



townfolio

Promote Your Community Like a Tech Startup

Agenda

```
>>> def webinar(agenda):  
    section_1 = 'What is Startup Life?'  
    section_2 = 'Quick Background on Us'  
    section_3 = 'The Good Stuff'  
    section_3a = 'Tools to Make Your Job Easier'  
    section_3b = 'Social Media Tips'  
    section_3c = 'Networks + Crowdsourcing'
```

section_1

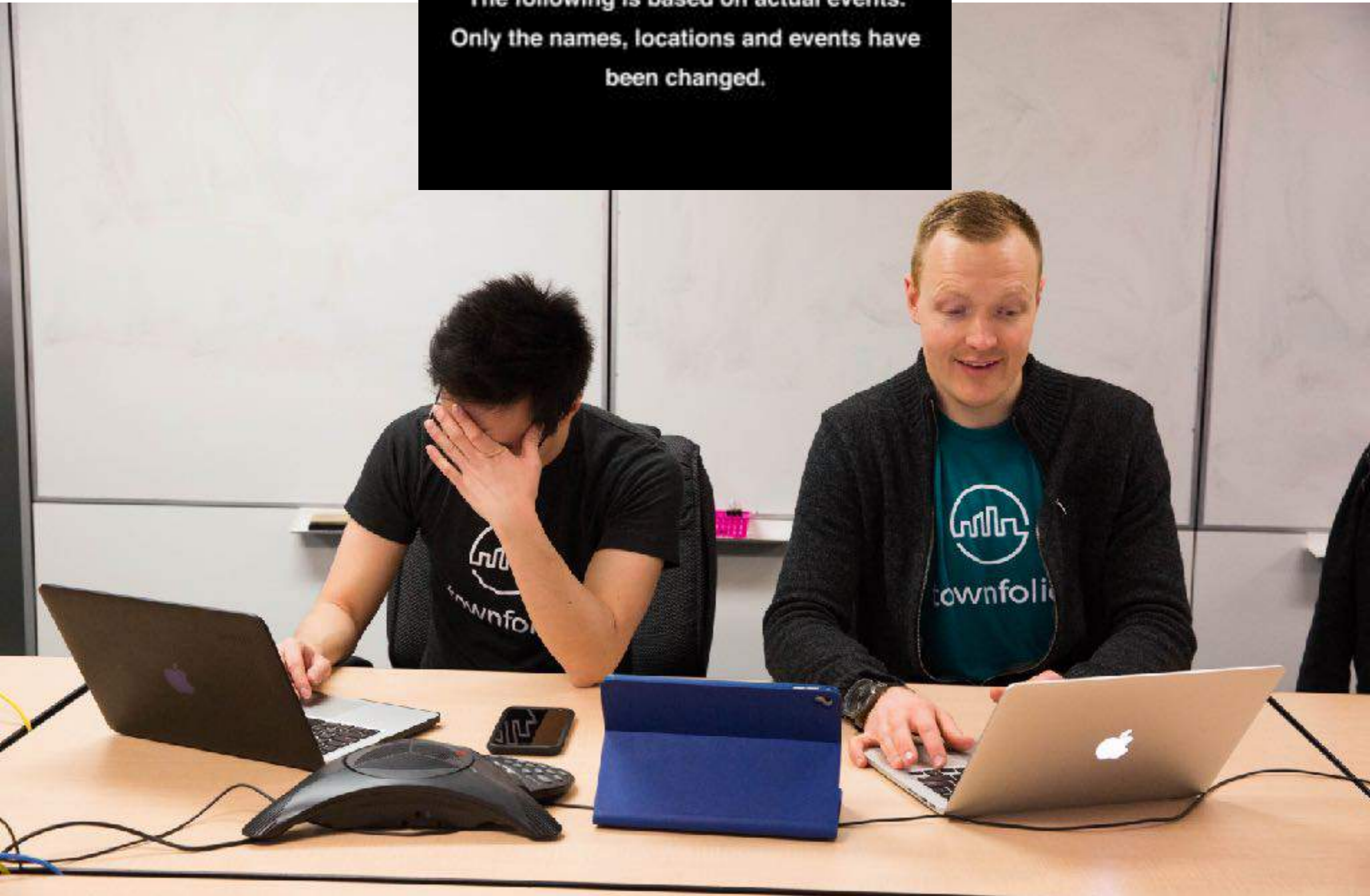


WHAT IS STARTUP LIFE?

FAKE NEWS



The following is based on actual events.
Only the names, locations and events have
been changed.

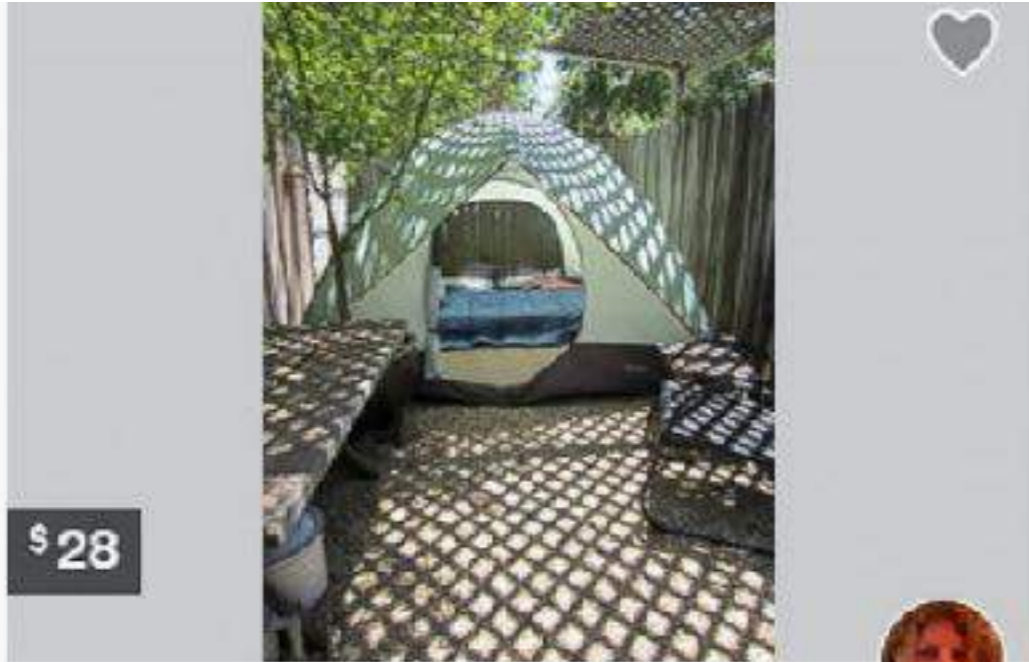


5 THE
~~\$100~~
STARTUP

REINVENT THE WAY YOU MAKE
A LIVING, DO WHAT YOU LOVE,
AND CREATE A NEW FUTURE



CHRIS GUILLEBEAU



Comfy guest tent- great location!
Private room - ★★★★★ - 80 reviews



Enjoy PRIDE, LGBT welcome, by BART
Private room - ★★★★★ - 8 reviews



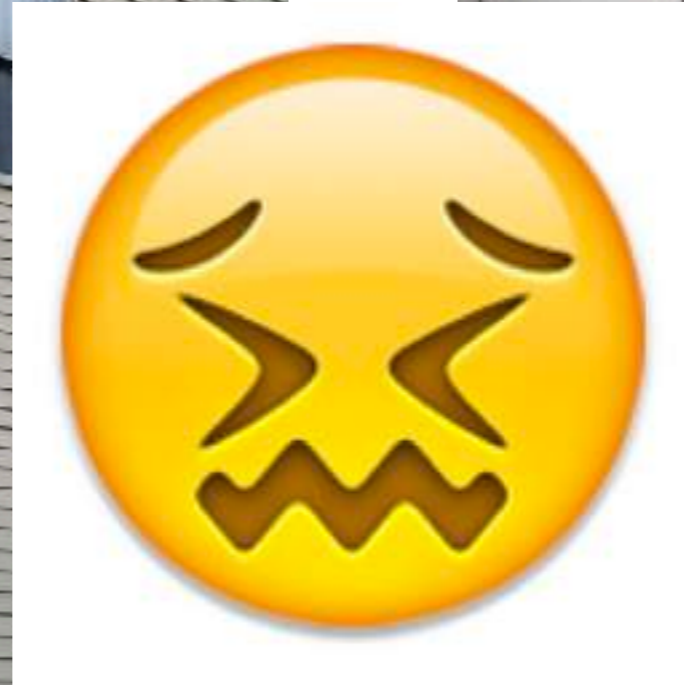
Pitch A Tent!
Private room - ★★★★★ - 11 reviews



tent or tipi camping
Private room - ★★★★★ - 28 reviews

Our Travel Accommodations

Flooded Home We Stayed In



“Borrowed” a television for a booth



Enlist Free Labour (aka. our spouses)



Broke Bank Accounts



Zero Friends

Friends

0 friends



[Find people you know](#)

Our “vehicle”



