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Local Tech Talk and Workshop Series Supports Range of Businesses and Sectors

Comox Valley, BC: The myriad of Smartphone Apps or cloud-services that run aspects of many offices, retail business, shop floor or even family farm technology is becoming ever more pervasive. If you are a builder, user, reseller or advocate of the tech sector, you are part of this exciting ecosystem. The upcoming Tech Talk and ReThink Series will explore the not so secret “code” to harnessing industry best practices that will help you and your business grow.

Presented by Graham Truax, Executive in Residence, Innovation Island, with the support of Comox Valley Economic Development (CVEDS), the series kicks-off on October 18, 2 pm, North Island College Stan Hagen Theatre. This open talk and discussion will delve into how the last 20+ years of tech development will be dwarfed by what’s coming in the next 5 or 10 and explore how the Comox Valley can better position itself and benefit.

“Over the past few years I’ve had the wonderful opportunity to work closely with many successful tech Startups throughout our region. However, when it comes to our workshop series I’m equally excited with how dozens of more ‘non-tech’ entrepreneurs are applying tech-based principles to their businesses and projects,” said Truax, “Technology touches everything and it moves extremely fast – with or without any of us. This ReThink Series provides a vehicle for businesses to harness information and help integrate it in their own day-to-day activities and longer-term planning objectives.”

The Service Agreement between Innovation Island and CVEDS includes hosting annual events of this nature to support Comox Valley business enhancement toward hiring of employees, renting shop or office space, and creating a sustainable economic base from which they can scale further.

Local decision makers and influencers are encouraged to attend the free kick-off Tech Talk on October 18th to provide input and ideas into how to support Tech innovation at the business, regional and provincial level, and to register for one or *all* of the ReThink Series sessions which commence October 19 and run into February 2018. Topics include:

- “Refresh Your MVP” and “Customer Discovery”
- “Funding Sources”
- “Challenge Your SWOT”
- “Pivot or Persevere”
- “The Relationship Business”
- “Team Building”
- “The Pros & Cons of Bootstrapping”
- “Startup 101: Crash Course”
- “Are You Ready to Scale”
- “How to Pitch & Present”.

To register online or FMI about this and other Business Counts Workshop events hosted by CVEDS visit BusinessComoxValley.com.

Media Inquiries:

Lara Greasley, Manager, Marketing and Communications

E: lgreasley@investcomoxvalley.com

C: 250-702-1298



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