

KE THALMIC LABS  
EN INTERAXON  
ROBERTSON LOCKITRON  
RILL SIFTED  
E 3DOODLER  
ERTS STARTUP VITAMINS  
TTERMAN NOMIKU  
APPLESTONE OTHERMILL  
CKPOLE OPENROV  
TEGMAIER STONEMAIER GAMERS  
OUSTON SURFEASY  
MKIN CARDS AGAINST HUMANITY  
MCLEOD CLICKFREE

# BLUEPRINT TORIES

ES MONSEE'S PLOOM  
LY CARSON PINOCCIO  
BROOKS ROOMINATE  
ARK





I'm @katherinehague



THE ECOMMERCE SOLUTION FOR HARDWARE MAKERS.

*ShopLocket is the fastest way to take payment information and charge later.*

# Co-Founder & CEO ShopLocket

## IMAGINE SHOPLOCKET ON YOUR WEBSITE

You've built an awesome product and you're ready to show it off to the world. Maybe you're just coming off a crowd-funding campaign or about to launch. You have an amazing website, on the platform of your choice, and all that's missing is a way to collect orders. That's where ShopLocket comes in.

ShopLocket easily drops into any website platform, and can support multiple products. Not to mention it's fully customizable to suit your design needs. ShopLocket will grow with you from pre-orders to a full shopping cart and is packed with powerful features to support your business.

Get started today. You'll be up and running professionally in minutes.



**Your own product**

\$0.00

This is a description of the product


**Buy now**

What do you want to sell?

Your product's name

0.0



A large, crowded indoor event, likely a hardware hackathon, with many people standing and interacting. In the foreground, a man with a yellow backpack is taking a photo. In the background, people are gathered around tables, some looking at electronic components. The text is overlaid in the center of the image.

# Vice President The Blueprint & Global Hardware Hackathons for PCH International





# Incubation Distribution Manufacturing Supply Chain Management

▼  
pchl

We're on the search for the  
next Steve Jobs.