My favourite food



Take any free marketing



SELLOUT



Townfolia @townfolia · Mar 14

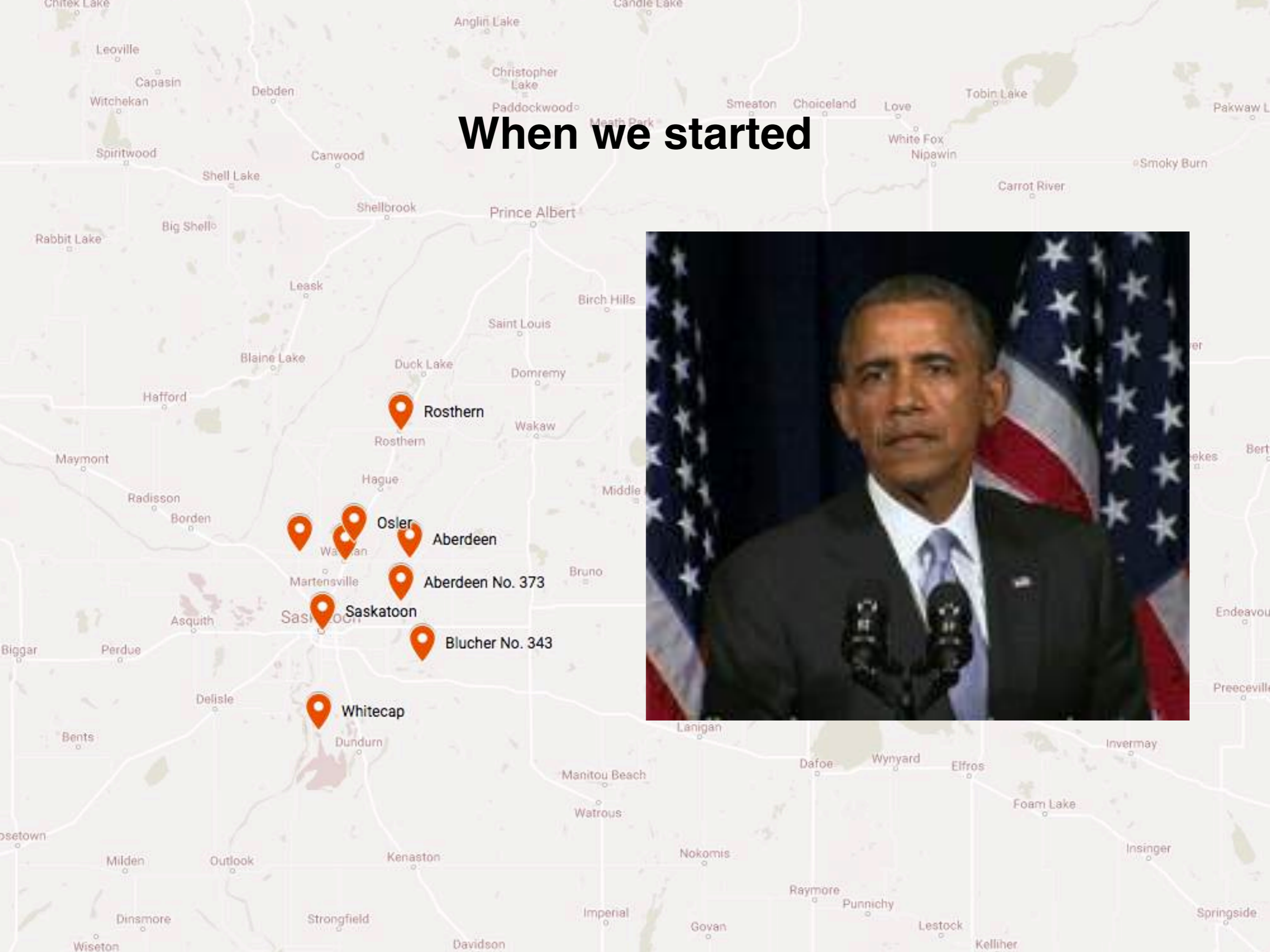
Got to pitch the Dragons' Den and Shark Tank legend himself
@kevinolearytv at @SARM_Voice's #SARMAnnual2017
pic.twitter.com/uDXFDrcjHH

↩ 7

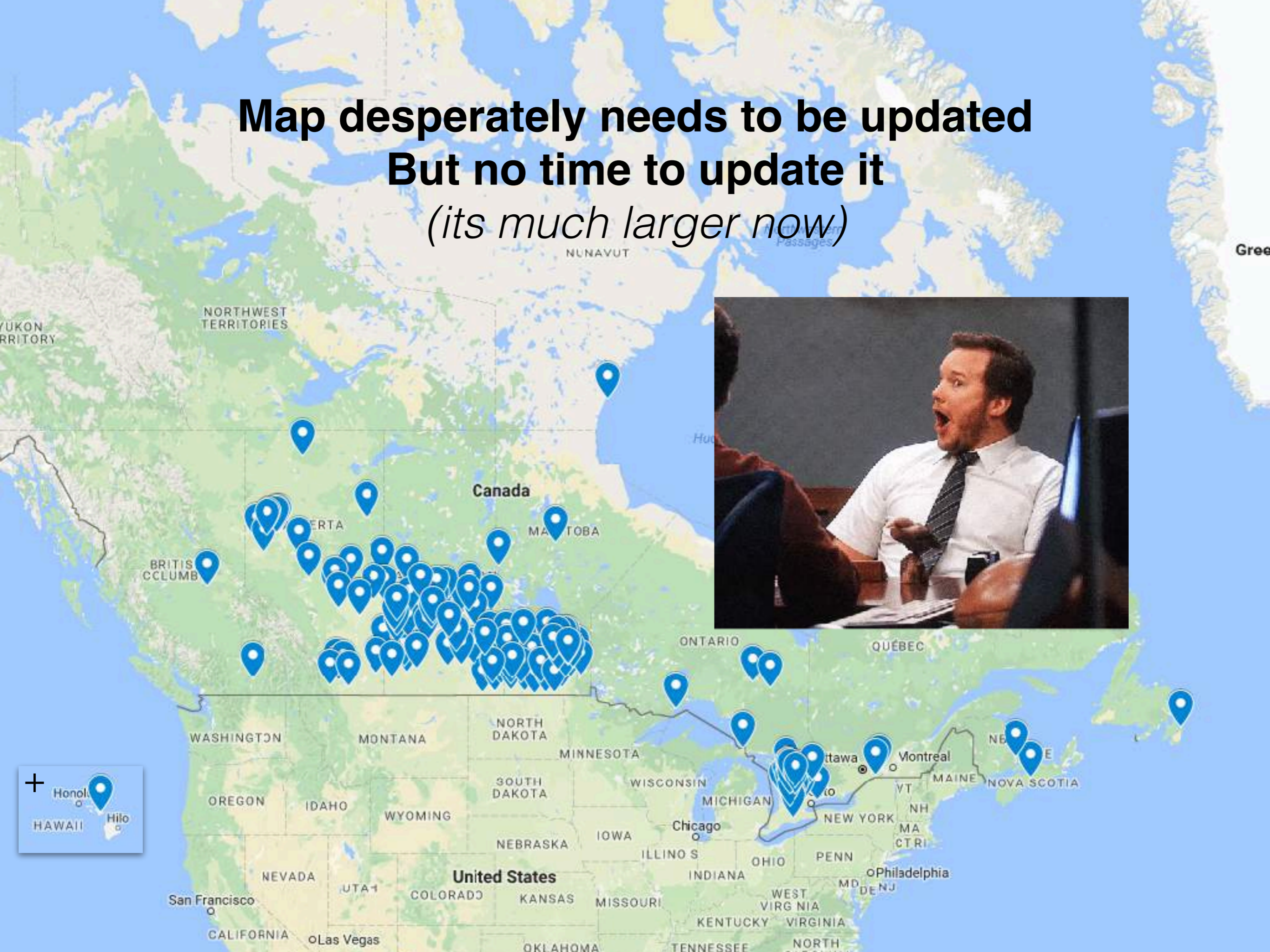
↻ 16

❤ 44

When we started



Map desperately needs to be updated
But no time to update it
(its much larger now)



Life In A Suitcase.



