**CAREER ADVICE #333 | 2 April 2021**

**LinkedIn Premium Group**

Kelly Stainton | Canada | Bookkeeper

\*\*\*\*\*\*\*\* MESSAGE TO PREMIUM GROUP \*\*\*\*\*\*\*\*

Hi, I am looking to return to accounting/bookkeeping from before raising my son (why is raising a human being not valued in the workforce?). Being told I have “impressive qualifications” but still turned down 🤷‍♀️. Any advice/suggestions/connections would be very much appreciated. #worklifebalance #bookkeepingandaccounting #hirenow

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Hi Kelly,

Some ideas for you to consider:

Tech innovation

Venture Capital in Canada

Angel List

Gary Vaynerchuk

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Tech innovation

You may want to consider subscribing to various tech news feeds such as:

StrictlyVC newsletter | [https://www.strictlyvc.com/](%22)

Crunchbase News | https://news.crunchbase.com/daily/

Techcrunch | https://techcrunch.com/tag/newsletters/

VentureBeat | https://venturebeat.com/newsletters/

UKTN | https://www.uktech.news/

FinSME’s | https://www.finsmes.com/the-daily-deal-newsletter

The following are two examples of recent announcements that link to your accounting background:

EXAMPLE 1:

Mosaic raises $18.5 million of Series A financing led by Trevor Oelschig of General Catalyst with participation from Felicis Ventures, XYZ Ventures and Village Global

Techcrunch | <http://tcrn.ch/3suv39P>

Highlights of this article

“…strategic finance platform designed to ingest data from all sorts of systems in the alphabet soup of enterprise IT — ERPs, HRISs, CRMs…”

“…provide CFOs with strategic planning tools to predict & forecast with better accuracy & speed…”

“…open CFO dashboards wider into company…to give feedback to CFO…”

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Please see post 2 of XX | Tech innovation (continued)

POST 2

HI Kelly,

This is post 2 of XX

Tech innovation (continued)

EXAMPLE 2:

Jeff Bezos-backed accounting start-up hits $1.2 billion valuation after new funding round of $100 million Series C from Whale Rock Capital, which co-led the round, with participation from Sequoia Capital, Index Ventures, Authentic Ventures and others

Techcrunch | https://tcrn.ch/3waQHl8

Highlights:

“…Pilot combines its software with accountants to do things such as provide “CFO Services” to SMBs without a full-stack finance team…”

“…provides monthly variance analysis for all its bookkeeping customers…”

“…it aspires to be the “AWS of SMB backoffice”

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Venture capital (VC) in Canada

During my investor relations work from 2018 to 2020 with tech startups Curaizon (UK), UnCloak (UK), Digipharm (Switzerland), AI Vali (Toronto) and forestry startup TimberWise (Vancouver), I came across many Venture capital companies in Canada.

The following is a sample of VC firms in Canada. It is not meant to be a complete list. Google or other search may reveal additional entities.

ArcTern Ventures | http://www.arcternventures.com

Birch Hill Equity Partners | https://www.birchhillequity.com/

Please see post 3 of XX | VC’s in Canada (continued)

POST 3

HI Kelly,

This is post 3 of XX

VCs in Canada (continued)

Brookfield Asset Management | https://www.brookfield.com

CPP Investment Board | http://www.cppib.com

Framework Venture Partners | https://www.framework.vc/

Georgian Partners | https://georgianpartners.com/

Golden Ventures | https://golden.ventures/

Good News Ventures | https://www.goodnewsventures.com/

Maple Leaf Angels | http://bit.ly/2SLVRkj

OMERS Ventures | https://www.omersventures.com

Portag3 Ventures | http://p3vc.com

Radical Ventures | https://www.radical.vc

RBC Ventures | https://www.rbcventures.ca/

Relay Ventures | http://relayventures.com

Ripple Ventures | http://www.rippleventures.ca/

Round13 Capital | http://www.round13capital.com/

Whitecap Venture Partners | https://whitecapvp.com

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VC’s and Portfolio companies

Consider scrolling through the websites of the VC’s to find the “Investments” or “Portfolio” links. Consider also clicking through to the websites you find to be of interest. Follow the companies on LinkedIn & Twitter. Subscribe to newsletters. Try the Demo. Read & save links to news articles. Consider reaching out to specific individuals for advice, mentorship and/or job openings.

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Please see post 4 of XX | Angel List

POST 4

HI Kelly,

This is post 4 of XX

Angel List |https://angel.co

This site is primarily used by tech startups to list tech & non-tech roles here. Quick search revealed:

24,700+ startups globally have open roles listed on the site

1,300+ across Canada (non-remote only)

748 in Ontario

643 in Toronto

294 in British Columbia

248 in Vancouver

NOTE 1: The global total includes remote & non-remote roles and is down from the pre‑Covid19 period in which 30,000+ startups listed open roles.

NOTE 2: Consider spending time on the site. Startups may not always use traditional recruiting sites to find staff. When they scale, they tend to need experienced staff. Consider reaching out to any relevant companies to see if there is common ground to work together.

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Please see post 5 of XX | Gary Vaynerchuk

POST 5

HI Kelly,

This is post 5 of 5

Gary Vaynerchuk

Gary repeatedly speaks about branding, awareness, social media, entrepreneurship, hustle, patience, persistence and a whole host of advice during his key note presentations, podcasts, livestreams on Facebook, TikTok & Instagram and Clubhouse chats.

You may want to consider starting with one or more of the following links:

Crushing It. Here is the link to the audiobook version on Audible: https://adbl.co/2YfafaS

Several women featured on “Crushing It” include:

[Amy Landino](https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6705879138181369856/?commentUrn=urn%3Ali%3Acomment%3A(activity%3A6705879138181369856%2C6705974314035888128)&replyUrn=urn%3Ali%3Acomment%3A(activity%3A6705879138181369856%2C6706826314214723584)) (Amy Schmittauer | Savvy, Sexy, Social) | http://amylandino.com/

[Jenna Soard](https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6705879138181369856/?commentUrn=urn%3Ali%3Acomment%3A(activity%3A6705879138181369856%2C6705974314035888128)&replyUrn=urn%3Ali%3Acomment%3A(activity%3A6705879138181369856%2C6706826314214723584)) (You can brand) | https://www.youcanlaunch.com/

Mimi Goodwin | Mimi n Style and Sew Sew Def magazine | https://mimigstyle.com/

Dr. [Chithra Durgam, DDS](https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6705879138181369856/?commentUrn=urn%3Ali%3Acomment%3A(activity%3A6705879138181369856%2C6705974314035888128)&replyUrn=urn%3Ali%3Acomment%3A(activity%3A6705879138181369856%2C6706826314214723584)) | dentist created a Musicly video (now TikTok)

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Gary Vee in Toronto 2014 key note at “Canadian Music Week Digital Media Summit”. This was recently replayed on his podcast and I literally thought it was from last year. The concepts and examples he outlined in 2014 are virtually the same as 2021.

Link: <https://apple.co/2N8v9R1>

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Have fun researching!