



**mokenlabs**

**for startups & founders**



**starting  
with a  
spark.**

# about mokenlabs

As a Startup Launchpad with global reach, we offer a customized approach to growing any venture. By providing startups and founders access to the necessary tools and expertise needed to succeed. Our focus is on assisting founders in taking their idea and startup venture to a high growth phase. Through access to services, industry experts, mentorship, global teams, and resources we perfectly align with any startup's goals.



# what we do

MokenLabs works with multi-stage and varied industry startups. From ideation to growth, we work with founders to enhance weaknesses while supplementing strengths. Although some startups and founders may need no more than a little kickstart from our team, others will go through several rounds and iterations with MokenLabs. We believe there is no right answer to how much time and resources are needed to get a startup to where they want to be. How much is invested depends on startup needs, founder goals, and the type of company.

At MokenLabs our goal is to get founders through the initial phases of starting out without any major hiccups and well on the way into the more desirable high growth phases. This usually means getting a venture to the point of something is built substantially enough to raise money on a larger scale or have an increased user adoption rate and revenue rate to sustain the company long term.



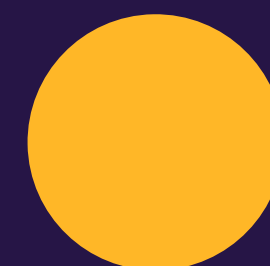
**We're looking for  
disruptors that are  
avid learners to  
collaborate &  
create with.**

**how it  
works**

The background features three large, overlapping curved shapes. A coral-colored shape occupies the left and top-left areas. A yellow shape is positioned in the top-right and bottom-center. A teal shape is located in the bottom-right. The text 'how it works' is written in a bold, white, sans-serif font, with 'how it' on the first line and 'works' on the second line, centered within the coral area.

# program format

Unlike other accelerators or incubators, MokenLabs believes that startup programs should be tailored specifically to each venture and its individual needs. This is why we do just that. From the timing of necessary programming, solutions, and investments to accessing benefits and resources, startups will receive a fully customized program from top to bottom. Therefore, unlike typical accelerator or incubator programs with a single or double intake session for new ventures annually, MokenLabs accepts startups on a rolling basis, anytime of the year. This means, we are continually able to invest our time and efforts in startups who need it, on their terms.



# program setup

MokenLabs is a unique program providing the necessary tools and resources needed to grow any startup. With most investment funding going towards talent acquisition, MokenLabs in partnership with Moken Group has curated specialized on-demand and vetted, expert teams and agencies specializing in startups. These teams work together to provide startups with the necessary talent needed to grow their ventures. Along with its unique approach, MokenLabs program provides benefits and resources in two main formats.

## **1. Resources, Benefits & Credits**

## **2. On Demand Investment**

Most of the founders in each startup we work with, (most often the CEO) will be the main point of contact during both the application process, as well as likely for the duration of the program. During the program itself – specifically through the service providing aspects – the founders may not be the main point of contact, however we do require that founders be available for the duration of their time within the program to participate in any necessary advisory sessions, monthly update meetings, and founder based events.



# resources, benefits & credits

Although our HQ is in Canada, we believe that innovation and success has no bounds. This is why accept teams to intensively work with from around the world to get the startup into the best shape possible, regardless of geography. Some of the greatest startups had incredible success due to the vast following and excitement they built months prior to launch. As such, we begin by getting each startup on track, including organizing the front facing aspects to allow sharing of the brand story early. Even if the product isn't fully ready yet, we work with founders to ensure readiness to share when the time is right. Additional benefits exceed well over \$250,000 in combined resources and include:

**Ideation to Innovation Sprint Session**

**MokenLabs Founder Toolbox**

**Corporate Partnerships & Credits**

**LinkedIn MokenLabs Founders Collective**

**Networking**

**Founders Feature**

**Exclusive Pitch Opportunities**

**Demo Day**

**Pitch Perfect Bootcamp**

**Events, Courses, & Workshops**

**Slack Community**

**Talent Acquisition**

**Expert Sessions**

**Mentorship**

**Office Hours**

**Consulting**

**Post Program Assistance**

**Funding & Investment**

**Hands On Partnership**

**First Customers**

# on-demand investment

Our on-demand investment is probably the most unique aspect of MokenLabs. With most startup investment funding typically either going towards sourcing, identifying, vetting, and hiring a team, or reviewing agency-for-hire proposals, startups almost always lose an incredible amount of precious capital on this time and energy, only to end up with mismatched or poorly placed talent.