**200,000 KM
Travelled**

**250 Days
on The Road**

**100+
Uber Rides**

**20+
Kinda
Sketchy
AirBnBs**

Our metrics

500+

5:15

100+

100+

Number of
Communities

Avg. Time
on Site

Major
Companies

Countries as
Visitor Base



section_2

Quick Background on us



Stacks of Paper

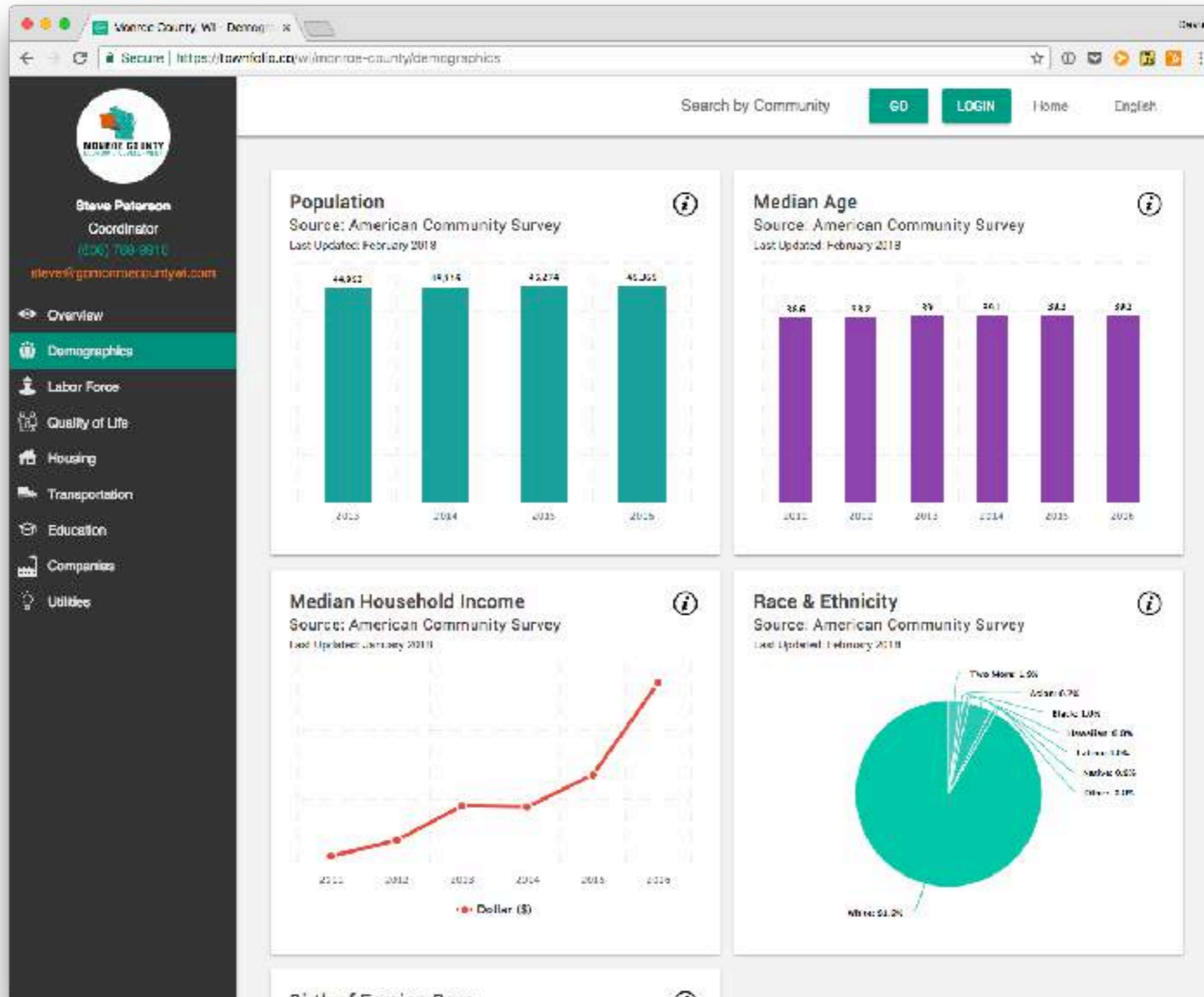


Excel File Galore

The screenshot displays the Microsoft Excel interface with a spreadsheet titled 'sheetpane.xlsx'. The ribbon includes Home, Insert, Page Layout, Formulas, Data, Review, View, Developer, Add Ins, and Acrobat. The spreadsheet data is as follows:

Year	GDP	Unemp	Inflation	Educ	Interest
1990	87.22734	0.587689	2.508076	19.39628	8.441063
1991	11.24587	0.544188	2.173383	1.798444	0.225278
1992	64.82791	0.466315	1.046903	2.588296	1.531252
1993	2.917515	0.48675	0.171763	14.8177	0.419816
1994	48.09707	0.351515	1.955378	4.350005	9.232408
1995	35.65648	0.232909	1.522501	19.12878	8.878299
1996	27.24526	0.377362	1.298355	16.31628	1.27903
1997	10.25269	0.217481	0.860224	2.433343	4.359705
1998	36.15523	0.542917	0.710019	0.840982	5.749767
1999	36.92815	0.816620	2.58102	6.903022	5.375448
2000	7.435708	0.820821	0.299542	3.193834	9.300876
2001	33.4325	0.525407	0.038374	9.20093	9.860449
2002	47.02787	0.306739	1.757498	11.77199	8.771937
2003	47.97614	0.415476	0.879515	17.5177	0.085307
2004	14.36644	0.281030	2.456446	11.43982	3.62280
2005	13.3184	0.441485	1.787424	0.941948	2.442773
2006	56.62374	0.526093	1.78953	15.33283	0.826348
2007	69.50197	0.00581	1.376822	16.42801	3.518401
2008	40.17547	0.271691	1.75573	9.143074	1.468717
2009	6.052268	0.339749	2.879744	3.890405	1.762614
2010	58.34908	0.578985	1.447465	15.57468	0.888017

FREE Community profile



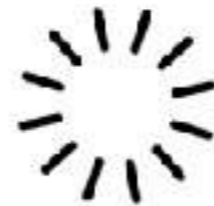
Power Municipal Websites

INVEST
• MEDICINE HAT •

HOME COMMUNITY PROFILE OPPORTUNITIES STORIES RESOURCES CONTACT US

EXPORT XLS

EXPORT PDF



POWERED BY



SUBSCRIBE TO
OUR MAILING
LIST

* Fields required

Email Address *

section_3



“The Good Stuff”

Tools to Help Promote Your Community...

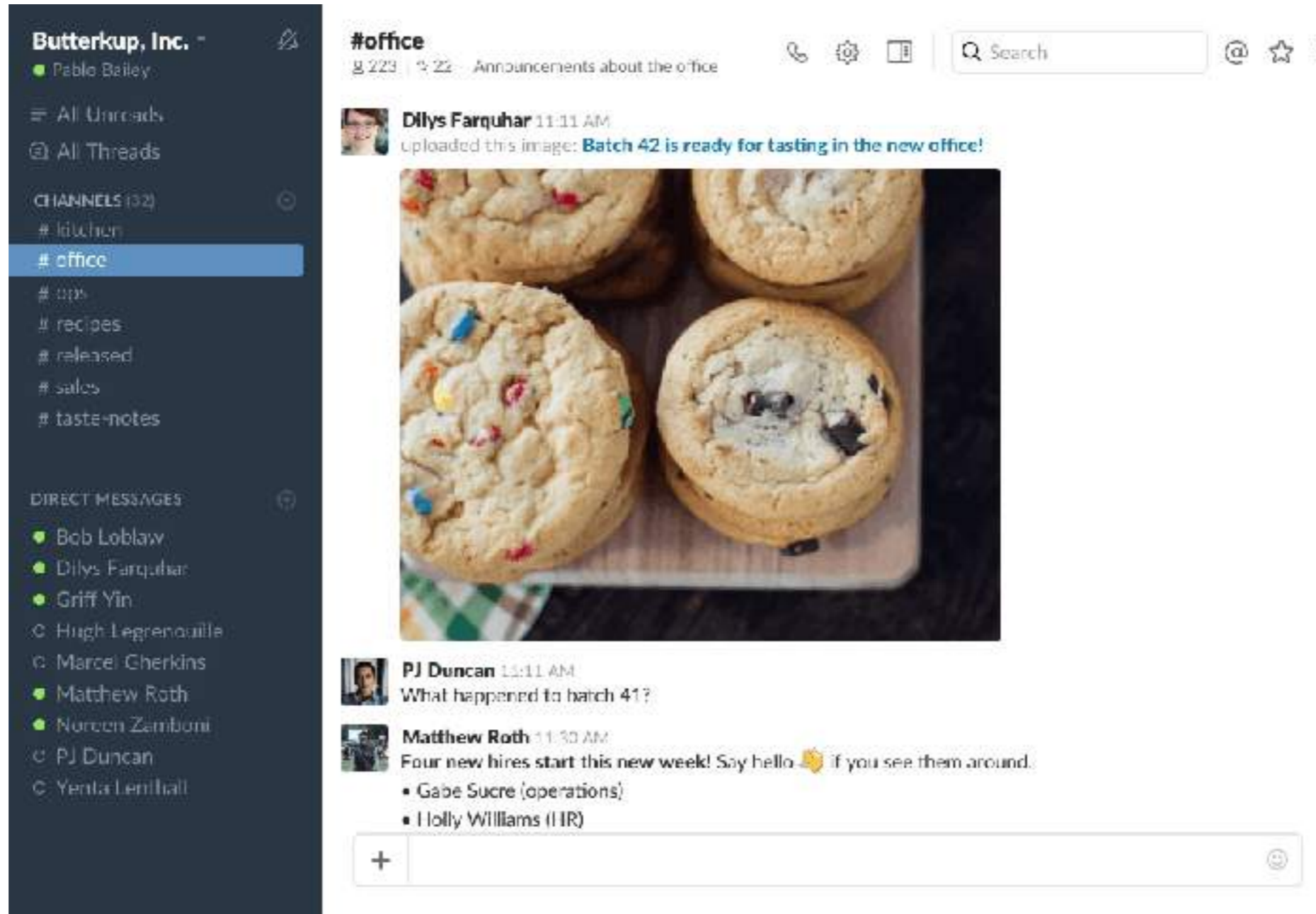
...Like a Tech Startup

section_3a



Tools to Make Your Job Easier

IMPROVE COMMUNICATION



slack.com



Cost: **FREE**

BOOKING MEETINGS

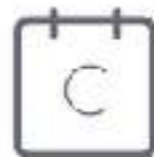


Davie Lee

30 Minute Meeting

Times are in GMT-05:00 Saskatchewan, Cua..

Select a Day



calendly

calendly.com

Cost: **FREE**

powered
by Calendly

CRM HACK

The screenshot displays the HubSpot CRM interface. At the top, a navigation bar includes 'Sidekick', 'Stream', 'Contacts', 'Templates', 'Sequences', 'Documents', 'Prospects', 'Settings', and a search bar. The user's profile 'hubspot.com Hub ID: 77572' is visible in the top right.

