

Founder Soup



CONNECTING ENTREPRENEURS
INVESTING IN THE NEXT GENERATION OF SILICON VALLEY LEADERS

ENTREPRENEURSHIP IS
COMPLEX, CHAOTIC
& INEFFICIENT
ENOUGH.

...and 65% of start-ups fail because of founder/team issues

FOUNDERSOUP BRINGS EXPERIENCE & EFFICIENCY TO START-UP TEAM FORMATION

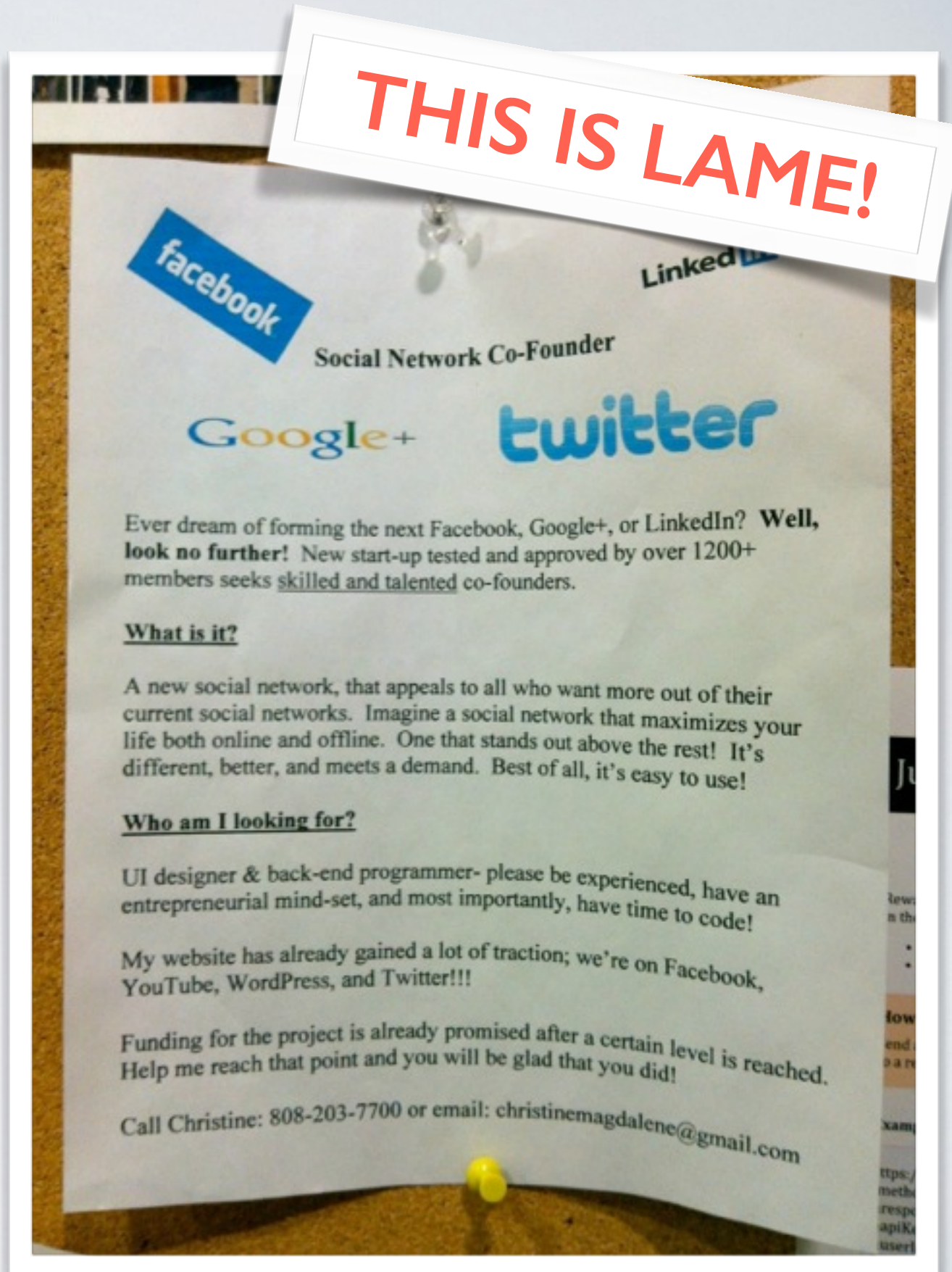


FOUNDERSOUP

- **Mission:** connect entrepreneurs and invest in the future of Silicon Valley leaders.
- **The FounderSoup Network:**
 - Over 700 Stanford students & Alumni in FS Network & database
 - $\frac{1}{3}$ MBA, $\frac{1}{3}$ MS, $\frac{1}{3}$ undergrad
 - Technical skills: 44% software, 25% design, 11% hardware, 6% med, 13% other; 67% available “right now”
- **Direct access to entire b.school & college of engineering without the limitations of being a student group**
- **Close ties with StartX, BASES, STVP, CES, E-Club & d.school**

