

**Innovation can come from  
anywhere. Great entrepreneurs  
exist everywhere!**

It takes a community to build them.

# STARTUP TNT

## BUILDING AN INVESTOR COMMUNITY: WHY I CHOSE STARTUP TNT



Jesse Wiebe | Community Dev. Lead | Startup TNT  
jesse@startuptnt.com

OCTOBER 11TH, 2024



**ICED Rural**

**EC DEV** Why Building Investors is Important?

**INNOVATION MEANS NOTHING WITHOUT INVESTMENT**



**MY STORY**

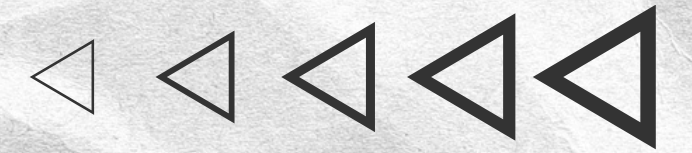
**Jesse Wiebe**

**From  
farming to  
venture**



**MY STORY** Jesse Wiebe

**FINDING INSPIRATION**



The apple does not  
fall far from the tree



I tried and failed to build  
many times

FCC acquires Settler Computer  
Technologies Inc.

PUBLISHED NOVEMBER 1, 2002

My favourite stories were  
the entrepreneurs journey



**MY STORY** Jesse Wiebe  
**GETTING STARTED**



**Making the committment to do the investment is  
just the first step in a long journey**

**MY STORY** Jesse Wiebe  
**USING MY NETWORK**



**“Networking is an investment in your business. It takes time and when done correctly can yield great results for years to come.”**

**- Diane Helbig**

**MY STORY** Jesse Wiebe  
**FINDING STARTUP TNT**



# STARTUP TNT

**BUILD LOCAL COMMUNITIES  
TO INVEST IN STARTUPS**

## Organization Purpose

Startup TNT is a not-for-profit that works with entrepreneurs, investors, government, and sponsors to rally communities to collaborate and invest in their top startups, providing them the roots to grow and reach the world from home



# HOW IT WORKS **The Power of Community**



**30+ Companies apply to participate in the TNT Due Diligence Process**



**20-30 Investors participate in DD by pre-committing \$5k to the winner**



**15 to 20 companies meet investors and pitch at the Pitch Night**



**The Top 10 undergo more intensive DD and Top 5 pitch at the finale**



**Winner receives pre-committed investment + \$50k from TNT VC Summit Fund I, and side deals are invested in them and other startups in Summit Top 5s**

**STARTUP TNT**

Have fun. Make friends. Build companies.

# HOW IT WORKS **Barriers to Entry**



1) Securities Law

2) VC Norms

3) Access to Deals

4) Filtering



# HOW IT WORKS Barriers to Entry

## SECURITIES LAW



### **Exempt Market**

A market where issuers sell their securities under various exemptions from the prospectus requirement to investors that meet specific criteria in National Instrument 45-106

### **Prospectus**

A formal document required by law when a company wants to sell shares to the public.

### **Accredited Investors**

A government, financial institution, large company, or individual with a required level of income or assets, permitted to invest in certain types of securities sold without a prospectus.

**-ASC Website**

Definitions taken directly from [ASC website](#)

# HOW IT WORKS Barriers to Entry

## VC NORMS

### **Minimum check size**

Companies don't want to take on too many investors so they set a minimum check size, typically starts at \$25K

### **Outliers make or break a portfolio**

The majority of investment returns are generated by a small number of portfolio investments, not a normal random distribution.



## HOW IT WORKS **Barriers to Entry**

### ACCESS TO DEALS



#### **Networking**

Having strong enough relationships in the community to know about the deals happening behind the scenes

#### **Marketing**

Being able to get in on the best deals in a given market requires a strong brand for being a top notch investor

# HOW IT WORKS **Barriers to Entry**

## **FILTERING**

### **Seeing all the angles**

Quality startups come from every industry and in order to place a bet on them you need to be able to see all the possibilities within the market

### **Reviewing a startups data room**

It takes a lot of work to review the full scope of a companies' documents, more than one person can reasonably be able to accomplish



## TNT'S UNIQUE APPROACH



1) Syndication

2) Brand

3) Collaborative DD



## **SYNDICATION**

### **Many Small Checks!**

By allowing investors to do more deals quickly, we increase their risk tolerance and the amount of capital that a company can raise in a given market





## HOW IT WORKS **Barriers to Entry**

### **BRAND**

#### **Community!**

We run weekly events in every major city in W. Canada and our programs are structured to make us essential part of any startups journey



## HOW IT WORKS **Barriers to Entry**

### COLLABORATIVE DD

#### **It's Science!**

Decentralized, egalitarian groups that exchange ideas make each other smarter. These groups make better decisions than individuals.



