

2023

Investment Cohort II.

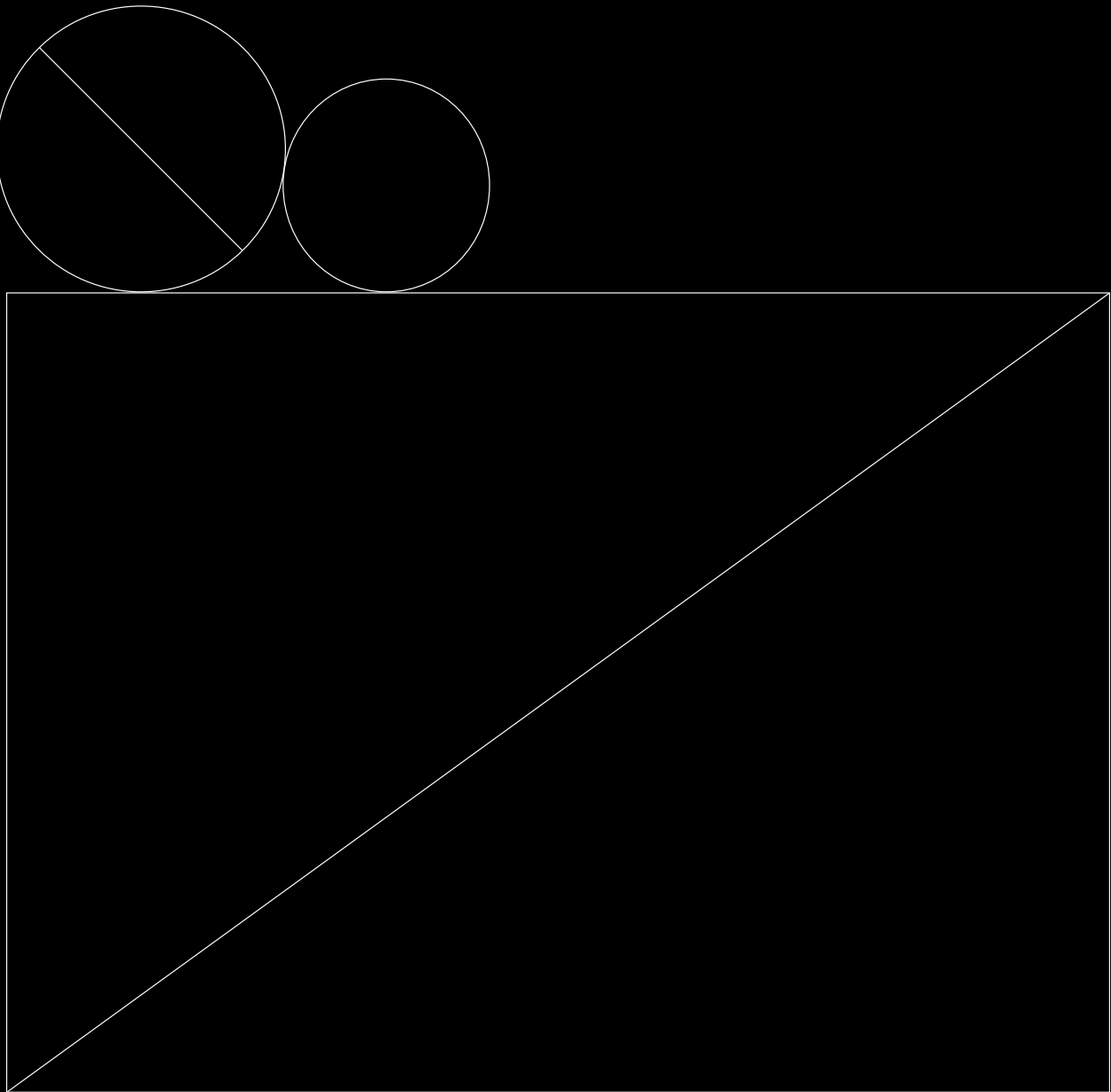


About the company

Soulmates Ventures

We are a sustainable innovation accelerator and venture capital company. We are the first hybrid between an accelerator (actively preparing, guiding and scaling startups), a VC fund (funding startups, helping them grow and succeed) and a community. We bring commercial opportunities and „smart money“ to entrepreneurs who are building world-changing companies with a vision for sustainable development. Our goal is to select 10 quality companies that best fit our mission. We fund each up to €1 million, share our expertise and connect them with key partners to build profitable companies and expand them abroad.

