Siinda for Startups Program

Product Memo

Siinda For Startups

Powered by **Startup** science

What is Siinda?

Siinda is the leading European based non-profit association bringing together agencies, brands, media and technology companies in the local search, digital advertising, media, mobile and "on demand" industry sectors.

We foster partnerships through our extensive members network, containing many of the most prominent media outlets in Europe and globally.

What is Siinda for Startups?

The Siinda for Startups is about learning, sharing, and networking. Focusing on helping startups become more successful, legacy companies become more innovative, and leaders become more impactful, we bring you workshops and learning tools that can help companies and individuals grow.

Our cooperation with StartupScience provides startups and existing companies with an online tool that promotes success.

For us, it is all about helping you and your company succeed.

Siinda For Startups

Needs:

- A scalable way to de-risk founders and easily know where they need help
- Pipeline founders to appropriate programs based on their needs
- Share founder profiles/information within the ecosystem

Solution:

Platform - Enabling investors to make better decisions up-front and support startups with investor discovery and education.

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WHAT

Siinda for Startups provides e-learning, tools, and services supporting startups at any stage of the lifecycle to leverage the risk of failure and enhance their performance.

WHY

Siinda for Startups uses a proven methodology constructed by experts to set you on the right path from day one and boost your business.

DEFENDABILITY   STANDARDIZATION   SUCCESS

SCALABILITY   ECOSYSTEM

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Methodology

Research and Experience Combined

90% of startups FAIL by year 5

Invested

✓ $500,000

✓ 5 employees

✓ 5 years

✓ 1000+ content pieces

Most founders don't know where they are or where they are going

Four Layers of Failure Reasons
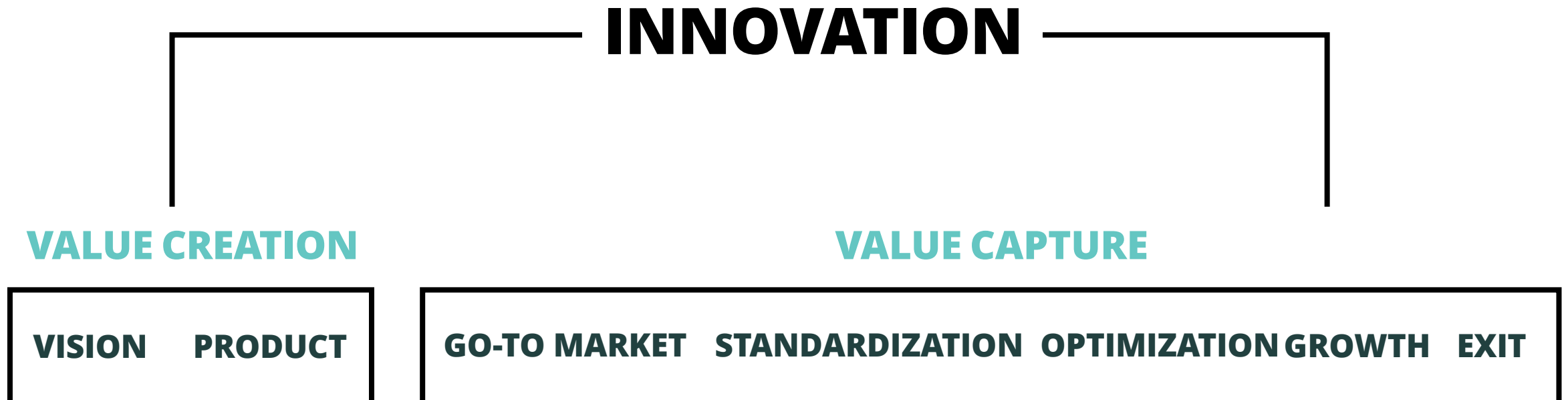
Not Understanding the Lifecycle

