



Summit Series



A New Opportunity for Startups, Builders and Investors presented by Venture Alberta-

Startups- Go to **BaseCamp** to create an Investor Deck, understand investor terms, and learn how to protect you and your investors.

At **The Summit**, find resources such as business strategy, sales assistance, mentoring, CFO assistance, and potential seed capital

Company Builders and Service Providers- Find new and interesting startups to be part of. Find ground floor opportunities. Be part of helping at **BaseCamp**, or just come to see the finished opportunities when they are presented at **The Summit**

Investors- Start tracking early stage companies, or get in on the ground floor of Western Canada's next generation of startups



Why Do It: As a startup you are presented with a cost effective means of getting assistance in your earliest and most formative days, plus develop an investor ready company under the supervision of real angel investors (consultants are not part of the BaseCamp team)

What Gets Covered at BaseCamp

Subjects covered include:

- ✓ Creating an Investor Deck
- ✓ What Investors Want and Why
- ✓ How to Create a Product Plan
- ✓ Sales and Marketing
- ✓ Valuing your Company and Selling Shares

The Rules-

- ✓ Investors, service providers and company builders offer 10 hours MAXIMUM of free services and mentoring to presenting startups
- ✓ startups come to a three day preparation program (Basecamp)) before pitching* for resources at the VentureAlberta summit series.
- ✓ Winner of the “Best Company” award also wins a 50% discount, and admission to the VentureAlberta Investor Forum, Canada’s most active Angel community with more than 60 investments since 2005.

Details:

Dates: Jan 28th to 30th, 2012 (Calgary)
Feb 25th through 27th (Edmonton or Lloydminster (TBD))
April 14th thru 16th (Banff/Calgary)

Cost: \$400 (plus tax) per company, \$150 per additional team member
Rates for annual Service Provider memberships are available, please inquire for more information



Agenda:

Day 1 (Sunday) 9:00am-5:00pm:

- Understanding Investor Needs
- What Makes Your Company Special
- Identifying Key Investor Pitch Criteria
- Deal Structuring

Day 2 (Monday) 9:00am-4:00pm:

- Financial Modeling and Deal Structuring
- Choosing Teams and Growth Strategies
- Mock Angel Group Presentations
- Reception and Presentations

Reception and Presentations (Monday) 6:00pm-8:30pm

**If you feel that working with an angel group PRIOR to the time you need capital will make you a better start up, you need to come to
BASE CAMP**

Please contact:

Amy, to register

Randy Thompson for questions/comments

P: 403-313 2695

E: news@venturealberta.com



PAST BOOTCAMPERS

In total 9 companies with 18 attendees went through the 1st ever VA Summit Series in June. Here is what a few of them had to say:

Hello Randy,

I hope that you are having a great day and wanted to say thank you very much for putting on this BaseCamp. It is such a huge stepping-stone for startup companies that have a great idea, prototype and follow through plan to be able to learn the inner workings (thinking's) of Angel Investors with little to no pressure. I know from life experience ever since I first tried starting walking, I never get it on the first try. This ties in perfectly and gracefully in an atmosphere where we can screw-up, mess-up, sit back to collect our thoughts and then push forward when the time is needed. Please keep these going and more if possible with you, or people around you.

William Boulton
CEO, President
Explosive Productions Ltd.

What an awesome summit! Randy, hearing your experience, stories and wisdom from the world of business and the world of venture capital was truly a huge learning experience for myself. As an entrepreneur I find much of the time is spent in the theoretical and possibility space of my mind, and a kick of reality and what makes business really tick and grow is always the best way to be able to focus, execute and build a successful business. It was really great to be surrounded by like minded people, motivating and interesting stories and experiences. The curriculum and feedback were accurate and practical, while leaving me wanting to learn more. You can feel the businesses, products and innovation leap off of textbooks and into the real world. I think for many at the summit it was a much needed wakeup call and if anything else, a new way of thinking about their product, company and business as a whole. The candid and at times brutal feedback on ideas or viewpoints is always appreciated as well, it makes us stronger as a leader and allows us to think beyond our box. Randy I wanted to thank you for putting the time and energy into creating this platform for connecting entrepreneurs to potential investors. Since my presentation, I've gotten calls from several firms that are interested in exploring financing to help us build an unbelievably successful company.

For future attendees of the summit, all I can say is listen to Randy! His experience and humble advice should be taken to heart and you will learn an incredible amount just from his personal experience alone.

Watson Loke
Studio Director
YogaLife Studios - Edmonton