

## **Founder's Office Intern: Assignment**

Find information about the following accelerator programs. You need to collect information like how much they invest, how you apply, the next batch deadline, etc. Fact-check your information.

1. PearX
2. Accel Atoms
3. Antler
4. Sequoia Arc

### **What is a startup accelerator program?**

A startup accelerator program is a program designed to help the new edge startups by providing them funding, mentorship, connections, and resources in exchange for equity or other commitments. The duration of this program is 3-6 months and it helps the startup to improvise their business model, and scalability to attract more investors.

### **How does the startup accelerator program work?**

Let's understand the workflow of the startup accelerator program by the following steps: -

#### **1. Application & Selection:**

- Startups apply to the accelerator program by applying.
- The program reviews applications and shortlists promising startups.
- Founders go through interviews & pitching rounds before final selection.

#### **2. Funding & Onboarding:**

- Selected startups receive seed funding (usually in exchange for equity).
- Startups join the program and get access to mentors, resources, and workspaces.

### 3. Training & Mentorship:

- Founders receive intensive training on business strategy, product development, fundraising, and scaling.
- One-on-one mentorship sessions with industry experts and successful entrepreneurs.

### 4. Product Development & Market Validation:

- Startups work on refining their product, testing the market, and gaining initial traction.
- Regular feedback sessions help them pivot or improve their strategy.

### 5. Networking & Growth Support:

- Startups connect with investors, partners, and other entrepreneurs.
- Access to corporate networks, potential customers, and business advisors.

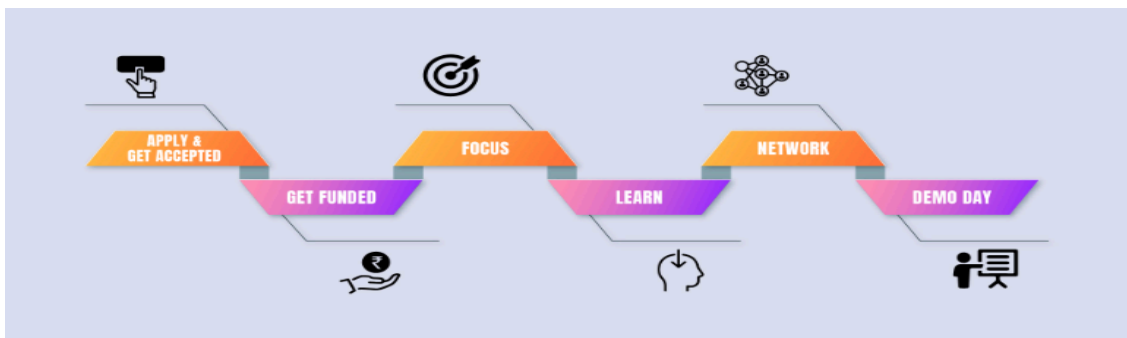
### 6. Demo Day:

- Startups pitch their business to investors and key stakeholders.
- They try to secure follow-on funding to continue scaling their startup.

### 7. Post-Program Support:

- Alumni startups get ongoing mentorship, investor connections, and business guidance.
- Many accelerators provide co-working space and networking events for alumni.

Diagram: -



PearX: -

- It is a small batch accelerator program for pre-seed companies.
- 2-week program produces the highest chance of startup success.
- Invests between **\$250,000 and \$2 million** in early-stage companies.
- Applications are submitted through their [official website](#).
- The **Winter 2025 (W25)** cohort applications closed on **October 1, 2024**. Applications for the next cohort are expected to reopen in **Spring 2025**

Accel Atoms: -

- Accel Atoms invests up to **\$1 million** in selected startups.
- Applications can be submitted via their [official website](#).
- Specific application deadlines for upcoming cohorts are not currently listed. It's advisable to regularly check their [FAQs](#) for updates.

Antler: -

- Antler invests **\$200,000** for an **8% equity stake** in startups.
- Applications are accepted through their official website.
- Antler operates on a rolling basis with multiple cohorts throughout the year. Specific deadlines vary by location. It's recommended to check their website for the most up-to-date information.

## **Benefits of Joining a Startup Accelerator: -**

**Fast Growth** – Helps startups scale quickly with expert guidance.

**Access to Investors** – Increased chances of raising capital.

**Market Validation** – Get real-world feedback to refine your product.

**Structured Support** – Learn from structured workshops and training.

**Credibility & Visibility** – Being part of a top accelerator boosts brand recognition.

Task 2: Write captivating emails Assume you're the founder of Perplexity AI.  
There are three VCs:

1. Uniglobe Capital
2. ZC Capital
3. Cheerhill Capital

You must find the email and LinkedIn profile of these VCs' general partner(s).  
Then, craft an email pitching them about your startup, Perplexity AI.

Uniglobe Capital: - UniGlobe Capital, founded in 2017 and headquartered in New York City, is a limited partner consulting firm specializing in cross-border institutional marketing, investment deal-sourcing, and advisory services. The firm focuses on connecting Asian managers, Asian family offices, and U.S. investors, aiming to bridge the gap between these entities.

General Partner: - Danye Wang

LinkedIn: - [linkedin.com/in/danyewang](https://www.linkedin.com/in/danyewang)

Email: - [danye@uniglobecapital.com](mailto:danye@uniglobecapital.com)

Captivating Email: -

Subject: Investment Opportunity: Perplexity AI – Revolutionizing AI-Powered Search

Dear Ms. Wang,

I hope this message finds you well. My name is Labhesh Dharmik, and I am the founder of Perplexity AI, an innovative startup dedicated to transforming the search experience through advanced artificial intelligence.

At Perplexity AI, we have developed a state-of-the-art AI-powered search engine that delivers precise and contextually relevant information to users. Our platform leverages cutting-edge natural language processing and machine learning algorithms to understand user queries deeply, providing accurate and comprehensive answers.

We are currently seeking strategic partners to support our growth and expansion. Given UniGlobe Capital's expertise in cross-border institutional marketing and investment deal-sourcing, particularly in bridging opportunities between Asia and the U.S., we believe there is a strong alignment between our vision and your firm's capabilities.

We are particularly interested in exploring opportunities to expand into Asian markets, where the demand for advanced AI solutions is rapidly increasing. UniGlobe Capital's focus on connecting top-quality Asian managers and U.S. investors positions your firm as an ideal partner to navigate this expansion effectively.

I would welcome the opportunity to discuss how Perplexity AI aligns with UniGlobe Capital's investment objectives and explore potential collaboration avenues. Please let me know a convenient time for a meeting or call.

Thank you for considering this opportunity. I look forward to the possibility of working together to revolutionize the search experience globally.

Best regards,

Labhesh Dharmik

Founder & CEO, Perplexity AI

7517254633

<https://www.linkedin.com/in/labhesh-dharmik>

ZC Capital: - ZC Capital is a researched, analysis, and data-driven investor focused on digital assets. Our team focused on crypto assets investment, advisory, and risk management solutions since 2017 with massive globe resources and insights from crossed functional industries such as Silicon Valley.

Major in technical infrastructure, Defi with derivatives, Web 3.0 + AI, BTC 2.0, RWA tracks, etc.

General Partner: - Estes Mulloy

LinkedIn: - [linkedin.com/in/stevenmulloy](https://www.linkedin.com/in/stevenmulloy)

Email: - NA

Cheerhill Capital: - NA