Reference:

\*Becker et al. PNAS (2017) <https://ndg.asc.upenn.edu/wp-content/uploads/2017/06/PNAS-2017-1615978114-Collective-Intelligence.pdf>

**THREE REASONS WHY**



1) Emerging Tech Sector

2) Lack of Capital

3) Need for More Local Support

TNT IN SK

# Why the Timing was Right?

## EMERGING TECH SECTOR

### Government invests in Saskatchewan's 'hidden tech industry'



Tech startup incubator gets \$250K injection as government tries to spur on growing industry

Charles Hamilton - CBC News - Posted: Jun 06, 2017 4:08 PM CDT | Last Updated: June 6, 2017



Saskatchewan Premier Brad Wall hears pitches from young entrepreneurs at Tuesday's launch event for the

### Coconut Software Closes \$28M Series B Funding Round, Led by Klass Capital

By Coconut Software - Oct 5, 2021



### Meet The Co.Link Startups

Built by founders for founders

<b>alio</b> A new cloud marketplace enabling... A new cloud marketplace enabling... A new cloud marketplace enabling...	<b>Anal</b> An artificial intelligence solution... An artificial intelligence solution... An artificial intelligence solution...	<b>BetterCart</b> Address the data added in the grocery... Address the data added in the grocery... Address the data added in the grocery...
<b>citrus</b> Citrus Technology Solutions that streamline the lifecycle... Solutions that streamline the lifecycle... Solutions that streamline the lifecycle...	<b>cubbi</b> Cubbi A unique approach of data collection... A unique approach of data collection... A unique approach of data collection...	<b>Dark Horse Ag Services</b> A unique approach of data collection... A unique approach of data collection... A unique approach of data collection...
<b>D-OPS</b> An end-to-end water treatment facility... An end-to-end water treatment facility... An end-to-end water treatment facility...	<b>elevo</b> Elevo A unique approach of data collection... A unique approach of data collection... A unique approach of data collection...	<b>ENVIRO</b> ENVIRO A unique approach of data collection... A unique approach of data collection... A unique approach of data collection...
<b>fidu</b> Fidu A unique approach of data collection... A unique approach of data collection... A unique approach of data collection...	<b>HAZTRACK</b> HazTrack A unique approach of data collection... A unique approach of data collection... A unique approach of data collection...	<b>EMERGENCY</b> Emergency A unique approach of data collection... A unique approach of data collection... A unique approach of data collection...
<b>PRairie Robotics</b> Prairie Robotics A unique approach of data collection... A unique approach of data collection... A unique approach of data collection...	<b>ERUNNR</b> Erunnr A unique approach of data collection... A unique approach of data collection... A unique approach of data collection...	<b>SimpleCart</b> SimpleCart A unique approach of data collection... A unique approach of data collection... A unique approach of data collection...
<b>StreamTech</b> StreamTech A unique approach of data collection... A unique approach of data collection... A unique approach of data collection...	<b>SuperGrid</b> SuperGrid A unique approach of data collection... A unique approach of data collection... A unique approach of data collection...	<b>TEAL</b> Teal A unique approach of data collection... A unique approach of data collection... A unique approach of data collection...
<b>vize</b> Vize A unique approach of data collection... A unique approach of data collection... A unique approach of data collection...	<b>WayzMail</b> WayzMail A unique approach of data collection... A unique approach of data collection... A unique approach of data collection...	

