



SPONSORSHIP OPPORTUNITIES

Oct 2023



ABOUT YOU

You want to:

- Access the market of over 4,300 Canadian SaaS companies with help of a respected Canadian partner
- Expand your brand affinity in Canada
- Create quality MQLs and SQLs with original Canadian-centric SaaS metrics content
- Gain VIP early access and exclusive content for your Canadian audience

ABOUT US

- We conduct Canadian-centric SaaS metric research set in a global context
 - Research is relevant and segmented for startups < \$1 M ARR, from \$1 – 5 M ARR, and > \$5 M ARR
- We mentor Canadian SaaS startups < \$1M ARR at no charge to them

Our funding comes from sponsors, economic development organizations, and the occasional grant.

CAIN. *SaaSCan for Startups is a member of the Canadian Accelerator and Incubator Association.*



The Problem We Solve

Canadian SaaS Startups:

- **Lack Canadian-centric SaaS metric resources** – SaaS metrics differ from standard financial metrics yet not all SaaS startups know this from Day 1. And while the Canadian context is unique, there is little Canadian-specific content available.
- **Have varied realities** – Generic content is often difficult and misguided to apply. SaaS companies need context-specific SaaS metrics guidance to optimize their growth.
- **Lack equal access** – Many Canadian SaaS startups, especially those outside major cities, lack a network of SaaS mentors and investors. Canada has only 2 dedicated SaaS startup accelerators that accept a handful of companies each year, and most startups can't afford pricey consultants.



How We Solve It

SaaSCan for Startups solves this through:

- **Canadian-centric research** – We conduct original Canadian-centric SaaS metrics research to bring Canadian SaaS companies relevant content they can trust.
- **Enablement in context** – We mentor SaaS startups 1-1 on the metrics that matter most for their specific context, as determined by SaaSCan research.
- **Access** – We provide research and mentoring remotely and in person across Canada at no charge to SaaS startups, with no application process. This increases access.
- Nos services sont également disponibles en français.

WHY DOES IT MATTER?

Without early access to this knowledge, Canadian SaaS startups risk:

- Optimizing for the wrong metrics
- Being unprepared for fundraising or borrowing
- Making costly and time-consuming mistakes



Who SaaSCan for Startups Serves

- Canadian headquartered SaaS startups
- Most common job titles are Founders, CEOs, COOs, Heads of Customer Success, Product, Marketing



Reach

Through our Research Distribution Partners, SaaSCan reaches a collective social audience of over **200,000**.

In addition, SaaSCan has a laser focused audience of:

450 + highly engaged Canadian SaaS ecosystem leaders in a well-maintained mailing list. Average email open rates consistently > 50%.

800 + LinkedIn followers and growing.



Impact

Our North Star Metric is # of Canadian SaaS startup leaders served. Over the past 12 months, we served:

500+ Research report downloaders

50+ 1-1 metrics mentoring participants

What Canadian SaaS leaders have to say...

“

This is a phenomenal piece of research into SaaS metrics that matter to building a great, highly valuable business. Well done SaaSCan!”

– VICTOR SKRYLEV
FORMER VP, PRODUCT
PROPOSIFY
HALIFAX

 Proposify

“

This report helped us immensely at samdesk when we were preparing for our Series A - what metrics to focus on, how we compared to others at our stage, and what the investor perspective was.”

– ASHLYN BERNIER
COO
SAMDESK
EDMONTON

 samdesk

“

Out of all the metric advice I've received over the past year, a chat with you gave us the most clearly defined, tangible measures to focus on & next steps we can implement as soon as tomorrow!”

– AMANDA TANNER
FOUNDER & CEO
THE TEACHER APP
MONTREAL

 TAPP

“

The combination of group workshop and 1-1 benchmarking session was awesome. We brushed up on general knowledge first, then got confidential insight into how our company compares to others like us, at our stage.”

– SAAS FOUNDER & CEO
OTTAWA

 Invest Ottawa | Investir Ottawa

Sponsorship Opportunities

You can sponsor SaaSCan Research, Metrics Mentoring, or both.

1

SAASCAN RESEARCH

Support high quality, original, Canadian-centric SaaS metrics research that benefits the Canadian SaaS startup ecosystem.

2

METRICS MENTORING

Expand Canadian SaaS startup access to expert guidance by sponsoring 1-1 SaaS Metrics Mentoring & Benchmarking sessions.

Research Calendar

High quality, Canadian-centric SaaS metrics research that benefits the Canadian SaaS startup ecosystem.


