

# Rules & Regulations Program 2018/2019



## **GANESHALAB**

A SCALE-UP BOUTIQUE CREATING INTERNATIONAL MARKET ACCESS

Proyecto apoyado por



# CONTENTS

Introduction	3
The Schedule	4
Application Process	5
Conditions	6-8
Other	9
Acceptance	10



# INTRODUCTION

Throughout the 4-month program in Chile and the 1-2 month program in USA participants are immersed into a curriculum which combines training, best practice exchange, engaged coaching, networking and meetings with market stakeholder – all focused to position your startup for a successful market entry in USA.

In between the Resident Agenda activities of the program, participants will have sufficient time to apply and practice their learning to propel their startups through intense customer interactions.

Following you will find the detailed Resident Agenda as well as the Rules, Regulations & Conditions applying to all companies accepted in the **GANESHALAB** program.



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# THE SCHEDULE

## **GANESHALAB** Resident Agenda

We combine resident versus non-resident elements to create the most effective learning and practice experience.

The resident elements are workshops, trainings, reviews and presentations where the participation is mandatory for all startups accepted into the program.

Please review the below schedule thoroughly, the participation in all mandatory activities in this agenda are conditional to your application acceptance.

## Detailed program schedule for GaneshaLab 2018/19

### July 2018

Workshop / Event	Date
1st level selection	2018-07-13
Interviews	2018-07-20
Final Pitch	2018-07-23

### August 2018

Workshop / Event	Date
Due Diligence	2018-08-20
Welcome to GaneshaLab - Assimilation and Opening event	2018-08-23
Contract Sign & Goal Agreement	2018-08-24



# THE SCHEDULE

## Detailed program schedule for GaneshaLab 2018/19

### Module 1 - Base Lining

*International Business Culture and shift to Customer Focus.*

**Dates: 27 August - 14 September**

### Module 2 - Understanding Clients and Markets

*Establishing the knowledge for a solid scaling strategy.*

**Dates: 24 September - 12 October**

### Module 3 - How to create Global Success

*Business best Practices: Critical elements to create global success.*

**Dates: 15 October - 02 November**

### Module 4 - Prepare to Scale

*Prepare for international clients, partners and investors*

**Dates: 05 November - 23 November**

**Graduation: 30 November**

**Soft-Landing: February - March 2019**

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# APPLICATION PROCESS

**GANESHALAB** has established a transparent and open application process, linked to clear criteria and expectations. Applying startups will find the above mentioned in the application forms/questions on the Gust Platform.

**Open Call for Application**

**04 Jun – 06 Jul 2018**

**Selection of top applicants**

**09 Jul – 13 Jul 2018**

**Interview of top applicants**

**16 – 20 Jul 2018**

**Pitch of top applicants**

**23 - 24 Jul 2018**

**Admission of Participants**

**25 Jul 2018**

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# CONDITIONS

**GANESHALAB** has been developed as a success targeted program with its key metrics being defined as:

- Revenue growth of admitted Startups after exit of the program
- Funding received by admitted Startups after exit of the program

**Fees & Expenses:** No fees shall be applied to the admitted participants, however they are responsible for their own daily expenses incurred during the duration of the program in Chile.

After the selection process and only for participants admitted into one of the soft-landing programs in USA, the following documented expenses will be covered by GANESHALAB for one professional defined by the Startup team:

1. Roundtrip from Santiago (Chile) to Boston, MA or Davis, CA (USA) up to a value of US\$ 1.500
2. Housing in Boston, MA or Davis, CA (USA), during the customized immersion soft-landing:
  - For the Winner up to a value of US\$ 3.000 covering up to 2 months stay
  - For the 2<sup>nd</sup> winner up to a value of US\$ 1.500 covering up to 1 month stay
3. Daily expenses during the stay in Boston, MA or Davis, CA (USA) of up to US\$ 500 per month

\*All the documents related with these expenses must be submitted and delivered in time to GANESHALAB\*





# CONDITIONS

**Funding:** GANESHALAB is not providing direct funding to any of the participating Startups at the entry or duration of the program. However, GANESHALAB has created an equity fund through which it will provide growth funding to its portfolio companies. The funding will be provided selectively and based on defined performance criteria against equity. Investment decisions will be made by a neutral investment committee after conclusion of the program. In addition, together with its partners and engaged network, GANESHALAB will support and advise the participants in their next funding round.

**Value Guaranty:** GANESHALAB delivers value throughout the course of the program including but not limited to:

1. Solid multi-dimensional Due Diligence
2. A total of 6 training modules (4 in core, 2 additional for soft-landing)
3. Free use of methodologies and tools specifically developed or adapted by GANESHALAB for the use in scientific based startups
4. >100hrs of individual coaching, mentoring and advising per participating startup
5. Selected startups participation (one professional per company) in an immersion soft-landing program in USA:
  1. 2 months fully paid program for the winner
  2. 4 weeks fully paid program for the 2<sup>nd</sup> winner
6. Access to the extensive network of GANESHALAB and its partners, including subject matter experts, potential clients and investors





# CONDITIONS

**Compensation model guidance:** For the delivery of the program, services and products, GANESHALAB will apply the following compensation model to each admitted and participating company:

1. 4% – 8% revenue royalty for a period of 3 years, whereas the exact % – value is dependent on the revenue status at the exit of the program.
2. 5% in Equity based on a Convertible Note/Safe Agreement. The applicable valuation will be agreed upon based on the Due Diligence process. In case, a participating startup decides to leave the program within 4 (four) weeks of the official start of the program, the equity agreement will void.



# OTHER

## **Confidentiality**

All materials presented by participants during the Application Process and the GANESHALAB program, including business plans (should these exist), must be appropriate for public dissemination. They must not include any confidential information that the participants do not wish to make public. Due to the nature of the program, participants will share information with many people from different sectors including entrepreneurs, mentors, trainers, investors and selected partners. The Organizer will not be held responsible for the confidentiality of the material presented.

## **Right of Publications**

GANESHALAB reserves the right and Participants authorize to publish for communication and/or publicity purposes:

Use the image (including voice and name) and the participants projects for promotional and advertising purposes through any method or medium that the Organizer deems appropriate (including, by way of illustration and not limitation, brochures, newspapers, magazines, books, and Internet), all without geographical or time limitation.

Capture participants' image, voice and/or statements during the Participants Presentation event and during the Immersion program in Boston, as well as any prior or subsequent act which is, directly or indirectly related thereto

Reproduce and/or edit the above, in whole or in part, on audiovisual, video-graphic, photographic or soft copy, among other formats.



# ACCEPTANCE

## Acknowledgement of acceptance

Participants which enter into the application process and/or are accepted in the GANESHALAB program declare that they will:

- Follow the Rules & Regulations established and documented by means of this document by the organizer.
- Attend the Interview process and/or Pitch presentation if they are successfully admitted to this respective application process step.
- Participate all mandatory activities outlined in The Schedule.
- Accept the Conditions established by the organizer for those applicants, who are finally accepted and admitted to enter the program.
- The contract **MUST** be signed prior the beginning of the program modules. Those startups who have not signed, will be automatically excluded from the program.





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