Why should you sign up?

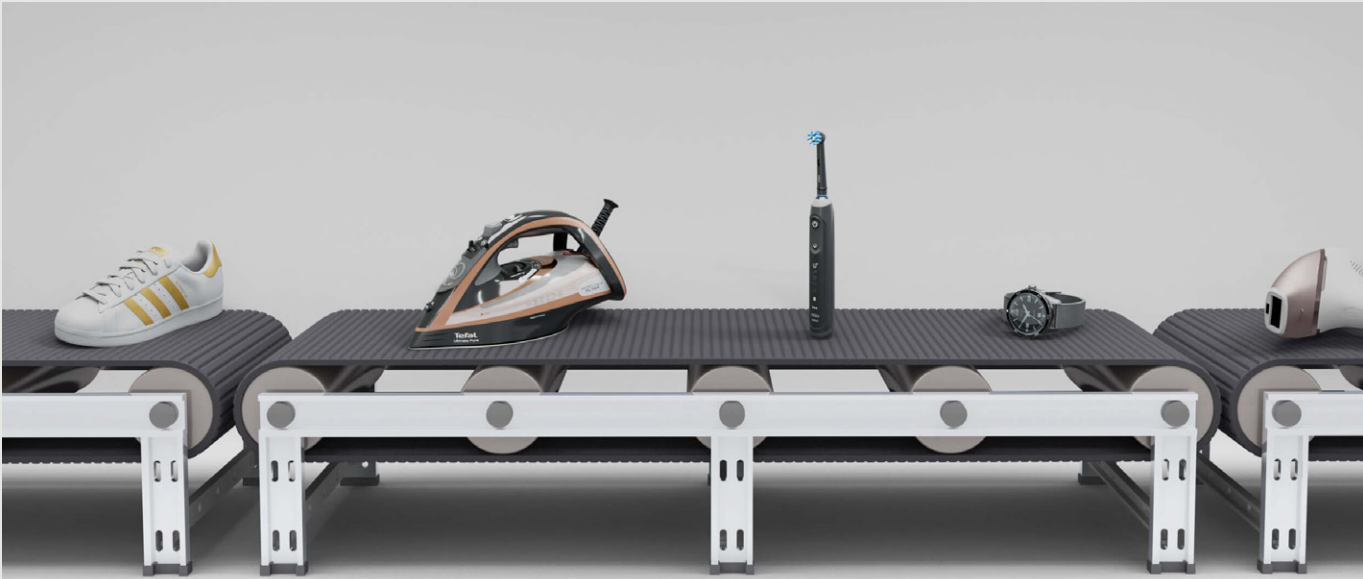


There is a well-known problem within early stage businesses called the Valley of Death. We have noticed two other valleys of death → Value proposition and market expansion itself.

1.	2.	3.
Technology	Value proposal (value proposition for the market)	Market Expansion (scale applicability)

Recognising and understanding the stages of the process and using the right support to help navigate to the goal can make all the difference between success and failure. We developed our programme specifically for entrepreneurs who are building thriving, world-changing companies through their unique vision and sustainable future. It includes everything that each member of the expert team has been through as they

have been active in ventures and started their companies, including pitching, fundraising, hiring experts, contracting, marketing, scaling, and exits. We have helped over 300 startups, investors and global brands (Ikea, Mastercard, Twisto, Rolling Thunder, Apify, Precismo and more). We bring real and meaningful help by providing funding, connecting them to the right contacts and passing on expertise.





What is the accelerator Soulmates Ventures different?

1. Our programme is designed to support startups in the seed and series-A stages. This differentiates us from most incubators or accelerators that focus more on the pre-seed stage. We allow them to enter into the market, greater cometary expansion and growth.