The main content area is split into three sections:

- Contact Profile (Left):** Shows a contact card with fields for 'First name Last name', 'Job title', and a blue notification: 'Contact is excluded from analytics based on their IP'. Below is an 'ABOUT' section for 'MSCHNITT+SEQUENCES@HUBSPOT.COM' with fields for City, Email (mschnitt+sequences@h...), HubSpot Owner, First Conversion (Request a demo: SFCO...), Mobile Number, Job Title, Lead Source, Lifecycle Stage (Evangelist), and Number of Conversions (1). A 'View all properties' button is at the bottom.
- Email Composition (Center):** A dark header bar contains 'New note', 'Email', 'Call', 'Log activity', 'Create task', and 'Schedule'. Below are tabs for 'Templates', 'Sequences', and 'Documents'. The email header shows 'To: <mschnitt+sequences@hubspot.com>', 'From: Matt Schnitt <mschnitt@hubspot.com >', and 'Subject:'. The body contains a text input field with the placeholder 'Start typing to send an email...'. A rich text editor toolbar is visible with options for bold, italic, underline, font size (11), font face (Helvetica Neue), background color (yellow), and list/bulleted list. At the bottom of the editor are 'Send email' and 'Discard' buttons, with a note: 'Emails require a subject and a body'.
- Timeline (Right):** A 'Filter timeline...' dropdown is at the top. The timeline is organized by month: 'SEPTEMBER 2015' (No events matching current filters for September 2015) and 'AUGUST 2015'. Activities include: 'You called, but the call failed' (08/31/2015 at 3:51 PM), 'mschnitt+sequences@hubspot.com opened a tracked email Meeting Request - HubSpot' (08/28/2015 at 10:28 AM), and 'mschnitt+sequences@hubspot.com opened a tracked email' (08/26/2015 at 3:18 PM).

Cost: **FREE-\$\$\$**

AWESOME ANALYTICS

The screenshot displays the Hotjar website interface. At the top, there is a navigation bar with a back arrow, the text "Townfolio", and links for "View URL" and "Compare Snapshots". On the right side of the navigation bar, there are icons for "Heatmap", "Scrollmap", "Confetti", "Overlay", and "List", along with a "Filter" button. The main content area features a dark background with a city map. A heatmap overlay is visible, showing a horizontal band of high activity (red and yellow) across the center of the map. The text "Search for Data & Opportunities" is displayed in a light gray font. Below the heatmap, the text "FEATURING COMMUNITIES SUCH AS" is visible. In the bottom right corner, there is a green button labeled "Create new snapshot".

hotjar
www.hotjar.com/

Cost: **FREE**

SCREENS FOR TRADESHOWS



SPUD
AROVIA

ariovia.io

Cost: **NOT CHEAP**

ENGAGING SOCIAL MEDIA POSTS

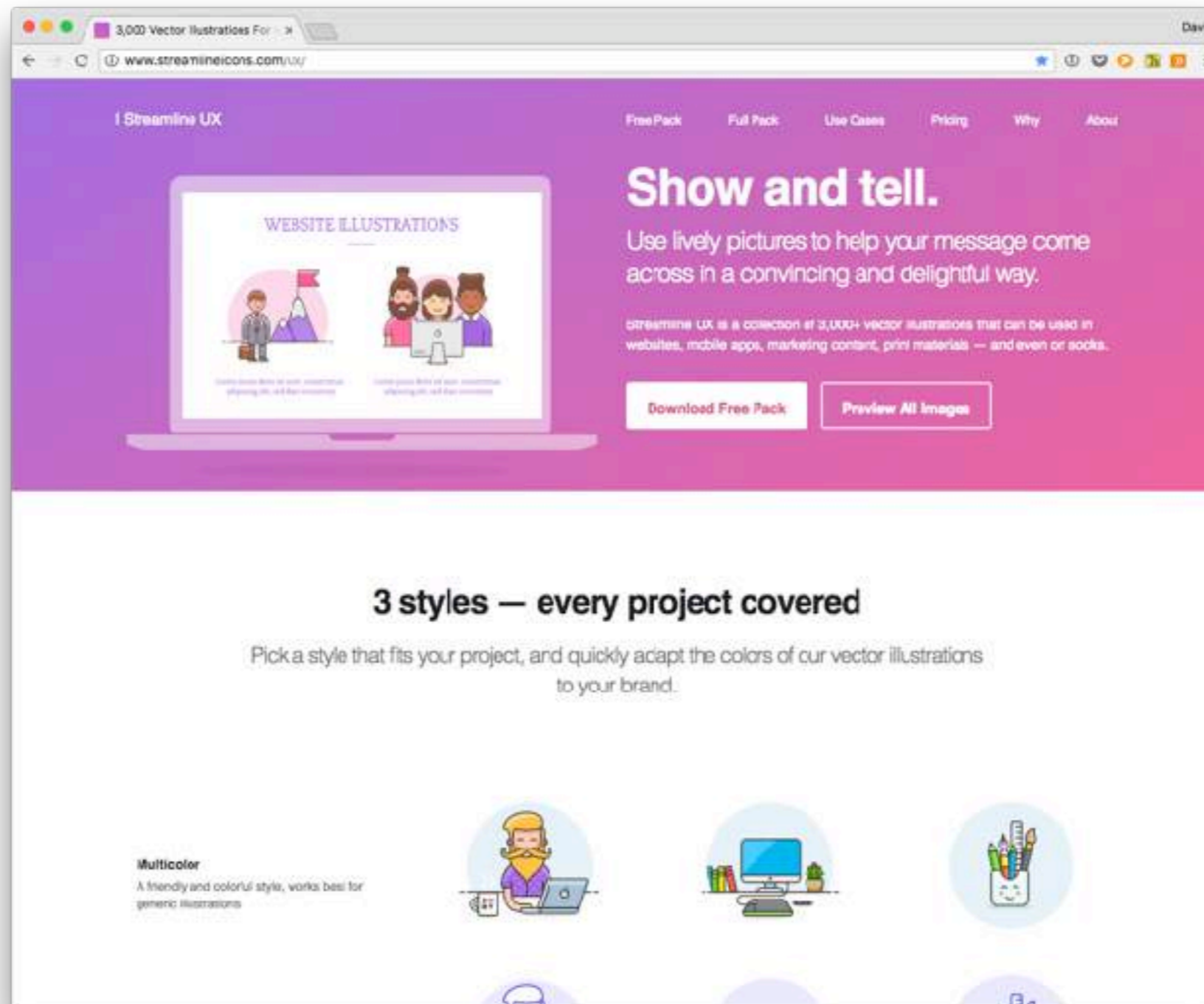
The screenshot shows the Pablo web interface. At the top left is the 'pablo' logo with a checkmark. To its right is a 'Templates' dropdown menu. Further right is a button that says 'Get started with Buffer'. Below the header, the interface is divided into three main sections. On the left is the 'IMAGES' section, which includes a search bar with the text 'Search 600k+ images' and a magnifying glass icon. Below the search bar are four image thumbnails: a bokeh light pattern, a suspension bridge, a mountain lake, and a sunset. At the bottom of this section is a dark button labeled 'Upload Image'. The middle section is the 'CANVAS', which displays a preview of a social media post. The background of the canvas is a dark mountain lake scene. In the center of the canvas, the text 'Click twice here to edit text' is displayed in white. A mouse cursor is positioned over the text. To the right of the canvas is a 'REPOSITION' icon. On the far right is a vertical sidebar containing several editing panels. The 'SIZES' panel shows three icons representing different aspect ratios, with the third one selected. The 'FILTERS' panel has a 'RESET' button and a filter applied named 'Light Contrast'. The 'TEXT' panel shows three text layout options: 'Header', 'Body', and 'Caption', with 'Body' selected. Below these are 'Add Quotes' and navigation arrows. At the bottom of the sidebar is a 'LOGO' field and a large blue button labeled 'Share & Download'.



