



COMMUNITECH<sup>®</sup>

# Fierce Founders

2021 partner prospectus

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# Fierce Founders

Fierce Founders Bootcamp is a great opportunity for you to get in front of high potential startups that are ready to grow. There are various ways you can get involved through sponsoring Fierce Founders Bootcamp; including mentorship and brand recognition.

Fierce Founders Bootcamp, that will be delivered virtually, is a fast-paced business and personal virtual growth program that is open to female entrepreneurs with a tech or tech-driven company that have either successfully launched their MVP or are close to doing so.

Twenty-five participants will receive hands-on mentorship from experienced entrepreneurs and experts as they build out their business models and work toward refining their pitch. At the end of it all, your sponsorship goes directly into the hands of the winner(s) in the form of a \$100,000 cash prize.

Fierce Founders Bootcamp 2021 will take place virtually on January 25 - 27 and it will continue February 22 - 24 with the final pitch competition taking place on February 24. Applications for participants close mid-November.

## Co-sponsorship Deliverables - \$20,000

- Sponsor logos on the bootcamp website on communitech.ca.
- Recognition of support to be stated in social media posts leading up to and during the bootcamp, in the press release, the pitch finale keynote and screen displays, and within the communications across the CDMN network.
- 2 spots to the exclusive virtual welcome reception for the bootcamp participants.
- Opportunity to join the practice pitch sessions as a judge during the 4th and 5th day of the bootcamp. These individuals (vetted by Communitech) will determine who will continue on to the pitch finale on the 6th day.
- Opportunity to be a pitch judge (vetted by Communitech) at the final virtual pitch competition.
- 5 spots at the pitch finale.
- Blog / press release recognition with winning team post-event.

## Reach

- 220 total participants since launching in 2014
- [Fierce Founders Finale 2020 Recap](#)
- 2020 media coverage:
  - » Total media impressions: 1,134,000
  - » Total number of media pieces: 10
  - » Media piece breakdown:
    - 2 press releases
    - 1 radio interview (CBC Kitchener)
    - 6 online articles (Betakit x 2, The Record, CBC.ca, Dailyhive.ca, Startupheretoronto.com)

For further inquiries, please contact Troy Murray at [troy.murray@communitech.ca](mailto:troy.murray@communitech.ca).

## Don't just take our word for it

“Being a part of the Fierce Founders Bootcamp was an incredible feeling. I got to meet so many amazing women from all over Canada who inspired and motivated me. I learned so much from the Fierce Founders Bootcamp and it was very rewarding. I am very lucky I had the opportunity to be a part of such a collaborative environment.”

—Stephanie Florio, SWOB Inc.