



STARTA GLOBAL RESIDENCY TRACK

Overview

Starta Accelerator's Global Residency Track Program focuses on helping European startup founders to scale their business in the US. If you are ready to take your business global and have innovative technology behind your business, then we encourage you to apply to our 3-month program and become global innovation leaders.

Global Residency Track has been specifically tailored to sourcing and vetting companies for Starta's new \$50M Fund, which has a target of investing into 3-4 top performing graduates per batch (after program completion).

Starta Accelerator has extensive expertise in scaling international founders in the US market. Our program has a well-crafted structure that covers all the necessary elements for making the transition. We provide advice and mentoring from industry experts, helping startups navigate the complex transition to US business practices and culture.

Terms

Early Growth Stage companies:

\$100K Convertible Note for Advisory & Residential program services (6 months = 3m offline in Starta Accelerator + 3m EIR support & Starta perks).

Converts to Preferred stock in 18m with \$3M cap or with 25% discount of qualified round of \$1M.

+ preferred terms for investments from the fund with cap \$3M or 25% discount to the round up to \$300K.

Earlier stage companies:

\$100K Convertible Note for Advisory & Residential program services (6 months = 3m offline in Starta Accelerator + 3m EIR support & Starta perks).

Converts to Preferred stock in 18m with \$2M cap or with 25% discount of qualified round of \$0,5M.

+ preferred terms for investments from the fund with cap \$2M or 25% discount to the round up to \$150K.

Initial Cash Investment

Warrant to Starta in exchange for \$20K upfront cash payment. Warrant confers right to invest \$200K amount at preferred terms.

Spring 2020 Program Dates (Batch 9)

March 1 - May 31, 2020

To apply please send your project pitch deck to hello@startaventures.com

Eligibility Criteria

Innovative startups
beyond concept stage
(preferably with functional MVP)

Pre-seed, seed, or
early-growth stage

Any sector, any country

Strong potential to
achieve product-market fit
and establish ongoing
operations in the US

Willingness to relocate to
NYC for the duration of
the program

Contact Information



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Program Outline

Lifetime Benefits of joining the Starta Alumni Network

- Access to Starta Alumni events & Investor Summits.
- Investor Support (introductions to relevant investors).
- Media & PR Support.
- Access to Starta's extensive network of business contacts and accelerator alumni.
- Partner perks (such as credits/discounts for AWS, Hubspot, Microsoft, etc).
- Strategy consultations with Starta Partners.

Months 1-2

FOCUS - relocation, company set up, product-market fit, communication practices

- Introduction to program & life in NYC
- Relocation Guidance, Introductory Workshops.
- Guidance on rapidly adapting to local business practices & regulations.
- Kickoff event
- Get a feel of the local ecosystem, meet Starta family and present your business.
- Starta Partners weekly one-to-one strategy sessions
- Develop a clear, long term-vision of your business and roadmap.
- Matching with an Entrepreneur-In-Residence (EIR)
- Leveraging the extensive Starta Network to connect with an industry specific advisor to guide you through your journey and help make the right connections.
- Product-market fit Boost
- Obtain feedback from potential customers, UX/UI consultation (if necessary), adapting pricing and business model.
- Legal, Accounting & Hiring Support
- Office hours with mentors, learn how to avoid mistakes and pitfalls common amongst international founders.

Communications & Pitch Coaching

Learn to pitch and communicate clearly & effectively, develop a clear pitch for your product in the US. Cultural differences in US, communication tips in US. Networking tips & Practice.

Weekly pitch contests

A weekly opportunity to practice your pitch in front of a judge panel (entrepreneurs, angel investors and VCs) to gain relevant feedback as well as a great opportunity to make new connections in the US.

Key Business Workshops (2-3 per week)

Learn the Best Practices in Sales, Marketing, Fundraising, etc.

Fireside chats with successful entrepreneurs

Learn first hand about the experiences and business journeys of other entrepreneurs, who were able to successfully launch & grow their business in the US.

Month 2

FOCUS - Traction, Investor Feedback & Relations, Strategic Partnerships

Investor Feedback

Obtain feedback from relevant investors regarding key traction targets & milestones.

Marketing plan & go-to-market strategy

Leverage expert mentor guidance to test marketing channels.

Strategic partnerships

Learn best local outreach practices and start working on building local partnerships.

Demo Day/ Investor Summit events

Pitch your company to our extensive network of VCs and angels, as well as potential clients and partners.

Month 3

FOCUS - Traction, Sales, Pilots, Fundraising

Follow-on Work

Work closely with your EIR and Starta Partners on Strategy.

Follow-up meetings with investors from Demo Day & potential clients.