact on closing my round sooner and above target. They cut straight to the point and gives you the goods on dealing with private equity investors.”

-Gonzalo Tudela, Co-founder & CEO, Vandrico

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