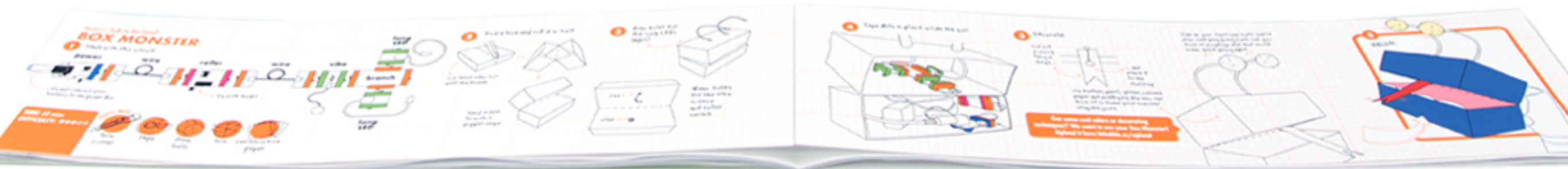









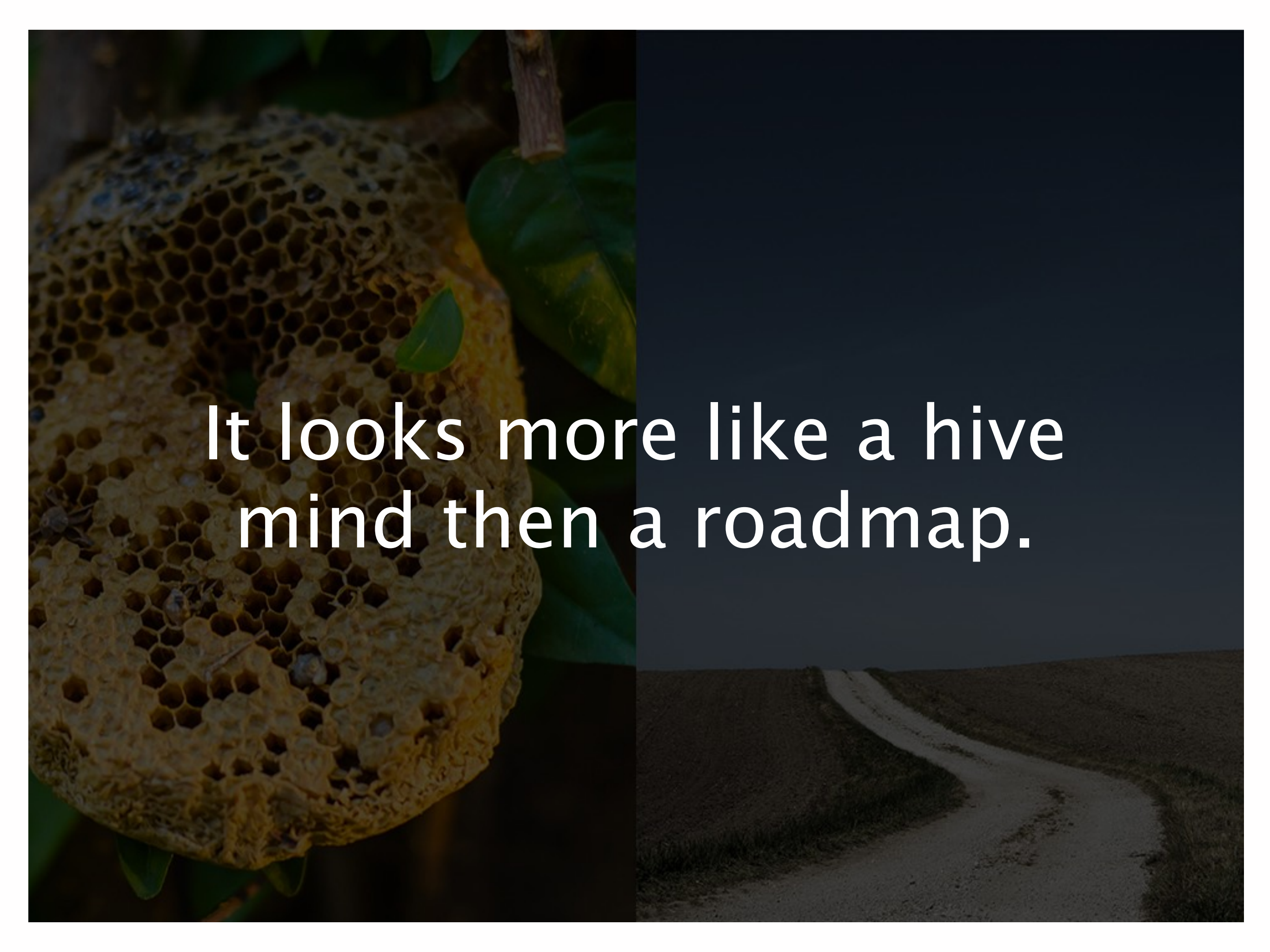
welcome to littleBits



# The Blueprint to Success in Entrepreneurship

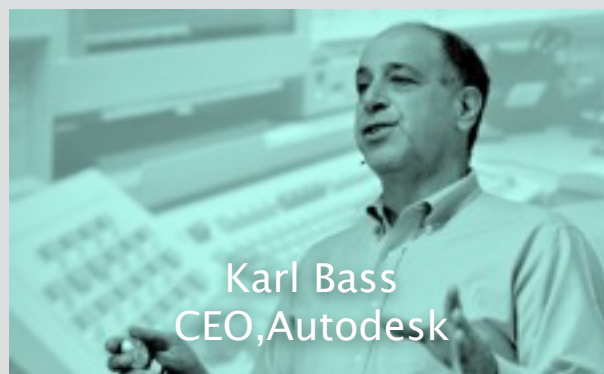
The background of the image is a blurred photograph of a workspace. In the foreground, a silver laptop is open on a rustic wooden desk. To the right of the laptop, a black smartphone lies flat on the desk surface. The background shows a wooden chair and a wall with some indistinct shapes, possibly plants or office equipment, all rendered in a soft, out-of-focus manner. The overall lighting is warm and slightly dim, creating a professional yet intimate atmosphere.



