



startup shell partners

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Tier	Alpha	Beta	Launch
Contribution	\$50K	\$100K	\$150K
Distribution of recruiting and marketing materials at Demo Day	✓	✓	✓
Distribution of company swag at Demo Day	✓	✓	✓
Add employees to mentor network	✓	✓	✓
Access to resume book, online portfolios	✓	✓	✓
Shell sends promotional emails to public community	1	2	3
Logo presented on website	✓	✓	✓
Logo on Partner Wall in coworking space	small	medium	big
Invite to Demo Day Showcase, acknowledged in opening	✓	✓	✓
Exclusive invite to Semester Reception with select Shell ventures and fellows		✓	✓
Host event / workshop at the Shell		1	2
Host branded innovation competition			✓
Acknowledged as "Launch Partner" in media			✓
Naming rights to innovation rooms			✓