



PROGRAM GUIDE

WHAT IS THE BASIN REVUP PROGRAM?

Basin RevUP is a business accelerator program that supports businesses positioned for growth in [Columbia Basin Trust's region](#) with customized support, training and networking.

Basin RevUP connects established companies and their leadership team with experienced coaches, also known as Executives in Residence (EIRs), to help them grow their businesses. Participants benefit from a tailored and actionable growth plan designed to address their individual business challenges and achieve their growth potential.

HOW DOES BASIN REVUP SUPPORT THE GROWTH OF MY COMPANY?

Participating companies receive:

A Customized Plan

- A deep dive with an EIR team to understand the company's opportunities and challenges.
- A company-specific plan, or Scope of Work (SOW), designed to solve key business challenges and to accelerate growth.

Mentorship and Coaching

- Industry and business-focused coaching and mentorship will be provided to the CEO and, if appropriate, the senior leadership team.

Business Skill Development

- Targeted training and skill development will focus on areas such as customer acquisition, capital management and operational excellence as well as access to subject matter experts, market opportunities, networking and investment events.

Peer to Peer Engagement

- Opportunities to interact with a community of like-minded entrepreneurs at similar venture stage.

The Trust's Basin RevUp Program Lead will guide and support participating companies through the program and provide support with learning about and accessing potential resources both from within and outside of the Trust.

IS MY BUSINESS ELIGIBLE?

Businesses based in the Columbia Basin Trust region must meet the following criteria:

- have been operating for a minimum of two years;
- have an established and demonstrated revenue with minimum annual revenues of \$500,000;

- have demonstrated commitment to high growth and a growth strategy that aligns with the company’s core business model;
- be incorporated according to the provisions of the *Business Corporations Act*;
- be in good standing with WorkSafeBC, BC Corporate Registry Services and Canada Revenue Agency.

HOW DOES THE TRUST SELECT BUSINESSES TO PARTICIPATE?

The Trust selects growth-stage businesses to participate using the criteria outlined above, while also considering the program’s overall objectives:

- Create and maintain sustainable and gainful jobs in the region; and
- Contribute wealth to the region, including but not limited to:
 - supporting the development of value-add opportunities, particularly for export purposes;
 - expanding and improving regional supply chain opportunities;
 - increasing business sustainability and competitiveness; and
 - encouraging the retention of scalable businesses in the region.

The Trust retains the discretion to determine business eligibility, and to accept or decline any business into the program.

HOW DOES THE TRUST DEFINE GROWTH-STAGE BUSINESSES?

A growth-stage business has customers, growing revenue and is organizing to scale up.

WHAT TYPES OF BUSINESSES ARE INELIGIBLE?

- Start-up businesses.

WHAT ARE THE TIME AND FINANCIAL COMMITMENTS REQUIRED?

The program requires an initial six-month commitment from participating companies. Companies may re-engage for up to six additional months based on a second SOW, if agreed to by the Trust and company. Commitment concludes when the SOW has been completed.

It is expected that companies will spend a minimum of 15 hours/month with the EIR team, including monthly meetings and quarterly strategy sessions with EIR team, staff and partners.

Participating companies pay a monthly fee based on annual revenues and will receive approximately 15 coaching hours per month. This fee ensures commitment to program participation and follow-through and is only a portion of the total cost of the program which is funded by the Trust.

| Revenue prior to participation in RevUP | Monthly Fee |
|---|----------------|
| \$500,000 - \$1,000,000 | \$500 |
| \$1,000,000 - \$1,500,000 | \$750 |
| \$1,500,000 - \$2,000,000 | \$1,250 |
| \$2,000,000 + | \$1,500 |

HOW DO I APPLY?

1. Submit an Expression of Interest using the online form found at ourtrust.org/basinrevup.
2. If your business is a potential fit for the program, you will be contacted by the Trust's Program Lead. Additional information about your company will be required as part of the eligibility confirmation and application process, including but not limited to two years of financial statements.

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QUESTIONS?

Contact us at 1.800.505.8998 or send an inquiry using the online form at ourtrust.org/basinrevup.