Well, this is exactly what prompted the MokenLabs program to create a unique way of ensuring startups get exactly what they need, when they need, from exactly who they need. In partnership with Moken Group, its subsidiaries, and partners, MokenLabs joins forces with founders to assist in development through a curated global team of specialized on-demand and vetted, experts, and agencies all specializing in startups.

MokenLabs will cover 25–75%, and even sometimes up to 100% of the cost of these curated services — up to 1 million dollars per startup — in exchange for an equity options (or an equivalent deal). This aims to save time, money, and get startups exactly what they need faster and more efficiently through trusted specialists. Additionally, MokenLabs will work with existing investors to take their invested dollars 2–4x farther.

# on-demand capabilities

Our on-demand capabilities for investment include a comprehensive list. Some of which are outlined below. Looking for something else? Let us know what it is and we will do our best to source it should you be accepted into the program.

## **technology capabilities**

Product development, ux/ui design, front end development, back end development, blockchain, artificial intelligence, augmented reality, virtual reality, cloud services, devops.

## **creative capabilities**

Communications, public relations, media relations, branding, marketing, advertising, graphic design, animation, event planning, photography, videography.

## **operational capabilities**

Fundraising & investments, legal, logistics, product management, project management, finance, accounting, sales & lead generation, operations, investment and funding, manufacturing and distributing, supply chain, and imports/exports.

# deal options

We understand that every startup is different, which is why MokenLabs strives to provide flexibility. In exchange for acceptance to our program and utilization of the benefits and resources, as well as in exchange for on-demand service investment we create each deal custom.

We also understand that equity may not always be the only way to make a deal, and while although we do strive to partner with each startup on an equity basis, we do often create deals composed of a variety and combination of aspects. Specifically for the on-demand services MokenLabs provides deals in a variety of terms which include any or a combination of the following:

**Cash**

**Equity**

**Profit Sharing**

**Royalties**

**Profit-Based Royalties**



**Focusing on  
exciting & varied  
ventures that  
make a difference.**

# the process



# the process

The MokenLabs application and acceptance process is broken down into three main stages, the application, deal, and onboarding. Each stage takes between 7 days to two weeks for a typical timeline of approximately 4 weeks from application for successful applicant.

As of now, MokenLabs is accepting applications from startups for the full 2020 program cycle on a rolling basis with selection ongoing. Although our HQ is based in Vancouver, Canada, our 2020 program will run globally, accepting startups located around the world.





# the application

The application process begins by a startup or founder submitting an online application available on the MokenLabs and Moken Group websites. This application briefly allows us to get acquainted with who you are and what your idea or startup is. Once received, the selection committee will deliberate to review your application and make a decision in regards to passing the startup through to the interview stage.

Upon successful acceptance to interview, applicants will be required to schedule a digital or in-person interview with the Moken partners to further discuss the startup, team, and idea. The interview will consist of two main sections. Initially, introductions will occur and then it's pitch time where the startup will present their concept in a 10-15 minute pitch format. The following portion will consist of a series of questions where the partners will aim to further learn about the startup to best identify the needs, stage, and fit.

The selection committee and partners will then once again deliberate to make an educated decision on accepting the startup into the program based on a needs and fit basis.



# the deal

The deal stage is where things get really fun. Startups can breathe easy, they're in the clear and have been tentatively accepted into the program. Any remaining due diligence happens here, as we take a deep dive and discover with the founding team and any other stakeholders what MokenLabs can provide for each unique situation, including how best to grow the company as efficiently as possible.