pablo.buffer.com

Cost: **FREE**

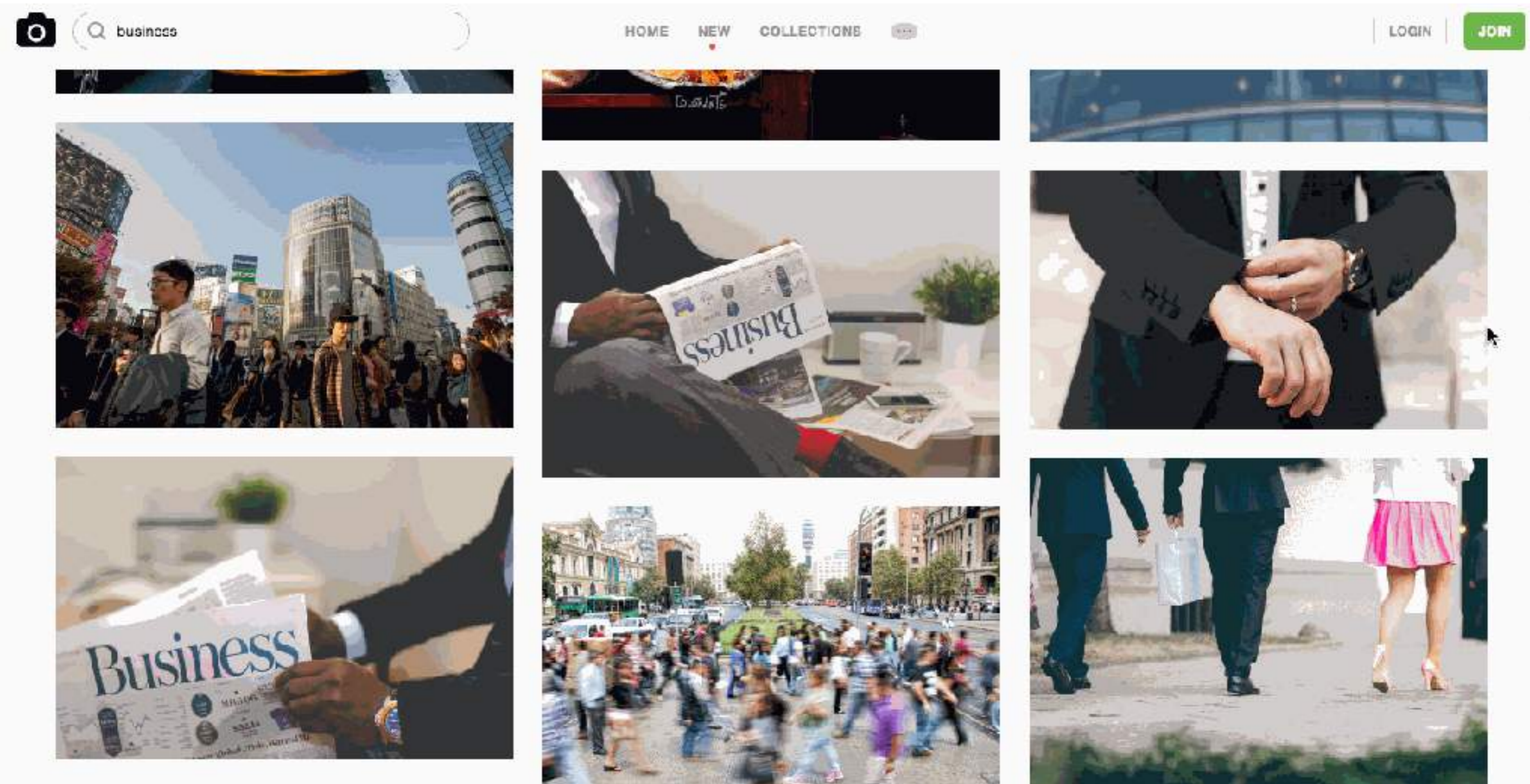
FREE WEB ICONS



streamlineicons.com/ux/

Cost: **FREE**

FREE STOCK PHOTOS



UNSPLASH
unsplash.com

FREE GIFS

 **GIPHY**

trump




 **GIPHY**

giphy.com

Cost: **FREE**

FREE ANIMATION VIDEOS

 **Biteable**

Features

Templates

Examples

Pricing

FAQ

Contact

Login

Sign Up - Free



 **Biteable**

biteable.com

Cost: **FREE**

FREE LIVE CHAT



Evelyn Jambroic

Economic Development Officer

(780) 834-6138

edjo@fairview.ca

Overview

Demographics

Labour Force

Taxation

Quality of Life

Housing

Transportation

Education

Companies

Utilities

EXPORT XLS

EXPORT PDF

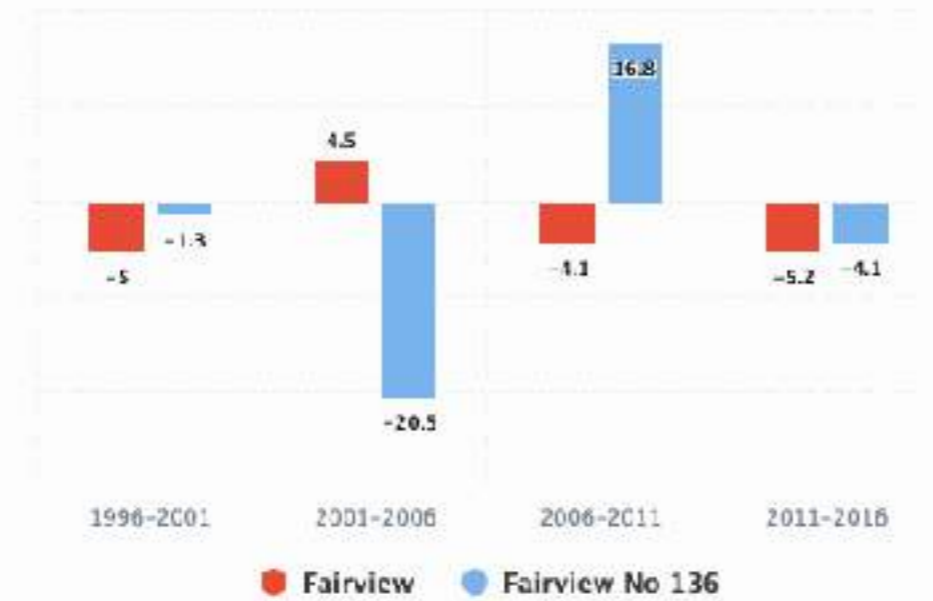


LOGIN

Population Change

Source: Statscan Census

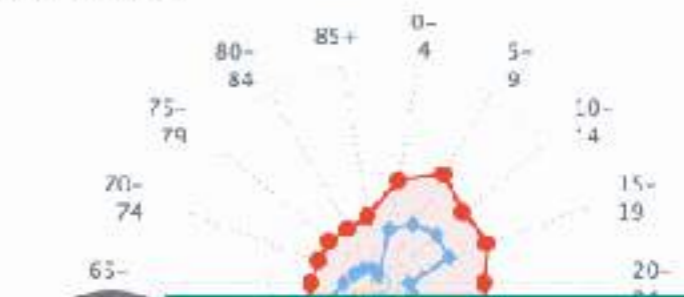
Last Updated: February 2017



Gender

Source: Statscan Census

Last Updated: April 2011



Davie Lee

Townfolio

Welcome! I hope you are enjoying your visit! If you have any questions about our software or data, please feel free to ask me any questions!

I have|



Send Message

Median Age

Source: Statscan Census

Last Updated: April 2011



Median F

Source: St

Last Updated: January 2014



www.drift.com

Cost: **FREE**

LIVE CHAT

5 Open

OPEN x

Site Visitor 10:40 AM
Sure davie, what is your question? Ask a...
Lead

jmann@melville.ca 03/17/2017
thank you for the changes.
Lead

vicki.powell@suncorp.ca 03/17/2017
Hi Davie i'm looking for a City Map of HU...
Lead

engelcro@mymts.net 03/16/2017
Thanks
Lead

lisa.haus7@ajax.ca 03/16/2017
I would love to do a presentation!
Lead

Load More

Site Visitor

March 20, 2017

<https://townfoic.co/ab/heart-of-the-pe...> 171.2.214.14 - Saskatoon, Saskatchewan.
Chrome 56.0.2924.87 / Mac OS X 10.12...

Davie Lee 10:36 AM
Welcome! I hope you are enjoying your visit! If you have any questions about our software or data, please feel free to ask me any questions!

Site Visitor 10:36 AM
I have a question for you Davie!!!

- Conversation closed by **Davie Lee** 10:37 AM
- Conversation opened by **Davie Lee** 10:40 AM
- Davie Lee joined the conversation as a participant 10:40 AM
- Conversation self-assigned to **Davie Lee** 10:40 AM

Davie Lee 10:40 AM
Sure davie, what is your question? Ask away.

OPEN x

+

Send

Sure, what is your q|

Site Visitor

active a few seconds ago

Follow

ACTIVITY

1 chat

0 campaign

4:20 Sure davie, what is ... 3/20/17

View Full Timeline

ABOUT

email
Add email

location
Add location



www.drift.com

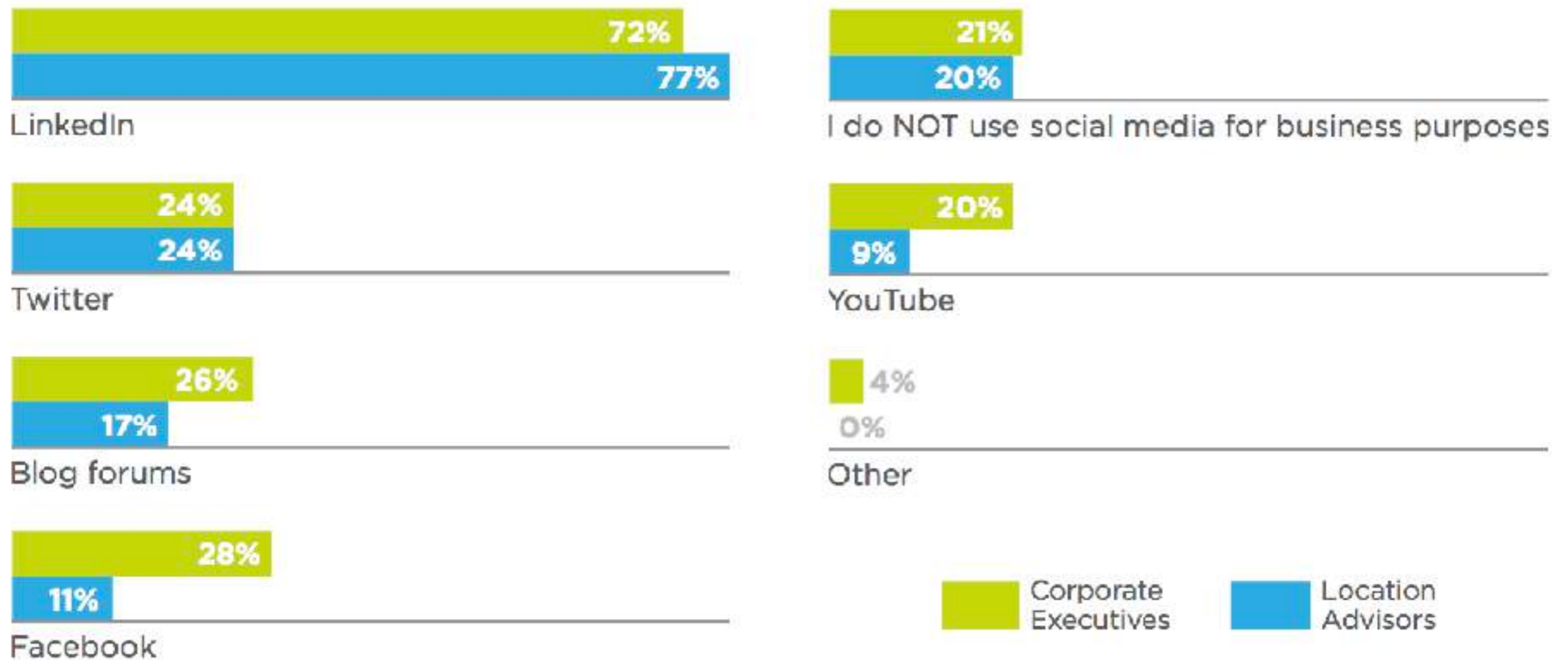
section_3b



3C. Social Media Tips

BEST SOCIAL MEDIA CHANNEL

Social Media Channels Used for Business
(Response based on Respondent Type)



Source: 2014 View From Corporate America, DCI Study

BEST SOCIAL MEDIA CHANNEL BY AGE GROUP



LinkedIn



Facebook



Blog forums



Twitter



YouTube



Other



I do NOT use social media for business purposes



Source: 2014 View From Corporate America, DCI Study

LINKEDIN

Jennifer Urbanski
Senior Government Leader | LinkedIn

Saskatchewan in the house! Thx for stopping by to talk about [#economicdevelopment](#) in [WI](#) [Ryley Iverson](#)! Loved learning about the work being done by [Townfolio](#).