Functional Area Performance

Poor Decision

Performance Strucutre

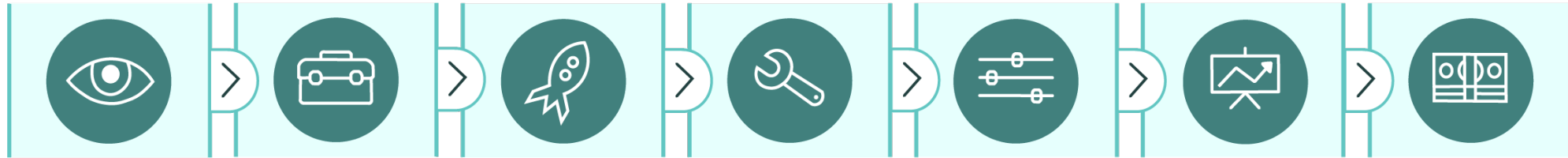# Not Understanding the Lifecycle

The journey from **Value Creation** to **Value Capture**

INNOVATION

VALUE CREATION

VALUE CAPTURE

VISION   **PRODUCT**

GO-TO MARKET   **STANDARDIZATION**   **OPTIMIZATION**   **GROWTH**   **EXIT**

TIMELINE: 3-5 YEARS (APPROX)

Not Understanding the Lifecycle

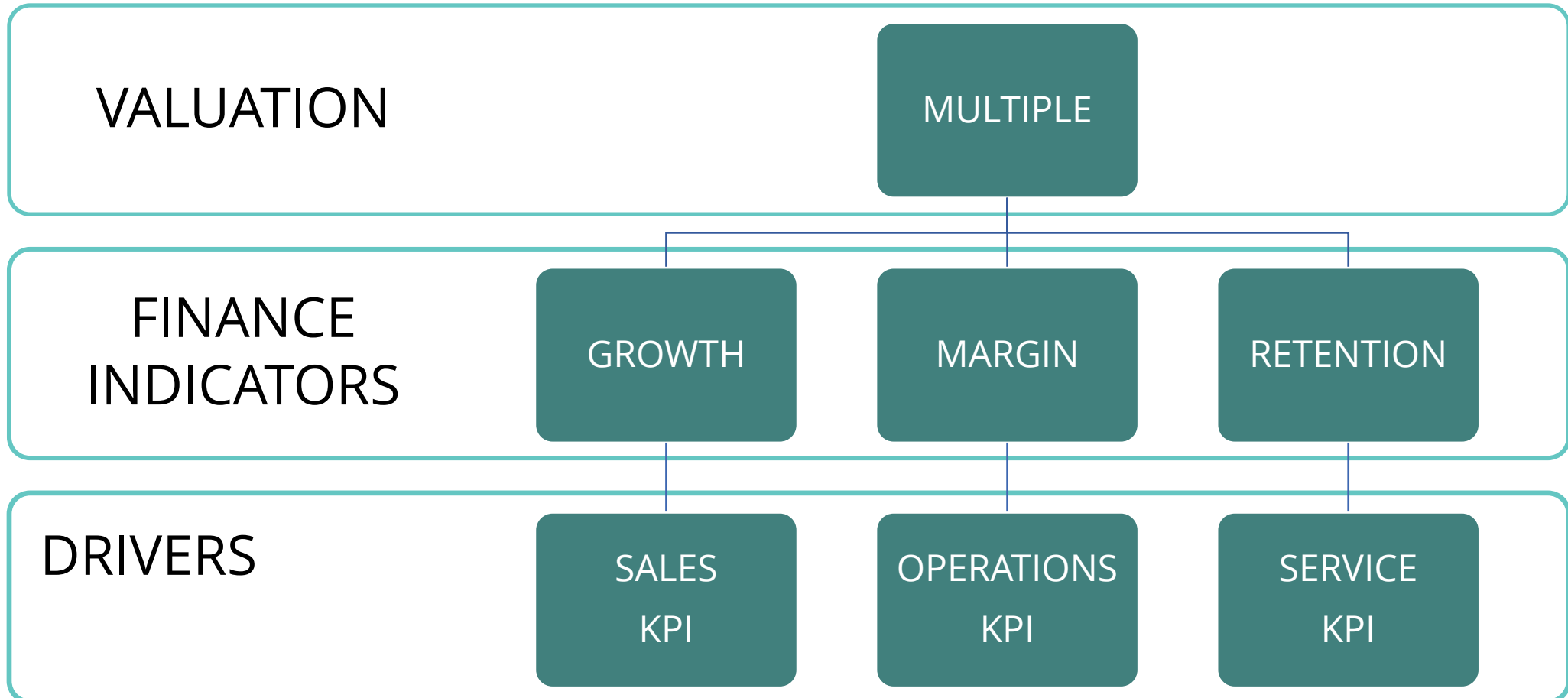## Valuation Drivers – Critical metrics potential acquirers' value

