



SPRING

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

SPRING

Launch Program

## PROGRAM OUTLINE:

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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 Launch

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## About The Program:

You've validated that the market really has a problem, you believe that your solution is actually solving it, and you're ready to launch and gain initial customers. What's next? *Launch* is a program designed to help you get your product in the market and into the hands of early adopters. We will provide you with the tools and knowledge to prepare yourself and launch your company out into the world.

## What You'll Learn:

*Launch* focuses on preparing you to launch your company; this course will teach you the different elements that need to be in place in order to launch successfully and how to position yourself for maximum growth.

## By Joining *Launch*, You Will:

- Prepare a detailed launch plan
- Understand metrics and the right data to track and analyze
- Be aware of the legal and accounting requirements specific to your business at launch
- Leverage the best tools for each function of your business
- Know how to use different marketing channels for your business
- Learn how to build a community
- Learn how to build a sales process and get your first few customers

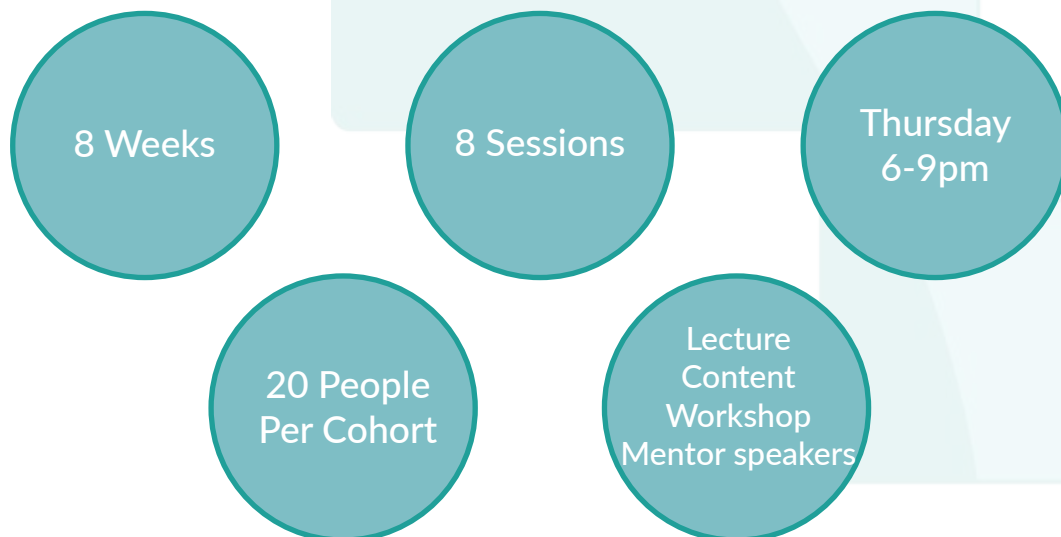
## Results:

With *Launch*, you'll walk away with everything you need to launch your business. Graduate *Launch* with :

- 90 day, 180 day, and 1 year plans
- Having engaged on the right channels (social and other)
- Having launched and acquired your first few users
- A plan for how to bring on-board your first few employees
- Answers to your burning legal and accounting questions

# Program Detail

## Launch Includes:



## Payment Options:

Regular	\$1250 Upfront	\$250/mo for 6 months
Add your Co-Founder	\$250 Upfront	\$50/mo for 6 months

## Recommended Reading:

- The Art of the Start (Guy Kawasaki)



# Syllabus

Sessions	Lesson	Topics
1	<b>Launch Fundamentals/ Funding</b>	<ul style="list-style-type: none"><li>• Goal setting - setting 90, 180, 1 year plans</li><li>• Launch plan workback for a successful launch</li></ul>
2	<b>Business Model Builder (BMB) &amp; Minimum Viable Product (MVP)</b>	<ul style="list-style-type: none"><li>• Create a comprehensive view of your company and the market</li><li>• Translate that knowledge into what you need to do and how you can go to market</li><li>• Product/service offering roadmap leading to</li></ul>
3	<b>Revenue &amp; Sales</b>	<ul style="list-style-type: none"><li>• Pricing</li><li>• Building a sales funnel</li><li>• Customer persona</li><li>• Generating leads &amp; sales script</li><li>• Prospecting</li></ul>
4	<b>Social, Community &amp; PR Strategy</b>	<ul style="list-style-type: none"><li>• Social channels and how to leverage them for business</li><li>• Building a following</li><li>• Fostering a community</li><li>• Guerilla marketing</li><li>• Creating a media kit</li></ul>
5	<b>Budgeting &amp; Funding</b>	<ul style="list-style-type: none"><li>• Funding options</li><li>• Ideal investor</li><li>• Pitching &amp; demo</li></ul>

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- 6 **Leadership & Team**
- Foundation setting for team
  - Solidifying vision & values
  - Hiring
- 7 **Tools**
- Top tools to use in your business
  - Best tools for each functional area
- 8 **Legal and Accounting**
- Setting the right legal and accounting frameworks
  - Intellectual Property (IP), copyright, trademark, patents
  - Expense claims
  - Taxes
  - Bookkeeping
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LAUNCH PROGRAM



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