The image is a horizontal composition. The left half features a close-up of a honeycomb structure, showing its hexagonal cells in detail. The right half shows a dirt road winding through a dry, hilly landscape under a clear sky. The text is centered across the middle of the image, spanning both halves.

It looks more like a hive  
mind than a roadmap.





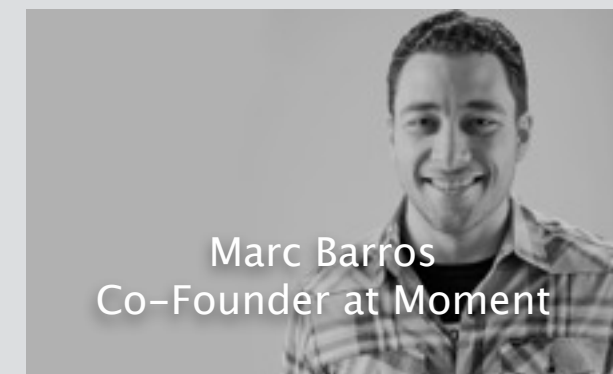
Karl Bass  
CEO, Autodesk



Julie Uhrman  
Founder and CEO of OUYA



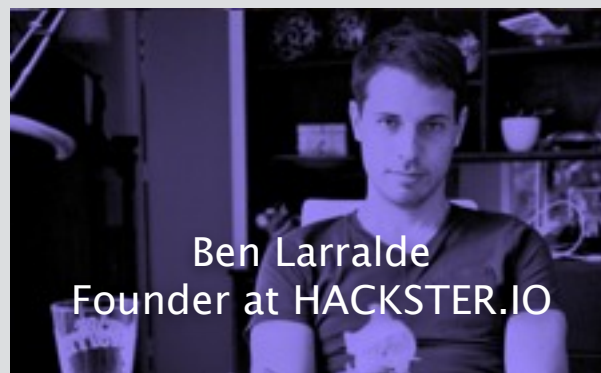
Limor Fried  
Founder at Adafruit



Marc Barros  
Co-Founder at Moment



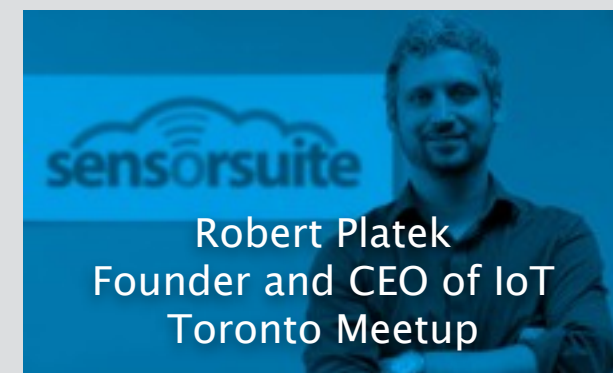
Dale Dougherty  
Founder and CEO  
of Maker Media