Shared Services ⇒ Margin **38%** Poor leadership, bookkeeping, taxes, & budget Incompetence

Product & Engineering ⇒ Growth **31%** Product-Market mismatch, not listening to feedback

Sales & Marketing ⇒ Growth **22%** Incomplete Go-to-Market plan = unscalable CAC:LTV

Service Deliver ⇒ Retention **9%** Leadership, inexperience, issues from other FAs

Failed Functional Area ➡ ***Missed KPIs*** ➡ ***Higher Risk*** ➡ ***Lower Investor Confidence***
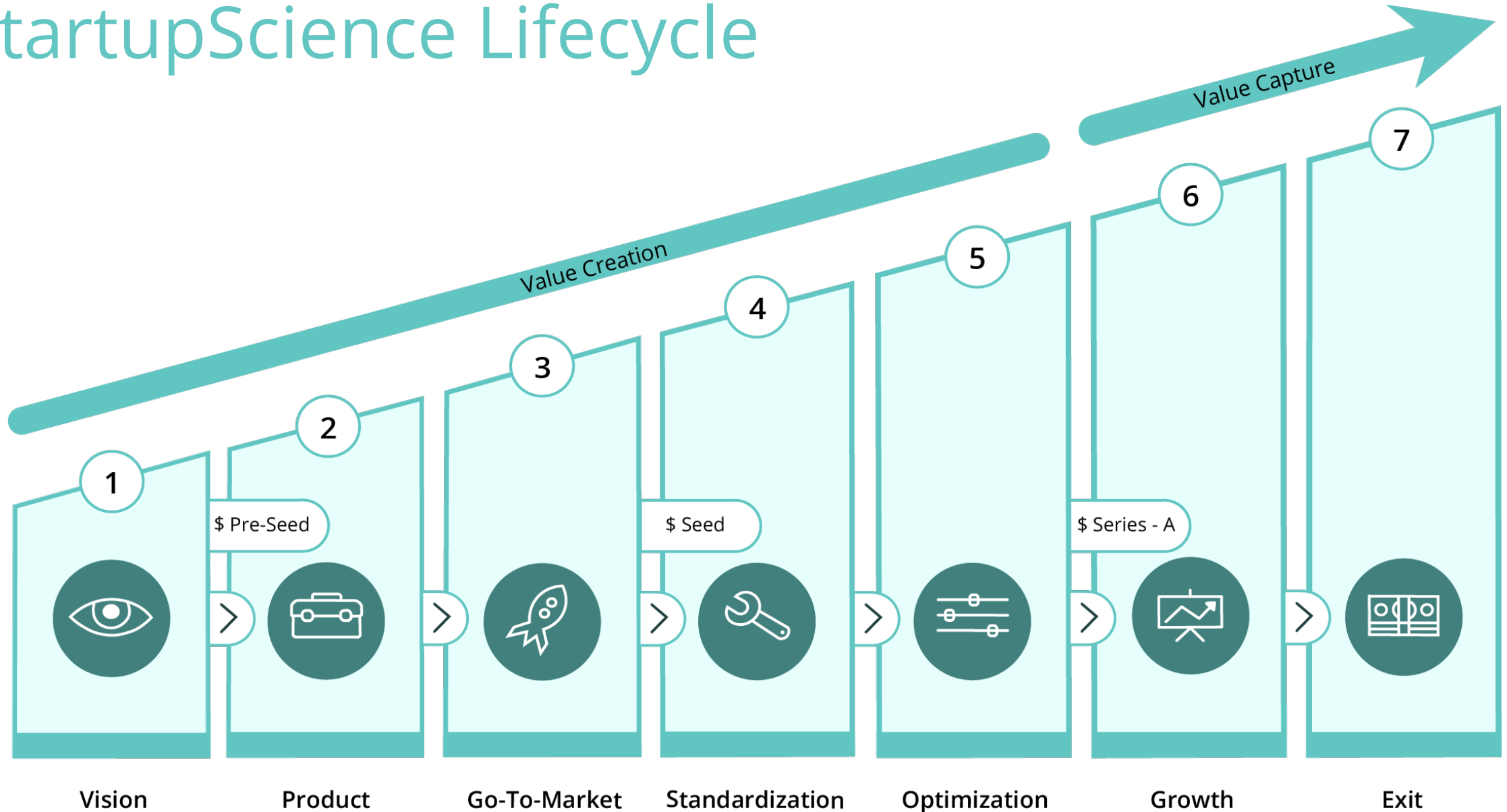
Poor Decisions
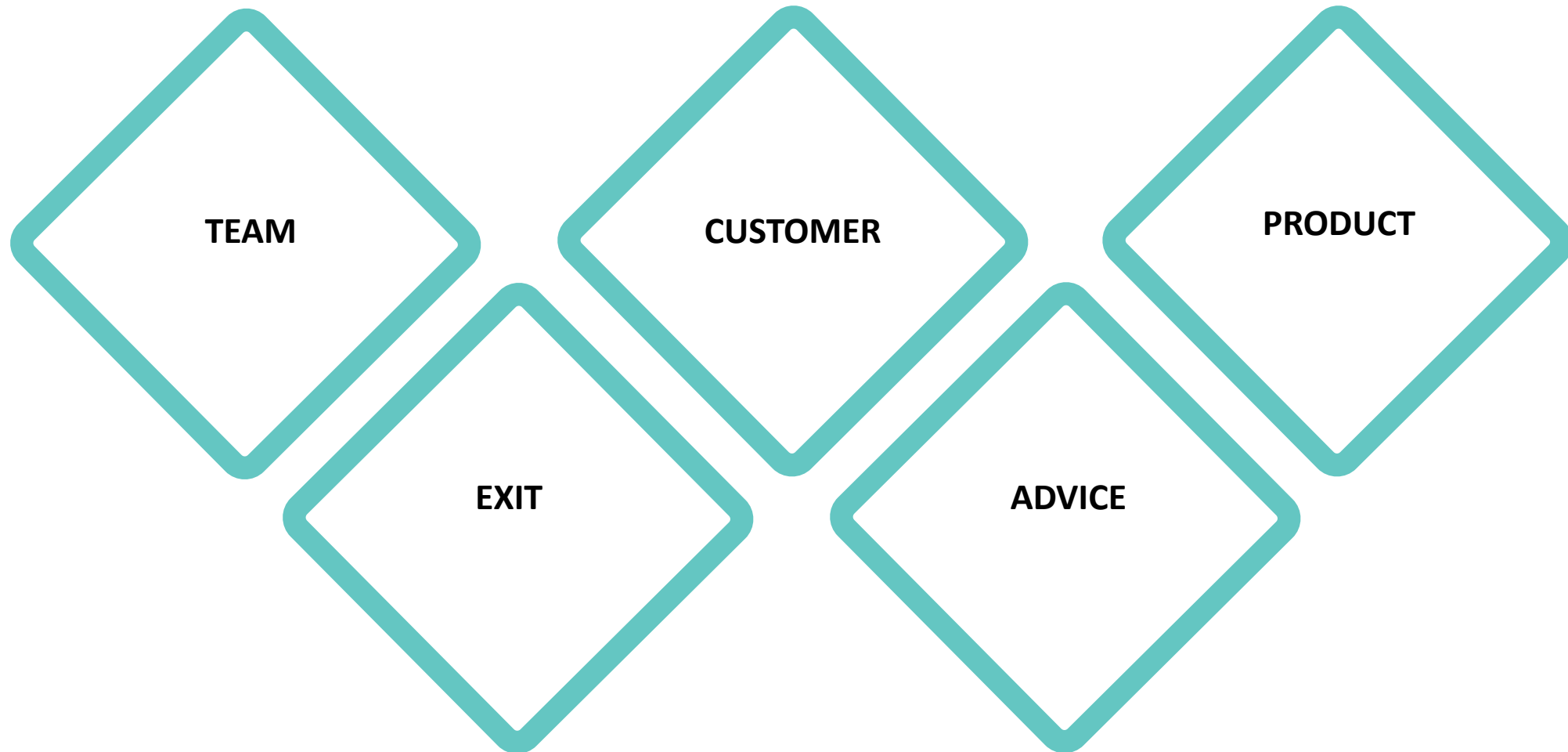
Performance Structure