3. We accept candidates primarily from across the CEE region. We meet regularly with the startups in our portfolio, but our processes are set up so that we can seamlessly work with them remotely throughout the year.

2. Helping to launch projects in new markets and reach new customer segments.

4. In addition to funding, we bring tailored opportunities to each new startup, including introductions to partners and customers, public service support, and community engagement and consultation needed to achieve success.

What technologies are we looking for in the next cohort II.?



Our main pillars are

Energy

Water

Air

Mobility

Healthcare

Circular economy

Education

Agriculture and food



What we don't fund

Project developers (solar, wind, storage, etc.)

Third party product sellers

Consulting firms

Marketing or PR agencies

Non-profit organisations

Companies that do not yet have their own prototype

Companies that have less than two full-time team members

Companies that do not have paying customers



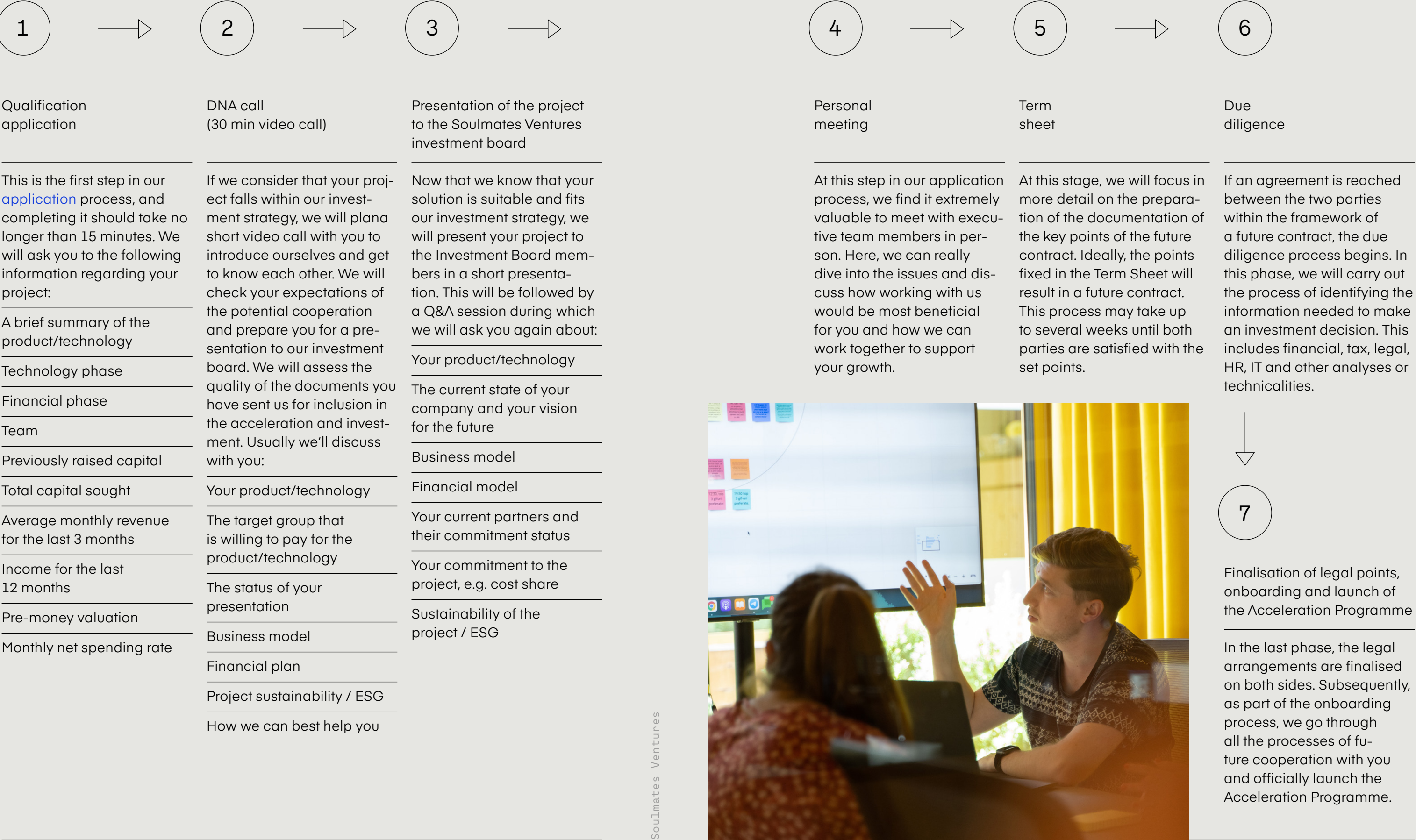
Which acceleration area is right for you?