Saskatchewan / Local news / Local Business

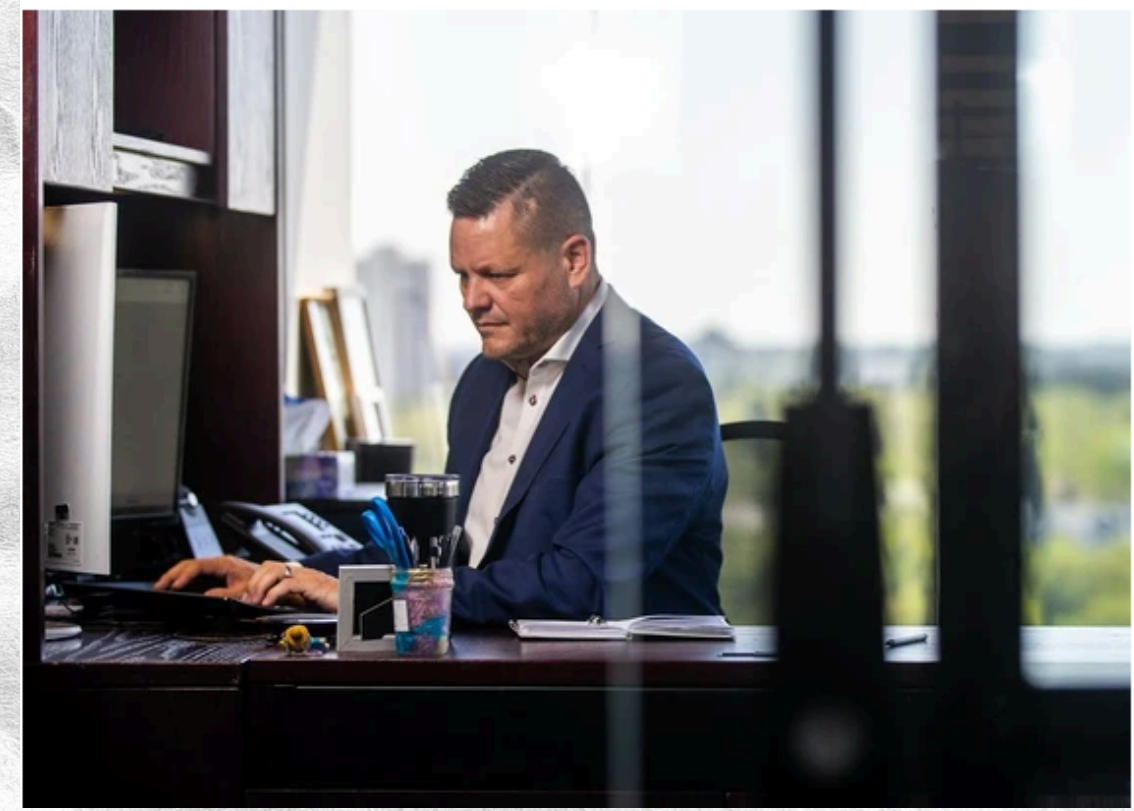
### 'The start of an ecosystem:' Sask. tech firm secures \$120M investment

Vendasta CEO Brendan King says his company's success will help build up the broader tech industry across Western Canada.

Bryn Levy

Published May 27, 2021 • 3 minute read

Join the conversation



myComply Closes \$4.5 Million USD Seed Round to Expand its Workforce Management Solution Within the Construction Industry



We've raised \$80MM to build more great products for you, our restaurant partners

With lead investment by **SoftBank** Investment Advisers

Continued support from **ENLIGHTENED HOSPITALITY INVESTMENTS** & **TEN COVES CAPITAL**

TNT IN SK

## Why the Timing was Right?

LACK OF CAPITAL

**BROAD STREET BULLS VC LAUNCHES \$2.5 MILLION FUND  
TO SUPPORT EARLY STAGE PRAIRIE STARTUPS**



Conexus Venture Capital Fund I final closes at \$30M

*Ted Liu / November 4, 2019 / VC Funds, Saskatchewan*

The logo for Conexus Credit Union features the word "conexus" in a white, lowercase, sans-serif font with a stylized, flowing underline that loops around the end of the word. Below "conexus", the words "Credit Union" are written in a smaller, white, sans-serif font. The entire logo is set against a solid teal background.

TNT IN SK

# Why the Timing was Right?

NEED FOR MORE LOCAL SUPPORT

## SkipTheDishes moving national HQ to Winnipeg

Winnipeg Sun

Published Jun 05, 2014 • Last updated Jun 05, 2014 • 1 minute read

The screenshot shows the SkipTheDishes website interface. At the top, there are three numbered steps: 1. ENTER YOUR POSTAL CODE, 2. CHOOSE A RESTAURANT, and 3. ORDER FROM ITS MENU. Below step 1, there is a 'START YOUR ORDER' section with a text input field for 'What's your postal code? (e.g., S7K 0J5)', radio buttons for 'Delivery' and 'Pickup', and a red 'FIND RESTAURANTS' button. To the right, there are three restaurant recommendations with food images: 'Palatal Stir Fry Express Winnipeg', 'Indian Flame Red Deer', and 'Wing Ting Saskatoon'. A blue box on the right side of the recommendations says 'Free online local resta'.

## CALGARY RANKS AMONG WORLD'S TOP 50 EMERGING STARTUP ECOSYSTEMS

June 10, 2024



TNT IN SK

# Getting it started



# Lessons 1: Be Everywhere!

## What is networking?

It isn't shallow small talk, you need to build real connections with people to have a network

Foster deep relationships with the people in your community

Start with the most wealthy and successful people in the community, you need them to get it going







## Lessons 2: Be Authentic!

### **Selling what you believe in is easy**

If you truly think that the work you are doing is transformational, the words come quickly to you and your energy

You need to focus on execution if you want to actually build an idea into reality

Share your idea openly and freely so you open up more opportunities to execute

## Lessons 3: Be Present!

### Deep relationships require consistent work

If you want to maintain a strong community, you need to keep showing up and putting in the work