KPIs → Action → Accountability

VALUATION	MULTIPLE	
FINANCE INDICATORS	GROWTH · MARGIN · RETENTION	
DRIVERS	SALES KPI · OPERATIONS KPI · SERVICE KPI	

Foundational Threads

Structure
Best practices framework ensuring that all activities are directed toward the achievement of organizational aims and KPIs.

Strategy
Definition of what the organization needs to do to reach its goals.

Standardization
The process of making methods uniform throughout an organization.

North Star
A guiding final objective that informs every decision--from accounting practices to marketing strategies - throughout the lifecycle of an organization.

Execution
The actions and decisions that an organization takes to reach its goals and be competitive in its industry

Kaizen
Gradual and methodical processes that continuously improve operations and involve all employees.

Startup science

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StartupScience Lifecycle

Value Capture

Value Creation

$ Pre-Seed

$ Seed

$ Series - A

1 — Vision

2 — Product

3 — Go-To-Market

4 — Standardization

5 — Optimization

6 — Growth

7 — Exit

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User Experience

For Founders

"I came in thinking I already know this stuff. But I came out with my mind blown; there is actually a structure to startup building." Maddie Wang, Founder of Founders Cafe

For Accelerators, Universities & Investors

"I recommend it for leaders at every level." Scott Tait, UCSD Innovation Catalyst

"We recommend every entrepreneur, however experienced or qualified, to go through the system and make their foundation rock solid." KC Chaudhuri, Pitch Global

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Features for Founders

Free Access to the Academy

- Microlearning courses to maximize the learning necessary to reduce the risk of Startup failure.

- Navigate courses using pre-built Collections, and find other Founders' favorite courses with our 5-star rating system.

- Founders can watch, listen, or read the course content; choose what works best for you.

- Apply the course learnings directly to your Startup with in-course practicums.

