

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.

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
- Track founder success



Solution:

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

WHAT

Siinda for Startups provides e-learning, tools, and services supporting startups at any stage of the lifecycle to leverage risk and enhance performance for accelerators, incubators, and investors with an ecosystem for their startups, and mentors.

Siinda for Startups uses a proven methodology constructed by experts to leverage risk for accelerators, incubators, and investors with an ecosystem platform that sets startups on the right path from day one.

WHY

DEFENDABILITY

STANDARDIZATION

SUCCESS

SCALABILITY

ECOSYSTEM

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

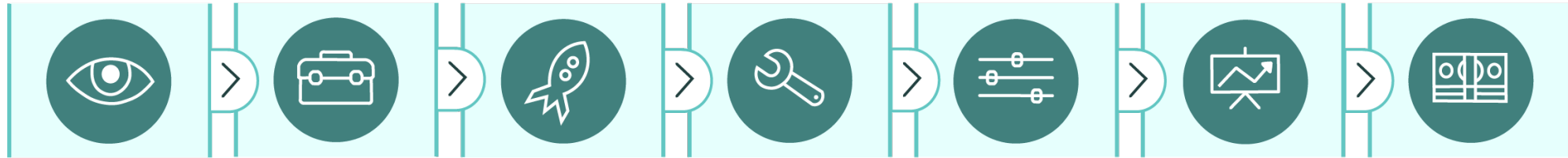
The journey from **Value Creation** to **Value Capture**



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

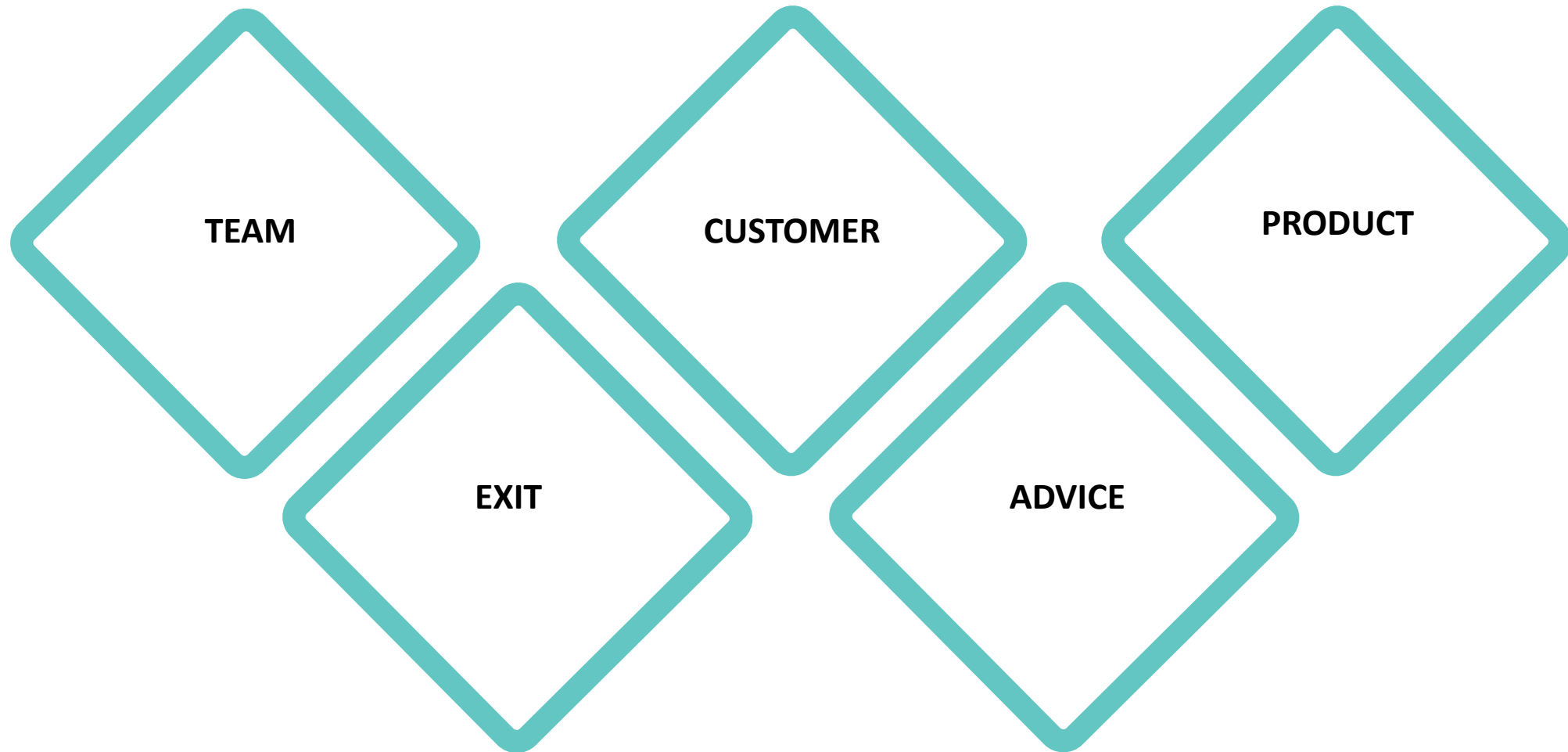
Product & Engineering → **Growth** **31%** Product-Market mismatch, not listening to feedback

