



## 2018 PROGRAM GUIDE

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This guide outlines program objectives, eligibility criteria and gives you important information on the Basin RevUP program.

**Questions?** Contact us at 1.800.505.8998 or send an inquiry using our online form at [ourtrust.org/basinrevup](http://ourtrust.org/basinrevup).

### WHAT IS THE BASIN REVUP PROGRAM?

The Basin RevUP program is a business growth accelerator program for non-technology based businesses that are positioned to grow. It provides customized support to growth-stage companies based in the Columbia Basin Trust (the Trust) region ([ourtrust.org/map](http://ourtrust.org/map)), including access to coaching, training and networks needed to grow and thrive.

Basin RevUP connects established companies and their leadership team with experienced mentors (Executives in Residence) to help them grow their businesses. Participating companies will benefit from working with a team of Executives in Residence (EIRs), who work in collaboration with companies over a six month period, to create a tailored and actionable growth plan designed to address their individual business challenges and achieve their growth potential.

### HOW WILL REVUP SUPPORT THE GROWTH OF MY COMPANY?

Participating companies will receive:

#### A Customized Plan

- Company specific plans (scope of work) designed to solve business challenges and accelerate growth. Scope of work will be developed to allow focus on the top one or two business challenges for the six month engagement.
- Deep dive with an Executive in Residence team to understand the company's opportunities and challenges.

#### Mentorship and Coaching

- Owners and the senior leadership team have access to a team of EIRs who have the industry and business experience to help provide strategic feedback, guidance and support.

#### Business Skill Development

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

## Peer to Peer Engagement

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

The Trust's 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.

## WHO CAN PARTICIPATE IN THE PROGRAM?

Eligible businesses include non-technology based companies that are positioned to grow. Businesses must meet all eligibility requirements below.

## WHAT ARE THE ELIGIBILITY REQUIREMENTS?

Companies will:

- be headquartered and operating in Columbia Basin Trust's region ([ourtrust.org/map](http://ourtrust.org/map));
- have meaningful economic impacts realized in Basin communities (e.g. job creation)
- have been in operation for a minimum of two years;
- have an established and demonstrated revenue model;
- minimum annual revenues of \$500,000;
- have demonstrated commitment to high growth;
- have a committed senior management team in place and motivated leadership;
- have a willingness to confirm their commitment to the program in time and financial contribution; and
- be in good standing with WorkSafeBC, BC Corporate Registry Services and Canada Revenue Agency.

## HOW WILL THE TRUST SELECT BUSINESSES TO PARTICIPATE?

The Trust will select 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.

## WHAT TYPES OF BUSINESSES ARE INELIGIBLE?

- Technology-based businesses. This does not include businesses who may be looking to adopt certain technologies for the end benefit of business growth and sustainability.
- Start-up businesses.

## WHAT ARE THE TIME AND FINANCIAL COMMITMENTS REQUIRED?

The program requires an initial six-month commitment from participating companies with extensions considered based on the Scope of Work (SOW). Commitment concludes when SOW has been completed. Companies may re-engage with the program under a new SOW, subject to reassessment and approval by the Trust.

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.

Companies will pay a fee of \$1,500 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.

## HOW DO I BECOME A PROGRAM PARTICIPANT?

1. Interested businesses should submit an Expression of Interest using the online form found at [ourtrust.org/basinrevup](http://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. Information will include, but not be limited to:
  - financials from previous two years;
  - current business plan; and
  - senior leadership team bios.