- Populate application forms and your Company Profile directly within courses.
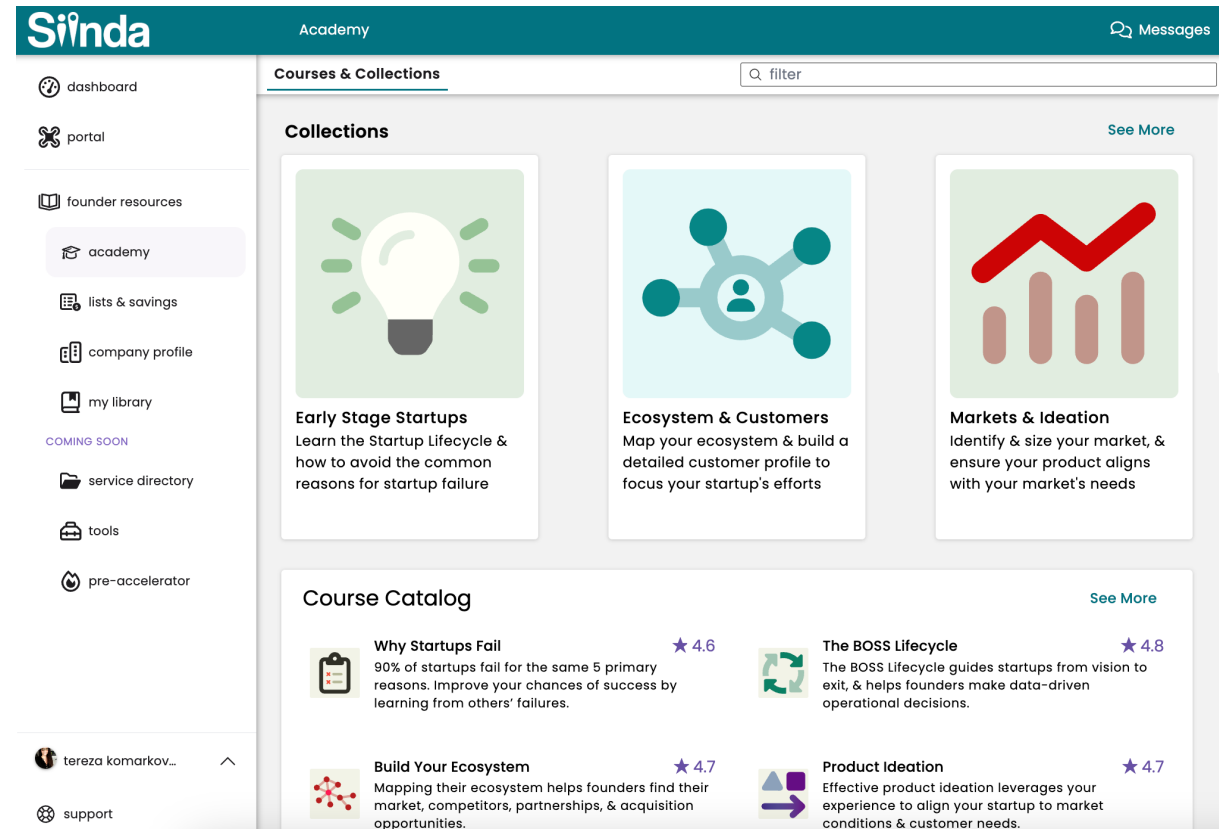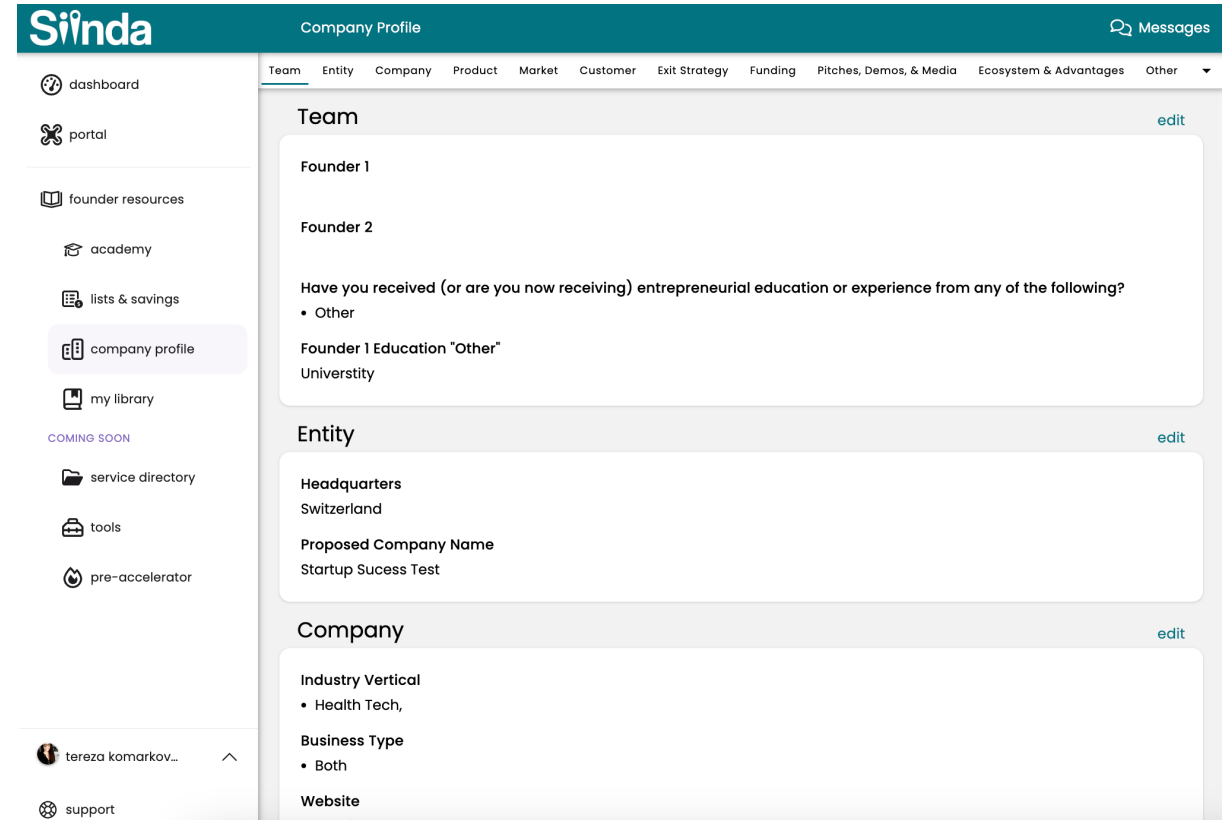
Lists & Savings

