



Co.Launch

COHORT 11 PROGRAM GUIDE



Many of Saskatchewan's fastest-growing tech startups began through the Co.Launch program. Co.Launch has seen companies like SalonScale, Offstreet, HYON, Cubbi, Alto, and Cadence excel amidst high competition, raising over \$10M collectively.

Co.Launch is a competitive 11-week accelerator program designed to coach early-stage founders on market validation, landing their first contract, and raising investment.

No equity. No fees.
\$20K cash up for grabs!

How We Support You



1:1 Strategic Support - Weekly coaching from our team on market validation, sales, and fundraising.



Learn from the Best - Content and programming from founders and experts with real-world experience building tech companies.



Boost your Network - Get face time with Co.Labs' network of founders, experts, investors, and supporters who've pioneered building tech in Saskatchewan & worldwide.

The Process

- 1. Apply to Co.Launch**
Submit a short application about your team and idea. Qualified startups will be invited to a video interview with our team.
- 2. Phase 1**
Accepted startups meet in person to focus on value proposition & the market validation process.
- 3. Phase 2**
Phase 2 is all about product development and sales. Get familiar with ICP's and work on your sales pitch.
- 4. Phase 3**
Learn from the best of the best! Phase 3 startups gain fundraising tips from seasoned investors and coaches.
- 5. The Grand Finale**
After 11 weeks, the strongest remaining startups take centre stage, putting their skills to the test in a pitch for \$20K!

Co.Launch gave me the tools to build Cadence

"I entered Co.Launch with a problem I needed to solve but no technical expertise. As a non-tech founder, Co.Launch gave me the tools I needed to start and grow Cadence. **I would not be where I am today without Co.Labs and I am forever grateful.**"

Rachel Drew

Founder & CEO, Cadence

Cadence



Requirements

- Technology startup (hardware or software)
- Pre Product-Market-Fit
- Able to meet weekly, during the evening
- Headquartered in Saskatchewan

Cohort 11 Timeline

Applications Open: January 10th

Applications Close: January 29th

Video Interviews: January 30th - Feb 5th

Applicants Notified: February 6th - 12th

Cohort Kick-off: February 13th

Phase 1: February 13th - 27th

Phase 2: March 6th - 27th

Phase 3: April 3rd - 17th

Co.Launch Finale: April 22nd



FAQs

Do I need a team to apply?

Our program is competitive and one of the essential elements of a startup is teamwork. You don't necessarily need a team, but a strong team is a huge asset.

Do I need a product to apply?

Nope! Co.Launch applicants range from those with just an idea to those who have a working prototype and possibly a few customers.

Do I need to be incorporated?

Nope! We can worry about the legal aspects of the business when it becomes necessary.

What happens if I don't make it to the next phase?

Try, try again! If you don't make it to Phase 2 or 3, you're welcome to reapply to the next cohort after hitting the necessary growth targets.

How do I get into Co.Link after finishing Co.Launch?

The Co.Labs team will assess each startup based on an internal scoring at the end of the cohort.

QUESTIONS?

Email us at:

hello@co-labs.ca

Visit our website

www.co-labs.ca/contact
