

OXO Labs startup accelerator program



General Information

The OXO Labs Accelerator program is aimed at startups, innovation and technology-based projects in Central and Eastern Europe.

We offer our help to ventures at every stage: during concept-development, at the test phase, post-launch, in the consolidation period, or if fully launched but seeking expansion funding. Our program can support companies in many ways: in the development of ideas, productization, business modeling and planning, team building, market validation, developing distribution channels and financing.



Industrial focus

OXO Labs Accelerator program engages a number of specific industries. Our team and its partners have outstanding experience and a wide network of business contacts, in numerous fields.

We focus on the following sectors:



Application process

We are looking for projects with high growth potential; products and services based on innovative ideas; technological novelty; solutions that create a new market and fit into the industrial focus of our program.

We accept proposals online, via an electronic application form on our website. Our selection process involves discussion and targeted interviews, followed by a project analysis based on them, rather than on the usual written documents, i.e. 1-pagers and pitch decks. We believe this unique selection process will lead to a great portfolio of startups that fit our program well, based on personal collaboration and co-operation.



Decision

At the end of the selection process, we make a formal decision to accept or reject the given project. If the project was invited for direct interviews, we give our detailed feedback personally to the team.



If not rejected, the project can be invited to different phases of the acceleration program:

- In the first two phases if product development, validation, market launch is to be performed
- In the third phase directly if the project is ready to be presented to OXO's investor network

The project can also be invited to OXO's investment process.



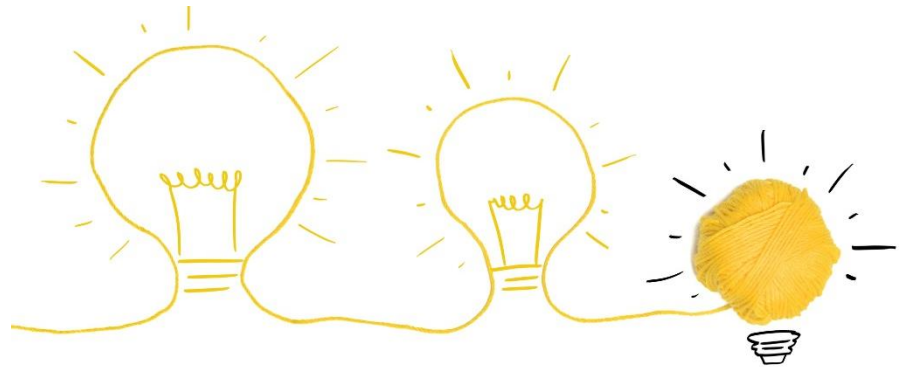
Program phases

Projects can join three different program phases, depending on their level of preparedness:

Whether a new team is being assembled based on a business concept, if the project is at launch stage, or if it is looking to raise capital.

We meet the specific demands of individual projects and program elements, simultaneously supporting general development issues at all three stages, meaning that teams benefit from each other while contributing to each others' success.

The program phases will be elaborated on, over the next few pages.



I. Productization, modelling

Our team and mentors network have the skills to support projects at the concept or development phase, meaning we can shape business model strategy and develop more marketable products.

Teams that join at this program phase can ensure acceleration through systematic consultations to identify goals and deadlines, as well as by organizing thematic workshops. After this phase, some completed teams will occasionally be ready to begin running their own business, so can join the program launch phase.



II. Market validation



The most crucial stage in a project's life cycle is the market validation phase. We offer comprehensive feedback and deliver effective methods to reflect and implement this in the business model, thanks to our team's business networks and wide experience with international markets.

Our experts continuously support projects with advisory services for sales and marketing strategy, branding, business PR, 'growth hacking' and other fields.