- Access searchable lists of Investors, with direct access to their LinkedIn contact (not all-inclusive)

- Access a searchable list of non-dilutive Credits & Savings for critical Startup SaaS products
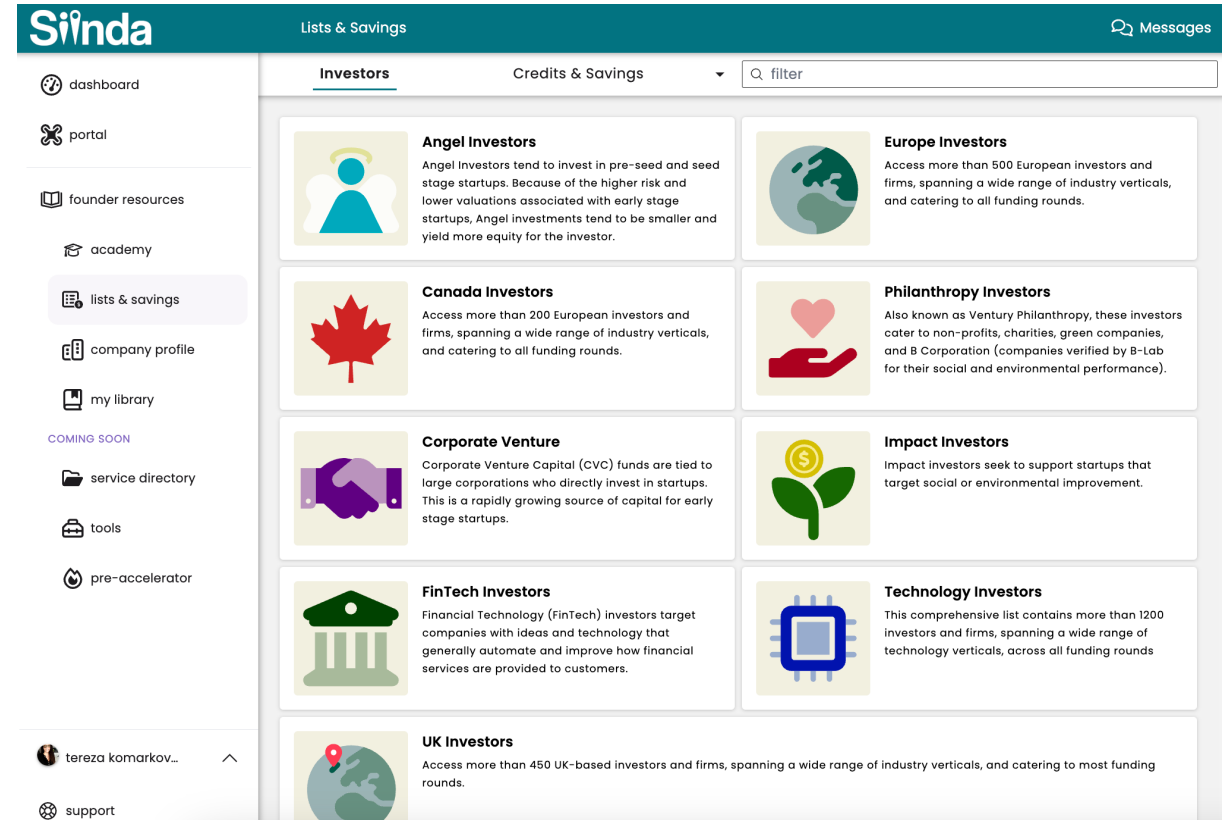
Company Profile

