



INTRODUCING

AC ALUMNI NETWORK

The Best-of-the-Best in Canadian Tech

A Community of Visionary Leaders

ABOUT US

The Accelerator Centre (AC) is an award-winning business accelerator with the mission of helping entrepreneurs build and scale globally competitive companies. We're ranked **Canada's #1 private business accelerator** and one of the top 5 such organizations in the world.

Our alumni are winners – the best-of-the-best in Canadian tech - including **ApplyBoard, Miovision, Axonify, Intellijoint, SSIMWAVE, Smile.io, Plum, Bonfire, TextNow, Ecopia.io, Magnet Forensics, Clearpath Robotics, and more.**

OUR VISION

This incredible community of proven entrepreneurs is ready to be engaged further, by the AC and by the community at large.

Our vision is to create a **robust, AC-proud, and engaged alumni community** that will generate meaningful connections in the tech community and beyond through three pillars of activity.

Network Development

Regular and meaningful touch-points that are the hallmarks of an engaged community including a dedicated slack channel and regular meet-ups

Exclusive Events

Frequent public opportunities for alumni to engage with each other and the broader community, making new connections through exclusive AC events

Celebrating Community Success:

Regular storytelling and brand awareness campaigns that amplify the success of our alumni as tech industry leaders

OUTCOMES

This expansion of our alumni programming will create::

- Continued influence with the industry's highest-potential tech scaleups
- A network of brand ambassadors for the AC and our partners
- Value add for current AC clients as they expand their own networks and learn from experienced pros who are excited to give back to the next generation of startups

BUILD IT WITH US

Initiative development:
November – December 2020

Internal / external review:
December 2020 – January 2021

Initiative roll-out and launch:
Early 2021

\$100,000: FOUNDING PARTNER OPPORTUNITY

- Recognition as a founding partner of the AC Alumni Network, recognized by “founded with the support of EY” included in program name and first mention in written content
- Logo recognition in all alumni communication and promotional material
- Title sponsorship recognition for Peer 2 Peer network, quarterly meetup and all other events related to the alumni initiative including:
 - Logo recognition on meetup page
 - Verbal or logo recognition at the beginning of each P2P session and quarterly meetup
 - Logo recognition on event scroll
- Social media mentions and thank yous to include your company Twitter handle or website (quarterly / 4 times per year)
- Opportunity to host quarterly meetup (space criteria required for in-person meetup) - AC rep to determine eligibility
 - Opportunity for welcoming remarks at in-person or virtual quarterly meetup
- Opportunity to host two (2) knowledge sessions/workshops for the alumni network (on topics as mutually agreed by AC and sponsor)
- VIP invitation to all alumni related events and opportunity to provide giveaway or unique swag at event
- Access to exclusive alumni Slack channel with the opportunity to promote relevant subject matter quarterly (4 times per year)
- Opportunity to provide access to qualified sponsor representatives to serve as subject matter advisors to AC alumni as part of the AC Graduate Program Advisory Board
- Facilitate introductions to all AC graduates during offboarding (list provided) and opportunity to arrange introductions
- Opportunity to provide swag to new graduates (to be handed out during final 1:1 / offboarding introductions)

CONTACT

John Stevens
VP, Strategy and External Relations
jstevens@acceleratorcentre.com

