Have a Tech-Enabled Business Idea?

Let us help you go from idea to launch!

Just like it sounds, the Preflight series is all about making sure you have the right pieces in place before your tech-enabled company takes flight!

Start With a Problem
We know that it can feel overwhelming translating a big vision into forward steps, deciding what to do next and knowing where to focus your limited time or resources.

Here at Startup Edmonton, we believe in using proven methodology to arm entrepreneurs with the best toolkit to help them grow their tech-enabled companies and succeed in the fast-paced technology landscape.

Instead of having you jump right into traditional business, finance, and operations planning, we help you focus first on finding a problem worth solving and identifying potential customers who are seeking a solution.

Community & Mentorship
We also recognize the importance of mentorship, especially as you’re getting started. That’s why a key component of the Preflight program is offering you opportunities to learn from experienced founders, investors, and professionals in our network. You won’t be left to navigate the complexities of launching a startup on your own.

A Simple Application Process
If you’re building a tech-enabled business, it’s as easy as applying, and setting up a meeting with a member of our program team to launch your startup journey!
How do I know which Preflight is best for me?

Most founders in the early stage benefit from starting with Preflight 1, as it brings a new perspective and encourages further exploration of the problem you are solving and the customer you are solving for. However, there are exceptions and our program team is more than happy to sit down with you and help you determine your fit. During your one-to-one conversation our team member will assess the best starting point for you.

Is my business tech-enabled?

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. Your business or product idea will utilize technology to deliver your solution at scale. Don't know if you are tech-enabled business? We're happy to help you determine that, reach out.

Who will be my facilitator?

All our workshops tackle real challenges you'll confront as an entrepreneur, have experienced facilitators you can lean on, and all the tools you'll need to move your idea forward.

Allan Waine  Program Facilitator | Preflight 1 & 2

Allan loves kick-starting ideas — from dreams to programs. He brings experience in not-for-profit and cross-cultural educational leadership to Startup Edmonton, where he is responsible for delivering our curriculum in a dynamic and thoughtful way. Allan has experience leading workshops around the world and is excited to sit down with founders and establish their next steps.

Tristan Ham  Program Facilitator | Preflight 1 & 2

Tristan helps deliver our curriculum in an engaging and passionate way. He brings 12 years of experience in facilitating adult learners, namely in a social work context. Most recently, he co-created an 18-week course that taught programming languages to unemployed students looking to find full-time employment in the tech industry.

Jessica Doody  Lead Program Manager | Preflight 3

Jessica ensures our curriculum is top-notch, up to date and well-delivered. A serial entrepreneur and recent graduate of the Masters of Innovation and Entrepreneurship program at Queen's University, she has a wealth of knowledge to share with the city's startup community.

No matter where you are at in your journey, we have a Preflight Program for you! Take a bold step toward your future today and apply!

StartupEdmonton.com