



Suite 2020, Tower 1 Scotia Place
10060 Jasper Ave.
Edmonton, Alberta T5J 3R8

Startup Fundraising SWAT Team Program

Overview

Capital is needed to scale companies. To access capital, entrepreneurs need to simultaneously tell a compelling story to attract a network of investors and have the requisite materials and preparation to drive that interest through to close. The ERIN Coach program, in partnership with Innovate Edmonton and Startup TNT, is piloting a Fundraising SWAT Team program that provides up to 100 hours of hands-on investment preparation training to companies raising a round of approximately \$0.5-2M (the first round beyond friends and family).

SWAT Team Program Description

The ERIN wishes to support up to 8 companies by March 31, 2022 from the Edmonton region with in-depth fundraising preparation and support. This support will include the following over a 3–6-month engagement:

1. Assessing the company's current status and identifying strategic and team gaps as necessary;
2. Working alongside the founder/pitcher to hone storytelling and the pitch deck;
3. Guiding data room organization and identifying/cleaning up any missing or poorly structured documentation;
4. Building and/or improving sophisticated financial statements and forecasts,
5. Building a custom library of potential investors from the Alberta ecosystem and beyond based on industry contacts, comparable deals research, and investor databases;
6. Design and execute a raise strategy (valuation/round size/etc.) and communications plan to court potential investors; and
7. Support final deal terms negotiations.

Intake Process

Applicants that can demonstrate traction, rely on technology to differentiate from the competition, have a strong co-founding team, and wish to scale internationally must provide the following:

1. Succinct company summary, including a discussion on product-market fit of their technology or innovation
 2. Pitch deck
 3. Financial model (if current)
 4. Fundraising history
 5. Fundraising goals for next 6 months
- Companies that meet this criteria (confirmed by the ERIN Coach program manager and the SWAT Team Lead) will proceed to matching and work plan development with their coaches. Work plans (up to 100 hours of project time) will be reviewed and approved by appropriate SWAT Team coaches and the ERIN Coach subcommittee.
 - Once the work plan is approved, the coaches and the applicant will enter into a contract with Innovate Edmonton and may begin the project.

Coaches are suggested by the SWAT Team Lead and approved by the ERIN Coach subcommittee. Companies will be given the option of suggesting coaches and working with one or more coaches.

Program success means that the company supported by the program has executed a successful fundraising round. To that end, company intake will be based upon how investable a company is in terms of product development, team formation,



Suite 2020, Tower 1 Scotia Place
10060 Jasper Ave.
Edmonton, Alberta T5J 3R8

strategy, industry, and traction. This program is not intended to improve those categories of a company – the traditional ERIN Coach program can assist with those aspects of improvement. This program is intended to help a great startup become ready to talk to and raise money from sophisticated investors.

How to apply

Companies may apply by emailing their application to dpetras@innovatedmonton.com, articulating why their company is a fit for the SWAT Team program based on the criteria list in the Intake Process above. The first three companies will be selected by mid-September. The final (up to) five will be selected by the end of October 2021. Only successful applicants will be contacted.

About Innovate Edmonton

Headquartered in Alberta's capital city, Innovate Edmonton leverages, unites, and promotes home-grown innovation as a gateway to solving the world's most pressing problems. We harness the power of the public and private sectors, groundbreaking academic research, and purpose-driven investment to build a shared prosperity and open international markets. From sustainable climate solutions to public health and digital education, Edmonton is a leading global centre for inspiration, ingenuity, and inclusion.