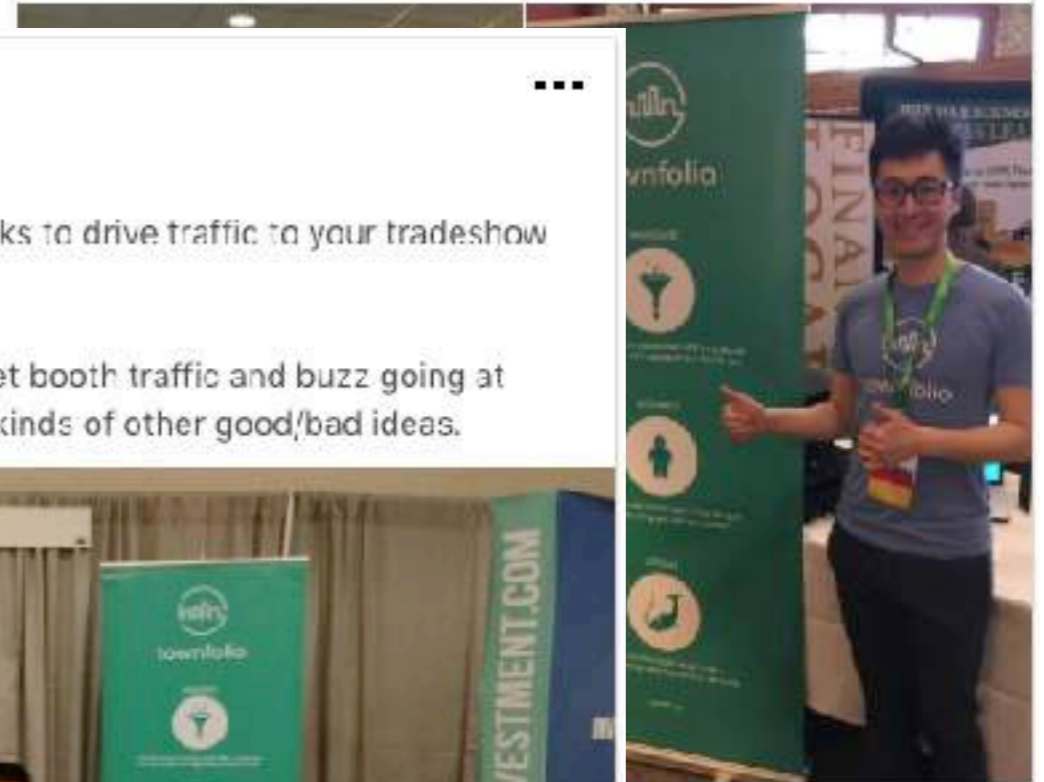
25 Likes

Davie Lee
Co-Founder at Townfolio
2 mo

Huge congrats to [Steve Peterson](#) for putting on an amazing economic development conference in Monroe County! I had a fantastic time meeting the amazing people in Wisconsin state!

Also, being the 1st Canadian to attend the conference, I even got roasted by the [Office of Wisconsin Governor Scott Walker](#) for Team USA beating Team Canada in women's olympic hockey! 🤪

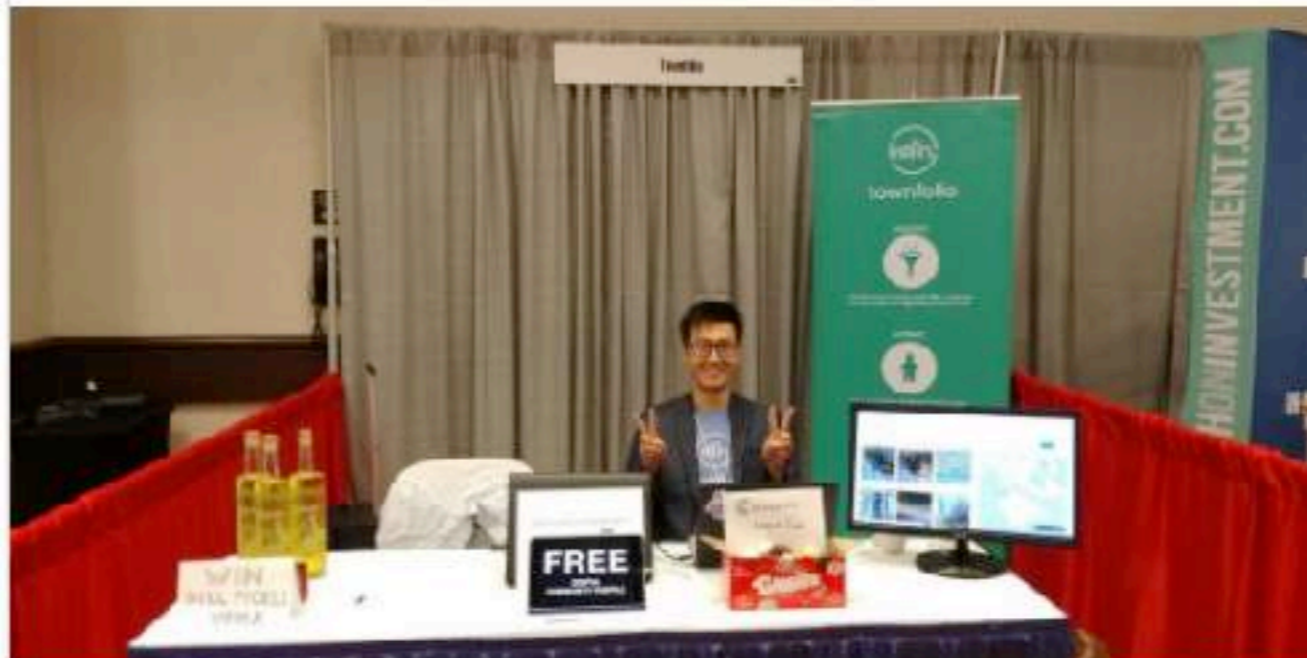
I look forward to coming out to [#wisconsin](#) again in the near future.



Ryley Iverson
Townfolio Co-Founder & CEO
3 mo

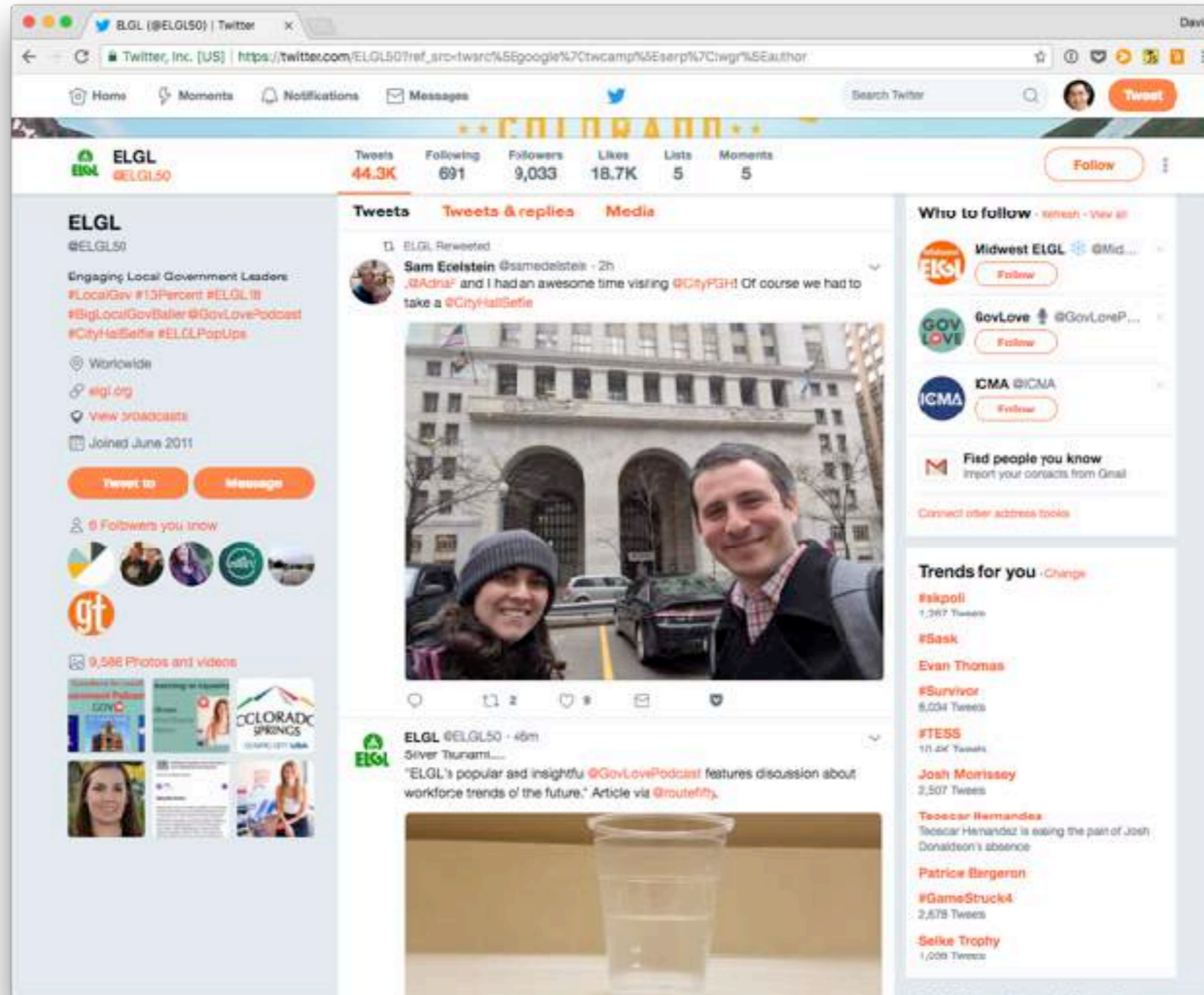
Wondering if anyone has advice on top hacks to drive traffic to your tradeshow booth?