	Go-to-Market Layer	Scaling Layer	Equity Success Layer
Target group	Companies admitted to this circle seek to: 1. Develop and test sales and growth strategies. 2. Develop operational scale, go-to-market strategies. 3. Incorporate market research into key business decisions.	In this respect, our resources are best used by established companies that want to develop a new generation of their technology, increase production capacity or enter a new geographic territory or customer segment.	Successful companies in this layer of the action will gain business practices, contacts, tools and skills in attracting a strategic partner, an investor in the next investment round or in the sale of the company.
Geographical focus	CEE	Europe	Global
Annual revenue	EUR 10 000	EUR 500 000	EUR 1 000 000
Team size	2–3	10	15–20

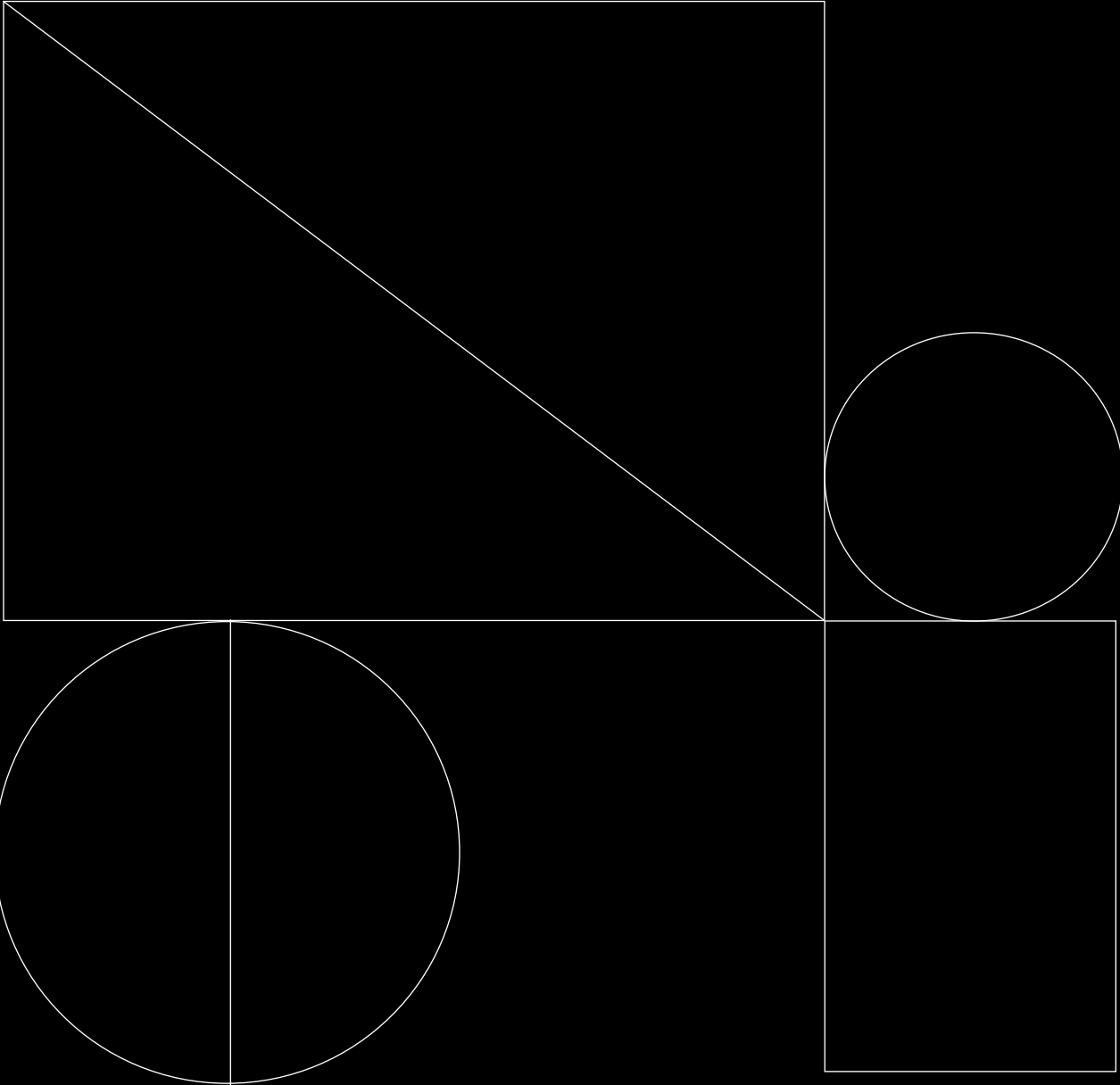
* Note: This is just an average and an example of income.