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

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

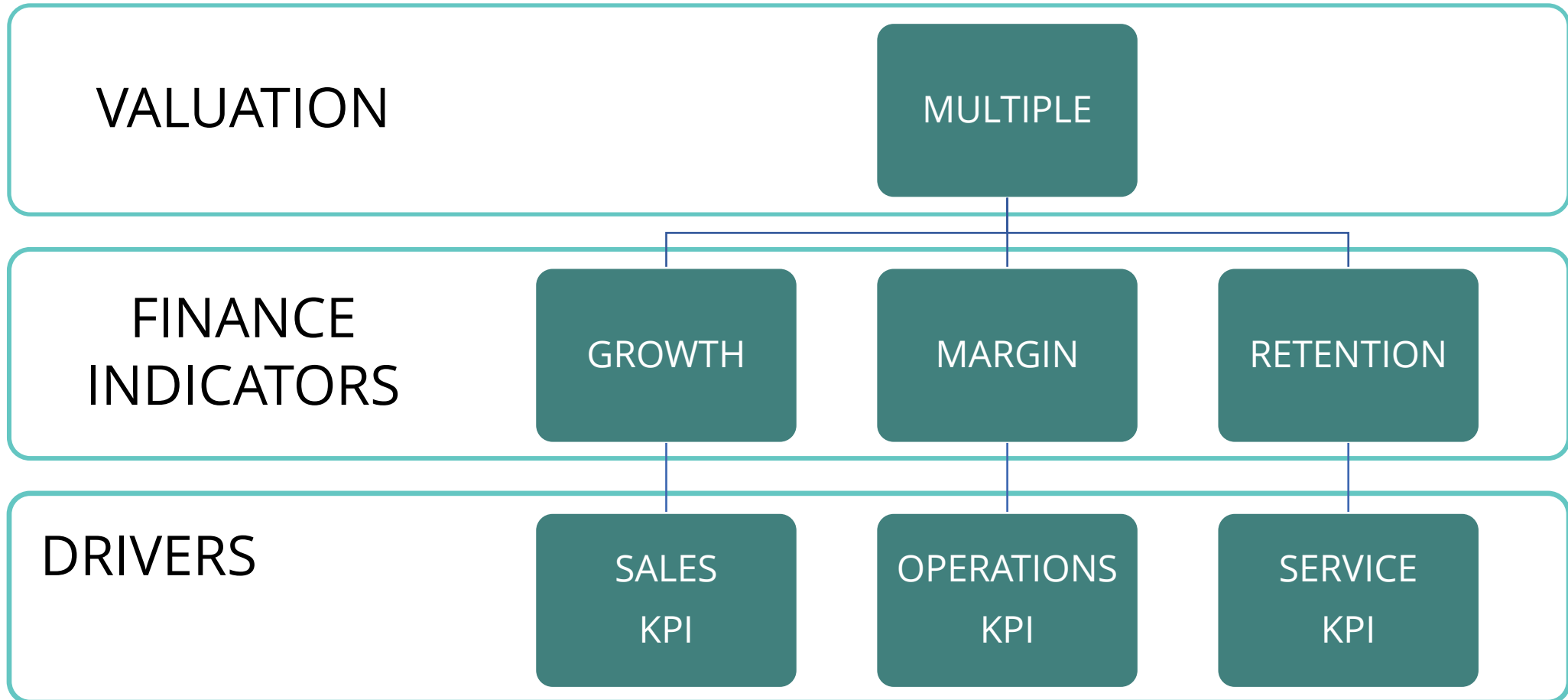
Failed Functional Area → **Missed KPIs** → **Higher Risk** → **Lower Investor Confidence**