Sometimes you need to focus more on cultivating the existing relationships rather than growing new ones

Growing a community is a constant two steps forward, one step back



# Saskatchewan Investments

**\$4M+**

CAPITAL INVESTED

**26**

COMPANIES FUNDED

**175+**

INVESTORS ENGAGED

## WINNING DEALS (10)

2021/2022



2023/2024



## SIDE-DEALS (23)

2021/2022



2023/2024





**Our Story - 278 Weeks of...**  
**Thursday Night Tradition (TNT)**

**HAVE FUN** Happy Hours  
**MAKE FRIENDS** Community Events

**BUILD COMPANIES**

**2023 - 2024 Summit Winners\***



**+ 30\* Side Deals!**

*\*Some deals pending*

**\$15M+**

CAPITAL INVESTED

**30+**

INVESTMENT SUMMITS

**410+**

INVESTORS ENGAGED

**100+**

COMPANIES FUNDED

# Powered by a Fantastic Team



**Neil Vande Bunte**  
Partnerships Lead



**William Johnson**  
BC Community Lead



**Lindsay Vanstone**  
YEG Lead



**Adrian Mitchell**  
YYC Lead



**Jonah Tetz**  
Operations Lead



**Mike Wolsfeld**  
SK Lead



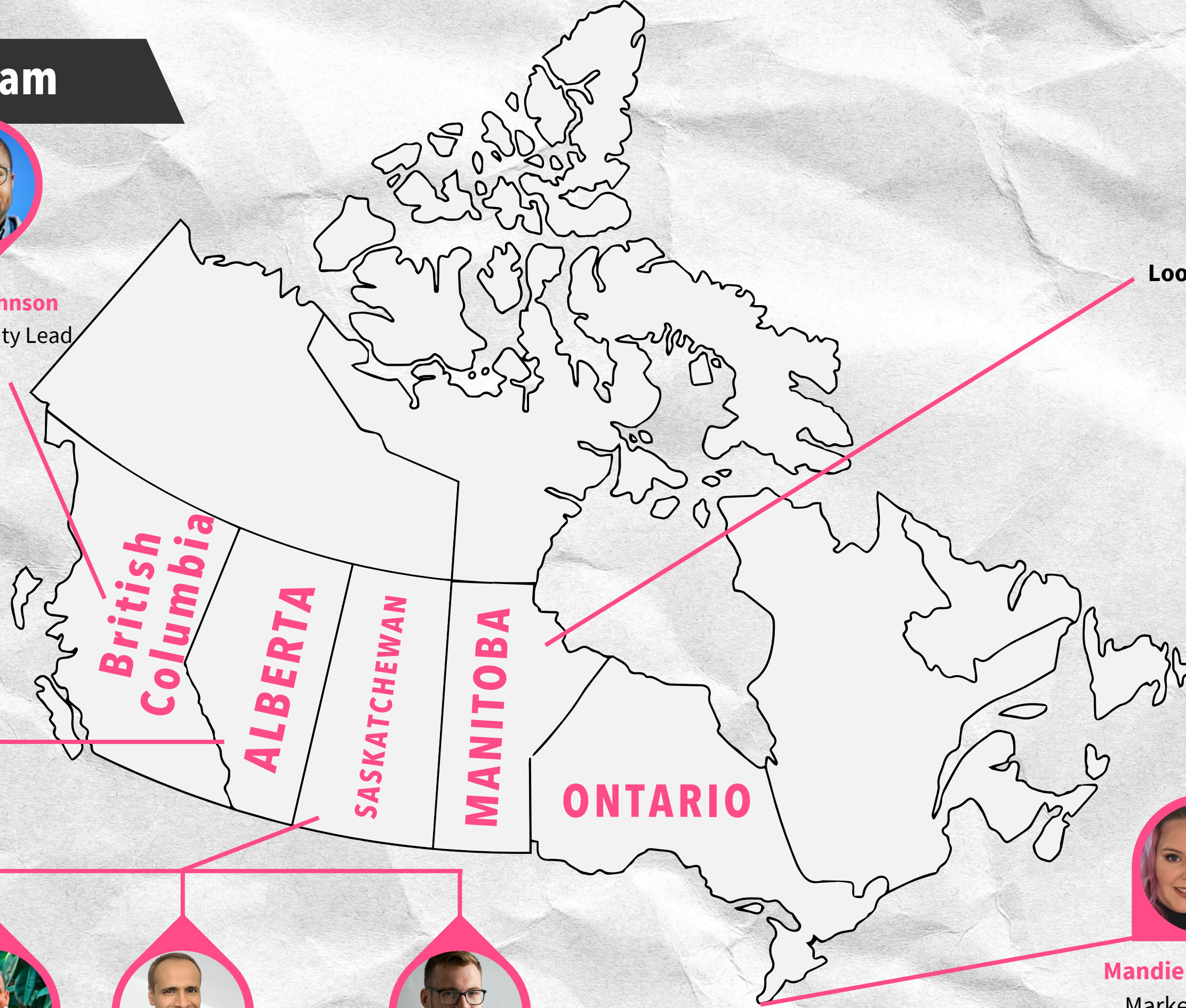
**Hassan Naqvi**  
Regina Lead



**Jesse Wiebe**  
Community Development Lead



**Mandie Armstrong**  
Marketing Lead





# Startup TNT has Momentum

## PRE-SEED

Most Active Investors in Pre-Seed Rounds	# of Pre-Seed Investments	Size of Total Rounds* (CAD \$M)
Startup TNT	16	\$5
Investissement Québec	12	\$32
UCeed	11	\$5
Forum Ventures	8	\$1
Conexus Venture Capital	6	\$8
New Brunswick Innovation Foundation (NBIF)	6	\$1
Golden Triangle Angel Network (GTAN)	5	\$7
Sandpiper Ventures	4	\$4
N49P Ventures	3	\$12
BKR Capital (formerly: Black Innovation Capital)	3	\$3

## SEED

Most Active Investors in Seed Rounds	# of Seed Investments	Size of Total Rounds* (CAD \$M)
Golden Triangle Angel Network (GTAN)	26	\$50
Centre for Aging + Brain Health Innovation (CABHI)	26	\$15
BDC Capital Inc.	14	\$74
Startup TNT	13	\$14
UCeed	12	\$16
Anges Québec Capital / AQC Capital	10	\$30
Investissement Québec	10	\$29
Desjardins Capital	9	\$24
New Brunswick Innovation Foundation (NBIF)	9	\$18
Thin Air Labs	8	\$29

