



**Acceleration Starter Kit**  
**OVII – Fourth Cohort**

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## I. The Acceleration Program



The Acceleration Program is designed to help Startups build a solid foundation for which they can put their business ideas into practice in a timely and efficient manner during a period of 6 months. The provided services shall help Entrepreneurs develop their business plan and a Minimum Viable Product (MVP), and equip the team with business knowledge preparing them for the next stage of entering into the market and growing the business in addition to unlocking capital post validation, when needed. The Program includes knowledge transfer through hands-on coaching and mentoring by the team of Oasis500 and Subject Matter Experts in addition to a Technical Excellency Program tailored for each startup. Below are the components of the program. It is important to understand that Oasis500 conducts a needs assessment and accordingly works with the founders by choosing the weightings of each module.

### A. Mentoring and Coaching

Knowledge transfer is a key element to the growth of our startups. Oasis500 team, in coordination with subject matter experts, shall guide startups and provide them with the know-how and equip them with the tools to set and execute their milestones and goals.

Topics to be covered during the Acceleration Program include:

Phase	Topics
<b>Identification Phase</b>	Business Identity
	Registration
	Market Research and Analysis
<b>MVP Conceptualization Phase</b>	Technical Readiness Assessment
	Business Modeling
	Go-to-Market Strategy
	HR Planning
<b>Product Development Phase</b>	Product Construction
	Product Testing
<b>Operational Planning</b>	Financial Modeling
	Marketing
	Cashflow Management
<b>Growing the Business</b>	Growth Opportunities
	Funding Requirements & Valuation
	Intellectual Property
	Corporate Governance

The Startups will be coached and mentored by assigning internal team members and external subject matters experts and mentors. The sessions and transfer of knowledge will be in the following format;

### **1. Information and One-on-One Sessions:**

General interactive Information sessions about each listed topic are scheduled. The objective is for the Startups of each cohort to interact and give feedback to one another. This setup also includes worksheets, case studies, and other tools used by the consultant to educate the startups on the subject before the one-on-one sessions. As a result of the informational sessions, the consultant's requests that the startups send information in a specific format ahead of the one-on-one meeting.

### **2. Guest Speakers:**

Guest speaker sessions are scheduled throughout the 6-months to inspire and share experiences. Experiences in different verticals or founders that share their learnings and successes.

## **B. Technical Consultancy & Audit:**

Oasis500 invests in pre-product and/or pre-revenue startups. Depending on the needs assessment the technical consultant works with the founders following those guidelines

- 1. Pre-product:** ensuring that the architecture of the product is sensible and in line with the business model. To support startups in making critical technical decisions related to the technology selection, hiring or partnering with technical resources, and providing continuous coaching and support during their acceleration journey.
- 2. Product plan:** revise and edit the plan as needed
- 3. Timeline:** Audit the timeframe of the development of the product or set the timeline when needed
- 4. Support** in the recruitment of the engineering team that is qualified for building the specific product
- 5. Consultation** additional product features
- 6. Good practices** in software development, testing, code quality, cloud computing, continuous integration, and other topics.

Moreover, the Technical Consultant, TechMinds, will be delivering training sessions to startups to teach them managing the development process. With the abovementioned scope, startups should gain speed to market.

## **C. Financial Services:**

### **1. Financial Audit**

Oasis500 has assigned an external financial auditor to conduct the financial auditing for the first fiscal year. The startups' transactions are limited and simple at this point, nonetheless enforcing good practices and clean books is essential for investment readiness.

## 2. Accounting Services & System

An accountant is assigned to conduct the accounting services for the first fiscal year.

### D. Mandatory Tool:

#### 1. Acceleration Program Platform

The Acceleration Program at Oasis500 is a customized one; each startup goes through a needs assessment to determine what is needed to get it to investment readiness.

After selecting the startups that are eligible to join our Acceleration Program, the founding team sets the milestones, goals, and tasks for the six months program together with the Oasis500 Team. In turn, the Oasis500 Team assigns the Consultants/Mentors that will work with the startup to transfer knowledge and help them achieve those goals. To monitor the development and effectiveness of the intervention, we use a specialized Acceleration Program Platform, **Babele**, which also helps in monitoring the planned against actual progress. Babele is an all-in-one, collaborative and organized workspace to manage the Acceleration Program and engage all stakeholders in business modeling, mentoring and peer-learning.