Poor Decisions



Performance Structure

KPIs → Action → Accountability



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

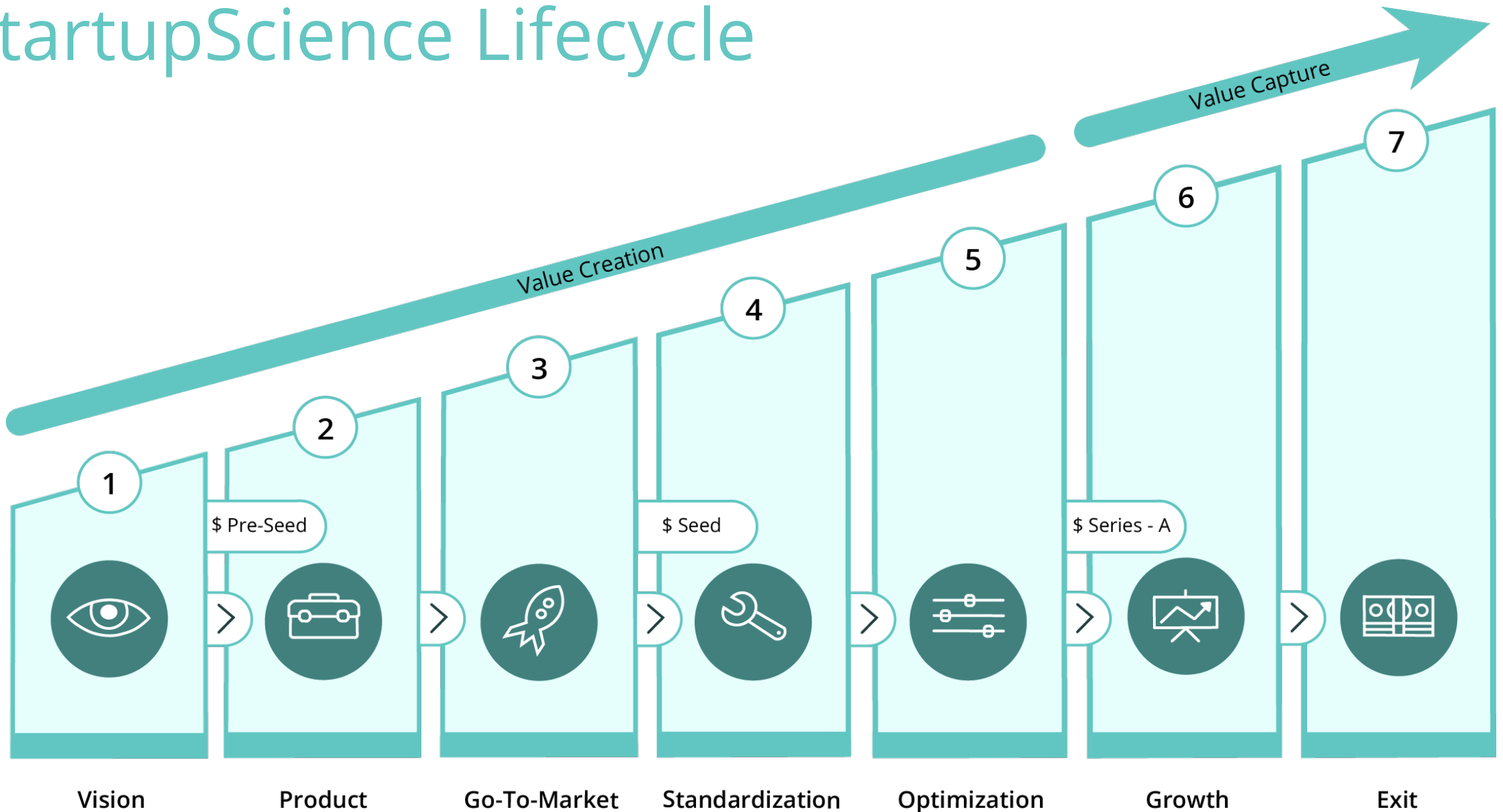
The actions and decisions that an organization takes to reach its goals and be competitive in its industry