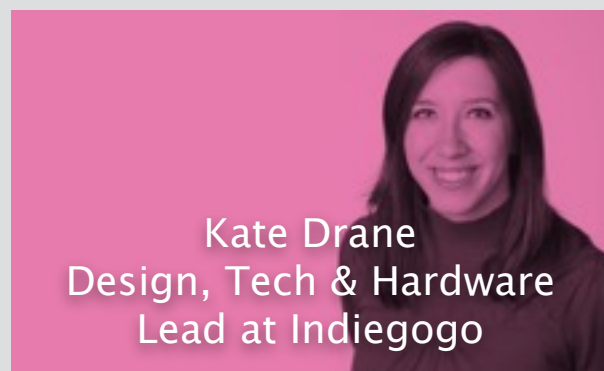
Ben Larralde  
Founder at HACKSTER.IO



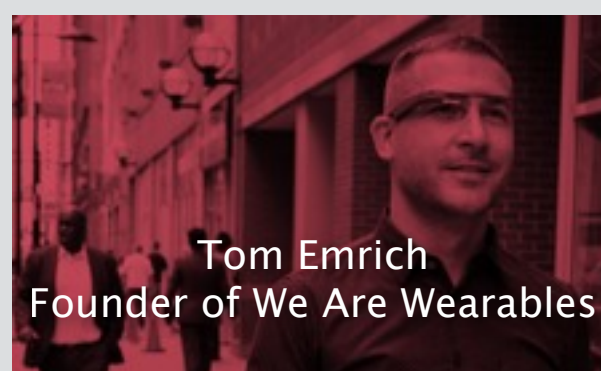
Eric Ries  
Pioneer of The Lean Startup  
Movement



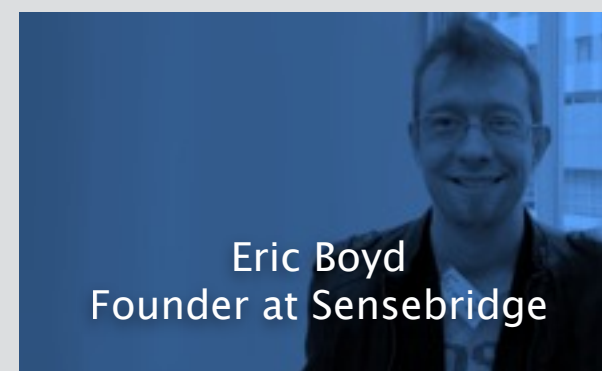
Robert Platek  
Founder and CEO of IoT  
Toronto Meetup



Kate Drane  
Design, Tech & Hardware  
Lead at Indiegogo



Tom Emrich  
Founder of We Are Wearables



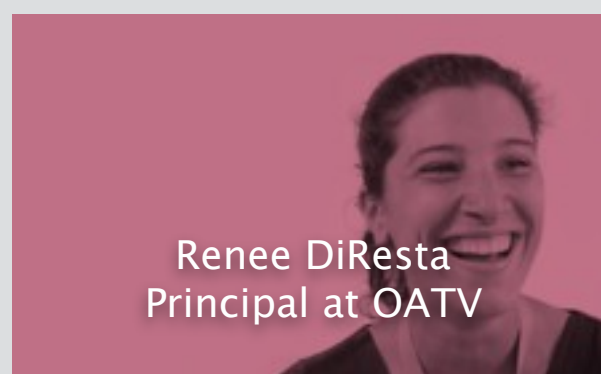
Eric Boyd  
Founder at Sensebridge



Nick Pinkston  
Founder at Plethora



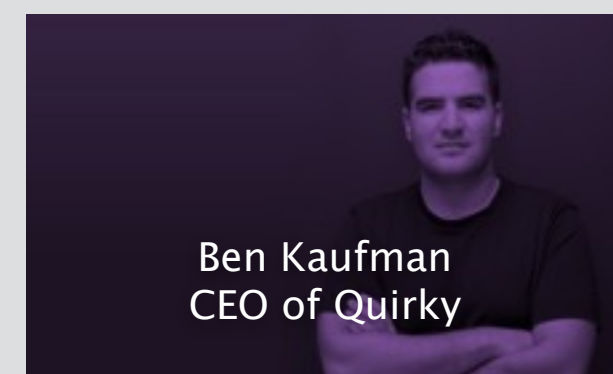
Chris Anderson  
Co-Founder and CEO at  
3D Robotics



Renee DiResta  
Principal at OATV



Tom Igoe  
Co-Founder of Arduino



Ben Kaufman  
CEO of Quirky






Every path is different.





# Lisa Fetterman Nomiku

A man, Chris Anderson, is holding a quadcopter drone in front of him. The drone is black with four arms, each ending in a motor and propeller. It has a yellow battery pack and various electronic components visible on its frame. The background is a workshop or garage with a brick wall and some equipment. The image has a green tint.

# Chris Anderson 3D Robotics



A portrait of a man with short hair and a slight smile, holding a small, square electronic device between his fingers. The entire image is overlaid with a semi-transparent blue filter. The device he is holding appears to be a small microcontroller board, possibly a SparkFun Pro Mini or similar, with visible components and pins.

