



Dragons Den Top Tips

from BC Tech's Dragons 1-on-1s

The BC Tech Dragon 1-on-1 program matches up-and-coming companies with 30 experienced Dragons to help accelerate their success through connection, mentorship and thought-sharing. BC Tech Dragons are industry experts, innovators and seasoned entrepreneurs, who are committed to helping BC Tech members to grow and scale.

CUSTOMERS

- Although it may be tempting to obsess about the product, get your sales team and/or channel partnerships lined up. Get that sales funnel fired up and your product in customers hands as soon as possible. Customer feedback is the best way to refine your product!
- Focus your geography and see what you can learn in one market first. Then look for other geographies that are similar, so you can repeat your success!
- Customer data is critical, so a useful exercise can be to time gate your research. Talk to as many potential customers for your product in 2 weeks, get input on your product, see how many would buy it, analyze the data, and then decide your next step.

CAPITAL

- Make sure that you have a really defensible moat and check that you aren't leaving yourself open to a larger player taking over your space. It will be hard to get investors on board if you haven't addressed how you will deal with competitors.
- Be realistic about the capital you need to achieve your vision, rather than raising a little bit now and then potentially needing to raise again down the road. Ask and be ready to show your work on how you will use the capital to get from point A to B.

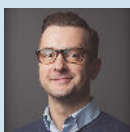
TALENT

- Consider the team you need to get to the next step in your journey and invest in experienced talent that has a track record of success. Your needs will change at different stages in your journey, so make sure each person is contributing to current goals.



"My Dragon showcased such a deep knowledge and technical expertise that I really appreciated. It was really helpful to hear him talk about focusing our go to market and I am going to really put that advice into action!"

"I found it really helpful to see how a Dragon could break down our company valuation and explain how I could position the company for a Series A."



Dan Box
EA Sports



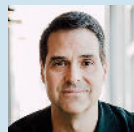
Cameron Burke
Fort Capital



Keith Cerny
Fresh Founders



Dave Cummings
Finning



Jesse Dougherty
AWS



Prem Gill
Creative BC



Rob Goehring
Wisr.AI



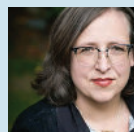
Ian Heine
PwC



David Helliwell
Thrive Health



Simran Kang
MyFO



Miranda Lievers
Thinkific



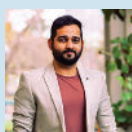
Jason Macdonnell
TELUS



Sarah MacKinnon
Delta-Q



Andrew Marchant
Accenture



Sam Mod
EY



Josh Nilson
East Side Games



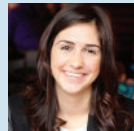
Rich Osborn
ReCap Health
Ventures



Erica Pretorius
Deloitte



Mark Radford
LMI



Kathleen Reid
AbCellera



George Reznik
Tantalus



Brian Roberts
BC Tech



Helen Sheridan
STEMCELL



Jason Smith
Klue



Rizwan Somji
Cymax



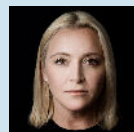
Kristine Steuart
Inovia Capital



Shahram Tafazoli
Weir Motion
Metrics



Murray Thom
D-Wave



Christy Wyatt
Absolute



Justin Young
Osler