Kaizen

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

StartupScience Lifecycle



Vision

Product

Go-To-Market

Standardization

Optimization

Growth

Exit

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

Our Solutions for You

You own platform

- Invite your (current or potential) founders to the platform to create their knowledge-base in the academy and create their defensible pitch deck presentation in the process for potential investors
- Gives you control over the founders' progress
- Customized for you
- Invite mentors and/or investors and link them to your founders

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.

The screenshot displays the Siinda Academy interface. The top navigation bar includes the Siinda logo, the word "Academy", and a "Messages" icon. A left sidebar menu lists various resources: dashboard, portal, founder resources, academy (highlighted), lists & savings, company profile, my library, COMING SOON, service directory, tools, and pre-accelerator. The main content area is titled "Courses & Collections" and features a search filter. It is divided into two sections: "Collections" and "Course Catalog".

Collections

- Early Stage Startups**: Learn the Startup Lifecycle & how to avoid the common reasons for startup failure.
- Ecosystem & Customers**: Map your ecosystem & build a detailed customer profile to focus your startup's efforts.
- Markets & Ideation**: Identify & size your market, & ensure your product aligns with your market's needs.

Course Catalog

- Why Startups Fail** (★ 4.6): 90% of startups fail for the same 5 primary reasons. Improve your chances of success by learning from others' failures.
- The BOSS Lifecycle** (★ 4.8): The BOSS Lifecycle guides startups from vision to exit, & helps founders make data-driven operational decisions.
- Build Your Ecosystem** (★ 4.7): Mapping their ecosystem helps founders find their market, competitors, partnerships, & acquisition opportunities.
- Product Ideation** (★ 4.7): Effective product ideation leverages your experience to align your startup to market conditions & customer needs.

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

The screenshot displays the 'Siinda Lists & Savings' interface. The top navigation bar includes the Siinda logo, the page title 'Lists & Savings', and a 'Messages' icon. A left sidebar contains navigation options: dashboard, portal, founder resources, academy, lists & savings (highlighted), company profile, my library, COMING SOON, service directory, tools, and pre-accelerator. The main content area is titled 'Investors' and features a search filter. It presents a grid of investor categories, each with an icon and a brief description:

- Angel Investors:** Angel Investors tend to invest in pre-seed and seed stage startups. Because of the higher risk and lower valuations associated with early stage startups, Angel investments tend to be smaller and yield more equity for the investor.
- Europe Investors:** Access more than 500 European investors and firms, spanning a wide range of industry verticals, and catering to all funding rounds.
- Canada Investors:** Access more than 200 European investors and firms, spanning a wide range of industry verticals, and catering to all funding rounds.
- Philanthropy Investors:** Also known as Venture Philanthropy, these investors cater to non-profits, charities, green companies, and B Corporation (companies verified by B-Lab for their social and environmental performance).
- Corporate Venture:** Corporate Venture Capital (CVC) funds are tied to large corporations who directly invest in startups. This is a rapidly growing source of capital for early stage startups.
- Impact Investors:** Impact investors seek to support startups that target social or environmental improvement.
- FinTech Investors:** Financial Technology (FinTech) investors target companies with ideas and technology that generally automate and improve how financial services are provided to customers.
- Technology Investors:** This comprehensive list contains more than 1200 investors and firms, spanning a wide range of technology verticals, across all funding rounds.
- UK Investors:** Access more than 450 UK-based investors and firms, spanning a wide range of industry verticals, and catering to most funding rounds.