	Details of individual acceleration areas		
Elements of the programme	Highly personalised approach in market research, sales, company growth and expanding operations.	Project deployment, strategy, production, processes, project execution and stakeholder engagement.	
Investment SV	We invest from EUR 50,000 to EUR 1 million in the form of a convertible loan or an equity. In the case of a convertible loan, we have the right to buy the stake in a future round on pre-agreed terms.	We invest up to EUR 1 million in the form of an equity or convertible loan, with an average investment of EUR 500,000. In exchange for the convertible loan, we have the right to buy a stake in a future round on pre-agreed terms.	We invest up to EUR 1 million through equity with an average reward of EUR 1 million.
	The investment is subject to pre-set targets and their fulfilment.		
Bonusy SV	Go-to-Market EUR 10 000	Scaling EUR 15 000	Equity Success
Programme length	6 months	12–18 months	

What does the application process look like?



You are
admitted!



What are the basic
elements of the
Acceleration Programme?

3 layers of acceleration

Go-To-Market Layer	The Go-To-Market Layer is for ambitious entrepreneurs who are confident that they have a unique product and a viable company. It must have a positive impact on society and the planet, and the potential to become a fast-growing company with high revenues. Entrepreneurs here face a recurring type of initial business development challenge.
Scaling Layer	Scaling Layer is designed for entrepreneurs who have an operating business with sales exceeding EUR 500,000 and at least 12 months of successful operation behind them. They should be preparing for a 2nd investment round or already have a second investment under their belt.
Equity Success Layer	The Equity Success Layer is designed for entrepreneurs who have a well-established company with high gross revenue and a strong customer base relative to the size of the market. At the same time, they have been in the market long enough to be considered a business with a proven and credible track record, and high potential value.

Time sequence
Acceleration Programme

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1. Conclusion of contracts and onboarding (2 months)	2. Project scoping (1 month)	3. Implementation of the acceleration (6–18 months)	4. Project closure	5. Graduates

Elements of a personal programme

All startup founders from Cohort 2, including one full-time team member, will be required to attend and speak at all three elements of the programme during the first year. After completing the programme, we ask that you

attend one or two elements in subsequent years to continue to build relationships between companies and partners, share your learnings, and seek new opportunities.

Elements of a community programme

Joining the Soulmates community

During these months there will be a number of activities in our Sustainability Hub Prague and we will be happy to involve you. Some of the activities include: panel discussions with startups, workshops with startup founders, networking activities for investors or startups, and more. If your project fits with the theme of the event, we will reach out to you to participate. This will give you the opportunity to get to know the Soulmates team better. Your proactivity will be welcome!

Demo Week

Demo Week brings together your team and the Soulmates team, our partners and the local ecosystem through guided discussions and workshops. We will work with you to further define the scope of work for your project, or to achieve your Go-to-Market and Equity Success goals.

