



# preflight

## Welcome to Preflight

Supporting entrepreneurs as they build and grow tech-enabled products & companies is at the heart of Startup Edmonton. We know technology touches every aspect of our lives; and Edmonton is brimming with bright, ambitious, and hardworking people, like you, that are tackling challenges each day with the incredible opportunities that technology affords.

Tech-enabled is our shorthand for how technology and scale go hand-in-hand; it's the possibility for your product idea to expand beyond your expertise and availability.

Preflight, our most in-depth support program, was born out of many conversations and interactions with early-stage founders. After supporting more than 100 entrepreneurs with our Preflight program, we know hands-on support paired with practical resources is the best way to help. Your annual membership is \$349 + GST and includes a 5-week session (additional sessions are \$200/person).

On the following pages, you'll learn everything you need to apply for our most comprehensive annual membership. I can't wait to meet you & help move your tech-enabled product forward.

Sincerely,



**TIFFANY LINKE-BOYKO**  
CEO  
STARTUP EDMONTON

## How It Works

In the words of Steve Blank, you need a plan before the plan. Preflight helps you plan in three areas before jumping into the traditional business, finance, and operations planning: customer validation, minimum viable product, and telling your story. Your membership includes:

- **Programming:** We've pulled together the top advice and tools from startup leaders around the world and compiled it into a series of sessions, peer groups, and workshops to keep you on the right track. Join us one evening a week to focus your idea, build your product, and prepare to pitch to customers & investors.
- **Mentorship:** Our approach to mentorship is simple - the advice you need, when you need it. Access mentorship hours from experienced founders, investors, and professionals from our network. 30 min meetings - you send three questions in advance, and mentors come prepared to help.
- **Partners:** Access expert advice and deep discounts from our friends in the legal, finance, sales & marketing, B2B sales, prototyping, as well as partnerships and market access.

## Sessions

Join us for just one, two-hour session a week to move your idea forward. We'll provide the resources, action plan and homework to keep you accountable and pressing full-steam ahead.

### Preflight 1: Customer Validation

5 weeks dedicated to validating your idea by learning about your customers.

- Customer Development & Lean Canvas Model
- Customer Validation
- Selling Channels & Metrics
- Introduction to Minimum Viable Product
- Introduction to Funding

Recommended foundational workshops:

- Business Model 101

### Preflight 2: Minimum Viable Product and Company

8 weeks dedicated to building your product and company.

- 5 weeks of instruction + 3 collaborative work sessions
- Goal setting and Minimum Viable Product
- Personas
- Value Proposition
- Solution: Feature Set & User Story
- Pricing & Delivering Value
- Metrics, Pivoting

Recommended foundational workshops:

- Product Toolkit
- Startup 101: Introduction to Prototyping
- Startup 101: Net Promoter Score
- Partner AMAs (Ask Me Anything): Legal, Accounting, Marketing

### Preflight 3: Telling Your Story

5 weeks dedicated to telling your story to customers & investors to inspire action.

- Prepping your pitch
- Marketing and Sales Strategies
- Media and Public Relations
- Public Speaking
- Honing your investor decks

Recommended foundational workshops:

- Startup 101: Social Media for Founders

## Meet Your Facilitators

### Tiffany Linke-Boyko, CEO



Tiffany leads a team that connects entrepreneurs and product builders with community, skills and space to support them as they take ideas to reality. Tiffany has helped develop a range of programs and events such as Edmonton Startup Week, DemoCamp and the Preflight workshop series. Tiffany has played a vital role in Startup Edmonton's growth into a campus and community hub that has welcomed more than 50,000 participants at events, helped launch 80 startups, and currently houses 120 members and 40 companies.

In addition to her work at Startup Edmonton, Tiffany currently serves on the [Canadian Digital Media Network](#) (CDMN) Advisory Board, a network of regional innovation hubs across Canada, all focused on supporting Canada's digital entrepreneur. For her many contributions to the betterment of business and community, Tiffany was named Avenue Magazine's Top 40 under 40 in November 2014. NAIT recognized Tiffany's contributions with the 2015 Spirit of NAIT Award.

### Stephanie Enders, Manager



Steph manages marketing, communications, and foundational programming for Startup Edmonton. For more than a decade, her professional practice has focused on bridging the gap between creators and audiences, tech products and customers, and letting the creativity and passion of builders shine at the centre of marketing and communication efforts.

Past clients include Cirque du Soleil, Broadway Across Canada, Canadian Cancer Society, Compassion House Foundation, and the Edmonton International Fringe Theatre Festival.

In addition to her work supporting technology founders, Steph teaches at MacEwan University in the Arts and Cultural Management Program and sits on the Global Advisory Board for the SXSW Accelerator Pitch Event.

---- Facilitators continue on the next page.

### Shay Barker, Manager



Shay is passionate about the messy work of entrepreneurship. She's happiest in the trenches with founders and their teams working hard to get products and services into the hands of customers. In the coming months, you'll meet Shay as she leads Preflight sessions, offers mentorship hours, and expands the reach of our programs.

In previous roles, Shay has worked with Thumbprint Craft Beer Market, Hayloft Restaurant, and supporting economic development in more than 35 rural communities and businesses across the province.

### Chris Fletcher, Preflight Sessional Facilitator



Chris is a specialist in business development for disruptive ideas, a professional connector, and an ambitious geek. In his previous experience at startups and scaling tech companies, he's negotiated multi-million dollar contracts, led a SaaS company's pivot from freemium self-service to sophisticated enterprise software, and instructed on lean company development.

In addition to his work with Startup Edmonton, Chris is the Founder of BounceBox. BounceBox fixes the last mile delivery problem between online retailers and consumers, the toughest challenge in the supply chain. He's right in the weeds with you as he builds his own tech-enabled company from the ground up.

## Workshop Materials & Textbooks

### Preflight 1 Textbook (Provided)

- The Startup Owner's Manual By Steve Blank and Bob Dorf
- Session syllabus + weekly course decks

### Preflight 2 Textbook (Provided)

- Traction by Gabriel Weinberg and Justin Mares
- Session syllabus + weekly course decks

### Preflight 3 Textbook (Provided)

- Venture Deals by Brad Feld and Jason Mendelson
- Session syllabus + weekly course decks