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

The screenshot displays the Siinda 'Company Profile' page. The interface is divided into a left sidebar and a main content area. The sidebar contains navigation options: dashboard, portal, founder resources (academy, lists & savings, my library), COMING SOON (service directory, tools, pre-accelerator), and support. The main content area is titled 'Company Profile' and includes a top navigation bar with tabs for Team, Entity, Company, Product, Market, Customer, Exit Strategy, Funding, Pitches, Demos, & Media, Ecosystem & Advantages, and Other. The 'Team' section shows 'Founder 1' and 'Founder 2', with a question about entrepreneurial education and a dropdown menu for 'Other' showing 'University'. The 'Entity' section shows 'Headquarters' as 'Switzerland' and 'Proposed Company Name' as 'Startup Success Test'. The 'Company' section shows 'Industry Vertical' as 'Health Tech' and 'Business Type' as 'Both'. Each section has an 'edit' link in the top right corner.

My Library

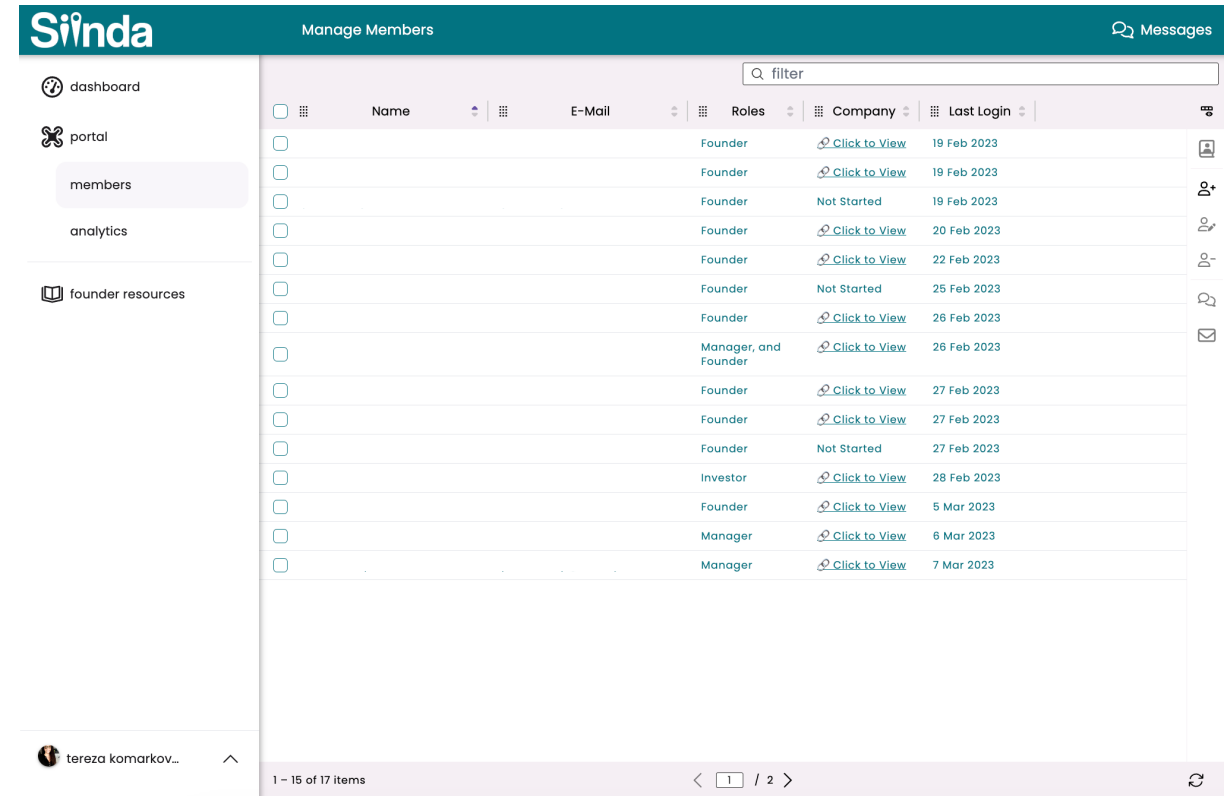
- Quickly find courses you've already started (to continue your work), or that you've already completed (to review material)