- Contact Person Emanuele Musa; [manu@bebele.co](mailto:manu@bebele.co)

### E. Office Space

Oasis500 provides two dedicated desks space for its startups for 6 months. This helps startups in issuing a rent contract under the business park/ free zone which will allow them to issue the license under the Jordan investment commission .

### F. Technical and Business Services

Startups shall have access to discounted and/or free technical and business services and consultants provided by partnerships available via Oasis500 to support their technical implementation and business planning. Such services include:

- Web hosting needs
- Payment system solutions
- Employee recruiting
- Marketing, advertising & sales
- Management
- Courses

*Please see “Appendix” to check the listed offers.*

### G. Entrepreneurs in Residence

Existing entrepreneurs provide mentorship to startups currently being accelerated. Entrepreneurs in residence shall offer startups with more relevant, resonant and actionable mentorship through sharing

with them real experiences.

## **H. Pitch Practice**

At different points within the program, Oasis500 Team works with the founding team on their pitches. Subject matter experts are also brought in for feedback.

## **I. Lawyer's fees for registration purposes**

Any out of pocket shall be borne by the Entrepreneur which includes the governmental registration fees & the lawyer registration fees, in addition to the facilitation of bank accounts.

## **J. Oasis500 Exposure via Event Participation, Network of Investors and Media**

### **1. Investor Connections**

Oasis500 connects founders with the appropriate regional investors and other ecosystem players including corporates to unlock capital and build strategic partnerships. The startups will be introduced to potential investors, clients and strategic shareholders after the acceleration program. Oasis500 supports the founders in preparing for investor pitches and potential client/shareholder meetings accordingly through the portfolio management function that startups can access.

Oasis500 also provides startups with access to local and regional events where they gain exposure, publicity, and access to follow-on investment.

### **2. Networking**

Oasis500 provides extensive network to new potential markets, customers, mentors and strategic investors. In addition to hosting noteworthy subject matter experts as guest speakers.

### **3. Media**

Startups shall have the opportunity for exposure via Oasis500 social media presence outlets that can be a great resource for startups to use in gaining exposure to customers, investors or strategic partners.

## **II. Payments**

### **A. 1st payment**

30% of the payment shall be transferred to the Startup prior to/upon agreeing on the milestones to be achieved and signing the Agreement with Oasis500 and the bank account is set.

### **B. 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> payment**

In order to process the 2<sup>nd</sup> payment (30%), 3<sup>rd</sup> payment (30%) and the 4<sup>th</sup> payment (10%) of investment, the Startup shall submit the following to Oasis500 Team prior to requesting the payment:

- a. Achievements to date compared to milestones submitted earlier.
- b. A clear trial balance highlighting the breakdown of expenses for the previous period.
- c. Financial projections for the coming period.
- d. Action Plans for the coming period.
- e. The activities in which the amount requested to be spent.
- f. Team Structure / Team Members.
- g. Major Partnerships.
- h. Challenges.
- i. Requested reports submission.
- j. Acceleration Program sessions and one-to-one meetings attendance & commitment.
- k. Use and frequent update of Babele & Pentugram.

### III. Portfolio Management

Oasis500's Portfolio Management function support portfolio companies in order to increase their value through access to funding, development of growth strategies, and presenting them with valuable opportunities. Moreover, Oasis500 provides ongoing guidance and advice to its startups to qualify OVII startups for follow-on investments after the acceleration period.

**Access to funding:** is provided by matching the companies with strategic investors, support in the fundraising process, such as feedback on business plans and financial models, and providing feedback on deal terms to ensure shareholders' rights are safeguarded. Connections are made on periodic basis to a variety of local and regional investors to establish direct contact and gauge interest in fundraising rounds.

**Partnerships:** Oasis500 fosters partnerships with local and international stakeholders to obtain opportunities for its portfolio companies. Opportunities for participation in industry events and networking opportunities are constantly broadcasted to startups. As well as, exploration of new markets and easing access into markets through soft landing programs such as our partners Unbound in Bahrain, MISA in Saudi Arabia and Falak Startups in Cairo.