Summit CEO

This activity fosters relationships with CEOs of startups participating in the Soulmates Ventures Accelerator Programme. Our goal is to foster an environment where founders of each team can share their knowledge and collaborate on projects that will enable

them to get to market faster. Graduate companies are encouraged to forge relationships between groups and build opportunities for collaboration.

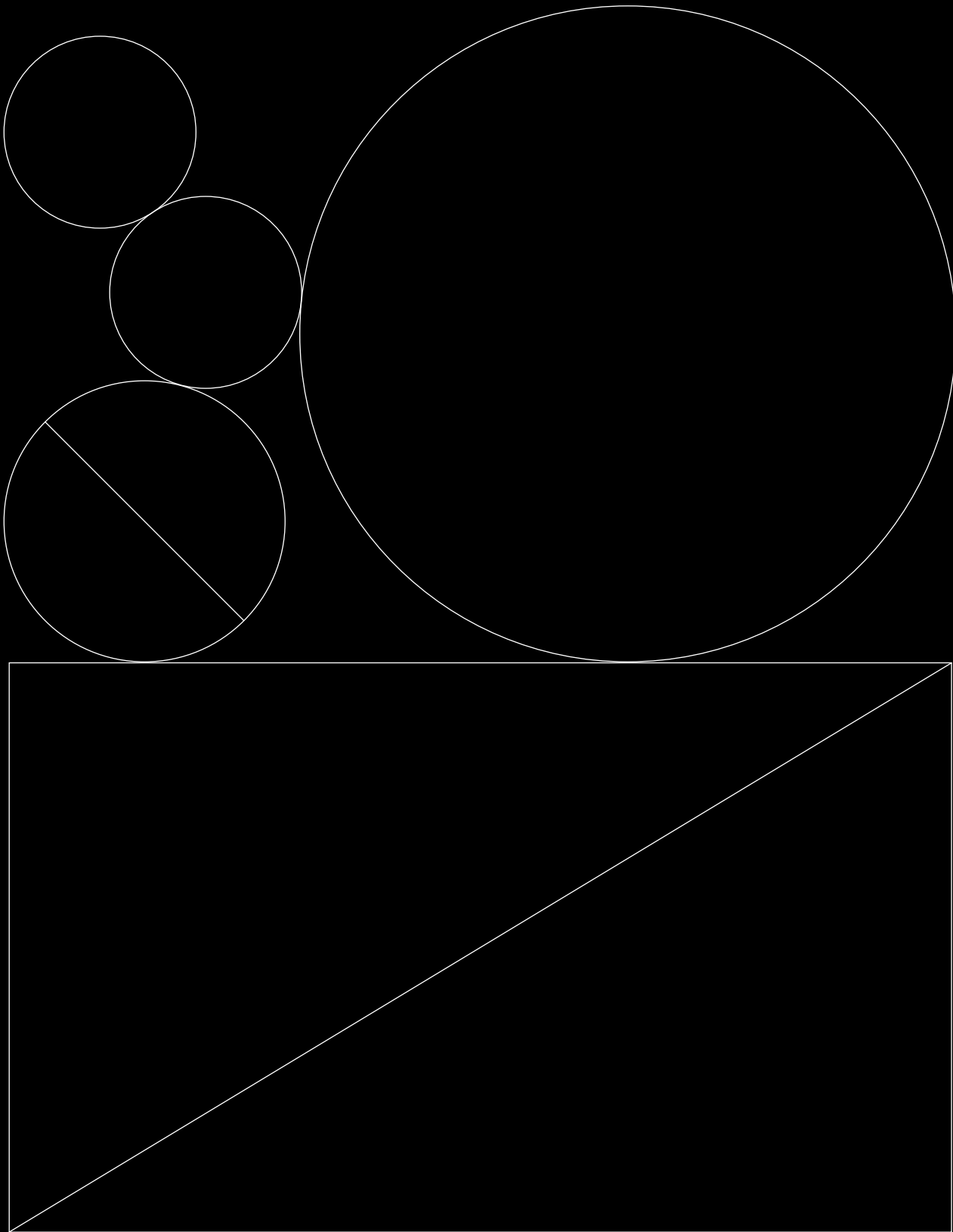
Interactive Summit

Interactive Summit is our planned event focused on investors and startups. We will introduce investors, companies and other strategic partners of Soulmates Ventures. All CEOs from the 2nd investment cohort will get the opportunity to speak on stage to an audience of over 100 investors and companies.

