



Startup CEO  
C-Council



Growth CEO  
C-Council



Scale CEO  
C-Council



Anchor CEO  
C-Council



AI  
C-Council



Climate Solutions  
C-Council



Digital Health  
C-Council



Indigenous Leaders  
C-Council



CFO  
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CMO  
C-Council



In-House Counsel  
C-Council



SaaS CTO  
C-Council



Talent  
C-Council

# Top Tips

## from BC Tech's C-Councils

320 participants from 219 BC Tech member companies participate across 13 C-Councils who meet 4 to 6 times a year. These impactful forums enable members to share insights and best practices, tackle challenges and learn from experts. All with one goal in mind: accelerating member success. Participation in C Councils is limited to BC Tech members but the wisdom gained from the forums amounts to great advice for any tech company, large or small.

### CAPITAL

- Our **AI Council** noted that AI continues to be a strong differentiator with investors, but even with the hype, investors are looking for evidence of market adoption and a good customer roster.
- The **Climate Solutions C-Council** discussed market conditions and shared this top tip – your plan for what you are you going to do with the money, is ultimately more important than the valuation.
- At our **Scale CEO C-Council** meeting, we discussed IP protection through 3rd party agreements. The councils' top tip is that paying a supplier to create something doesn't automatically grant you ownership of the intellectual property, so clear agreements are needed to establish ownership and usage rights.

### CUSTOMERS

- Our **Startup C-Council** shared that IP strategy is an investment you need to take seriously in the early days, which will make you more attractive to customers and investors down the road.
- Our **In House counsel** members shared the importance of getting out ahead of potential legal risks. From their shared experience, being transparent and sharing early warnings really helps to build trust and confidence with your customers!
- Our **CTO SaaS C-Council** shared that when securing customers, compliance & security can be a big differentiator. It pays off to set the bar high!

### TALENT

- The top tip from our **Talent C-Council** was that AI is something we should lean into – not restrict – but that setting guardrails and policies for your staff is key (and be ready to update those policies often)!
- Maintaining salary bands and wages for staff across geographic regions was a hot topic for our **CTO SaaS Council** this Fall. For highly competitive technical roles, their top tip is to set a very clear philosophy for the business and communicate clearly to manage expectations!
- The top tip from our **In House Counsel C-Council** is to be on the look-out for privacy considerations when using AI tools in your organization – and not just for external tools but also those embedded in enterprise software.



"I'm part of the CMO C-Council. In one hour, once a month, I get more value in that time than pretty much any other networking event I have ever been a part of!"

KIM LAWRENCE, IDEON | Member of the CMO C-Council