# Zach Supalla Spark





Act One

Act Two

Act Three



# Act One

— The part no one talks about.

I can tell this story two ways.





A - Z

A photograph of a roller coaster track with multiple loops and drops, set against a red-tinted background. The track is made of dark metal and is supported by tall, light-colored wooden or steel pillars. The background shows a cloudy sky and some distant buildings. The text "Basically, anything but A – Z." is overlaid in white, centered on the image.

Basically, anything but  
A – Z.



I'm going to tell you the  
second version.

I was always up to some half  
baked business idea or another.

I sold handmade cards  
to my teachers.



I sold career counseling  
services to my classmates.

I tried to start a  
handbag company.

The whole time, I thought I wanted  
to be an investment banker.



I was wrong.

I didn't know what I wanted to be,  
but I knew who I wanted to be.



It's okay to let yourself  
go off path.





To find what you love, seek  
out new experiences.

I volunteered a lot.

A group of people, including men, women, and children, are running and walking in a race. The image is overlaid with a red tint. The text is white and centered.

HBC Run for the Cure  
Autism Walk  
Buskterfest  
World Vision  
Right to Play Skate  
Mayor's Youth Advisory Council  
Impact Entrepreneurship Group  
Enterprize Business Plan Competition





Get comfortable  
being uncomfortable.



**Schulich**  
**School of Business**  
York University



Learn outside the  
classroom.



A photograph of two women sitting and talking, overlaid with a semi-transparent red filter. The woman on the left has blonde hair and wears a patterned blouse. The woman on the right has long blonde hair and wears a dark sleeveless top. The word 'Consulting' is written in white across the middle of the image.

# Consulting

clickfree®  
Automatic Backup

CES

clickfree®  
Automatic Backup

The Ultimate Backup Experience

clickfree®  
Automatic Backup

SAMSUNG



52







**hackerYou**



Build your network  
before you need it.



Turn your disadvantages  
into advantages.

Surprise! I'm a girl.



I see it as an advantage.

Being young can be also be  
an advantage.



Experiment, a lot.

A group of people are seated around a long, light-colored wooden table in a modern office or meeting room. They appear to be engaged in a collaborative work session, with some looking at laptops and others at documents. The room has large windows in the background, and the overall atmosphere is professional and focused. A semi-transparent red overlay covers the entire image, and white text is centered over it.

Kaboodle Events  
UMeet  
SchoolShare  
SmartAlert





Always, pick yourself up.



Get your shareholder  
agreements, early.



Pick co-founders with  
complementary skills.