**Lobbying/Legislative:** through its existing relationships, Oasis500 facilitates connections with governmental and legislative entities to address ecosystem challenges and conducive policy frameworks and advocacy for an enabling environment that fosters startups in Jordan.

**Access to donor funding:** access to grants to support the development and the growth of the companies and or services that are covered by grant program including advisory services, capacity building, and transfer of knowledge by external consultants such as The European Bank for Reconstruction and Development (EBRD) franchising awareness and processes workshop, and its Export Practice and Procedures for SMEs training workshops free of cost. Among other financial support such as subsidization of participation in expos and exhibitions internationally.



**Corporate linkages**, we exploit our network to connect founders with decision-makers at corporates. The team also refines sales pitches and partake in some meetings to ensure the value add is well communicated to potential clients and to strengthen the startup's position in negotiation rooms.

**Ad-hoc basis:** the team provides founders with feedback and direction on operational and growth plans, input on strategic direction and support in decision making. Startups communicate questions and concerns (e.g., operational restraints, marketing plans) with the Oasis500 team whenever needed.

**Reporting:** periodic fund performance reports are shared with fund LPs and include the financial metrics such as Current Total Value to Paid-In Capital, Total Value to Cash Invested, and Average Exit Multiple. Oasis500 also monitors the performance, financial and HR key performance indicators of its startups to provide portfolio company updates, through Pentugram\*, and report on External Follow-on Rounds, Latest Valuation, Current Fund Equity Percentage, Revenue for the period, Growth in revenue YoY, Net Profit/Loss, Transactions during period and Number of Employees.

\* Pentugram is a tool that helps to facilitate and organize the fund manager's daily operations along with their teams & portfolio companies' management and reporting to be efficient and clear, in addition to tasks and contacts management and other related features.

- Contact Person Miled Elias; [m.elias@pentugram.com](mailto:m.elias@pentugram.com)

## Appendix

### A. Technical Support

#### 1. Amazon Web Services (AWS):

- \$25K in AWS Promotional Credit valid for 2 years, or, \$100K in AWS Promotional Credit for 1 year.
- 1 year of premium [AWS Business Support](#) (up to \$10,000)
- Opportunities to qualify for additional credits
- [Migrate with AWS](#) helps startups who are not on AWS migrate cost-effectively and with minimal effort so they can take advantage of AWS startup programs and benefits including credits. If required, we can refer one of our certified [APN Partners](#) in MENA to support your startup with the migration at no additional cost.
- [AWS Marketplace](#) is for B2B startups who are ready to scale globally, where they can list their solutions and create an additional sales and marketing channel. It is now available for KSA and UAE registered startups in addition to US/EU registered/affiliated, otherwise they can register with Hyperwallet to get a USD account.
- [Amazon Launchpad](#) allows B2C startups to take advantage of Amazon's world-class retail expertise and global infrastructure to showcase, sell, and deliver their cutting-edge products to millions of Amazon customers worldwide.
- Technical Resources
  - Free access to the [AWS Essentials](#) 1 day web-based training (normally ~\$600/course), plus 8 tokens for [self-paced labs](#) (normally ~\$30/lab)
  - Free access to 1:1 [virtual office hours](#) with AWS solutions architects
  - [The AWS Architecture Center](#) provides customized technical advice to startups in architecture, cost optimization, security and helps remove barriers for growth.
  - [AWS Well-Architected Tool](#) is a free tool available to startups to review the state of workloads and compare them to best architectural practices.
  - [Machine Learning for Startups](#) provides tools to Implement Artificial Intelligence and Machine Learning (AIML) quickly, easily, and at scale with AWS.
  - [MENA Webinar] [Introduction to Outposts](#)
  - [Webinar and Podcast] [6 Ways to Reduce Your AWS Bill](#)
  - [AWS Startup blog] [The Startup's Guide to Building Machine Learning on AWS](#)
  - [AWS Startup blog] [What Startup Founders Need at This Moment: It Starts with a Very Cool Head on Your Shoulders](#)
  - [AWS Startup blog] [Navigating a Changing Fundraising Landscape with Entrepreneur First](#)
- [Special offers](#) from other companies that help startups, including Chef, Cloudability, Bitnami, Amazon Payments, SOASTA, CopperEgg and more

