



SPRING

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

SPRING

Grow 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 200 companies, through 35 cohorts, 150+ jobs, 35 cohorts of 300+ entrepreneurs. 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.



## Chin Hing Chang

Chin wants to change the world, and he believes that the best way to do that is to develop and empower other leaders to make sustainable and meaningful change. A serial entrepreneur with a background in sales and operations, Chin supports Spring as Program Manager and Lead Facilitator. Chin not only drives content development for Spring, but he also manages partner and mentor relationships, provides consultation for entrepreneurs, and is leading the global expansion of Spring's programs.



## 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.

# Guest Speakers

Spring has partnered with over 150 experienced entrepreneurs and industry experts to give our entrepreneurs a ground zero view of what it really takes to build and run a successful business. Some of these prominent guest speakers include:



**Boris Wertz**  
Version One Ventures



**Alexandra Greenhill**  
myBestHelper



**Ryan Spong**  
Foodee, Tacofino



**Ambrosia Vertesi**  
Duo Security



**Chad Fryling**  
Futurpreneur



**Lisa Fraser**  
Snug Vest



**Daryl Hatton**  
Sponsifi, FundRazr



**Charlyne Fothergill**  
Lighthouse Labs



**Lisa Von Sturmer**  
Growing City

# Spring Grow

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## About The Program:

Now that you've launched and have started building a customer base and brand ambassadors, how do you take your business to the next level? *Grow* is designed to polish your company and prepare you for an accelerator or put you in a favorable condition for raising capital.

## What You'll Learn:

Starting a business involves a complex series of tasks and moving pieces. Structure yourself with the guidance of our mentors to implement the right things at the right time.

## By Joining *Grow*, You Will:

- Develop an understanding of how to structure your sales process for Business to Customer (B2C) and Business to Business (B2B)
- Learn and adopt the sales methodologies most suitable to your business
- Understand more about different types of customers and how to best sell to them
- Gain insights into marketing strategies
- Experiment with copywriting
- Establish your company brand and position
- Maximize your company's value by surrounding yourself with great advisors
- Learn how to manage a team
- Begin to hire and on-board new staff

## Results:

*Grow* will accelerate your company by helping you expand your resources, revenues, and customer base. Graduate *Grow* with:

- Knowledge on how to manage a team
- Customer sales structure for your startup (strategy + execution)
- Comprehensive marketing strategy and knowledge of best practices

# Program Detail

## Grow Includes:



## Delivery & Assessment:

Participants assessed on attendance and participation. Classes delivered in-person, in a classroom setting by our qualified instructors.

## Payment Options:

Regular	\$2,400 Upfront
Add your Co-Founder	\$500 Upfront



## Recommended Reading:

- How to Win Friends and Influence People (Dale Carnegie)
- The 4hour Work Week (Tim Ferriss)
- The Metronome Effect (Shannon Susko)
- SPIN Selling (Neil Rackham)

# Syllabus

Sessions	Lesson	Topics
1&2	<b>Orientation &amp; Troubleshooting</b>	<ul style="list-style-type: none"><li>• Where Are You At?</li><li>• What Problems/Challenges/Opportunities Are You Facing?</li><li>• Goal Setting</li><li>• One Page Plan (OPSP)</li></ul>
3	<b>Sales Strategy</b>	<ul style="list-style-type: none"><li>• Sales as Problem Solving</li><li>• How Sales Has Changed (Trends in the Industry)</li><li>• Sales Types &amp; Methodologies</li><li>• Types of Customers &amp; Customer Persona</li></ul>
4	<b>Sales Execution</b>	<ul style="list-style-type: none"><li>• Building a Sales Funnel &amp; Lead Generation</li><li>• Pricing</li><li>• Sales script</li><li>• Key Performance Indicators (KPI) &amp; Metrics</li></ul>
5	<b>Sales Techniques</b>	<ul style="list-style-type: none"><li>• Prospecting</li><li>• Cold calling</li><li>• Emailing</li></ul>
6&7	<b>Marketing</b>	<ul style="list-style-type: none"><li>• Copywriting</li><li>• Thought Leadership</li><li>• Digital &amp; Social Marketing</li><li>• Print Marketing</li><li>• Marketing Metrics</li></ul>
8	<b>Operations</b>	<ul style="list-style-type: none"><li>• Optimizing Productivity</li><li>• Product/Project Management</li><li>• Automate &amp; Delegate</li></ul>

- 9 **Leadership**
  - Board of Advisors
  - Leadership Style
  - Brand Values
  - Motivation & Team Building
- 10 **Team**
  - Finding, Hiring, Onboarding
  - Compensation
  - Employee Stock Ownership Plan (ESOP)
  - Team Rhythm
- 11 **Finance & Legal**
  - Budgeting & Planning
  - Transparency
  - Cash Flow (DF) Management
- 12 **Tools**
  - Software & Hardware to Support Your Business

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GROW PROGRAM



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