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NexStream Tech Competition delivering even more value for local businesses

Campbell River's NexStream Tech Competition is already bringing value to the local business community – and now, there's more!

“On top of the local business boost coming directly from the competition, we're adding a bonus, 10-week session that's open to anyone interested in enhancing a local business,” says economic development officer Rose Klukas. *“Space is limited, so don't hesitate to get in on this opportunity.”*

The City partnership with Campbell River Area Angel Group (CRAAG) and Spring Activator is offering a 10-week online business development program featuring live webinar sessions, subject matter experts and peer mentorship. Five spaces are available for local businesses to participate, on a first-come, first-served basis.

Topics will include:

- customer discovery
- target market
- lean methodology: developing a minimum viable product
- protecting intellectual property
- sales and marketing
- pitching and storytelling

“The NexStream Tech Competition has brought many opportunities to Campbell River for business and entrepreneurship training such as this business boot camp,” Klukas adds. *“In 2019, Futurpreneur Canada offered their Rock My Business Plan program in Campbell River and we expect much more to come”.*

Competition winners will be announced at the finale event in September 2020.

“Ten teams have made it to the prototyping stage,” states CRAAG member Dana Kammergard. *“The whole process was designed to motivate people to invent in areas that are relevant to challenges within the BC economy and to draw attention to Campbell River as a technology destination. We are certainly accomplishing this goal.”*

Participants in the NexStream competition receive mentorship and skill development, tools and techniques for enhancing business strategy. Plus, the competition is increasing Campbell River's profile and some of the prototypes in development during the final stage of the competition offer direct benefits for local companies.

“NexStream helps existing local businesses and has the potential to attract new businesses to Campbell River by encouraging people to use technology to develop innovations that would be very useful for companies in our region and elsewhere,” says city manager Deborah Sargent.

Additional, finalist-specific, sales and marketing support will be provided by Campbell River business owners Matthew Fox from Strathcona Business and Technology Services and Jos Bell from Boleyn Media.

To find out how you can take advantage of this opportunity, email invest@campbellriver.ca. For more information on NexStream, visit www.nexstream.is.

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