- Companies will need to fill out the form and enter the (1AML) as the organization ID in the last field through [Here](#)
- If you do not have an existing AWS Account, you can create one [here](#) using your company email address. When applying for credits, it is important that you use the same email address as the one you used when creating your AWS account.
- After the application is approved, credits will be applied to your account within 10 days. (Credits are automatically added to startups' billing consoles in accordance with the [AWS Promotional Credit Terms & Conditions.](#))
  - Contact Person: Ashish Sinha; [ashsinh@amazon.com](mailto:ashsinh@amazon.com) Or Ned Jaroudi; [njaroudi@amazon.ae](mailto:njaroudi@amazon.ae)

## 2. Oracle

Through the Oracle for Startups, you will be able to get access to Oracle Cloud technology, mentoring & workshops, and business-enablement & support resources. Oracle's global startup program intends to provide the following support and resources:

- Open to B2B and B2C startups of all sizes and all stages of growth
- Access up to \$1500 USD free Oracle Cloud credits (all at 70% discount)
- Startups extended 70% discount for two years on Pay-As-You-Go pricing
- Mentoring, tech & business focused virtual workshops/webinars driven by Oracle Executives and Cloud Architects
- Migration assistance and technical support available upon qualification
- Qualifying startups have the opportunity to level-up their engagement and access the company's marketing, PR, customer and product ecosystems to further boost their business.
- You can join the program from our [website](#) to access the benefits.
  - Contact Person: Sena Aydogan; [sena.aydogan@oracle.com](mailto:sena.aydogan@oracle.com)

## 3. Microsoft:

- BizSpark and Azure Cloud services up to \$9,000 per year and/ or \$120,000 for one year.
  - Companies shall enter the enrollment BizSpark code (mEET I7) and will automatically be approved on [www.bizspark.microsoft.com](http://www.bizspark.microsoft.com).
    - Contact Person: Roberto Croci; [Roberto.Croci@microsoft.com](mailto:Roberto.Croci@microsoft.com) & Cc Ayman Afanah; [aymanaf@microsoft.com](mailto:aymanaf@microsoft.com)
- Microsoft Power Platform: valued as a \$10,000 benefit, is for 10 users and can be used for 1 year, on top of the other products offered to startups.
  - Power Apps, an application that encompasses services, connectors, and a data platform,

provides a rapid development environment for building custom apps for your business needs.

- Power Automate, a service that helps you create automated workflows between applications and services to synchronize files, get notifications, and collect data.
- Power BI, a business analytics service that delivers insights to enable fast, informed decisions. It scales across an organization with built-in governance and security.
- Details [Here](#)
  - Contact Person: Roberto Croci; [Roberto.Croci@microsoft.com](mailto:Roberto.Croci@microsoft.com) & Cc Ayman Afanah; [aymanaf@microsoft.com](mailto:aymanaf@microsoft.com)

➤ Microsoft BUILD

- All info [Here](#)
- All sessions to level up your startup [Here](#)
  - Contact Person: Roberto Croci; [Roberto.Croci@microsoft.com](mailto:Roberto.Croci@microsoft.com) & Cc Ayman Afanah; [aymanaf@microsoft.com](mailto:aymanaf@microsoft.com)

#### 4. Google

➤ Google Cloud for Startups Program

- Up to \$100,000 in Google Cloud credits based on the evaluation of the Google Cloud for Startups Team.
- Startups need to apply through the following link: [cloud.google.com/startup](https://cloud.google.com/startup) and you will receive credits at levels specific to your growth.

## B. Payment Solutions

### 1. Network International Payment Solutions:

Network International Payment Solutions provides a payment gateway and acquiring services that will facilitate the merchant business and e-services by enabling payments through a simple and easy integration between the merchant's website and NIP' payment gateway. They have exclusive partners (PSP's) as the following:

- Payfort / Amazon
- HyperPay
- STSPayOne

The above PSP's will help any startup business to go live in all aspects, and to ensure a smooth technical process.

#### ➤ Commercial Proposal exclusive for Oasis500:

General	
One-time Connectivity Fee (Setup)	Waived.
Payment Gateway Annual Subscription Fees	25 USD.
NI Acquiring Fees	
Local Cards	2.25 % of transaction value.
International Cards	2.50 % of transaction value.
Fixed Fees Per Transaction	\$ 0.12 \$

#### ➤ Required documents

- Registration Certificate with all partners ID's / Passports.
- The registration certificate objectives should match the offered product / service on the website.
- Bank receipt under the name of the company.
- The agreement should be signed by the authorized person / s on all financial aspects.