We've tried all kinds of creative things to get booth traffic and buzz going at trade shows and conferences and seen all kinds of other good/bad ideas.



37 Likes · 35 Comments

TWITTER



@ELGL50

PROMOTE OPPORTUNITIES

Townfolio
Published by Ryley Iverson [?] · March 31 · 🌐

Businesses Wanted! Ready to start-up or expand your coffee shop or restaurant? Townfolio has communities like City of Warman-City Hall looking for businesses like yours and more! Check-out their Townfolio: <https://townfolio.co/sk/warman>

#SmallBusiness #Entrepreneurship #EconomicDevelopment
#BusinessExpansion #SiteSelection #InvestmentAttraction




1,951 people reached

Boost Post

Like Comment Share

Townfolio
Published by Ryley Iverson [?] · July 26, 2016 · 🌐

Looking for Real Estate Development opportunities?
Our friends in Hazlet, Saskatchewan have some awesome opportunities!
Visit: <https://townfolio.co/sk/hazlet> & click the link to find out more!...
See More



5,470 people reached

Boost Post

Like Comment Share

Abbey Sask, Brooke Wieler and 15 others

Top Comments

17 shares

SUPER TARGET PEOPLE

(THANKS FACEBOOK)



Audience Definition



Your audience has been defined.

Potential Reach: 68,000 people

Your ad targets people:

- Who live in Canada
- exactly between the ages of 21 and 30 inclusive
- Who like Search engine marketing, Search engine optimization or Social media marketing

Interests ⓘ

Music|

| Suggestions | Browse

Music

Behaviors ⓘ

Arts and music

Pop music

Categories ⓘ

Rock music

Music videos

Connections ⓘ

Electronic music

Rhythm and blues music

Hip hop music

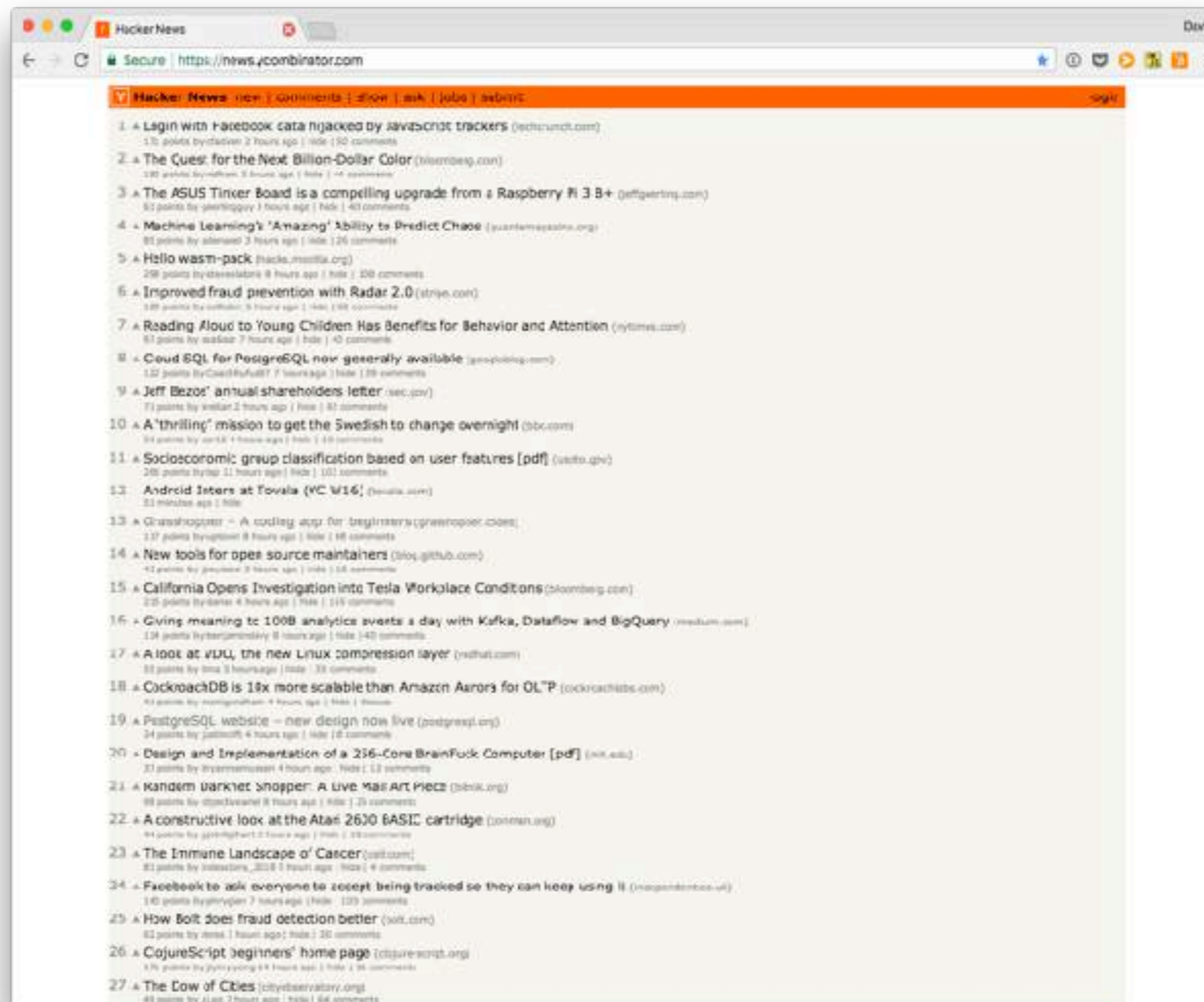
Facebook Remarketing



6,204 People	—	\$233.37 Total Spent
------------------------	---	--------------------------------

Cost: **Cheap**

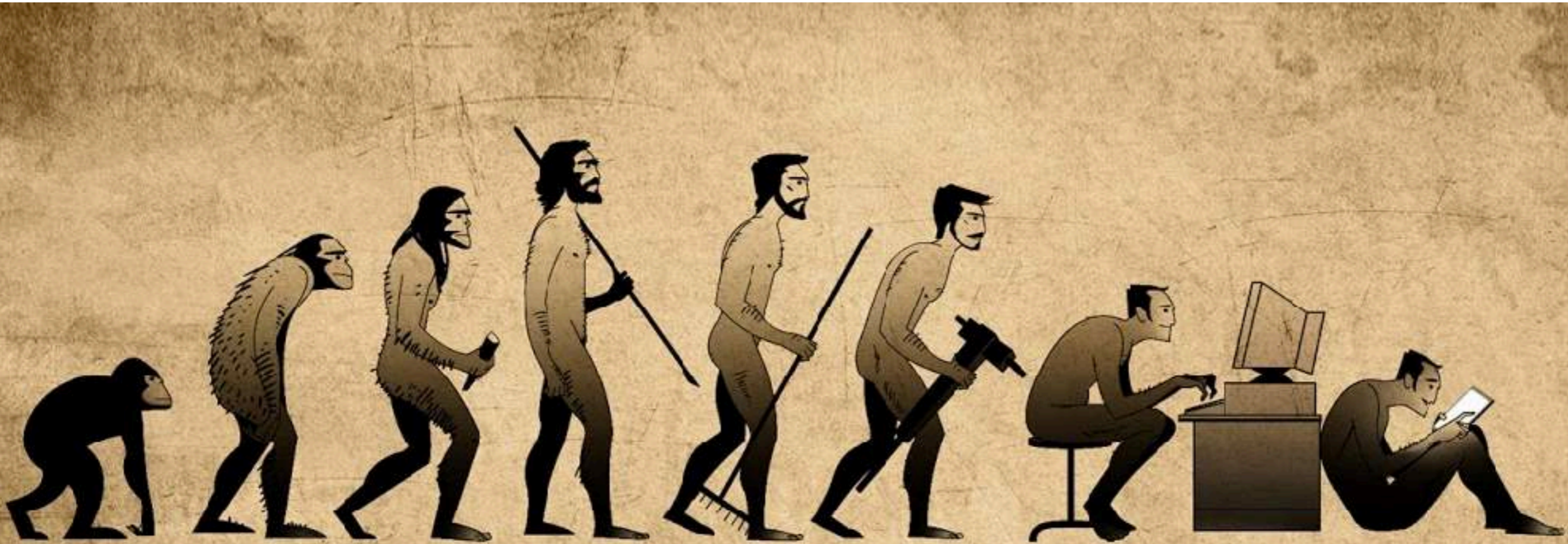
BONUS: TARGET TECH STARTUPS?



Hacker News

<https://news.ycombinator.com/>

section_3c



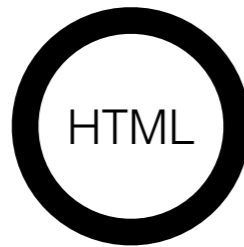
Networks + Crowd Sourcing

Why a Network?