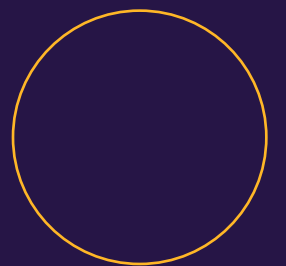
Startups are then presented individual program terms, and a deal of what MokenLabs can provide for each unique situation. Startups and stakeholders will review and discussions will ensue, if necessary, to tweak the deal as needed. Upon mutual agreement of the appropriate and desired mix of components and terms, the startup will sign off and become an official member of the MokenLabs program.



# the onboarding

The final stage of the application and acceptance process is the onboarding phase. This is where we will get you acquainted with the team, set up with all your benefits, and give you the ins and outs of the program to enhance the maximization of resources. While getting this all set up, it's also when our teams will begin tackling your most pressing issues and working with you to grow the startup. Additionally, we will work with you to get all set up on the most important front facing startup platforms to start getting your company out there.

**The best innovations are created when talented people playing to their strengths are mixed in an environment of open collaboration.**





# who we work with

MokenLabs receives applications from founders globally. As such, we are committed to investing our time and resources in companies around the world, doing everything from building digital platforms to creating healthy chocolates to game changing pharmaceutical innovations. We will happily work with founders that have just started and have nothing more than an idea all the way up to those fully functioning with an established team.

**International Founders:** Please note MokenLabs is a multinational program committed to investing not only in Canada but also abroad. If your company is already incorporated as a non-Canadian company (other than Canada or the United States), you may in certain circumstances need to create a parent company that is a Canadian corporation (with the non-Canadian company becoming a subsidiary of the new parent company). However this is only required under specific circumstances.

**Startup Teams:** Please note you must have at least 15% equity in the startup to be considered a founder by the MokenLabs team. Only founders will be invited to interview.

**ask.  
collaborate.  
grow.**

# philosophy

We know that founders and startup teams are most productive when are doing what they do best, hustle. Our goal is to create an environment where we foster collaboration to assist in allowing our startups to focus exclusively on building game changing ventures and growing their ideas in areas they need assistance with most. Although we are ready to assist every step of the way, we do try to interfere as little as possible in the startups within the program to ensure they learn at every stage. When needed, we offer loads of advice and experience, but never force our founders to take it. We realize that entrepreneurship is about independence and is how our startups flourish.

Our goal is to make sure every single one of our teams take off in the right direction, therefore, we know we need to do right by everyone within our MokenLabs program. Teams work very collaboratively together and closely with the MokenLabs team, so it is important to us that we provide the most comprehensive resources, hiccup free solutions, and educated advice possible. Additionally, as we assist in seeking later stage funding for many of our successful MokenLabs startups, we want to ensure our founders are happy, confident, and their venture builds a strong foundation.



# what happens in mokenlabs

What happens at MokenLabs? The most important thing we do at MokenLabs is work with startups on their ideas. We're creators ourselves, and we've spent a lot of time figuring out how to make things people want, and most importantly how to make things actually work. Armed with our knowledge and experience, we quickly are able to identify the direction in which a new idea should be expanded, and any points where we may experience issues.

We assist here with everything from minor concerns of what to actually call the company to the long-term plan of global expansion. Typically within the first few weeks we usually manage to help founders come up with initial answers to the minor ones before diving in deep to solve the more difficult ones.

Together, we will tackle business basics getting startups fully set up, incorporated properly with the standard paperwork. We make introductions to relevant legal specialists and lawyers who have extensive experience working with startups. We help build teams through talent acquisition and can even help with intellectual property questions, like what even is a trademark, to the ins and outs of patents.

Additionally, through our connections and experience we additionally assist founders in identifying funding opportunities, and dealing with investors and acquirers. Although we can make introductions, we spend a large amount more time educating founders on how to pitch their ideas to investors. And arguably just as important, on how to close a deal once there has been some interest generated.

# benefit partners

**moken**  
group

**K**energy ventures

**Binary.**

**HubSpot**  
for Startups

**aws**activate

Leo Prestt

**INK**<sup>LLP</sup>

**alirae**  
industries

  
Commerce.js

**elevate**  
by moken

**INTRO30**



**more  
than  
money.**

**m.**