



Venture Code of Conduct

We welcome you to the entrepreneurship@UBC community of innovators and entrepreneurs. Here, you will find exceptional people building transformational ventures and solving some of the world’s most pressing challenges.

We all know that ventures succeed largely because of the people involved, from the founders and teams to the advisors and community who support them. It takes many hands to bring an idea to impact and move it to becoming a successful company. entrepreneurship@UBC has created a diverse support network and extensive resources to play a major part of this growth. The role you play as a representative of this organization is important not only because of the obvious benefit to your own company, but because your actions reflect on the greater community of founders and ventures here at entrepreneurship@UBC and UBC.

We ask that you review the Venture Code of Conduct carefully, as it illustrates the core expectations we have for ourselves and for every venture within entrepreneurship@UBC. To maintain our standards of excellence across our program and organization, those who fail to act within these values will be removed from the program.

The entrepreneurship@UBC Code of Conduct is rooted in our six core values:



Entrepreneur & Innovator Focused

We serve entrepreneurial thinkers and innovators to help them succeed.



Creativity & Curiosity

We provide a safe space for entrepreneurs to be boldly curious, without fear or biased judgment, to explore new ideas. We stand for the pursuit of novel solutions to big problems, and for the inherent curiosity and creativity that drives entrepreneurship.



Candor & Transparency

We work collaboratively, empathetically, and openly by communicating with transparency and candor.



Velocity & Grit

We model and champion the entrepreneurial drive, agile thinking and forward-moving momentum that our ventures need to succeed with resiliency.



Empowerment & Respect

We empower and respect our founders, teams, partners, and each other through our commitment to equity, diversity and inclusivity.



Accountability & Collaboration

We are generous givers who are committed to showing up for each other. We act with integrity, respect, professionalism and trust, delivering exceptional results. This is core to our brand promise. We can always be better and acknowledge we don't have all the answers.



The following principles are the expectations and commitments of our Code of Conduct, a social contract that entrepreneurship@UBC forms with each Venture in our program:

An Environment of Help

- **We help others whenever possible.** We are all busy, but when the ask is sincere and realistic, we will respond and provide assistance. We are respectful of each other's time, and are clear and focused with our requests. If a meeting needs to be canceled or rescheduled, we ensure appropriate notice is communicated within 48 hours.
- **We appreciate the help of others.** No one goes it alone – startups are a team activity. We express our appreciation for the help of our customers, mentors, and others that make our success possible.
- **We deliberately create a virtuous cycle.** We proactively work to give back to the ecosystem by giving first to others in our community with no specific expectations of return.

Communication and Transparency

- **We are honest and transparent.** If we say something either publicly or privately, then we believe it to be true. We strive to be clear and transparent in our communications.
- **We protect sensitive information.** When we are entrusted with sensitive, confidential or personal information, we use appropriate measures to secure it. We respect requests for privacy and confidentiality.
- **We are transparent in how we communicate with our stakeholders.** We will send an update on our business at least every six months and be responsive to their inquiries.
- **We are approachable and responsive.** We will enable standard forms of communication so that anyone doing business with us can have a reasonable expectation of receiving a response in a timely fashion.
- **We avoid gossip.** We don't share disparaging comments and rumors about others. We are constructive in our feedback and always provide it directly to the individual or company to which it pertains.



Integrity

- **We disclose known conflicts of interest early.** We err on the side of too much disclosure.
- **We encourage and respect independent, innovating thinking.** Theft of assets or content will not be tolerated.
- **We respect our legal agreements.** We do not attempt to circumvent their intentions.
- **We keep our promises.** If we commit to do something, we do our best to do it. If we can't keep our promises for some reason then we strive to make it right in any way possible.
- **We do right by our stakeholders.** We strive to deliver products that delight our ventures, industry partners and funders and seek to exceed their expectations.
- **We work for the benefit of our companies.** We always work for the benefit of our company, not for our own personal benefit.
- **If you fail, fail well.** If you are shutting down business, you will notify your customers and make their data available to them for at least 60 days. You will advise every one of your investors and provide the chance to discuss what went wrong in a live conversation. If you know your company is going to fail, you should attempt to return as much capital to investors as possible.

Diversity, Equity & Inclusion

- **We commit to non-hostile, open, and welcoming workplaces.** We commit that employees, partners, customers, and visitors feel accepted and free to express their opinions, concerns, and needs with an expectation that they will be heard and respected. We communicate professionally and appropriately at all times.
- **We are intolerant of discrimination or harassment in any form.** We train our employees to recognize and address bad behavior. We will ban or dismiss mentors, investors, employees, contractors and others who discriminate or harass others. entrepreneurship@UBC will quickly dismiss ventures who participate in discrimination or harassment.
- **We encourage diversity.** We commit to seeking diverse perspectives and building inclusive work environments, which we believe leads to better companies.



- **We stand up for others.** We appropriately intervene in situations when we witness violations of this Code and report violations.
- **We encourage professional development.** As a team, we do everything we can to ensure the happiness and professional growth of our team members.

Safety and Respect for Spaces

- **We take safety seriously.** We follow the appropriate safety guidelines to ensure a secure and positive work atmosphere for the entrepreneurship@UBC/UBC community. We observe each location's safety rules.
- **We respect the processes** to book meeting rooms and host gatherings in all spaces.
- **We ensure all co-working spaces, hot-desks and meeting rooms are left in a state that is better than when we arrived.** We store tools, equipment, and supplies properly after use so others can find and use them.

Conflict Resolution

Physical and mental safety is paramount to innovative environments. Failure to create and maintain a safe space forms grounds for removal from the program. If an incident is observed where you believe someone's physical or mental safety was compromised, or that a serious transgression was made of the entrepreneurship@UBC Code of Conduct, please lodge a formal complaint in writing to info@entrepreneurship.ubc.ca with the following:

- The basis for the allegation
- Relevant supporting documents, evidence and details (e.g. time and date(s) of the offence)
- Names of witnesses, if any.

Whenever possible and appropriate, reasonable and informal measures will be used to resolve issues of individual behaviour. If this is not possible, the following steps will be undertaken:

- Upon receipt of a complaint, entrepreneurship@UBC will investigate and respond with next steps. We adhere to the guidelines of UBC policies around creating a [respectful environment for students, faculty and staff](#), [discrimination](#) and [sexual misconduct](#).



- In the event that entrepreneurship@UBC determines that a transgression has occurred, we will convene a meeting with the respondent(s) to discuss the complaint.
- Following the meeting, entrepreneurship@UBC will determine next steps, which may include:
 - Informal Resolution (resolution of the complaint is mutually agreed upon among entrepreneurship@UBC, the complainant and the respondent); or
 - Escalation to entrepreneurship@UBC Management.
- If it is determined that a breach to the entrepreneurship@UBC Code of Conduct has occurred, the respondent may be required to forfeit their membership in the entrepreneurship@UBC community.

This document may change over time. entrepreneurship@UBC participants will be responsible for familiarizing themselves with the latest policy, which will be available via the entrepreneurship@UBC website.

Founder/Co-Founder/Company Executive/Director Initials