APPLICATION PROCESS

Thank you for your interest in The A100.

The A100 is a member-driven not-for-profit association established in 2010. The majority of members are advisors, board members, and angel investors to Alberta-based entrepreneurs. Our goal is to provide the necessary environment for startups to build globally driven technology and innovation companies. We believe world-class tech companies are being built in Alberta and that our collective greater involvement can meaningfully increase successful outcomes.

> *Purpose*: To inspire and support generations of Alberta technology entrepreneurs.

> *Mission*: Drive lasting diversification for Alberta's economy, and engage our community of seasoned tech founders and C-Level executives to support up and coming technology entrepreneurs by sharing experiences and networks.

> *Core Values*: Focus on the entrepreneur, culture of giving back, experience-based advice, partner with the community, and independently funded.

Candidates should understand that members are expected to share their experiences and wisdom with other members and with Alberta tech entrepreneurs, as well as participate in A100 programming, events and structure (minor role on a committee).

This document is designed to provide you with the information required to apply for membership, as well as offer some insight into whether The A100 is right for you – ensure that you will be a valuable contributing member to our group.

Who May Apply?

The requirements to join The A100 are as follow. Candidates need to meet:
- criteria 1(a)
- at least 2 of the 3 criteria from 1(b)(c)(d)
- criteria 2
- criteria 3

1. Has "been there, done that", having built a successful company – as a founder or a C-Level executive – and thus has the skills, experience, expertise and network that can help Alberta startups increase their chances of success. "Been there, done that" is defined as:

    a) Having scaled a technology-intense business that has used its proprietary technology as a source of competitive advantage
    b) Having built a technology company with significant market cap reflective of industry
    c) Generated annual revenues of at least $5 Million (CAD)
    d) Having successfully exited their technology company

2. Is committed to actively engage in The A100 ecosystem activities. Engagement is defined as:

    - Having the interest and ability to provide great advice to fellow A100 members and Alberta's

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tech startup community

- Maintaining a broad network of contacts and be willing to leverage it for the benefit of the Alberta tech community
- Attending A100 and ecosystem events e.g. AccelerateAB Conference, Inventure$, Startup Calgary & Startup Edmonton Launch Party, pitch events, panel discussions, and lunch & learn sessions amongst many others
- Paying A100 annual membership dues to support the achievement of our mandate

3. Candidates must be supported by at least three A100 members.

The Application Process

The A100 accepts a limited number of new members twice per year (April and October) depending on the number of candidates.

Completing this process is not a guarantee of admission and the Membership Committee in partnership with the Board of Directors maintain the right to not extend an offer of admission to all applicants. Candidates are considered solely on merit and meeting The A100's by-laws and requirements.

An overview of the process is as follows:

1. Online application and verification
2. Application review with Membership Chair or Membership Committee member
3. Attend an A100 'Meet & Greet' event
4. Candidate application reviewed by A100 Membership Committee towards making a recommendation to the Board of Directors for ratification
5. A100 Board of Directors to ratify candidate as a new A100 member
6. New member onboarding: Welcome to the A100

Step 1 – Online Application
Candidates are encouraged to complete the online application form.
(visit www.thea100.org, click Become a Member)

Please have your candidacy submitted via the online form no later than 30-days prior to the intake month e.g. March 1st for April intakes and September 1st for October intakes. Applications not received in full by the deadline will need to apply at a future application deadline.

Step 2 – Application review call with Membership Chair or Membership Committee Member
Once the application form and supporting document have been received, the prospective member will receive a call to review the application to ensure it is filled out correctly and no information is missing.

Step 3 – Attend A100 Meet & Greet Event
Once or twice a year an A100 Meet & Greet event will be scheduled, depending upon the number of applicants. This is a mandatory step in the application process. If you cannot attend the event your application will be held over until the next A100 Meet & Greet event. This event is designed to provide the applicant information about the A100 member benefits, expectations and share member experience. It is an important part of our process as both A100 members and the candidates will get a real opportunity to assess fit.

Presentation Tips

Please be prepared to make a 5-minute verbal presentation during the A100 Meet & Greet event. Typically, A100 members are interested in learning the following:

- Brief explanation of your business
- What makes your business unique in your market
- Your role in your organization
- What value you add to your company
- What is the culture of your company
- What major lessons have you learned
- Personal interests
- What you expect to get out of The A100
- What you expect to contribute to The A100

After each presentation, A100 members will have 5 minutes to ask follow-up questions.

Step 4. The Final Round: Candidate application review by A100 Membership Committee

Your application will be reviewed by The A100 Membership Committee. After review, The A100's Executive Director will contact you within 48 hours with the status of your application.

Step 5. New member onboarding: Welcome to the A100

Should you be welcomed into The A100, you will be asked to confirm your acceptance. Following your acceptance, below is what you can expect in the first 90 days:

- You will receive a welcome email from the Executive Director welcoming you to the membership. The email will contain a multitude of information for your integration into The A100.
- You will receive an invoice for your pro-rated dues to be paid upon receipt. Dues in The A100 are currently $1,000.00 per year (our fiscal year is January 1 – December 31). Annual dues are sent each December for the coming year. There will also be a one-time $500 initiation fee when you join on top of your membership dues.
- Our new member integration committee will host an orientation event for you. This event will be very important to help you learn the ins and outs of the A100 membership – Attendance is strongly encouraged.

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