

**igniting  
startups &  
founders  
of the future.**



**mokenlabs**<sup>2020</sup>  
program overview



**starting  
with a  
spark.**



# about mokenlabs

MokenLabs is a unique incubator and accelerator mentorship program which we refer to as a startup launchpad. Through this program it is our primary focus is to assist founders in taking their idea and startup ventures to a high growth phase. MokenLabs offers a variety of services, experts, resources, and solutions on a subsidized cost of service for equity basis, to perfectly align with each startup. Every program is customized and molded on an individual basis to ensure successful achievement of venture goals and high growth status.

## what we do

MokenLabs provides resources and low cost solutions for startups of all stages. From ideation to growth, we work with you to strengthen your weaknesses and supplement your strengths, while providing the necessary investment through curated resources, low cost solutions, and industry expert advice.

While some startups and founders may need no more than a little kick start. Others will go through several rounds of work with MokenLabs. We believe there is no right answer; how much time invested you need depends on the kind of company you start.

At MokenLabs our goal is to get you through the initial phases of starting out without any major hiccups and well on your way into the more desirable high growth phases. This usually means getting your venture to the point where you've built something substantial enough to raise money on a larger scale or have an increased user adoption rate.

Through our exclusive agency and service provider partnerships, MokenLabs provides an array of low cost solutions for startup needs. In addition to sourcing low cost solutions for our startups, we use a cash/equity model because we know what it's like to be just starting out where every loose dollar counts.



**more  
than  
money.**

# how it works

Once you have completed the selection process successfully, and the MokenLabs partners and investors have evaluated your idea, market, venture, and team, you will be presented with an offer. During the creation of the offer, MokenLabs will take into account a variety of aspects including: your application (this is why it's important to fill it out as comprehensively as possible), your valuation, your needs, and points discussed during your interview. Our investment team will additionally evaluate the current status of your venture versus the benefits and resources MokenLabs can provide to you to best assist your individual situation.

This offer will consist of three things:

- Term sheet outlining the terms of the offer.
- Benefits provided to your startup in return for equity of the company when the safe converts.
- Suggested additional solutions or services deemed necessary from partners agencies and experts.

The combination of benefits and resources provided within the MokenLabs program are incredibly valuable. Each benefits package MokenLabs provides to startups market value exceeds well over \$250,000 in combined services, resources, mentorship, benefits, and discounts.

Additionally, through our exclusive partnerships with specialized agencies, solution providers, and industry experts MokenLabs is able to provide an array of ultra low cost solutions for every startup's needs. When sourcing our partners we use a three tier criteria to identify a collaborative fit. This means partners need to have extensive experience working with startups, focus on efficiency and speed in turnaround time, and have a flexible pricing model geared towards a startup's budget. In addition, as we do understand the financial situation many startups operate under, MokenLabs opts to subsidize up between 25-75% of costs in exchange for equity for those solutions provided through MokenLabs' partner agencies.



A **global** incubator *and*  
accelerator program  
focused on launching  
**startups** into high *growth*  
stages.



**learn  
to  
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.

Although we are ready to assist every step of the way, we 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.

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



**we work with  
startups &  
founders  
of the future.**



# 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.**



**We believe  
ideation and  
invention are an  
essential features  
in business.**

## **format**

Unlike other accelerator or incubator programs, MokenLabs believes that programs should be tailored specifically to a startup and its individual needs. This includes the timing of necessary programming, solutions, and investments being provided. Therefore, unlike typical accelerator or incubator programs with a single or double intake session for new ventures, 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.

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.

ask.

collaborate.

grow.

# about the application


MokenLabs is now accepting applications from startups for the full 2020 program cycle. Although our HQ is based in Vancouver, Canada, our 2020 program will run globally, accepting startups located around the world.

To apply to MokenLabs, simply fill out an application form! It's as easy as that. The most promising and intriguing startups will be asked to participate in two following interactive mini selection rounds to determine further due diligence and program fit. Funding and service based decisions are then made immediately afterwards, with teams being notified with an offer within 1 to 2 weeks of their final interview. All in all, startups typically complete the entire application process, receive the results, and close a deal within a matter of a few short weeks.

Keep in mind, startups that submit early have a small advantage because although program capacity is high we do tend to receive an extensive amount of applications.



**leadership  
across  
industries**



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

## **application process**

The MokenLabs application, selection, and onboarding process is a five phase procedure where startups apply and are selected for a spot within the 2020 program.

