



ACETECH

BC TECHNOLOGY COMPANIES: HERE TODAY, GONE TOMORROW

Statistics show that only half of all new technology companies survive longer than four years

FOR IMMEDIATE RELEASE

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Vancouver, BC – Many technology startups in BC fail to achieve commercial success with their product and get sufficient customer traction before they run out of cash. Ralph Turfus, a recognized leader in the tech industry, in cooperation with ACETECH, has developed the Growth Strategy Program, a go-to-market program for companies in the early commercialization stage to address these issues and increase their probability of success.

“Most emerging companies are selling poorly – they do not have a clear and compelling value proposition nor an understanding of how to communicate their value to a potential customer in a manner that succeeds in closing the deal,” said Turfus who has invested in more than 30 technology companies and has seen patterns emerge between those who succeed and those who fail.

The ACETECH Growth Strategy Program focuses on growing revenue that is repeatable, profitable and recurring. It is the best learning opportunity with immediate take-away value for growth oriented technology company CEOs because it leverages the experience and passion of successful CEOs. The fundamental difference of this program and other executive education programs is the mentoring that ensures adoption of the best practices and holds the CEO accountable for results.

“The Growth Strategy Program triggers a major shift in the company by moving it from a product-oriented to a sales-centric organization causing a fundamental change in the way the CEO runs their business” said Kathy Troupe, Executive Director of ACETECH.

Since the inception of the program in January 2007, [40 companies](#) have been through the 12 month program. Another 18 companies will join the program in January 2010. Five of the past participants are from Vancouver Island and one from the Okanagan. This year seven companies and one mentor from outside the Lower Mainland will be participating in the program through a partnership with the BC Innovation Council (BCIC) called the Growth Strategy Regional Outreach Program.

At a celebration on December 15th with over 100 CEOs and industry influencers, ACETECH recognized Ralph Turfus as an honorary ACETECH Fellow. Ralph joins other [ACETECH Fellows](#) Ken Spencer, Morgan Sturdy, David Sutcliffe, Tom O’Flaherty, Phil Dubois and Derek Mather through distinguished service to ACETECH and the BC Technology Community.

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For more information on the ACETECH Growth Strategy Program, visit: www.acetech.org or contact Kathy Troupe, Executive Director at 604-602-5224 or ktroupe@acetech.org.

About ACETECH

Driven by the personal commitment and passion of CEOs who have built successful companies and learned from their successes and mistakes, ACETECH is a non-profit organization that provides a forum exclusive to technology CEOs to identify, discuss and address important issues, and find solutions to problems they are facing now.

ACETECH is the best choice for technology CEOs who want to improve their leadership and grow their businesses because it leverages the experience of an exclusive peer community and industry experts to deliver programs focused on the needs of CEOs. Now in its 18th year, ACETECH has expanded to provide learning and growth opportunities for CEOs all year long. www.acetech.org