#### ➤ Website requirements

- Terms & conditions, Refunds Policy, Cancellation policy and etc.
- Visa & MasterCard logo.
- SSL Certificate.
- Registration with minimum one verification mode (mobile / email)
  - Contact Person: Samih Khalil; [samih.khalil@network.global](mailto:samih.khalil@network.global)

## 2. PayTabs:

PayTabs is a simple payment gateway that can be quickly integrated with merchant websites and it enables fast deposit of payments to the merchant account. PayTabs accepts 168 currencies and offers a smart dashboard to help manage your online business in one platform. Equipped with PCI DSS certification and anti-fraud protection, PayTabs has gained recognition as the best payment gateway that offers transparent and simple pricing as well as round the clock customer support.

- **Express Checkout** - The ability to let your customers checkout from your website itself. No redirection to a new page.
- **Multiple Currencies & Business Lines** - With 49 accepted lines of businesses under our wing from hospitality to telecom, we can facilitate seamless payments in 168 currencies around the world
- **GCC Switch:** A new feature which enables merchants to maximize their revenues from across the globe with the integration of GCC apms (**SADAD, MADA, KNET, OMANNET** etc.)
- **Plug & Play:** We offers clients extensions to run various features on their websites. We create instant online stores using a tool known as API plugins and pride ourselves on offering simple invoicing services for merchants and professionals
- **Pay Page** - Create a manual invoice in less than a minute & send it to your customer via email.
- **Team Functionality** - The feature that allows you to 'tailor' your staff's access. Allowing them to see and manage what you would like them to.

PayTab' offer to Oasis500 Startups include:

- **MDR**
  - Global processing – 2.75% + 1 USD
  - Local processing – 2.35% (OMAN / KUWAIT)
  - Setup Fee – Waived Off USD 250
  - Integration Fee - **Waived Off**

The basic charges applicable for all merchants is as mentioned below.

- Withdrawal Fee – USD 25
- Chargeback Fee – USD 15
- Refund Fee – USD 5
  - Contact Person Ebrahim Akbar; [ekabar@paytabs.com](mailto:ekabar@paytabs.com)

## C. Intellectual Property

### 4. Saba Intellectual Property (IP) Services:

SABA & CO. INTELLECTUAL PROPERTY is, a leading regional service provider in the field of Intellectual property covering all areas of prosecution, registration, enforcement of intellectual property rights and a full range of related legal and paralegal services.

- The preferential rate is reflected in a suggested discount between 20% to 25% on professional fees.
  - Startups need to contact SABA & CO. INTELLECTUAL PROPERTY directly and mention that they are Oasis500 Startups
    - Contact Person: Hams Madanat; [jordan@sabaip.com](mailto:jordan@sabaip.com)

## D. Marketing

### 5. Vocus.io:

Vocus.io is the swiss-army-knife for Gmail outreach. It allows companies to get a read-receipt to know services including when the email is read, attach reminders to emails, automate follow-ups to emails, schedule emails and utilize text snippets for canned responses.

The offer of Vocus.io to Oasis500 Startups include:

- 25% lifetime discount on Starter and Professional Plans.
  - Contact Person: Ahmad; [hello@vocus.io](mailto:hello@vocus.io) indicating that you are an Oasis500 startup and provide evidence.

### 6. o'minus Consulting:

o'minus Consulting helps startups develop comprehensive customer and market insights to identify new opportunities for growth. The company provides a full marketing solution, starting from the planning up to implementing and acting as external marketing department for clients.

o'minus' offer to Oasis500 Startups include:

- **Orientation Meeting:** A focus group session (**Free**)
- **Per Project Services:** Providing o'minus Marketing, Consulting & Branding services each service apart according to requirement (**50% Discount**).
- **Retainer Services:** (6) months services through allocated marketing executive that will be in-house and part time marketing manager supported with full marketing team to provide the full marketing solutions based in o'minus offices. (**\$850 – a 50% discounted offer**).
  - Contact Person: Fadi Sanjaqieh; [Fadi@ominus.marketing](mailto:Fadi@ominus.marketing)

## 7. HubSpot:

HubSpot is an all-in-one marketing and sales software platform to help businesses grow and scale by driving traffic, converting leads, nurturing their database and closing customers.

