



**Community
Crowdfunding
Summit**

**March 16, 2016
Coast Inn of the North**

EVENT PROGRAM





Community Crowdfunding Summit

Empower your Community

Wednesday, March 16, 2016

Coast Inn of the North - Prince George, BC

Welcome to the first Crowdfunding conference in North Central British Columbia.

Crowd Funding = according to Merriam-webster.com/dictionary it is - **the practice of soliciting financial contributions from a large number of people especially from the online community**

The need for Crowdfunding arose because, with all levels of government cutting back on monies available, securing funding is not easy. From non-profits to startup business, traditionally when an innovator or technology based business is looking to develop their product, the idea had to be shopped around. Often these businesses or projects are considered too high risk for a traditional financial institution, yet their innovation may fill a market gap and have the opportunity to develop into the next multi-million dollar idea. These innovators often are forced to ask family and friends to invest in them....now; they have the opportunity to ask those who review the idea and think it will work to invest directly in the idea; with an incentive from the innovator for their support.

With the growing global trend of crowdfunding and the BC Securities Commission recently adjusting their securities laws to support this concept, Community Futures believes the best way to solve the knowledge gap about crowdfunding is to hold a Crowdfunding event so that together we can learn more about the benefits in both the business and non-profit sectors. Therefore, we have gathered some of the most knowledgeable people in the Canadian Crowdfunding field as well as local success stories to speak at the first Crowdfunding Conference in Northern BC. (see Bio pages for more information). You will be very happy you joined us.

EMPOWER YOUR COMMUNITY THROUGH LOCAL INVESTMENT

Community Futures Stuart-Nechako
Box 1078 – 2750 Burrard Ave
Vanderhoof, BC V0J 3A0
E-mail: info@cfsn.ca
Phone: 1-800-266-0611

Community Futures Fraser Fort George
1566-7th Avenue
Prince George, BC V2L 3P4
E-mail: general@cfdc.bc.ca
Phone: 1-800-661-2055



Community Crowdfunding Summit

Wednesday, March 16, 2016
Coast Inn of the North - Prince George, BC

AGENDA

8:00 – 8:30	Registration Coffee and Continental Breakfast	Networking
8:30 – 8:40	Opening Welcome	MC Tom Bulmer - InvestLocalBC
8:40 - 9:40	The Connection. Social Media & The Crowdfunding Experience	Leanna Carlson – Carlson Pottery & Robert Quibell – CEO, Vortex Social Marketing.
9:40 – 10:15	What Makes People Donate	Roy Spooner - AimHi
10:15 – 10:30	Nutrition Break	
10:30 – 11:30	Crowdfunding in Not-for-Profits	Daryl Hatton - CEO, FundRazr
11:30 – 12:30	Lunch Break	
12:30 – 1:30	Turning Customers into Investors and Investors into Brand Champions	Sean Burke, COO - FrontFundr
1:30 – 2:30	Are you ready for Crowdfunding? A success story.	Charlene Tessier – CrowdGift & Kimberley Allan Mulla – Kimberley’s Kitchen
2:30 – 2:45	Nutrition Break	
2:45 – 3:45	Securities – Making Crowdfunding Legal	Alixé Cormick – Venture Law
3:45 – 4:00	Closing remarks	MC Tom Bulmer - InvestLocalBC
4:00 – 4:30	Connect. Learn. Have Fun!	Networking

Daryl Hatton

Founder and CEO of **FundRazr**, an award-winning global crowdfunding platform that enables fundraising for a wide variety of campaigns including personal causes, entrepreneurial projects and non-profit organizations. A serial entrepreneur who loves the challenge of building companies from scratch, Daryl has founded multiple start-ups and helped bring one, Optio Software, to a successful NASDAQ IPO in 1999. Today he serves as board member and advisor to multiple BC and Silicon Valley based start-ups and sits on the board for the National Crowdfunding Association of Canada.