Soulmates Deal Day

This is an event we are preparing for our global partners/investors and applicants for the Soulmates Ventures Accelerator Programme. We coordinate face-to-face meetings between them to close the deal. The first four startups to close a deal on Soulmates Deal Day (or soon after) will be financially rewarded. All companies that are included in our 2nd cohort are automatically selected to participate in the event.

We look forward to the assessment of your application!



Frequently asked questions

1. Does Soulmates Ventures only fund projects in the Czech Republic?

No, we also finance projects abroad, primarily in the CEE region. So far we have financed 1 international project and are preparing another. We fund projects that have the potential to solve global, environmental problems and/or significantly reduce greenhouse gas emissions. The CEE region faces unique challenges and opportunities in transport, water, air, agriculture, education, health, energy and the circular economy. We are looking for solutions that are particularly effective in this context. Our team has developed deep relationships across the public, private, and non-profit sectors to help start-ups with implementation in target markets/communities. Central and Eastern Europe has been a hub of innovation for many years. Now is our chance to deploy new sustainable technologies and, together with communities that have access to technology and clean infrastructure, change their processes for the better.

2. If we are accepted, do we have to move to Prague?

No, our portfolio companies come from the Czech Republic and the CEE region. However, we are also open to startups from other regions. We do not require the companies in question to travel to Prague for the three programme elements. We will meet you at Metaverse! However, we do encourage them to travel to key meetings and work with us to build milestones for their own projects and develop relationships with the market. Our programme is fundamentally flexible and relocation is therefore not required.

	Go-to-Market	Scaling	Equity Success
Annual revenue	EUR 10 000	EUR 500 000	EUR 1 000 000
Investment SV	From EUR 50 000 – 1 000 000	Up to EUR 1 000 000	Up to EUR 1 000 000
Team size	2-3	10	15-20

3. How do we know if we came too early or too late to Soulmates Ventures?

Generally speaking, we try to select companies at a more advanced stage from MVP, i.e. seed, post seed, or series A, but our programme is designed to commercialise a project at various stages. To give you a clearer picture of the maturity of companies at each stage, below are the average statistics for our most recent cohort – see table below. If you have specific questions about your company’s stage, please contact us at davis@soulmatesventures.com.

4. How does Soulmates Ventures rate companies?

During due diligence, we look at several areas (e.g. legal, economic, intellectual property and marketing, etc.) and company characteristics. Below you will find these characteristics and what we focus on when evaluating each of them:

Technology – In your application, please indicate that you have developed a scalable solution that has the potential to grow beyond the domestic market. The technology must be third-party verified – we do not enter unknown technologies. The technology must be driven by market requirements.

Team – We are looking for experienced teams that have deep domain knowledge, diversity and a proven track record of execution. We test passion, courage, willingness to learn and chemistry between team members.

Soulmates Ventures Fit – You are the founder of a project in one of the eight areas of focus

and you have a clear reason why your product is a good fit for the EU in relation to long-sustainable development. You are ready for growth and you have clearly identified ways we can help you.

Business model – We assess attractiveness of the company, the size of the market, the competitive environment, revenue streams and cost structure. The path to a repeatable business model, a deep understanding of customer needs and demonstrable customer appeal. Good knowledge of your first, second and other markets with a strategy for entering them. You do not suffer from underestimation syndrome competition.

Suitable CEE region – You have gained knowledge of stakeholders required for the success of the project, the political environment, legal obstacles, regional requirements, customer requirements, potential business obstacles, competitors and confirmation of interest for your solutions that will differentiate your application.

Project Level – We fund projects that are already partially market proven. We look for projects that are sustainable and have a long-term impact. The implementation is successful, a partner or customer is able to use the technology and pay for its use. Our goal is to select technologies that can be used after the Soulmates Ventures programme in the marketplace and scaled at least 10x.