### **Phase 1: Initial Application**

During this phase you will submit your initial application form via the MokenLabs website. This form briefly allows us to get acquainted with who you are and what your idea or startup is. Think of this as a simple screening phase, so remember, be sure to put your best foot forward as first impressions are important!

### **Phase 2: Company and Market Fit**

Upon successful approval from the selection committee you will then proceed to the second phase of the application process. You will be invited to complete an interactive form helping to outline a little more in depth about your startup, the market in which it operates, and additional relevant venture information to help the MokenLabs team make an educated decision on accepting you to the program based on a needs fit.

### Phase 3: Meet & Greet Interview

Phase three is the final phase of the selection aspect of the process. This is where our Moken Partners and oftentimes selection committee members will get to know you even better to best understand your passion, conduct any remaining due diligence, and learn how MokenLabs can best provide resources effectively.

**TIP:** If you make it to this stage, your chances are good that you will receive a spot within the program, but it is still important to put your best foot forward. Red flags within the business model or overconfidence are usually the things that will derail an otherwise successful applicant. So be honest, relax, and show us the true you.

### Phase 4: Terms & Due Diligence

Phase four is where you can breathe easy, you're in the clear and have been tentatively accepted into the program. Any remaining due diligence happens here, along with being presented your individual program terms and what MokenLabs can provide for your unique situation.

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**MokenLabs cultivates a collaborative culture where ideas become reality & innovators take on complex challenges to deliver global commercial impact.**

- fendra garagan

Partner, Moken Group  
MokenLabs Investor

### Phase 5: Onboarding & Setup

Welcome! Upon acceptance of terms you are now a fully successful applicant and a member of the MokenLabs community. Congratulations. Onboarding and getting you all set up within the necessary schedules, events, and legal documentation is next. Additionally, you will join our exclusive MokenLabs Founders Collective, gain access to all resources, and we will help you and your company put your best face forwards for the exciting road ahead.



**let's get  
dirty.**



# 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, to assist in avoiding legal time-bombs that could cause serious hassles and delays later on down the road. 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. We can make introductions, but that part is easy. 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.

The kind of assistance we give to our community literally can't be bought, and every bit of it we have learned ourselves from first hand experience.



**ask.**  
**collaborate.**  
**grow.**

A decorative orange line starts from the top right, loops around the word 'global', and extends to the right edge of the frame.

# **A **global** incubator & accelerator program creating tomorrow's reality.**

A large orange speech bubble shape occupies the bottom half of the page, containing white text.

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

# founder ethics

MokenLabs is a community of innovators and game changing entrepreneurs who trust one another. Our community strives to promote diversity and empowerment for all because our members share a set of common values such as integrity, honesty, respect, accountability, and determination. As the MokenLabs team, we believe these are critical traits for successful founders to have and the continued strength and value of our growing community depends on the trustworthiness and inclusivity of its members.

Founders who behave unethically put the reputation of the entire community at risk and will potentially experience disciplinary action, including removal from the program. All founders may be held responsible for the unethical actions of a single co-founder or a company employee, depending on the circumstances. We promise to stand behind you as partners, no matter the struggle, as long as teams and founders behave with the utmost ethics.

Some examples of ethical behaviour we expect from founders are:

- Treating everyone in the community with respect.
- Not using misleading, illegal or dishonest sales tactics.
- Being honest to investors, partners, and the community in general.
- Not harassing or threatening any member of the community.
- Adhering to confidentiality and non-disclosure agreements.
- Ensuring your team resolves any breach of privacy issues promptly.
- Treating emails, slack, and other communications shared within the MokenLabs community as confidential.
- Not behaving in a way that could be publicly damaging to the reputation of the startup, MokenLabs, or it's partners.
- Being honest in the MokenLabs application, interview, and selection process.
- Keeping your word, including honouring handshake deals, verbal agreements, and contractual obligations.



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# the program benefits

## First Steps

MokenLabs runs year round with intake continuously. Although our HQ is in Vancouver, we work with startups and founders globally, located remotely for duration of their time within the program. During this time we work intensively with them to get the company into the best shape possible through a variety of tactics. Every 3 to 6 months we host a demo day in Vancouver, at which the startups that are ready, present to an audience of investors, industry experts, and peers.