The screenshot displays the 'My Library' page on the Siinda platform. The interface is divided into a left sidebar and a main content area. The sidebar contains navigation links: dashboard, portal, founder resources, academy, lists & savings, company profile, my library (highlighted), COMING SOON, service directory, tools, pre-accelerator, tereza komarkov..., and support. The main content area features a search bar and a grid of course cards. The 'Started' section includes 'Finances & Accounting For Startups' (4.7 stars). The 'Completed' section includes 'Your Exit Strategy' (4.7 stars), 'Why Startups Fail' (4.6 stars), 'The BOSS Lifecycle' (4.8 stars), 'Build Your Ecosystem' (4.7 stars), 'Product Ideation' (4.7 stars), 'Change is a Constant' (4.5 stars), 'Identify & Size Your Market' (4.6 stars), and 'Understand Your Market' (4.7 stars). Each card shows a rating, a brief description, and a 'Continue' button.

Features for Accelerators, Incubators, and Investors

Member Table

- Search/filter your members
- Add, edit, remove members
- Assign roles to members (Owner, Manager, Founder, Investor, Mentor)
- Invite Mentors or Investors to join your portal and review Founder profiles
- View Founder course progress
- View Founder company profiles
- Batch functions to help you work more efficiently



The screenshot displays the 'Manage Members' interface in the Siinda application. The interface includes a sidebar with navigation options: dashboard, portal (with 'members' selected), analytics, and founder resources. The main content area shows a table of members with the following columns: Name, E-Mail, Roles, Company, and Last Login. Each row includes a checkbox for selection and a 'Click to View' link. The table contains 15 rows of data, with roles ranging from Founder to Manager and Investor. The last login dates range from 19 Feb 2023 to 7 Mar 2023. The interface also features a search filter at the top right and a pagination bar at the bottom indicating '1 - 15 of 17 items'.

	Name	E-Mail	Roles	Company	Last Login
<input type="checkbox"/>			Founder	Click to View	19 Feb 2023
<input type="checkbox"/>			Founder	Click to View	19 Feb 2023
<input type="checkbox"/>			Founder	Not Started	19 Feb 2023
<input type="checkbox"/>			Founder	Click to View	20 Feb 2023
<input type="checkbox"/>			Founder	Click to View	22 Feb 2023
<input type="checkbox"/>			Founder	Not Started	25 Feb 2023
<input type="checkbox"/>			Founder	Click to View	26 Feb 2023
<input type="checkbox"/>			Manager, and Founder	Click to View	26 Feb 2023
<input type="checkbox"/>			Founder	Click to View	27 Feb 2023
<input type="checkbox"/>			Founder	Click to View	27 Feb 2023
<input type="checkbox"/>			Founder	Not Started	27 Feb 2023
<input type="checkbox"/>			Investor	Click to View	28 Feb 2023
<input type="checkbox"/>			Founder	Click to View	5 Mar 2023
<input type="checkbox"/>			Manager	Click to View	6 Mar 2023
<input type="checkbox"/>			Manager	Click to View	7 Mar 2023

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.)

Admin Features

- Member Table
 - There is more analytics and friendlier interface coming