A leader in the burgeoning crowdfunding arena, FundRazr was included in Profit Magazine's Hot 50 as one of the fastest growing startups in Canada. To date, FundRazr has helped raise over \$75 million for more than 50,000 campaigns around the world.



Alixé Cormick

Founder of **Venture Law Corporation**. She concentrates her legal practice in the areas of public company listings, mergers and acquisitions, and secondary and exempt market financings. Her clients have included private and public real estate development companies and real estate investment trusts.

She is on the advisory board of the National Crowdfunding Association of Canada and the commercialization advisory board of the Life Science Institute of British Columbia. She is also on the advisory board of two private tech companies.

She is an active angel investor and a member of Vancouver Angel Technology Network and Pacific Northwest Keiretsu Forum.

Alixé has been a speaker on crowdfunding, raising capital, and going public at conferences in the U.K., Asia, and North America. She writes regularly about all these topics on her blog and firm website.

You may follow her on twitter at [@alixecormick](https://twitter.com/alixecormick)



[Sean Burke](#)

has over five years of professional service experience working at PricewaterhouseCoopers LLP in corporate tax and audit. He was relocated to New York, where he advised several of the world's largest banks in the banking and capital markets sector.

In 2013, he was named the Chartered Accountants Most Exemplary Young Professional, an award given to one CA in Western Canada annually. In 2012, he was awarded the PwC National CEO Award, the highest honour for PwC Canada employees. Sean is active in his community and serves on multiple boards in Vancouver. Most notably, he is on the SFU Board of Governors Responsible Investment Committee, the SFU Alumni Association and he serves as a board member for the Whisky Wisemen not-for-profit organization.



Kimberley Allan Mulla

Kimberley Allan Mulla is a professional baker and cook with vast experience in hospitality and retail. Co-owner of [Telkwa Takeout](#), with her husband Jay Mulla, Kimberley also operates a local restaurant and grocery delivery company.

In **2010**, Kimberley launched Kimberley's Kitchen in Canada. Kimberley's Kitchen handcrafts **small batch confections and organic fine foods**, using local and Fair Trade ingredients. Located in **Telkwa, in Northern B.C.**, Kimberley's Kitchen is available across Canada **online** or at one of our lovely **retailers and restaurants**.

"I quickly learned that crowdfunding was about more than raising money; it is also about connecting with others over a shared vision. Marketing the project was a huge investment of my time but it allowed me to expand my business and contribute more to my community in Telkwa."

Leanna Carlson

is a ceramic artist who is known for her keen interest in using local clay and minerals in her work. Her latest project, a gas fired kiln, was built to fire a unique clay that she digs from the Fraser River. Her project budget was blown out of proportion when she received the quote from our hydro provider to get electricity to her shop. Hydro insisted that her house and property be upgraded to their latest standards and that brought the estimate to over 7000 dollars for the hydro alone.

She decided to run a "Kickstarter" campaign to help raise the funds. The campaign was successful and though some of her expectations were not met, there were some nice surprises and twists and turns along the way. Her kiln is now up and running, and she works towards finishing fulfilling her obligations to her pledgers.



Robert Quibell

is the President of Vortex Social Marketing, and a Co-Founder of the Culinary Stock Software. Over the last 4 years, he has worked with over 100 companies setting up and implementing digital marketing strategies. Robert has worked with a variety of projects, including 8 successful political campaign and projects changing policy through social media. The companies he works with run from small entrepreneurial operations, to companies with over 50 employees.

Currently Robert is working with over 20 companies, including 3 technology start up companies to bring new products to market. This often involves raising money and selling concepts to investors.

Robert has an MBA from the University UNBC, a Diploma in Business, with honours, from the CNC, and a degree in Kinesiology from SFU. He is currently at the Co-President of the UNBC MBA Alumni Association.

**THANK YOU TO OUR PARTNERS
EMPOWERING THEIR COMMUNITIES**

	
	
	