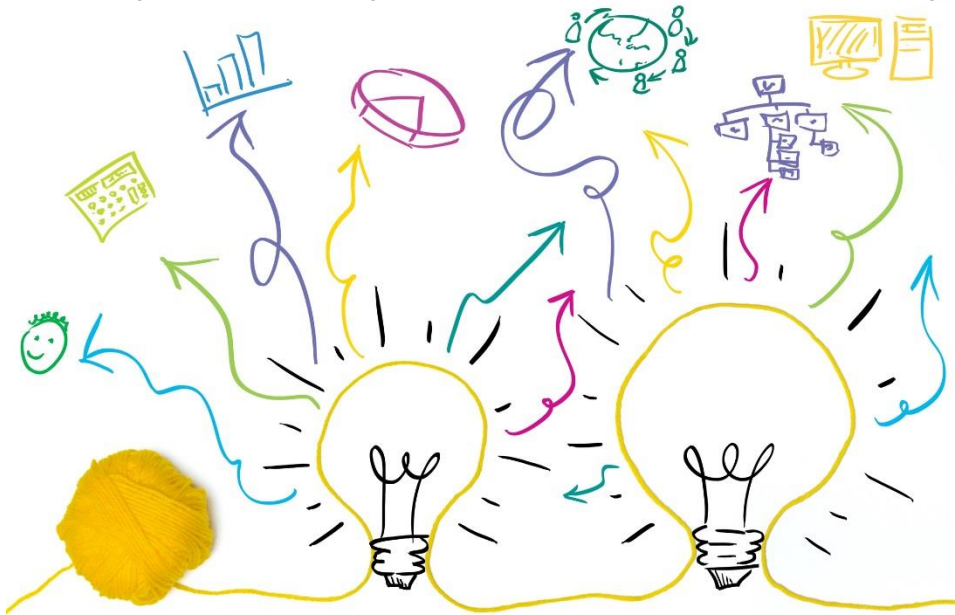
III. Fundraising

Business and financial planning

We offer full preparatory support to marketable and validated projects for independent operation, we can also help in accessing capital to achieve

growth and operational targets.

Our detailed fundraising plans set out the most suitable capital sources for ventures. These may be public funds or private ventures, from Hungarian or international sources, bankrolled by venture capitalists or angel investors, or may explore crowd funding or crowd investment opportunities.



III. Fundraising

Support of negotiations

In this phase we support the teams by preparing, reviewing and analyzing the documents necessary to successfully initiate funding talks and finalize a deal with the chosen investors: these includes '1-pagers', pitch decks, business plans, financial models, and other related forms.

Similarly the Accelerator helps establish connections with investors, initiating negotiations with the aim of concluding a satisfactory deal.



Program elements

Regardless of the point in the program phase at which the project joined, the support of our team and mentors is always at hand. They also attend the regular group program elements for our portfolio companies.

These individual and group program elements include:

- mentorship and selection of a mentor for each program phase
- weekly or monthly consultations and evaluations of results
- thematic workshops that address the issues of the project group
- pitching lessons and other preparations for funding discussions
- investor presentations held for the portfolio companies



Terms and Conditions

A precondition for joining the OXO Labs program is the founders and shareholders of a project signing an agreement with the Accelerator.

Within the framework of this agreement, we will accept no fee for the services, but may be eligible to a certain percentage of the equity stakes, in proportion to the support provided.

The Accelerator may obtain shares in the project if the program is closed successfully, meaning it is either capable of independent operation or it has successfully raised capital.

In general, if a process of up to six months results in successful funding, the Accelerator requests 5% of equity. This may be negotiated depending on the results and the efforts made. (For more details on the Terms and Conditions please refer to our draft Term Sheet)



Funding

OXO Labs provides EUR 10,000 cost financing at maximum for accelerated projects, for which no separate equity requirement applies and it can be reimbursed from the next round of funding without charging any interest or return.

By its affiliates and funds managed OXO Labs also offers seed and angel funding to a number of its projects in line with international standards. We facilitate either equity or convertible-note financing up to EUR 200,000 per project.

Managing a network of institutional and angel investors with more than a 100 members, partly through its online platform called OXO Stock, OXO Labs can further provide direct support for next rounds of funding from Angels through Series A and Series B investments.

(For more details on the Financing Conditions please refer to our draft Term Sheet)



Time course of the program

As the Acceleration program runs on an ongoing basis with flexible timing, we accept applications on a roll-out basis. We simultaneously deal with projects at different levels of readiness, which are free to participate in various program elements, including thematic workshops, learning to pitch and making presentations to investors. However as we can only accept a limited number of projects, we only guarantee six months participation in the program. This time period may be ended upon the project achieving independent operation, or when funding talks have commenced.





Submit your project
and join our program
to scale your business
to a global level

email: info@oxolabs.eu
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