The program typically begins by getting your startup on track. This includes getting the front facing aspects in line to allow you to share your story early. Even if your product isn't fully ready yet, ensuring that you are actively sharing your progress or are ready to share your story when the time is right. Some of the greatest startups had incredible success due to the vast following and excitement they built months prior to launch. We will also examine your business setup and ensure you are all ready for success to ensure there are no hiccups along the way.

## Ideation & Innovation

Disruptive brands dare to be different. MokenLabs realizes that to truly impact the world you need to break through the noise. We understand it takes confidence and courage to challenge the status quo. We work with startups and founders to ensure their venture's execute effectively, working towards creating disruption that magnifies awareness and produces loyal brand advocates. We'll work together on your business and product strategy, growth and metrics, and investor pitches. Through a variety of ideation and innovation exercises we collaborate to disrupt markets and challenging norms, breaking through barriers and create real change.

## Corporate Partnerships

Our corporate partners add powerful industry expertise by offering hands-on mentorship, business development opportunities, and access to resources to help accelerate startups.

## **Low Cost Startup Solutions**

Through our exclusive partnerships with specialized agencies, solution providers, and industry experts MokenLabs is able to provide an array of ultra low cost solutions for every startup's needs. When sourcing our partners we use a three tier criteria to identify a collaborative fit. This means partners need to have extensive experience working with startups, focus on efficiency and speed in turnaround time, and have a flexible pricing model geared towards a startup's budget. In addition, as we do understand the financial situation many startups operate under, MokenLabs opts to subsidize up between 25-75% of costs in exchange for equity for those solutions provided through MokenLabs' partner agencies. These services include:

- branding
- marketing, digital media & advertising
- public relations & communications
- project management
- product management
- front end development
- back end application development
- UX/UI design
- accounting
- talent acquisition

## **Technology Solutions**

Through our collaborative partnerships with specialized technology agencies and experts, MokenLabs is able to provide an array of ultra low cost technology solutions for any startup's needs. Whether it be a branded website to a full blown SaaS platform, MokenLabs has the resources to find the solution for you. In addition, as we do understand the financial situation many startups operate under, MokenLabs opts to subsidize up between 25-75% of costs in exchange for equity for those solutions provided through MokenLabs' partner agencies. These services include:

- front end development
- back end app development
- UX/UI design
- devops
- software infrastructure

## **Office Hours**

The majority of MokenLabs is the resources, events, and workshop sessions in which all the startups utilize and participate in. The other aspect happens in individual conversations with the MokenLabs team. The individual conversations with the startups happen during office hours that are booked in advance. Generally, there's no limit to the number of office hours they can book; startups talk to us as often as they want, which in practice varies enormously depending on the startup and where we are in the cycle.

Our office hour system is designed not just to book slots, but to show us if our resident startups are getting enough time with us. On our end, the request queue shows us how many founders need to talk to us; when it gets long, we schedule more blocks of office hours.

Ideally we like to aim to speak with each startup in an office hour session at least once biweekly regardless of if they are in immediate need of assistance. However, we do leave this up to the startup. During office hours we talk about where we are at, any problems the startup is experiencing, potential solutions, and any needs the MokenLabs team can provide startup. Initially, much of this will be ensuring the business is set up operationally and properly.

## **Resources**

MokenLabs assists in helping your business take flight with our complete startup founder toolbox. With tools curated by industry experts designed specifically to help you grow, sell, engage through marketing, sales, operations, business development, and growth. Founders and startup teams gain access to extensive resources curated by industry experts necessary for success. Whatever your goal, learn to communicate and grow through the most effective way as possible, market your startup efficiently, and manage the chaos of operating a growing venture. Learn to focus on the important stuff and put the rest on autopilot with automations, innovations, and efficiency.

## **Continued assistance**

Unlike other programs, once you're a member of the MokenLabs community, you are always a member of our community. We will continue to give advice and make introductions as long as our startups need. Who knows, maybe even sooner than later you'll join our mentorship team!

## **Funding & Investment**

As founders ourselves we understand where you are coming from. We know that starting a company costs money and can make or break it's level of success. MokenLabs invests in up to 1 million dollars of subsidized and low cost solutions through our integrative industry and agency partners. Startups additionally gain access to hundreds of resources, networking, events, and marketing opportunities. Being a MokenLabs venture will also assist in validating your business, and through our expert network we will help you connect with high level investors when the time is right. Additionally, our Demo Day's are also a great opportunity to meet and pitch individuals who will help take your venture to the next level.