**WE ARE ACTIVELY INVESTING IN THE FUTURE OF OUR LOCAL ECONOMIES**

Source: CVCA 2023 Canada-wide Report Data

**EC DEV** Why Building Investors is Important?

**THE FORGOTTEN KEY PIECE**



EC DEV

# Why Building Investors is Important?

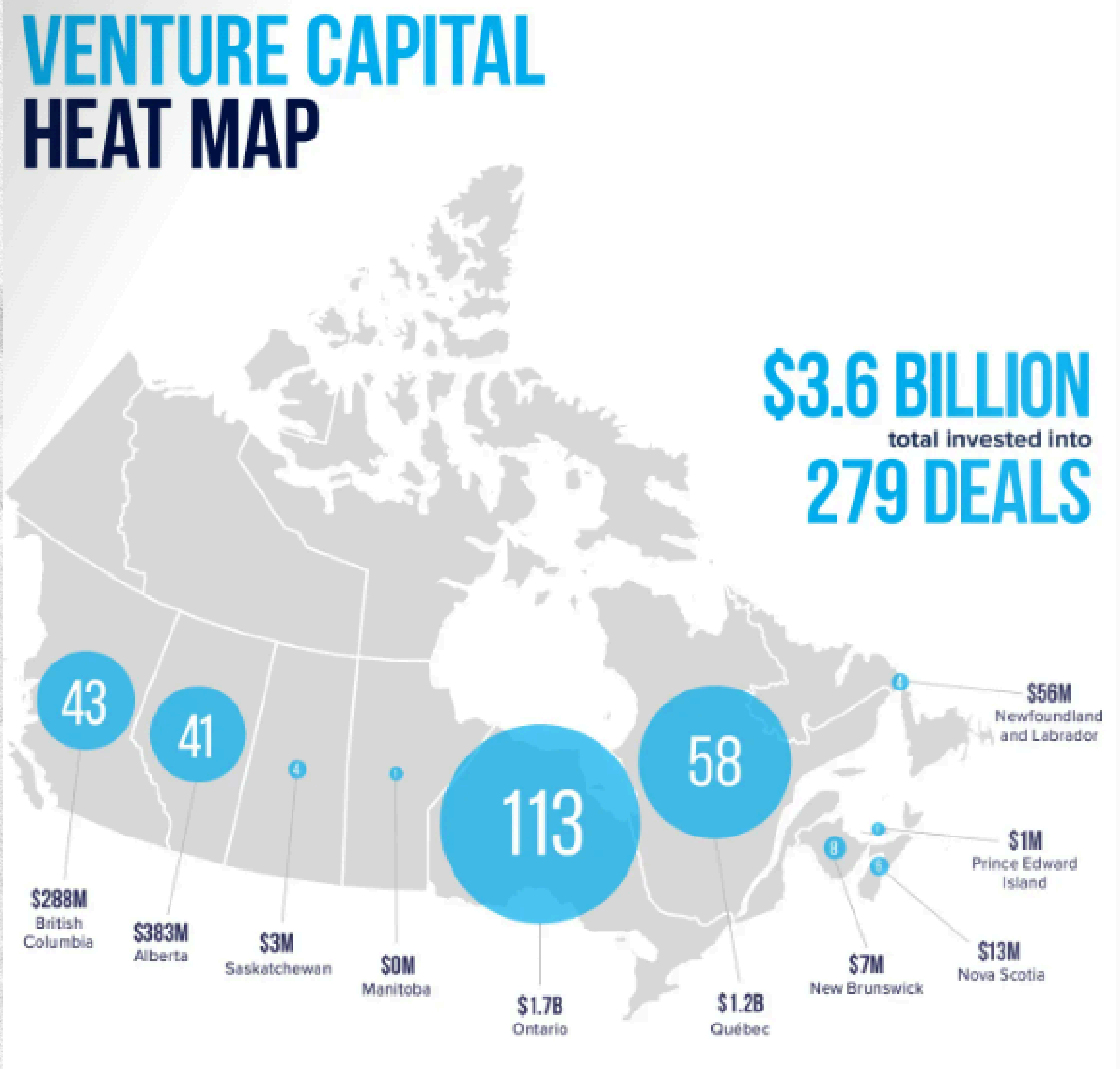
MYTH 1: WEALTHY PEOPLE JUST INVEST





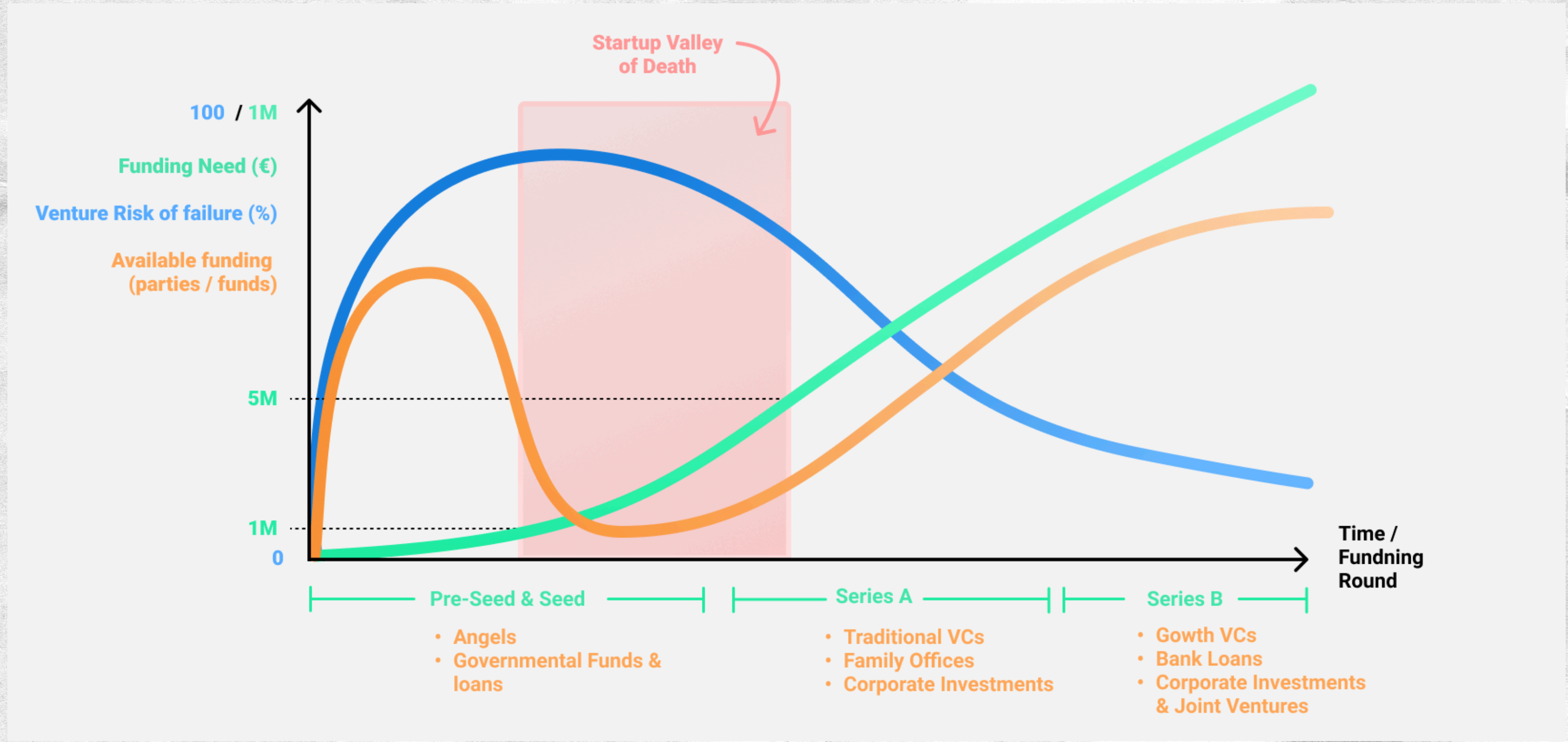
# Why Building Investors is Important?

