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Most accelerators offer foundation program free of cost or included in their Accelerator model, so why does StartupBay charge a program fee?

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We like our founders to understand the value of their equity and protect it. Our foundation course which is part of our pre-accelerator program is an equity free program unlike most other accelerators who charge back the full foundation program fee to the acceleration funding that is offered to a select few startups. However, in our foundation program we offer grants without taking too much equity upfront towards the foundation program. Just like any other accelerator our actual program cost is about US\$25000 out of which we offer grants through our investors and sponsors to the tune of US\$22000 and let the founders pay a nominal US\$3000. Other accelerators who typically pick up 8-10% equity upfront charge back approx. US\$25000 – US\$40000 to the accelerator funding and what founders receive is only the remaining for their acceleration, thus getting less for more equity. Hence by charging a nominal program fee we are able to –

Extend our program to many more deserving startups.

Protect founder's equity in the pre-accelerator stage (till they realize the true potential of their equity)

Provide highly curated pipeline to our investors for long term investing plans

More holistic selection of the deserving business models into StartupBay Studio acceleration phase, which is where we/our investors start investing in technology, market access and initial build.



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Does my idea get validated in the foundation program?

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Yes, you get to work with some of the topnotch academics and successful serial entrepreneurs who are part of the program faculty. We use proprietary tools for idea validation, along with inputs from coaches that help you navigate through the entire process of idea validation. At the end of it you are able to get your idea validated.

Besides Idea validation the program will also guide you on various methodologies to achieve customer market validation, market sizing, etc.



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Will I get help in preparation of Pitch deck and financial model?

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Yes, in this program you will learn how to make a high impact pitch, a scientific approach to business and financial model and learn how to deliver that high impact pitch. What differentiates our program is the success metrics of our program graduates indicating they are more likely to close their investment by 2.2x

Another derived benefit from our program is our program participants increased valuation at the next round by 1.8 x as compared to valuation before the program

Besides Pitch Deck our coaches also provide you with Pitch Practice to make you deliver that perfect pitch



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What if I take StartupLite, will I get everything that StartupCourse offers ?

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StartupLite is a program for entrepreneurs who have grown beyond the initial foundation stage and only need support in making that high impact pitch before they go for their next investor pitch. This is a short capsule program which helps you validate your pitch, improvise on business plan and financial model, provide you tips and practice for a high impact pitch delivery.



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Who is the StartupBuild most appropriate for?

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StartupBuild offers professional services delivered by esteemed accredited coaches, mentors and experts. There are standalone services like Idea validation, Building a business plan and financial model, Market validation, Execution model, Pitch deck and a few more. These services can be availed individually or as a package where you can get discounted rates. StartupBuild is appropriate for an entrepreneur who wants to increase their success rate with investors as well as those who want to build a robust business plan and bootstrap effectively.



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When does Startupbay invest in my startup?

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Our first investment Program starts with StartupBay Studio Program. StartupBay Studio is a venture building program focused on Product and technology build / scale. Besides technology acceleration the program also provides accelerated growth through our global market access.

Our subject matter experts, coaches and specialized resources work with the founders to scale their business and put them on a path of profitability. We / our investors invest in tech & global market development

<https://www.startupbay.tech>



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Do I get introduced to Investors once I join StartupBay programs?

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All our programs including the pre-accelerator programs provide you with an opportunity to meet and pitch to our Investors in Residence as well as to our network of global investors. Towards the end of StartupLite, StartupCourse and StartupBuild we provide you with investor introductions. In StartupBay Studio, we constantly keep on arranging investor meetings as and when necessary.



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Can I be part of StartupBay Studio without diluting my equity?

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Yes, if you do not wish to dilute your equity to avail the immense benefits of technology and global market access that StartupBay Studio offers, you will be charged a professional development fee based on the scope that we agree upon, aligned with your global growth objectives.



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How many startups has StartupBay accelerated?

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We have supported and accelerated over 2000 startups through our various foundation programs. Over 150 startups have reaped the benefits of our venture building Startupbay Studio Programs and we have invested / co-invested in a few of these startups.

Besides this we regularly support startups raise investments through our investor network



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Do I get to scale my startup to become a unicorn and get a successful exit?

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Our StartupBay Uniclub is precisely focused on this goal. Amongst all our program participants, we identify heavy hitters with a potential to be a \$100 Mn business in the next 2-3 years and scale them.

Besides startups from our cohorts even other tech first companies who are revenue positive and generating and EBITDA of \$200K - \$500 K, we scale them through our global market growth program, get them to a threshold and enable them with an exit via M&A or market opportunities.

If you have any other questions about our programs please feel free to write to us on – info@startupbay.tech