[Read](#)



Early Stage Growth Later Stage Growth
Startup

ANTICIPATED Impact of COVID-19 on Canadian SaaS Retention and Churn

[Read](#)



Early Stage Growth Later Stage Growth
Startup

The SaaS Metrics that Matter Most in 2021


[Read](#)



Early Stage Growth Startup

The Ultimate Guide to SaaS Benchmark Reports for Canadian Startups

[Read](#)



Early Stage Growth Later Stage Growth
Research Startup

B2B SaaS Metric Benchmarks 2023

The Ultimate Guide to SaaS Benchmark Reports for Canadian Startups 2024 Edition

2020

2021

2022

2023

2024


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Early Stage Growth Later Stage Growth
Startup

ACTUAL Impact of COVID-19 on Canadian SaaS Retention and Churn

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Early Stage Growth Later Stage Growth
Startup

The SaaS Metrics That Matter Most in 2022/2023

[Read](#)



Early Stage Growth Research Startup

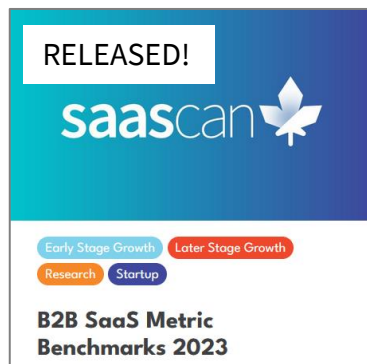
The SaaS Map of Canada – 2023 Edition

Releasing Nov 15 2023

The SaaS Metrics That Matter Most in 2024

Research Descriptions 2023-2024

Research Report	The 2023 B2B SaaS Benchmark Report – SaaSCan Edition	The SaaS Map of Canada – 2023 Edition	The SaaS Metrics That Matter Most in 2024	The Ultimate Guide to SaaS Benchmark Reports for Canadian Startups – 2024 Edition
Description	<p>Immerse yourself in the SaaS industry’s largest publicly available, robust, independent B2B SaaS benchmarking study. 2023 sample size has surpassed last year’s 878 companies, and Canadian respondents have doubled.</p> <p><i>Data source: SaaSCan SaaS company survey in partnership with RevOps Squared, SaaS CFO, Klipfolio, and more.</i></p>	<p>Peel back the layers of the Canadian SaaS ecosystem through the digital SaaS Map of Canada. Look at venture backed and bootstrapped SaaS companies across multiple dimensions from coast to coast to coast.</p> <p><i>Data sources: Pitchbook, CAIN, Canadian Economic Development Organizations, Grassroots Outreach.</i></p>	<p>Discover the key SaaS metrics dozens of investors, lenders, and private equity firms recommend Canadian SaaS founders focus on by ARR stage, given the economic outlook for the year ahead.</p> <p><i>Data source: SaaSCan survey of SaaS investors, lenders, and private equity firms.</i></p>	<p>Learn which B2B SaaS Benchmark Reports are best for which purpose, for example, for startups, for Canadian content, and for data rigour. Understand how classic reports have evolved, and get familiar with valuable new ones.</p> <p><i>Data source: SaaSCan comparative analysis of 9 publicly available SaaS benchmark reports across 17 dimensions.</i></p>



Timeline

The SaaS Metrics That Matter Most in 2024 Report

1H October 2023	SaaSCan launches survey to investors and lenders in Canadian SaaS, finalizes sponsor(s)
2H October 2023	SaaSCan analyzes results and prepares report, including sponsor logo(s) and content
November 9 – 10, 2023	Exclusive Pre Launch Report Availability for Gold Sponsor
November 15, 2023	General Availability Launch on Day 1 of The 2023 SaaS North Conference
November 20 – 24, 2023	Report Distribution through SaaSCan's 13 Research Distribution Partners
<i>Below To Be Confirmed</i>	<i>For Illustration Purposes</i>
<i>January 2024</i>	<i>Sponsor-specific Content spin-out #1</i>
<i>March 2024</i>	<i>Sponsor-specific Content spin-out #2</i>
<i>May 2024</i>	<i>Sponsor-specific Content spin-out #3</i>

Research Sponsor Benefits

<i>Investment</i> <i># of Sponsors</i>	Bronze Supporting Sponsor \$5K <i>max 5 per report</i>	Exclusive Gold Title Sponsor \$25K <i>max 1 per report</i>
VIP access to SaaSCan research you sponsor for your audience		
Distribute SaaSCan research to your audience ahead of general availability	Yes	Yes
Additional content spun out of research to distribute to your audience	n/a	3 per report you sponsor
Recognition and brand awareness		
Recognition in research report you sponsor	Logo, contact info	Logo, 50 word description, contact info
Logo with click through capability on SaaSCan website	Yes - small	Yes - large
Your organization recognized and featured in SaaSCan social posts	2/year	4/year
Sponsor impact touch points		
SaaSCan sponsor impact meetings to assess impact and collaborate	2 / year	3 / year

Metrics Mentoring

1-1 mentorship for SaaS startups on the metrics that matter most for their context, as determined by SaaSCan research.