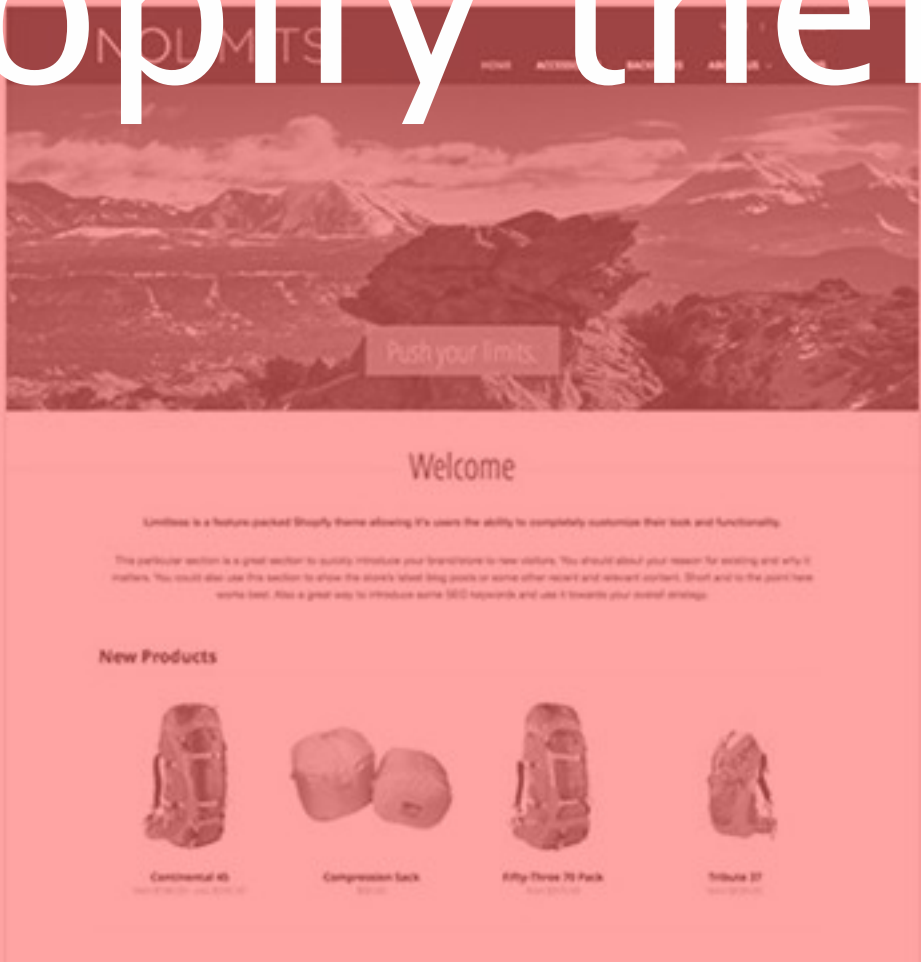
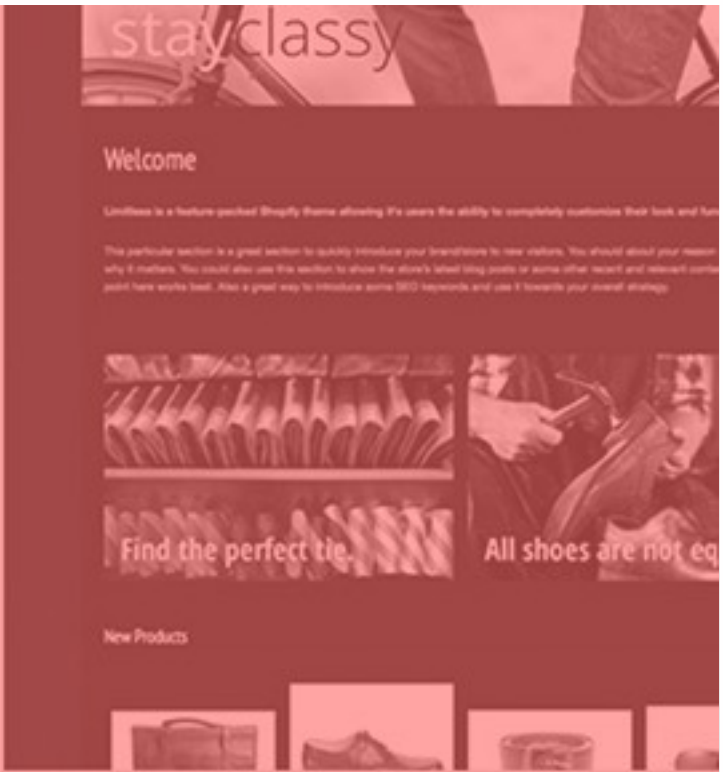