MYTH 2: OUTSIDE CAPITAL WILL SAVE YOU



# EC DEV Why Building Investors is Important?

## MYTH 3: JUST BUILD MORE GREAT ENTREPRENEURS



**EC DEV**

# Building Your Investor Community

**WHAT CAN RURAL COMMUNITIES DO?**



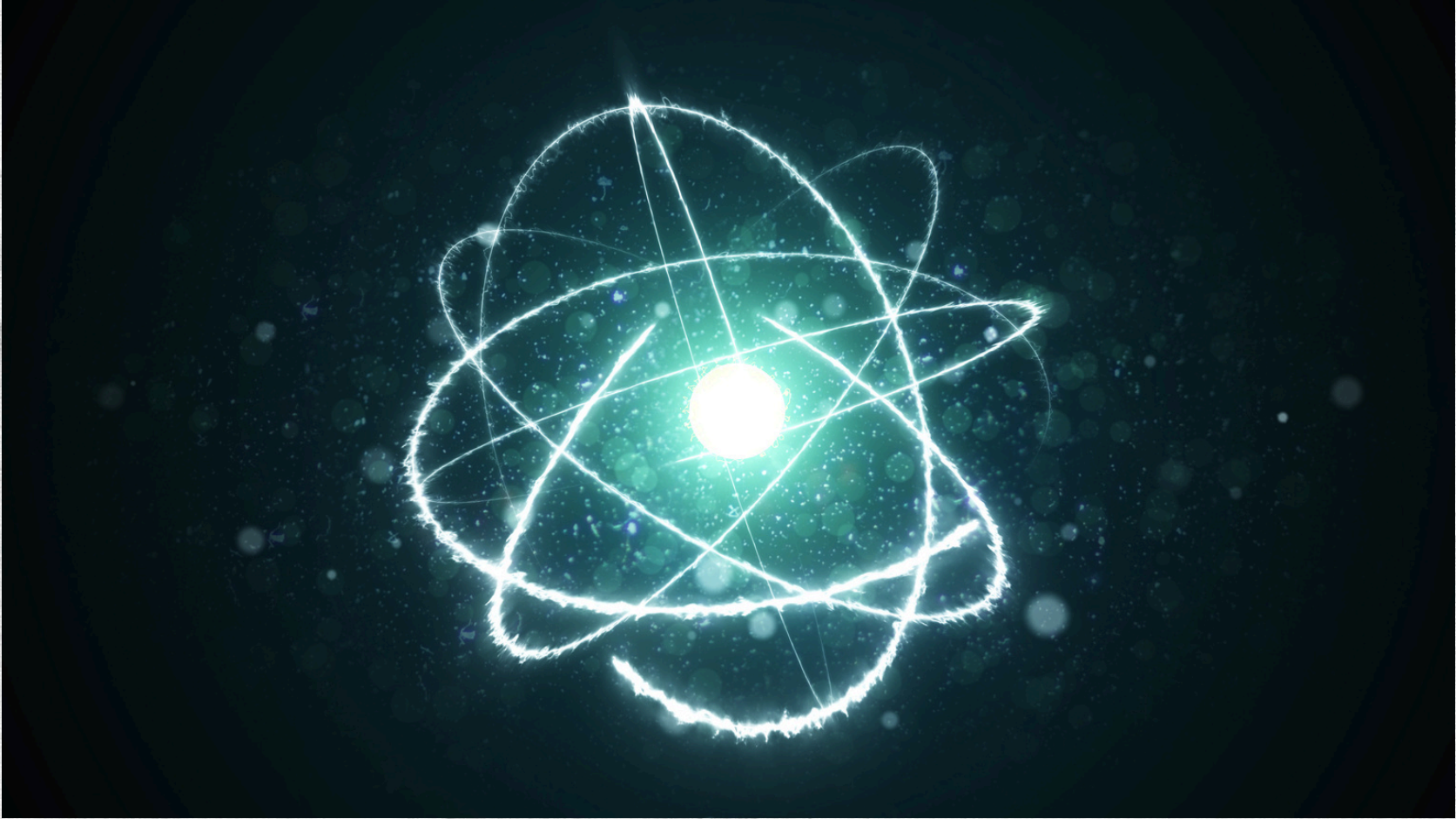
**EC DEV** Building Your Investor Community

