

Community Entrepreneurship



Founders are intelligent. They're creative. They're agile. But sometimes they're too close to their own products to see potential roadblocks or confusion for their users. That's where you come in.



Founders build valuable products

All the products you'll see are not only already on the market, but are also focused on providing a positive user experience.



You have valuable insight

These founders are looking to learn how to improve their overall user experience. This is the kind of insight only **you** can provide.



Less than one hour per week

For four weeks, you will have the opportunity to test these products and share your ideas with the founders.



Be a part of something new & exciting

This is an opportunity to take a step outside your day-to-day role and add something of value to a growing startup.

KEYNOTE SPEAKER
KES SAMANTHAR
KPMG DIGITAL INNOVATION LABS



About Alpha Labs



Alpha Labs is a new program by Queen City Fintech launching in April 2020. During this program, we will be connecting founders with people who belong to their respective target markets to test their platforms and provide feedback from a user's perspective. In addition, we will also be connecting them with accomplished, high-performing professionals in UI/UX and other technical fields as well as those in various functional roles that match their overarching industry focus – including financial services, accounting, consulting, and more.

This mixture of areas of expertise partnered with users from their target market offers a deeper level of insight and ideas that will build a 360 degree view of their product by the end of the program. Alpha Labs will kick off on April 27th and will conclude with final focus groups during the week of June 1st through June 5th.

How it Works



Participating in Alpha Labs is fairly straightforward. Simply download the Brella app to join our virtual event. Afterwards, you can decide which product you would like to test and provide feedback for.

1

Attend Launch Event

Join us virtually on April 27th to listen to their pitch, visit their virtual booth, and talk to the founders 1:1 all on one platform.

2

Select Product

After hearing all of the pitches and checking out all of the demos, select the product that most interests you.

3

Try it Out

After choosing your product, test it out for 4 weeks (averaging 1 hour/week) and join us at Fintech Generations to share your ideas!

ALPHA LABS LAUNCH EVENT



Startups

Startups will pitch their business during the event and discuss their goals for the program.



Virtual Booths

Our platform will allow you to view the company's booth with their product demos and more all in one place.



Launch Party

After the pitches take place, this is an opportunity to talk to the founders in smaller, more concise groups.



Match Making Process

You will opt in to whichever startups whose product you would like to test. QC Fintech will handle the rest!