- Review and edit your Startup's Company Profile

- A consolidated, easily-navigable summary of the most important information about your Startup

- Revisit ad update at any point, or skip until relevant

My Library

- Quickly find courses you've already started (to continue your work), or that you've already completed (to review material)
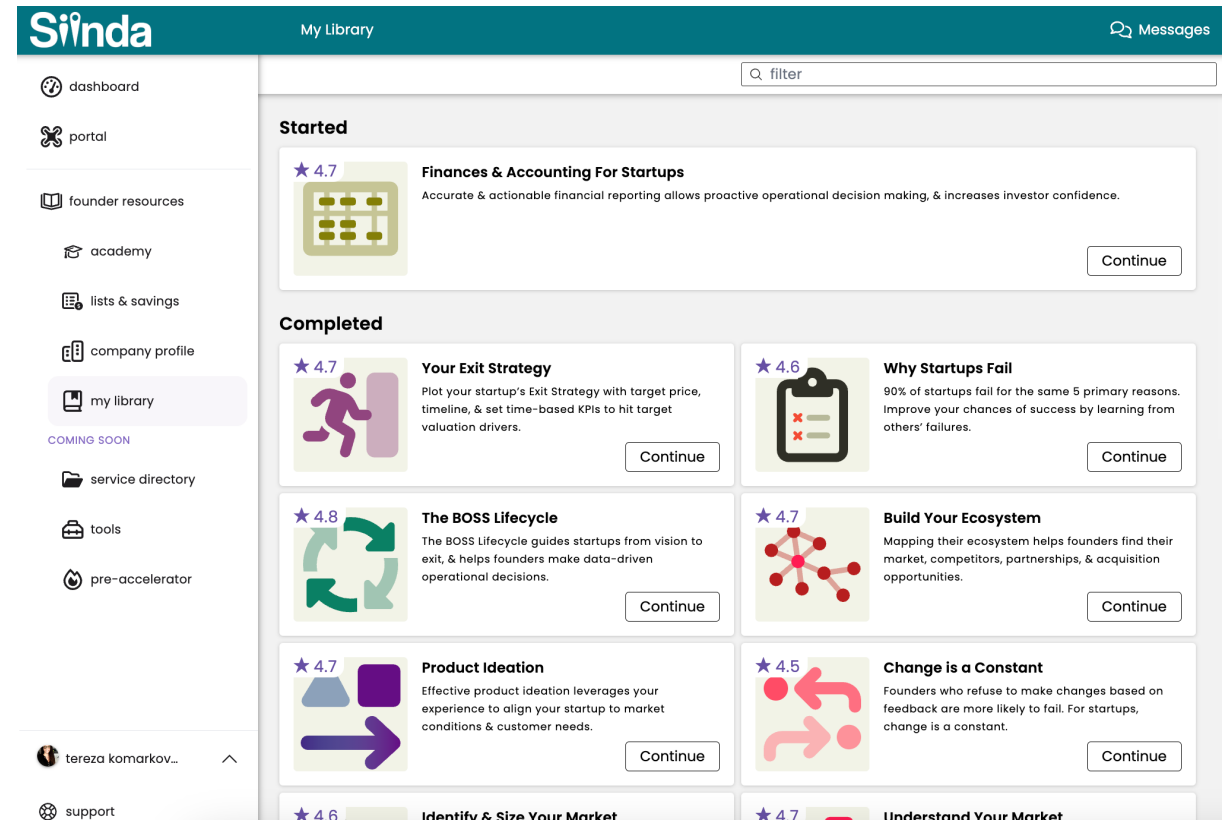
Future Development

Founder Features

- Pre-accelerator
  - Run your own workshops to keep a close eye on your founders, help them work through the courses

- Company Profile
  - Improved UX
  - Sharing your company profile with your investors in one click

- Tools (not all-inclusive)
  - All tools combined from the course materials and pre-set to help your founders to develop defendable data

- Service Directory
  - List of approved service providers focusing on supporting startups in all areas of business (SaaS, legal, marketing, accounting, etc.)

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