



How Launch Academy found their ideal B2B leads and grew their business with Cognism



THE COMPANY

Launch Academy is a tech incubator based in Canada. It provides the mentorship, resources, network and environment entrepreneurs need to launch, fund and grow their startups.

Since 2012, Launch Academy has incubated over 700 companies that have collectively raised over \$200 million and created more than 1,500 jobs. As a nonprofit leader that's focused on community impact, Launch Academy aims to train and support more than 100,000 entrepreneurs by 2025.

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Alana Paton, Marketing and Events Manager

THE CHALLENGE

The problem that Launch Academy needed to solve is summarised by Alana Paton, the company's Marketing and Events Manager. "Part of our business model is to find and engage with founders, C-suite executives and tech entrepreneurs who might be interested in relocating and expanding their operations into Canada. We offer our specialized Maple Program which helps them land in the country and expedites their Permanent Residency process."

"The challenge for us was in finding people at that C-suite and founder level who would be interested in our Maple Program. It was often difficult to reach this specific audience at the scale we wanted, especially with the limited resources at our disposal."

THE SOLUTION

Launch Academy's lead generation challenges were solved when they started working with Cognism. "We looked into using other tools but Cognism performed the best and provided the biggest ROI," Alana says.

"Setting up the software was incredibly easy. Cognism's Customer Success team gave us a run-through of the tool in the first few days. By the end of the first week, we were up and running on our own."

Alana was impressed with Cognism's user-friendly platform. "It was very straightforward and easy to use," she confirms. "Cognism supplied us with some materials recommending best practice, but to be honest we didn't need to consult them too much. The dashboard is very intuitive and it didn't take much work to get the data we needed."

Alana is also quick to praise Cognism's Customer Success team. "They are a highly responsive and professional team," she says. "They are always available and whenever we've had a question, it's been answered extremely quickly. It's a pleasure working with them."

THE RESULTS

Cognism helped Launch Academy find the audiences they were looking for. "Cognism's data is very good," Alana says. "We've had very few problems in locating the people we were looking for. Particularly in Europe and Asia, where we've been trying to approach founders and entrepreneurs directly rather than through advertising. Cognism has really assisted us in breaking through to those hard-to-reach markets."

Alana quotes some significant results. "Not long after starting with Cognism, we saw a spike in applications from our email campaigns. We had never seen those kinds of results before. Also, most of the valid leads we're getting for our Maple Program are now coming from the Cognism platform."

"For a company with scarce manpower, Cognism is a very valuable tool," Alana concludes. "The software works well and it's the only solution I've found where you can use it without constantly referring to an account manager. It's very much do-it-yourself. I'd recommend Cognism to any small business who wants to find B2B leads and grow quickly."