

2022

KOOTENAY INVESTMENT CHALLENGE

What is the Challenge?

A program that brings two intersecting cohort streams together: one geared towards investors looking to make early-stage investments into local tech companies and one designed for local startups looking to fundraise.



Learn more about the
Kootenay Investment Challenge.

POWER THE INNOVATION
THE WORLD NEEDS.

What do you get?

The investor cohort will award
\$50,000 – \$100,000 in investment
funds to one Kootenay-based startup.



Want to attend an
information session?

www.kast.com/kic

KOOTENAY INVESTMENT CHALLENGE

September - December 2022

POWER THE INNOVATION
THE WORLD NEEDS.

INVESTOR TRACK

Program

- 10-week online program
- 8 weeks of training sessions along with 2 pitch events

What You Will Learn

- Foundations of early-stage investing
- Evaluating & measuring the business model of innovative solutions & the financial information provided
- Understanding returns when funding venture-scale businesses
- Sourcing and screening purpose-driven companies, what to look for in startups
- Deal mechanics: the ins & outs of due diligence, investor portfolio, taxation strategy, navigating negotiations

Program Outcomes

All investors will make (for many their first) investment into a startup tech company.

ENTREPRENEUR TRACK

- 6-week online Investment Training program and 1 Pitch event for all entrepreneurs
- 5-week investment challenge program and grand finale pitch event for the top 3 businesses

- Understanding funding fundamentals
- How to pitch effectively and efficiently share with investors your sales and growth strategy
- How to prepare a good due diligence package
- Learn the mindset of investors and the investor evaluation process for evaluating startups
- Deal mechanics and understanding returns

By the end of the Investment Readiness training program all entrepreneurs will have a data room, pitch deck and will have competed in a pitch event.

At the end of the Challenge, one Kootenay tech entrepreneur will be award a \$50,000-\$100,000 investment from the investor cohort.