



Co.Launch

COHORT X PROGRAM GUIDE



Many of Saskatchewan's fastest-growing tech startups began through the Co.Launch program. Co.Launch has seen companies like [SalonScale](#), [Offstreet](#), [HYON](#), [Cubbi](#), [Alto](#), and [Cadence](#) excel amidst high competition, raising over \$10M collectively.

Co.Launch is a competitive 16-week accelerator program designed to coach early-stage founders on landing their first contract, shipping their product, and fundraising.

For Co.Launch Cohort X, we've shaken things up to provide support for our best founders like never before!

No equity, no fees, \$20K cash up for grabs

How We Support You



1:1 Strategic Support - Weekly coaching from our team on market validation, sales, and fundraising.



Learn from the Best - Content and programming from founders and experts with real-world experience building tech companies.



Boost your Network - Get face time with Co.Labs' network of founders, experts, investors, and supporters who've pioneered building tech in Saskatchewan & worldwide.

Week by Week Overview

Monday

1:1 Accountability Call:

Weekly calls to discuss what you accomplished that week and what you need support on.

Tuesday

Content Session:

Startup experts who have been there and done that explain and coach you through the fundamental skills necessary to get your startup off the ground.

OR

Group Discussion:

Founders discuss their win of the week and what they're currently blocked on as a group.

Thursday

Office Hours:

Optional sessions to consult with industry experts and experienced founders.

Compete for \$20K

After 16 weeks, the startups who demonstrate the greatest potential pitch at the finale for \$20K and the opportunity to graduate into the Co.Link program.

This is a cash prize and not an equity investment.

The Process

- 1. Apply to Co.Launch**
Submit a short application about your team and idea. Qualified startups will be invited to a video interview with our team.
- 2. Phase 1**
Maximum of 20 startups will be selected. This phase is focused on going through the market validation process.
- 3. Phase 2**
Maximum of 10 startups will be selected. This phase is all about revenue generation.
- 4. Phase 3**
Maximum of 5 startups will be selected. This phase is on fundraising and business model planning.
- 5. The Grand Finale**
After 16 weeks, the startups who qualify for Phase 3 will pitch at the finale for \$20K.

Co.Labs gave me the tools to build Cadence

"I entered Co.Launch with a problem I needed to solve but no technical expertise. As a non-tech founder, Co.Launch gave me the tools I needed to start and grow Cadence. I would not be where I am today without Co.Labs and I am forever grateful."

Rachel Drew

Founder & CEO, Cadence



Requirements

- Technology startup (hardware or software)
- Pre Product-Market-Fit
- Able to meet every week on Tuesday evenings
- Headquartered in Saskatchewan

Timeline

Applications Open: August 15th

Applications Close: September 11th

Video Interviews: September 12th-16th

Applicants Notified: September 21st

Cohort Kick-off: September 27th

Phase 1: September 27th - October 23rd

Phase 2: October 24th - November 7th

Phase 3: November 28th - January 18th

Co.Launch Finale: January 19th



FAQs

Do I need a team to apply?

Our program is competitive and one of the essential elements of a startup is teamwork. You don't necessarily need a team, but a strong team is a huge asset.

Do I need a product to apply?

Nope! Co.Launch applicants range from those with just an idea to those who have a working prototype and possibly a few customers.

Do I need to be incorporated?

Nope! We can worry about the legal aspects of the business when it becomes necessary.

What happens if I don't make it to the next phase?

If you don't make it to Phase 2 you're welcome to reapply to the next cohort. Those who make it into Phase 2 will not be able to reapply.

How do I get into Co.Link after finishing Co.Launch?

The Co.Labs team will make the tough call for each startup, based on an internal scoring at the end of the cohort.

ANY QUESTIONS?



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Website

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