HISTORY LESSON

1ST GEN



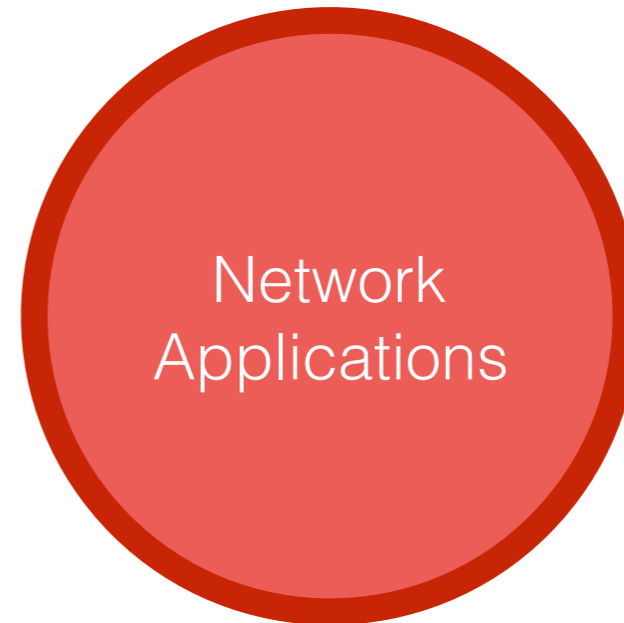
2ND GEN



3RD GEN



4TH GEN



Individual
Websites

choose[insert name].ca

invest[insert name].ca



Find Love



Find a Car Ride



Find a Place to Stay



townfolio

Find investment opportunities

Browser: Main Street - Market Place by x
 URL: https://main-st.ca

Main Street
 Powered By To

Discover business opportunities and
 try 'coffee shop'

Business Opportunities
 These are verified opportunities that an economic developer have identified they would like

[View](#) [Share](#)

Grocery Store The Town of Langham is now looking for investors or developers to put up a 5,000 - 7,000 ft³ building to house a grocery

[View](#) [Share](#)

Gasoline Alley North * 20 Commercial/Light Industrial Lots * Highway 49 & Highway 22 Frontage * Fully service lots serving 23,000+/- vpd * Traffic lights Summer 2018 * Titles issued August

Browser: Restaurant Space in new Marriott
 URL: https://main-st.ca/opportunity/25

Local Expert
 Keenan Hopson
 City of Prince George
[Live Chat With Keenan Hopson](#)

Restaurant Space in new Marriott Hotel
 Prince George, BC, Canada

Description
 The developer of the brand new Marriott Hotel is looking for a restaurant to occupy the 3,000 square foot space. Please contact Keenan Hopson for more details. keenan.hopson@princegeorge.ca 250-661-7662

Community Statistics

74,003 Population	38.4 Median Age	\$75,690 Median Household Income

[Learn more about this community](#)

FREE!

<https://main-st.ca/>



Choose your next retailers

Support retail projects to open in your neighbourhood

I am a citizen

I launch my local business

What type of store do you want **next to you** ?

Cost: **FREE-\$\$\$**



DIFFUSION VIA SOCIAL MEDIA



POTLOC
Written by Axel - May 2 - 9

WIN A \$500 gift card in Notre-Dame's Retailers!
How?

1. LIKE and SHARE this post
2. ANSWER to this short 1 min survey by clicking on the picture below

The draw will take place on 1 July 2016 at noon. Good luck!
#NotreDame

PRIZE: \$500
IN NOTRE-DAME'S RETAILERS

TO WIN: 500\$ - Choose the next stores that will open on Notre-Dame Street!
Get a chance to win \$ 500 gift card by selecting the next stores on Notre-Dame Street!

POTLOC.COM

21,863 people reached

Like Comment Share

Take Tansel, Maria Antonieta Ortega and 180 others

147 shares

PiinPoint Dashboard Map Reports Chat Sean_Piinpoint | DemoAccount

Chicago, IL, United States

Build Report Tour Layer Overview

Points of Interest


Burger King


Search by Name

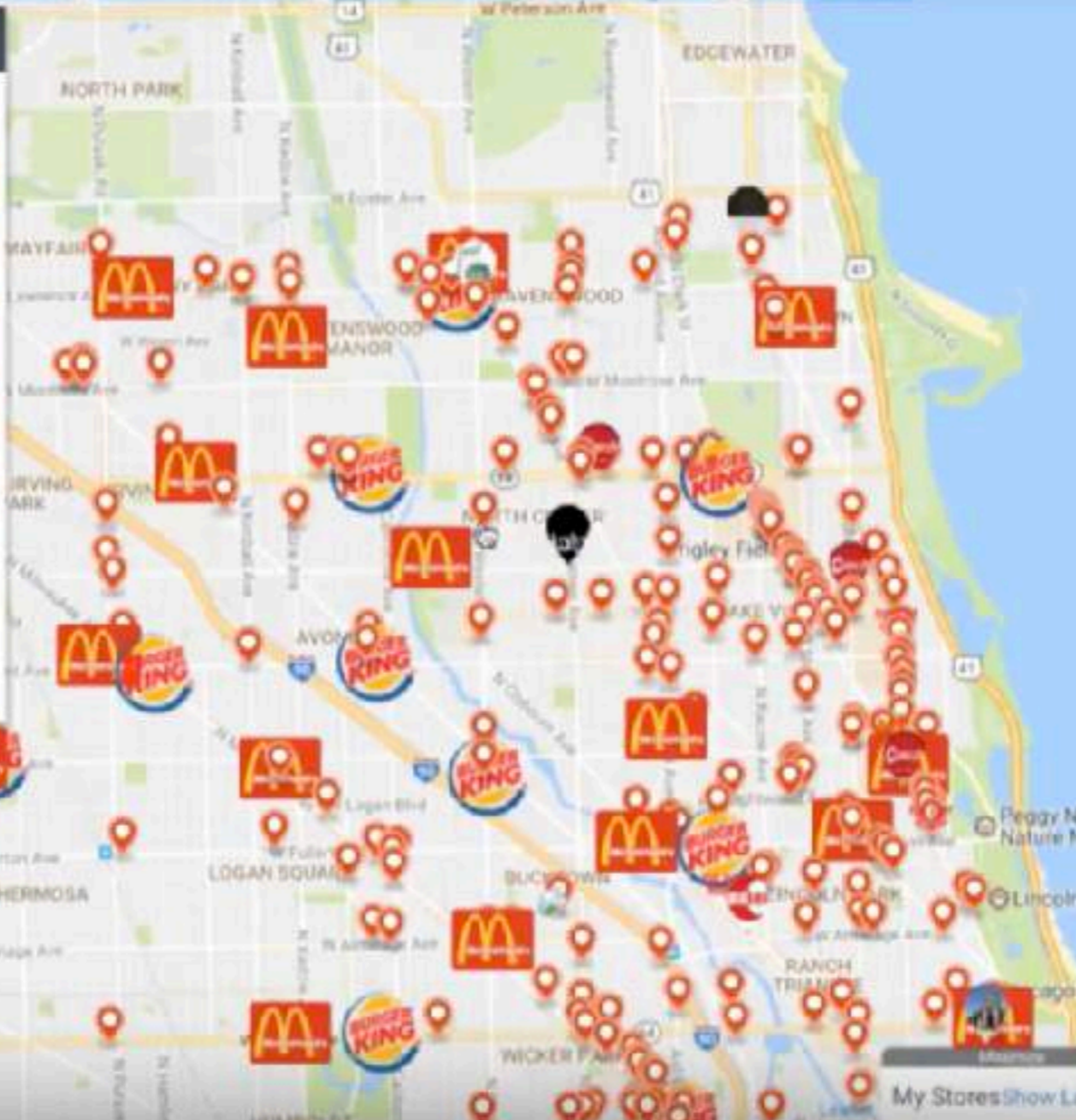
Social > Food and Dining > Restaurants > Burgers

Search by Category

Update my search as map is moved. select all

 Burger King exact search is off ON

 Social > Food and Dining > Restaurants > Burgers category ON



Points of Interest

Enable Clustering

Burger King

Unselect All

My Stores Show Labels



Cost: ~\$100/mo

FOR SALE City, Address, Firm, Keywords

TYPE SIZE PRICE BUILDING CLASS LEASE TYPE

SET ALERT

Vancouver, BC

54 spaces sorted by Relevance



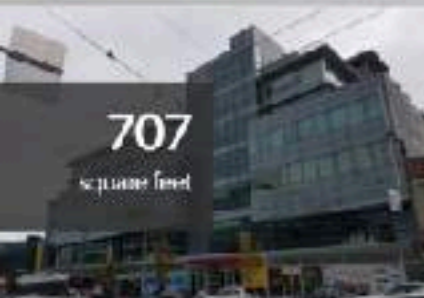
3501 Fraser St | CRU 6

PRO

ADD TO SHORTLIST CBRE

\$750k

Vancouver city Retail type



550 W Broadway | 635

PRO

ADD TO SHORTLIST CBRE

\$602k

Vancouver city Office type



550 W Broadway | 639

PRO


ADD TO SHORTLIST CBRE

\$502k

Vancouver Office type

Map interface showing a satellite view of Vancouver with numbered markers (1-7) and a detailed popup for '2323 Boundary Rd' listing 122 units, 2,184 square feet, Office type, and \$988k price.

In Summary

- Digital does not  Face-to-Face
- Free Tools Are Killing Emails, Phone Calls, and Freeing up your Budget
- If You're Savvy you can Hack Marketing with a Small Budget
- Networks and Crowd-Sourcing are the way of the future

Thanks



Davie Lee

Co-Founder

davie@townfolio.co

306-400-9108

*Email me if you want the list
of tools I mentioned in this
presentation!*