**START WITH YOUR EXISTING LEADERS**



**EC DEV** Building Your Investor Community

**FIND YOUR UNIQUE REGIONAL STRENGTHS**



**CROSS ECOSYSTEM COLLABORATION**



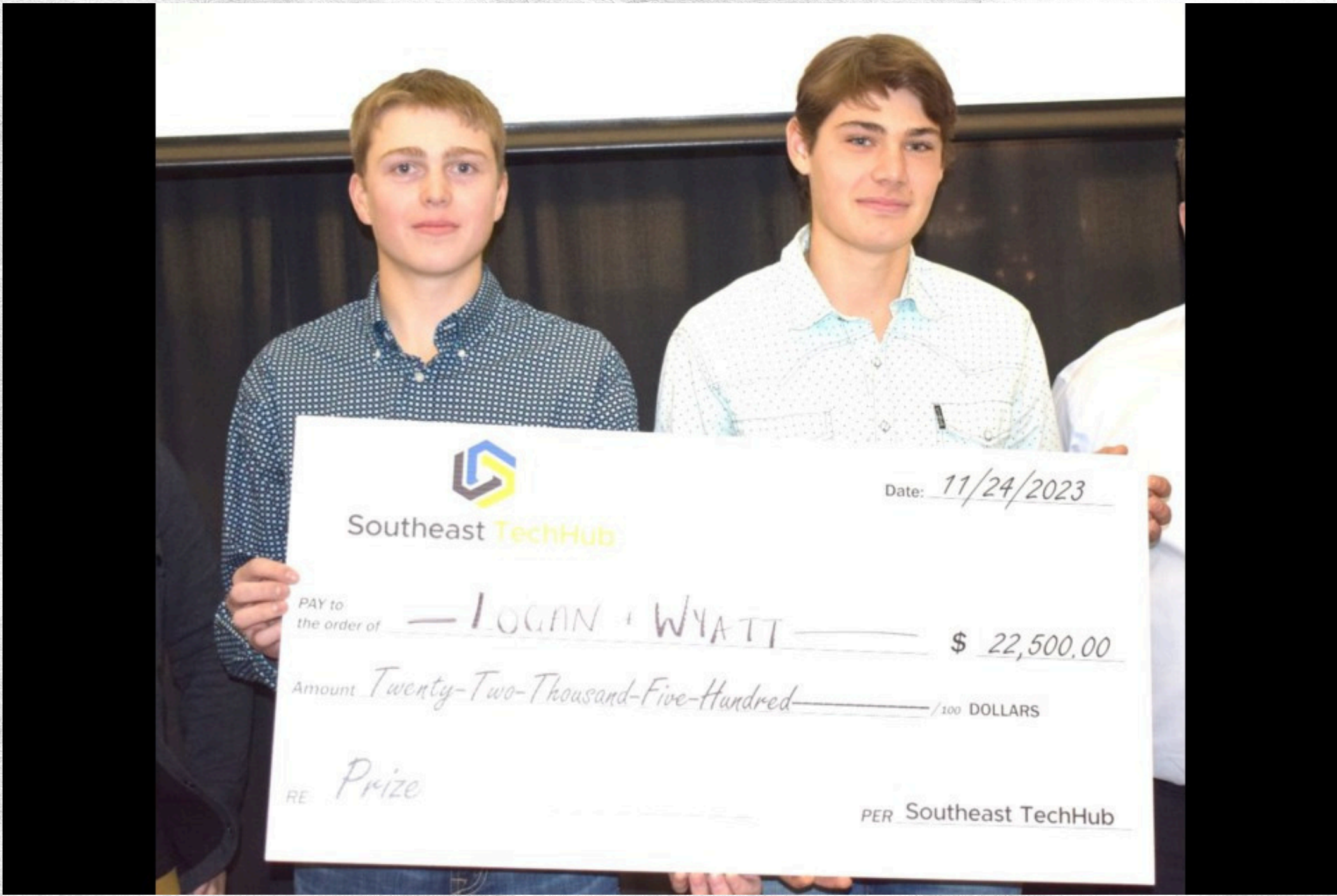
**EC DEV** Building Your Investor Community

**THINK LONG TERM**



**EC DEV** Building Your Investor Community

**EXPERIMENT AND CELEBRATE SMALL WINS**





**STARTUP TNT**  
**SUMMIT**  
**FALL 2024**

**X**



[Startuptnt.com/summit-x](https://startuptnt.com/summit-x)

**SEPT 18 Applications Due**

**OCT 10**

**TNT Pitch Night**

**NOV 14**

**Finale Pitch Night**

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