## **Networking**

Our network is one of the core assets of MokenLabs. Our team, members, partners, alumni, and external network consistently connect to create an integral community of innovators sharing insights and assisting with growth. From engaged industry experts, social entrepreneurs, investors, scientists, marketers, and business gurus, we actively share our network, knowledge, and experiences which benefit our resident ventures. You'll get access to a network of 1000+ founders, 100+ industry mentors, who will give you guidance when you need it the most. No matter who you need to meet, we will do our best to make a connection. We believe this is what it takes to enable greatness.

## **LinkedIn MokenLabs Founders Collective**

As an exclusive member of the MokenLabs program, you will have the opportunity to join the MokenLabs Founders Collective. An invite only, founder focused LinkedIn group of trusted industry leaders, experts, and founders.

## **Founders Feature**

As a resident founder, MokenLabs in collaboration with Elevate by Moken – a series of resources & networking opportunities for entrepreneurs, innovators & game-changers curated by industry experts – will publish an interview between you and Moken Group's Director of Elevate to assist in building brand awareness around your new idea and kickstarting your personal brand journey. This publication is new in 2020, and has the goal of bringing together high caliber educational resources focused on relevant topics in business, startups, & entrepreneurship, presented by the Moken Group.



## **Exclusive Pitch Opportunities**

MokenLabs ventures will receive the opportunity to pitch their ideas in front of carefully selected investors, industry experts, and fellow founders at exclusive invite only events.

## **Hands On Partnership**

Your success is our success. Together are a community of innovators working together to solve some of the world's most massive challenges. We don't stop simply at connecting you with the right people and giving you some documents. We work WITH you to create success every step of the way.

Through hands-on advisory consulting and collaboration we strive to enable each startup build a strong foundation and market foothold to ease expansion and growth efforts. During the program, we work on everything from finding product market fit, defining a target market to getting first validation for the company. We are also instrumental in helping companies prepare for fundraising and of course for investor meetings.

## **Events, Courses, & Workshops**

Our mission is to use education as a tool to champion positive change in the modern workplace. Change which improves the human experience whilst also providing tangible business benefits.

Not only will founders and startup teams receive access to a comprehensive resource package and mentorship, all program founders will be invited and encouraged to attend all Moken Group events, courses, and workshops (Some valued up to \$1200)— free of charge.

## **Talent Acquisition**

We understand the importance of team. Which is why we work with you when the time is right to specifically capture talent acquisition and team growth, because we believe that employee selected correctly can change business for the better. This ultimately can aid in improving the bottom line and the long-term happiness and health of the startup. When employee wellbeing is done right – business success follows. We provide tactical and actionable knowledge to improve employee hiring processes, leading the way in helping startups improve the happiness and culture of their venture.

## **Slack Community**

Community is what we are all about. We build our business and yours around community, and this starts with slack. We utilize slack to provide a community hub for communication, internal networking, sharing experiences, and simply just connecting.

## **Demo Day**

Every 3 to 6 months (depending on the stage of our current startups) we will host a demo day in Vancouver. At this event, we will invite hundreds of industry experts, peers, founders, startup teams, students, and most importantly investors. At this event, our founders will pitch their startups to live audiences, be provided time to meet and greet with attendees, and be given the opportunity to schedule individual sessions with interested investors.

## **Pitch Practice Boot Camp**

Prior to all demo days, teams will have the opportunity to participate in a 2 day bootcamp to prepare their pitches to make them perfect. Pitch Bootcamps will include workshops and coaching to review not only the design, layout, and content of the pitch, but also the presentation aspect. We will bring in coaches and mentors to ensure your story is told effectively, powerfully, and persuasively.

## **Expert Sessions**

Each month MokenLabs enlists the assistance of industry experts, specialists, and entrepreneurs. These experts provide a short workshop or webinar digitally to our founders and startups. Each month we aim to have a different topic, relevant to the startup's stage within their business cycle presented. At the end of each webinar or workshop there is a 30 minute question and answer session with the experts for startup teams to ask any questions they may have. This is the optimal time for our startups to learn as much as they can on a given topic directly from the source.

## **First Customers**

Through MokenLabs, many B2B and consumer focused companies often get their first paying customers from the MokenLabs community. This is especially true with technology based companies. The best part? Well, not only do you get your first customers and fans, you are able to get the smartest early product feedback possible directly from the source.



**more  
than  
money.**