- **Starter Package:** includes 90% scholarship on all paid HubSpot software for 12 months, %50 for the second year and 20% for third year & for life
  - HubSpot's CRM (Free)
  - HubSpot Marketing Starter (\$5/month)
  - HubSpot Sales Professional (\$5/month)
  - Resources for Startups:
    - [Weekly Demo](#) where we explain the software (for partners and startups)
    - [HubSpot for Startup setups](#) (has a great video which explains the software)
    - [Hubspot Academy](#)
    - [Hubspot startups](#) content library
  - Startups interested in redeeming their startup-friendly pricing can apply here: [HubSpot for Startups](#)
  - Seed & Series A >> HubSpot for Startups 1-pager [HERE](#)
    - Contact Person: Eli Harb; [eharb@hubspot.com](mailto:eharb@hubspot.com)

## E. Management Tool

### 9. Asana:

Asana is a work management platform, which helps teams to focus on the goals, projects, and daily tasks that grow business. Asana' offer to Oasis500 Startups include:

- **6-months of free trial**, which would be followed by a 5% discount for annual plans for the first 12 months.
- Cost shown below is in euro per user per month, licenses are offered in batches of 5 seats
- Premium - Annual payment: €10,99 per user per month.
  - Premium - Monthly payment: €13,49 per user per month.
  - Business - Annual payment: The cost for Business is €24,99 per user per month.
  - Business - Monthly payment: The cost is €30,49 per user per month.
  - Contact Person: James Willems; [jameswillems@asana.com](mailto:jameswillems@asana.com)



## F. Registration & Finance

### 1. Stripe Atlas:

With Stripe Atlas, entrepreneurs can easily incorporate a U.S. company, set up a U.S. bank account and start accepting payments with Stripe.

- Startups need to create an account through <https://atlas.stripe.com/invite/Oasis500-Atlas> and filling the code (Oasis500-Atlas).
- Contact Person: Sarah Heck; [sheck@stripe.com](mailto:sheck@stripe.com)

## G. Courses

### 1. **edx:**

edX is a more general online course platform. But it does have a professional certificate program and edX for business, which seeks to cultivate professional skills.

edx' offer to Oasis500 Startups include:

- **3-months of free trial**, which would be followed by a 5% discount for the first 12 months.
  - Annual payment: The cost for Business is €18,75 per user per month.
  - Monthly payment: The cost is €22,50 per user per month.
  - Contact Person Eric Safner; [esafner@edx.org](mailto:esafner@edx.org)

## H. Recommended Tools/services

- **Slack:**

A collaboration software that promotes work efficiency by bringing together all communication among team members, a free package available for small teams for an unlimited period of time.

- **MailChimp:**

All-in-one marketing platform, as a startup Find product-market fit, learn from user feedback, and launch your first marketing campaigns

- 7 marketing channels
- 1-click automations
- Basic templates
- Marketing CRM
- Behavioral targeting

- **Uber conference:**

Modern cloud communications platform that puts voice, video, messaging, and meetings on all of your devices and integrates with the productivity apps you use every day.

- **Startup runway:**

The cash planning tool for startups. A free, visual tool to help you understand, manage and extend your cash runway.

- **Trello:**

Trello is a web-based Kanban-style list-making application. It is the fun, flexible, and free way to organize plans, projects and more. Available in 21 Languages. For Any Event. 100+ App Integrations. iOS & Android Apps. Connect Other Apps. Access from Anywhere. Work Offline. For Teams of All Sizes. It has a Free package available for small teams for an unlimited period of time.

- **CapTable Management:**

Captable.io is free, powerful, equity management software used by over 20,000 companies to keep accurate records, plan financing rounds, and save time and money.

- Fully featured cap table management
- Scenario modeling and analysis
- Reporting and compliance, such as Rule 701
- Unlimited equity awards
- Unlimited shareholders
- Unlimited users and sharing
- Support via comprehensive Knowledge Base
- Optional Priority Support plan with concierge onboard



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