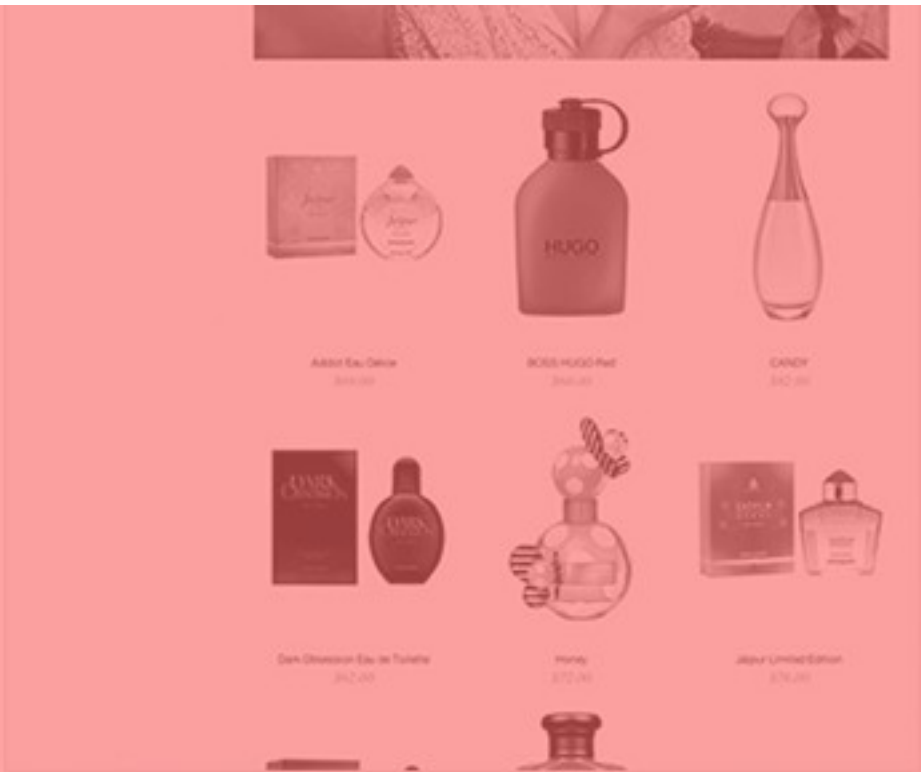
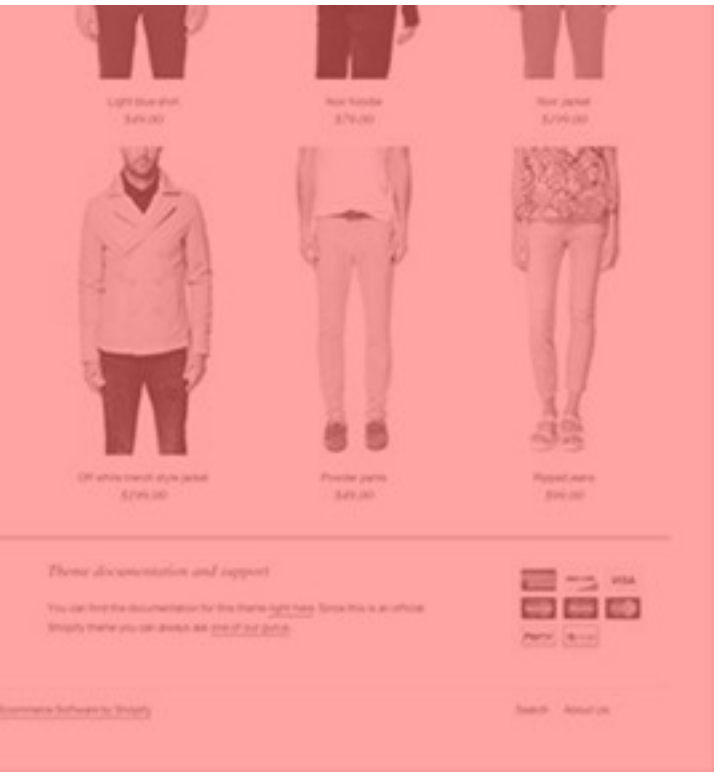