How it works

1. SaaS startup leaders sign up for 1-1 SaaS metrics mentoring and benchmarking remotely or at conferences / events, at no charge to them.
2. They spend ~30 minutes with an expert SaaSCan for Startups mentor: SaaSCan Founder Lauren Thibodeau and/or a SaaSCan approved Fractional SaaS CFO.
3. After a few confidential questions about company revenue, ACV, GTM motion, SaaSCan:
 - mentors or benchmarks SaaS startup leader on metrics that matter most for their stage
 - focuses on their specific context ie segments the benchmark data by their ACV

SaaS startup benefits

1. Clarity on the SaaS metrics that matter most for their stage based on SaaSCan research
2. Insight into what great looks like for their context based on a data set of 900+ companies
3. A take-home report with current benchmarks and valuable follow-on resources



In-person SaaS metrics mentoring and benchmarking 1-1 with SaaSCan founder Lauren Thibodeau at SaaS North, Nov 2022

Metrics Mentoring Sponsor Benefits

	Investment # of Sponsors	Metrics of the Month Sponsor \$5K / 1 month max 1 / month	Gold Title Sponsor \$25K / Year Max 3 / year Max 1 in your Line of Business
VIP opportunities to interact with SaaS companies			
Option to host SaaSCan Metrics Mentoring at your Canadian location(s)		No	Yes
Option to host SaaSCan Metrics Mentoring at your Event booth(s)		No	Yes
Distribute your content of value to SaaSCan audience			
SaaSCan Mailing list		1/month you sponsor	3/year
SaaSCan Social Posts		2/month you sponsor	6/year
Recognition and brand awareness			
Exclusivity in line of business eg Banking, R&D Tax Credits, IP Law etc		No	Yes
Description and contact info included in metrics mentoring follow on deck		Yes – all year	Yes - all year
Logo with click through capability on SaaSCan website		Yes – all year	Yes – All year
Sponsor impact report			
SaaSCan sponsor impact report		2/yr	2/yr

Sponsorship Guiding Principles

SaaSCan and its sponsors are committed to operating with integrity. To guide our actions we follow three guiding principles together.



1. Maintain SaaSCan research independence.



2. Add value for Canadian SaaS startups.



3. Be transparent about sponsorship.

SaaSCan Research Distribution Partners

Through our partners, we reach a collective social audience of over 200,000.

BOAST

COMMUNIT**E**CH[®]

inovia



Klipfolio[®]

||L-SPARK
ACCELERATOR

PENDER
VENTURES

real
VENTURES



 **TIMIA**
CAPITAL


uOttawa
Carrefour de l'entrepreneuriat
Entrepreneurship Hub

VOLTA

saascan 

Founder & Advisory Board



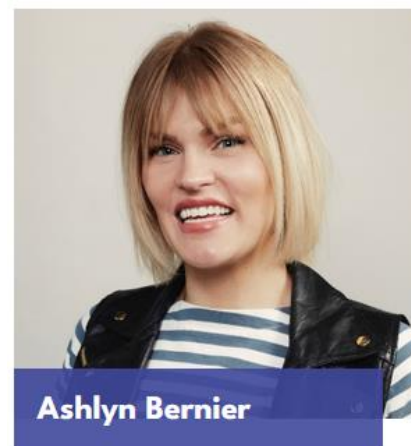
Lauren Thibodeau

Founder | Researcher | Advisor [LinkedIn](#)

SaaSCan

BComm, BEd, BA, MA

20+ yrs Software & SaaS leadership experience



Ashlyn Bernier

Advisory Board Member [LinkedIn](#)

SaaSCan for Startups
Edmonton, AB

COO, [samdesk](#)



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Toronto, ON

Chief Transformation Officer, [PointClickCare](#)



Allan Wille

Advisory Board Member [LinkedIn](#)

SaaSCan for Startups
Ottawa, ON

Co-founder & CEO, [Klipfolio](#)



THANK YOU

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