ORIGINS & TRUST

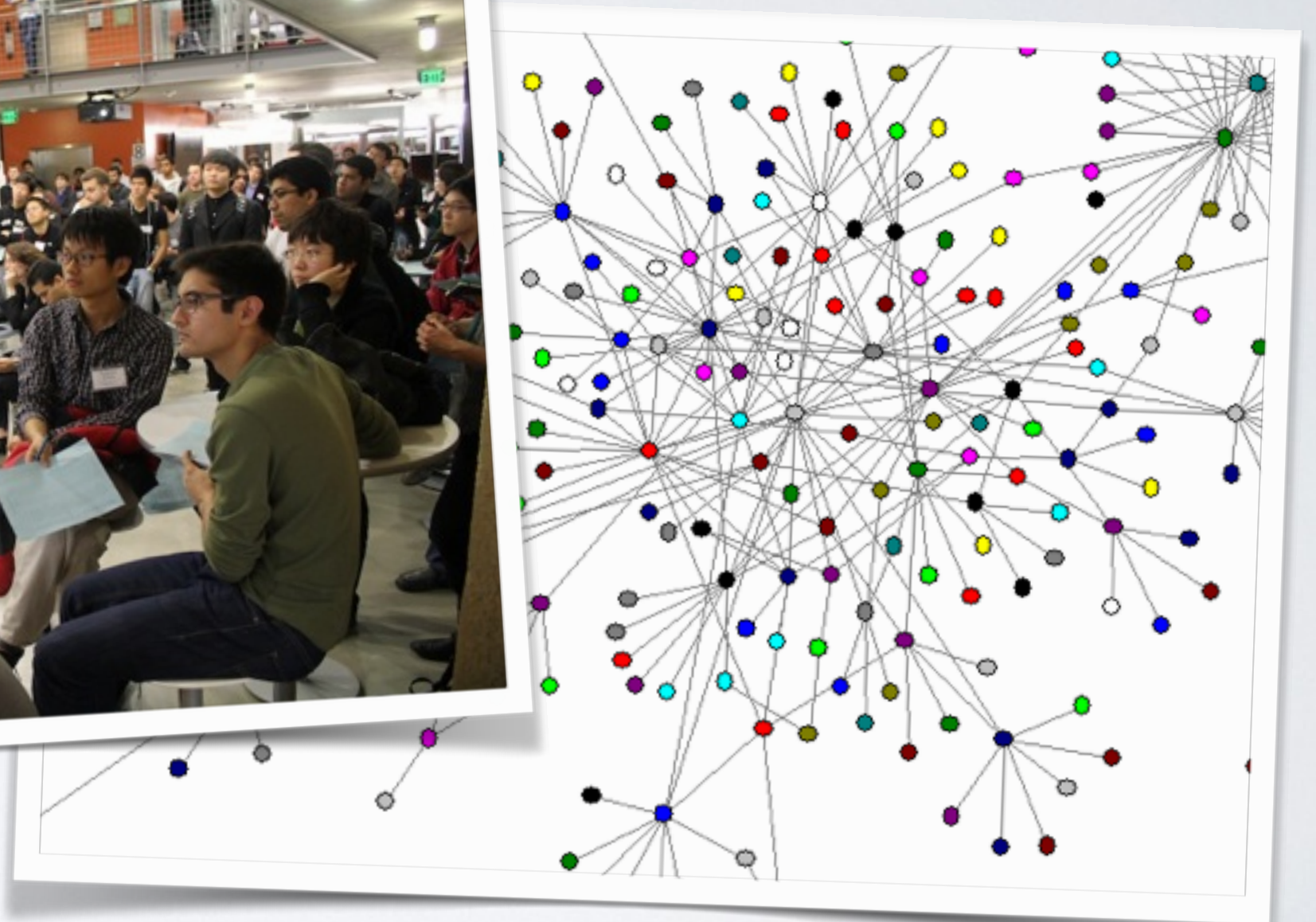
- we were at the *intersection* of business & engineering
- finite networks make finding co-founder hard
- b.school students want “*technical co-founders*”
- engineers want b.school students they can trust
- first pitch event: April 2011



typical phishing for code-monkeys...

KEY ACTIVITIES

in-person events are our core activity



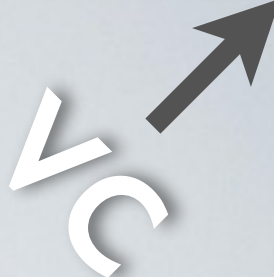
....to build a trusted network of amazing entrepreneurs

FOUNDERSOUP IS NOT



not an incubator, start-up weekend, or pitch competition

ENTREPRENEURIAL ECOSYSTEM



incubators

angels

stage

Co-Founders

Founder
SOUP

AngelPad

Y

StartX

500
STARTUPS

First Floor Labs

PlugandPlayTechCenter.com

CoFoundersLab
Matchmaking for Entrepreneurs

FOUNDERDATING

iO ventures

dogpatch
LABS

techstars

f
FOUNDER
INSTITUTE

AngelList

ground zero:
basement of Huang
@ Stanford

proximity to value creators
(geographic and mental proximity)

HUGE OPPORTUNITY



....plus many many more

FOUNDERSOUP WORKS

“FounderSoup brought the Wello development team together...you have made Wello possible.”

Leslie Silverglide

Wello Founder & Serial Entrepreneur

PRESS

TechCrunch

SFGate

peninsula | press
Santa Clara and San Mateo Counties

**FounderSoup: Stanford and
Andreessen's New Startup Generator**

STANFORD ENTREPRENEURSHIP NETWORK

FounderSoup, "Meet Your Co-Founder"

pandodaily



Midsize Insider

Practical Perspective for the Midsize Business
Brought to you by IBM

**The
Stanford
Daily**

**Stanford Students Mix up a Tasty FounderSoup
for Entrepreneurs**

 **startupsmart**

Founder Soup to allow entrepreneurs to pitch for co-founders

www.technode.com
 **TechNode**

**Should China's Best School's Copy Stanford's
FounderSoup and Create FounderHotpot?**

*and many many more

OUR NETWORK'S SKILLS



this is the secret sauce of FounderSoup

*removed the obvious: development, design, management, product, project, business, software, strategy, engineering