



SPRING

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

SPRING

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Funding Workshop

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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 Funding Workshop

## About The Workshop:

Walk through the process of raising capital for your business venture in our one-day weekend workshop. The 6-hour Funding Workshop is designed to give you the training, tools, and knowledge to ensure that you can raise the right money at the right time for your company. 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:

The Funding Workshop is designed for early stage, for-profit companies across a wide range of industries that are gearing up to raise capital. This workshop is designed to provide the capital raising toolkit, so it's valuable both at the early stages of strategic planning for your venture, as well as when you are further along and have already launched their product or service. Generally you should be close or ready to seek external sources of funding to help accelerate your growth, and targeting to raise capital in the next 6 months (i.e. in the planning stages of your investment strategy).

## Goals:

- Train entrepreneurs how to raise capital for their business
- Cover all forms of capital including: equity, debt, grant, contest, and revenue
- Understand the impact investing landscape
- Avoid common mistakes and inefficiencies that happen in a first time capital raise
- Understand the strategic investor framework
- Establish a baseline pitch
- Prepare your funding process

## Learning Outcomes:

The workshop takes you through the funding process with pre-work consisting of videos, readings, questions to answer, and targeted next steps.

## By Joining The *Funding* Workshop, You Will:

- Gain a clear understanding of the process of raising money for your business
- Complete a version 1 pitch deck with supplemental material for presenting and sharing with investors
- Have your target investor outlined
- Developed an investor sales funnel focused on high value investors
- Acquire a clear understanding of current funding trends and options
- Understand how to instill an impact framework for the business and fundraising pieces
- Create feedback loops around targeted investor and partner introductions

# Workshop Detail

## Spring's *Funding Workshop* Includes:

1 Weekend session

6 Hours

1 module per hour

Saturday  
12 - 6pm

20 People Per Cohort

## Payment Options:

Regular

\$399 Upfront + GST

# Syllabus

Sessions	Lesson	Topics
1	<b>Fundraising Basics</b>	<ul style="list-style-type: none"><li>• Understanding the capital raising process and spectrum of tools (equity, debt, grants, crowdfunding, equity crowdfunding)</li><li>• Funding and approaching the sources of capital</li></ul>
2	<b>Ideal Investor Tools</b>	<ul style="list-style-type: none"><li>• Finding your ideal investor, managing the investor funnel, as well as use of relevant platforms</li></ul>
3	<b>Pitch Practice</b>	<ul style="list-style-type: none"><li>• How to prepare a presentation and pitch</li><li>• Pitch showcase platform</li><li>• Elements of a successful pitch &amp; takeaway deck</li></ul>
4	<b>Due Diligence</b>	<ul style="list-style-type: none"><li>• Key elements of the due diligence process</li><li>• In session of work through of elements including market analysis, forecasts, metrics, etc.</li></ul>
5	<b>Negotiation and Getting to a Close</b>	<ul style="list-style-type: none"><li>• How to negotiate a close</li><li>• Key elements and tools to get you across the line</li></ul>
6	<b>Final Steps &amp; Capital Raising Plan</b>	<ul style="list-style-type: none"><li>• Importance of strategic advisors</li><li>• Capital raise plan &amp; schedule</li></ul>



# Workshop 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 of New Mode*

“This workshop provided the opportunity to be collaborative in investment strategies with other founders who are at the same stage of business development. It makes you focus on the areas of raising capital that typically get overlooked when trying to navigate the investment maze. Keith delivers his content in a way that those who may not be financially savvy can understand but also from the perspective of the entrepreneur. It was a fantastic course and I look forward to maintaining the relationship with Keith, Sana, and their amazing Spring team.”

*-Bryan Statham, CEO of Lifebooster*

“The workshop was very educational and covered a lot of areas over a short period that could take any entrepreneur burning lots of time and resources getting to that point. Effective while targeting most of areas for raising capital”

*-Hamed Arbabioon, CEO and Founder, Vopay*

“Attending Spring’s funding workshop helped Starling Minds secure its first investor. The meetings were highly informative and a great opportunity to collaborate with other start-ups in a similar position. I would recommend Spring and their capital raising roundtable to any aspiring entrepreneur without reservation.”

*-Dr. Andrew Miki, R.Psych., CEO of Starling Minds Inc.*

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FUNDING WORKSHOP



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