



SPRING

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

SPRING

Inspire Program

PROGRAM OUTLINE:

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OUR INSTRUCTORS

OUR GUEST SPEAKERS

SPRING INSPIRE (VALIDATING YOUR IDEA)

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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, and has helped create 150+ jobs in our 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 Inspire

About The Program:

Our 4-week Inspire program focuses on bringing clarity to your business idea; it will set the foundation for your startup by providing the tools and methodologies to launch in your market. Whether you are a student, a recent graduate, or a career changer, you will learn all you need to determine if your business idea has potential, and how to start turning that idea into a profitable business.

Inspire focuses on bringing clarity to your business idea; it will set the foundation for your startup by providing the tools and methodologies to launch in your market, with as little money as possible.

By Joining *Inspire*, You Will:

- Learn the step-by-step guide to operating a small tech-based or tech-enabled business
- Understand and implement the fundamentals of lean methodology
- Gain clarity on what it means to run a scalable business
- Understand customer development processes
- Learn how to design and build great products
- Understand how to test and adjust your business to changing market conditions
- Learn how to talk to your customers and get quality actionable feedback
- Build relationships with potential advisors, co-founders and investors
- Build a real and viable startup business

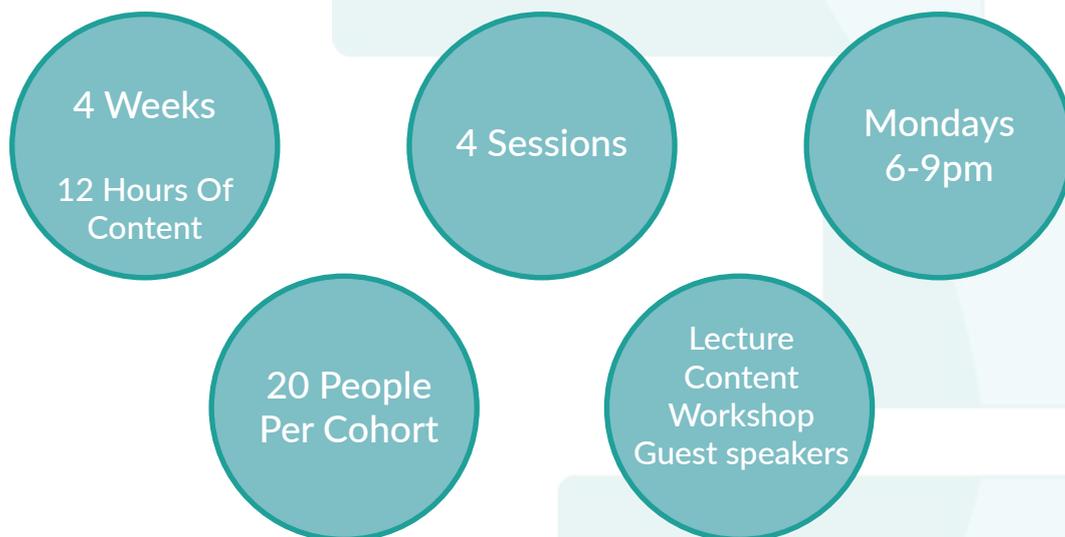
Results:

Inspire will show you how to determine if your idea is the right one to get going. Graduate *Inspire* with:

- A clear understanding of what it means to be an entrepreneur
- A clear definition of the problem you're solving
- A selected target customer base
- A completed Business Model Builder (BMB)
- An elevator pitch and supporting story
- Customer discovery questionnaire
- First customer interviews completed
- A path to validate the idea and next steps
- Preliminary Minimal Viable Product (MVP) design

Program Detail

Inspire Includes:



Payment Options:

Regular

\$595 Upfront

Add your
Co-Founder

\$100 Upfront

Recommended Reading:

- The Lean Startup (Eric Ries)
- Business Model Generation (Alexander Osterwalder)
- The Next Step (Michael “Luni” Libes)

Syllabus

Sessions	Lesson	Topics
1	Part 1 Entrepreneurship Basics	<ul style="list-style-type: none">• Roadmap for starting a business• Mentors & Advisors• Elevator Pitch
	Part 2 Setting a Good Foundation	<ul style="list-style-type: none">• Mission, Vision, Values• Defining the Problem
	Part 3 Lean Methodology	<ul style="list-style-type: none">• Lean• Pivots, Types of Pivots and When to Pivot
2	Part 4 Mapping Out The Business	<ul style="list-style-type: none">• BMB (Business Model Builder)• Target Customer• Unique Value Proposition• Competition• Assess Market Opportunity
3	Part 5 Customer Discovery	<ul style="list-style-type: none">• Creating an Interview Script• Storytelling• Running a User Interview• Recording & Interpreting the Data
4	Part 6 Minimum Viable Product	<ul style="list-style-type: none">• MVP• Agile Experimentation
	Part 7 Co-founders and Equity	<ul style="list-style-type: none">• Co-founders<ul style="list-style-type: none">◦ What to look for◦ Where to find them◦ How to attract them◦ Compensation• Equity

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