



Pro Squad

communitech.ca/partnerships

Our story

Communitech helps founders start, grow and succeed

At Communitech, we're all about the "F" word. Founders.

We were built by tech founders who saw the need for a community of support to help ensure the future prosperity of Canada. No other innovation hub can say that, which is pretty cool.

Established in 1997, our mission has been our guide ever since. We're here to support the founder at every stage of their journey, providing accelerated opportunities to access talent, capital and sales.

As Canada's tech supercharger, we help founders:

- Hire and retain the smartest, brightest and most experienced people
- Access growth financing at every stage
- Sell to the biggest customers at home and around the world
- Connect the right people at the right time – peers who have been there before, coaches who can guide them through the difficult spots and partners from all over Canada



Our metrics

A member-based community of tech, by the numbers.

Membership breakdown:

1,000+ founders and

200+ partners

1,200+ members

110,000+

square feet of working
and co-working space

28

Peer2Peer
Groups with

12,800+

members

1 hub

in downtown Kitchener

38,000+

Twitter followers

124,000+

unique views to
Tech News in 2021

About Pro Squad

Members of Communitech Pro Squad are our in-house, trusted business professionals. With virtual office hours promoted through Communitech's social channels and newsletters, each member of the Pro Squad provides at least 100 pro bono hours of mentoring and business support services per year to Communitech companies. Top of mind and accessible, the Pro Squad is where Communitech members go for guidance.

Business service providers include, but are not limited to: cloud and software services, cybersecurity, lawyers, insurance providers, media production, recruiters, accountants, financing and capital.

Each category can have a maximum of four companies regardless of tier.

Pro Squad membership benefits

- Designated senior relationship manager on Founder Services Team.
- Pro Squad members are always considered first when Communitech is selecting content providers for the startup and scale-up programs such as our Ask Me Anything series.
- Access to the Communitech Pro Squad watermark for use on marketing materials.
- Multiple meetings per year among Pro Squad members.

Pro Squad Platinum - \$20,000

\$20,000 + active Communitech membership

For companies with 50+ employees collectively.

Thought leadership

- Considered first for content delivery for applicable founder workshops and AMAs
- Priority invitations to “Future of...” collaborative events
- First right of refusal on relevant paid collaboratives

Networking

- Two tickets to applicable Communitech events
- An annual opportunity to gather with all Pro Squad partners in a social setting

Visibility

- Logo and contact information available to founder companies
- Client testimonials featured in appropriate channels
- Promotions in Founder Services newsletters
- Promotion in relevant channels, eg. startup Slack Channel

Lead generation

- Direct referrals from Communitech team and Growth Coaches
- Pro Squad Mixer with Growth Coaches and Founder Success Managers
- Monthly office hours (by appointment)
- Name and contact information provided to each new startup with Communitech

Pro Squad Gold - \$10,000

\$10,000 + active Communitech membership

For companies with 20-50 employees collectively.

Thought leadership

- Considered first for content delivery for applicable founder workshops and AMAs
- First right of refusal on relevant paid collaboratives

Networking

- Two tickets to applicable Communitech events
- An annual opportunity to gather with all Pro Squad partners in a social setting

Visibility

- Logo and contact information available to founder companies
- Client testimonials featured in appropriate channels
- Promotions in Founder Services newsletters
- Promotion in relevant channels, eg. startup Slack Channel

Lead generation

- Direct referrals from Communitech team and Growth Coaches
- Pro Squad Mixer with Growth Coaches and Founder Success Managers
- Monthly office hours (by appointment)
- Name and contact information provided to each new startup with Communitech

Pro Squad Silver - \$5,000

\$5,000 + active Communitech membership

For companies with less than 20 employees collectively.

Thought leadership

- Considered first for content delivery for applicable founder workshops and AMAs
- First right of refusal on relevant paid collaboratives

Networking

- Two tickets to applicable Communitech events
- An annual opportunity to gather with all Pro Squad partners in a social setting

Visibility

- Logo and contact information available to founder companies
- Client testimonials featured in appropriate channels
- Promotions in Founder Services newsletters
- Promotion in relevant channels, eg. startup Slack Channel

Lead generation

- Direct referrals from Communitech team and Growth Coaches
- Pro Squad Mixer with Growth Coaches and Founder Success Managers
- Monthly office hours (by appointment)
- Name and contact information provided to each new startup with Communitech



Have questions?

Steve Park is happy to help.

Business Development & Growth Specialist
steve.park@communittech.ca