5. How many companies sign up and how many of them will you select?

In 2022, we analysed over 150 companies. For cohort 1 (into Due diligence phase) we selected 20 companies, of which 6 companies we have already invested in.

6. Can we update the application after it has been submitted?

Yes, please feel free to fill out a new application for qualification with updated information or communicate with our Community Manager who will contact you after you submit your application. We will base our consideration on the most recent application responses.

7. Can companies admitted to one Layer apply to another Layer in later years?

Yes, companies can switch from Go-to-Market to Scaling or Equity Success during the discussion. However, the programmes are designed so that each company can go through them sequentially.

8. Are there ways we can get involved in the Soulmates Ventures programme outside of The Triple Accelerator Programme?

Yes, we see hundreds of talented technology entrepreneurs that are changing the world. While we can fund only a certain number, we are constantly working on new and creative ways to help you grow your company. In the case of the need to strengthen your brand, visual identity and messaging structure, we offer services at our venture studio [Made by Soulmates](#).

9. What is Soulmates Deal Day?

The aim of Soulmates Deal Day is to accelerate business opportunities between our global partners and highly relevant candidates. Coordinated by 1:1 meetings, we incentivize action with financial rewards for the first four startups that win a business deal at Soulmates Deal Day (or soon after). For this opportunity we will include all companies that we will ultimately select for our 2nd cohort.

10. Introduction of partners and investors

Through our network of partners and investors through smart capital, we strive to transform the existing multi-outdated and completely unsustainable infrastructure, using new innovative systems introducing clean technologies. In some cases, we will facilitate contact between our applicants and partners, where there is a strategic fit.

11. Can you provide more information about financing the project through the Go-to-Market programme?

Companies participating in the Go-to-Market programme can receive an investment between EUR 50 000–1 000 000. We expect the active participation of the founder or CEO and one other member of the executive team. The investment will be distributed based on milestones and upon completion of each programme module.

12. Can you provide more information on the funding of the Scaling Programme?

Here are three things to keep in mind when structuring our projects: companies can receive up to EUR 1 million in funding, but we typically provide capital for smaller scale projects (average funding is EUR 500,000). We will evaluate other funding opportunities based on the scope of your work and your demonstrated ability to meet milestones on time and on budget. Ongoing project financing serves to minimise the risk of deployment in a new market. This means that we may not pay all of the costs for the entire project, but that our financial commitment will be structured around a 50/50 cost-sharing model. As an applicant, you must find a customer or partner to fund the other 50% of the project. The financing is structured according to the ISHA or CLA contract. For clarification, your project budget will be based on actual costs. Cost share or partner contributions to the project are how our programme evaluates the attractiveness of the solution in the

marketplace. We strongly prefer that the cost share is covered by customer revenue. It is the strongest indicator of market demand. Secondary sources of cost share can be: 1) partners; 2) other investors; 3) university, government, EU or other funds. In special circumstances, we will recognise in-kind cost share, including labour from customers, discounted equipment/rent, and other contributions to the project. Applicants will be asked to describe the specific project that will be funded by Soulmates Ventures’ Scaling programme.

13. I heard something about a gift order. Can you give me more information?

Soulmates Ventures is a venture capital company, but it is also the founder of a non-profit organisation called [GIA](#) (Green Innovation Academy). In the case of equity funding through grant funding through GIA, we ask for a 3–4% donation in exchange for your participation in the programme. Our philosophy is that if you succeed, a portion of that success should come back to support this ecosystem for future entrepreneurs. We accept the donation through a standard 10-year preferred stock warrant. Although we provide grant funding, your gift of equity is not tied to the amount of funding we provide you over the course of the programme.

14. How do you determine the valuation?

Valuation is determined by the price per share or unit in the most recent round of funding. We use other methods to verify the reality (Scorercard, Berkus method, Risk Factor Summation Method...).

soulmatesventures

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We reserve the right to change these terms and conditions, without notice, at any time.
The information contained in this document is non binding and may change over time and therefore may no longer be current. For further information contact us via email at hello@soulmatesventures.com.