Starting a business is like  
getting married.





The best ideas  
aren't forced.



# Shopify theme

# Act Two

— ShopLocket

September 2011



That network you built?  
You'll need it.



A teal-tinted photograph of a group of people sitting at a table in a pub. The scene is dimly lit, with a bar and other patrons visible in the background. The text "Rails Pub Night" is overlaid in white, centered on the image.

# Rails Pub Night

# Communitech





# Ladies Learning Code

A group of six young adults, three women and three men, are smiling and holding up their 'My Nature Journal' books. They are in a classroom or workshop setting. In the background, a chalkboard has the text 'LESSONS FROM OUR GARDE' and 'H C' visible. On the table in front of them are several more journals, some open, and two containers filled with colored pencils. The entire image has a teal overlay.

# SproutUp





# HIGHLINE

Highline

# ORONTO



A photograph of four people (three men and one woman) standing in an industrial setting, possibly a ship's engine room, with various pipes and gauges visible in the background. The image is overlaid with a teal color filter. The text "OCE SmartStart Program" is centered over the image in a white, sans-serif font.

# OCE SmartStart Program





Getting investment is  
not success.



Get investment or run  
your business. You get  
to pick one.

You're going to have to tell it  
thousands of times.





If you can bootstrap, do it.



Get paying customers.



Find a small group of people  
that LOVE what you do.



Product market fit. You'll  
know it when you find it.

A woman with long dark hair is smiling and looking towards the camera. She is wearing a black head-mounted display (HMD) with a thin black band across her forehead. The background is a blurred city street scene. The entire image is overlaid with a semi-transparent teal color.

# Ariel Garten InteraXon/Muse

A man with short, curly hair is shown in profile, leaning over a desk and working on a circuit board. He is wearing a dark, patterned shirt. The background is a blurred office or lab environment with computer monitors and various equipment. The entire image is overlaid with a semi-transparent teal color. The text "Canadian Technology Accelerator San Francisco" is centered in white, sans-serif font.

# Canadian Technology Accelerator San Francisco





Own being a big fish  
in a small pond.



Get on a plane.



Entrepreneurship is  
not glamorous.

You'll be the janitor, the  
book-keeper, the complaints  
department and the night shift.



Find a support group.

A woman with long dark hair and glasses is looking down at a laptop. On the desk in front of her are various electronic components, including a breadboard, a small motor, and several wires. The entire image has a teal overlay.

# TechWomen Canada





# DWEN – Dell Women Entrepreneurship Group



# TO Founders Group Female Founders TO



Tell a really, really  
good story.



Treat your brand is  
a multiplier.



NEVER underestimate  
design.



Celebrate your successes.





Remember: It's a marathon,  
not a sprint.

# Act Three

— The best is yet to come.

January 2014

(2 years after launch)

This is just the beginning.



A voice for the next  
generation of innovators  
and inventors.



We are about to see a  
revolution as impactful as the  
internet revolution happen  
in hardware.





Techshop  
MakerBot  
Adafruit  
Arduino  
Othermill  
Sparkfun  
Seeed Studio  
Indiegogo  
Kickstarter  
Upverter

Why does it matter?



Accelerate progress  
in the world.



Anyone, not just big  
companies, will be able to  
reach a mass audience.



Dreams can become reality  
for a generation of  
entrepreneurs.



# Hardware Hackathons

[hardwarehackathon.org](http://hardwarehackathon.org)

A grayscale photograph of a person's hands holding a tablet. The tablet screen shows a document with text and a diagram. The word 'Publications' is overlaid in large white font. The background is a textured surface.

# Publications





# Courses

And I'm going  
back to school.

Some final  
thoughts.

The crowd is a very  
powerful thing.

Be a company, not  
a project.

Price to scale.

Be audacious



Remember, ambition is  
contagious.

There is no reason you can't  
be standing where I am today.

In fact, I hope you get  
much, much further.

Some resources I want to  
leave you with:

Online

 **AngelList**

**STARTUP SCHOOL**

**KICKSTARTER**

 **INDIEGOGO.**

Gouvernement  
& NFP



OCE  
SmartStart



Canadian  
Technology  
Accelerator

Scientific  
Research and  
Experimental  
Development



Community





Events

**Accelerate**  
**TO**



**GROW**



**LAUNCH**  
CONFERENCE

Accelerators



Read

# Makers: The New Industrial Revolution

By Chris Anderson



Read

Venture Deals

By Brad Feld, Jason  
Mendelson





katherine.hague@gmail.com  
@katherinehague