

# ENTREPRENEURS

Do you dream of founding your own tech company?  
Do you have a PhD in a domain relevant to Consumer Technology  
or a strong entrepreneurial background?  
Submit your profile and a short note at: [EuR@tandemlaunch.com](mailto:EuR@tandemlaunch.com)

## LAUNCH A STARTUP WITH US!

### TandemLaunch business model

TandemLaunch interacts with universities from around the world to source commercially attractive research. We recruit talented and visionary business and technical entrepreneurs to work closely with academic inventors to create compelling prototypes. Our teams prove the validity of the concept, develop fundamental intellectual property, define the business deliverables and executes. TandemLaunch provides each team with seed funding to create a new business, including a senior management team.

### Why build a startup with us?

We know startups inside and out: our Partners have decades of experience building successful companies, commercializing university technologies, and growing a large network of industry and investor contacts. The timing for building a deep-technology company is ripe, but building a startup isn't easy: 9 in 10 venture capital-funded startups ultimately don't succeed (Forbes, 2015), and 3 in 4 startups fail before the seed funding stage (Wall Street Journal, 2012). We're different from other incubators and accelerators. We provide an atypically large cash contribution, the infrastructure, expertise, and mentorship that present-day entrepreneurs need to be successful

## MEET SOME OF OUR ENTREPRENEURS

### Ashok Masilamani

PhD Nanophotonics



Cofounder & CTO of



### Tara Akhavan

PhD Computer Vision



Cofounder & CTO of



### Craig Buntin

Ex-Olympic Athlete



Cofounder & CEO of



### Michel Allegue

PhD Signal Processing



Cofounder & CTO of





### MARKET

TandemLaunch works with many of the largest CE companies to identify promising opportunities for disruption.



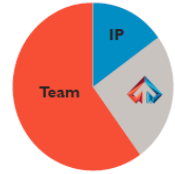
### TECHNOLOGY

Our in-house Tech Scouts evaluate thousands of technologies from over 600 universities for a good match.



### TALENT

Dozens of specifically recruited Entrepreneurs-in-Residence from across the world take charge of new ventures.

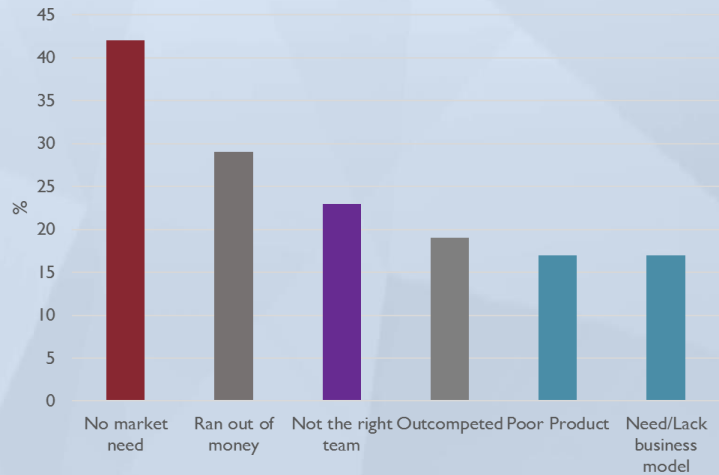


### CAPITAL

Fairly distributed capitalization table with common shares for all parties ensures incentive alignment and motivates business growth

There's no trick or trade secret to what we do. The best way to minimize the risks involved in founding a startup is to build it carefully from the ground-up. It's hard work, but we're one of the few outfits in the world who are willing and able to make it happen

Despite what some popular TV shows may have you think, the most commonly cited reasons for failure weren't a bad idea or a poor business model, but rather; 1) lack of a market, 2) lack of (or mismanaged) cash, and 3) a bad team.



Reasons cited for 101 startup failures.- CBinsights

TandemLaunch mitigates the risks involved in building a startup by directly addressing these common reasons for failure:

- We work closely with our EiRs and our industry partners to identify and validate *bone fide* market opportunities.
- We help the teams identify talented business and technical leads, as well as seasoned executives are crucial for closing deals like licensing agreements or Series A financing.
- Our sizeable investment ensures that the team has all the resources it needs to rapidly enter the market.

### How TandemLaunch Invests

TandemLaunch's investment is a two-stage process. The first stage is \$400,000 in seed investment and services for 25% common equity in your company. The second stage is another \$400,000 at your next round (when you graduate).

# ENTREPRENEUR-IN-RESIDENCE (EIR) PROGRAM



The objective of the EIR program is to bring promising technologies to the consumer market through the creation of new businesses. Our projects follow the normal trajectory of tech startups, but pass through each stage of growth slightly faster. We improve the quality of the ideation stage of a new company thanks to our technical expertise, due diligence by industry partners and targeted recruitment of founding staff. Once this is complete, we accelerate the incubation of the business with turnkey staff resources, intensive mentoring and effective operational support. Finally, we provide new business graduates funding for future growth and access to a broad investor base. The projects typically progress through the following phases:

## Qualification Phase (2 months, financial support from TandemLaunch)

The Qualification phase is a relatively short period of time where we determine if you'll be a good fit for the program (and vice versa!). This period is spent training you in startup building basics and placing you temporarily with one of our existing ventures to give you an insight into what building a company at TandemLaunch looks like. This is a great chance for you to confirm your desire to found a company. During the Qualification Phase, you receive a stipend of \$2,000/month for living expenses.

## Creation Phase (2 to 6 months, financial support from TandemLaunch)

The goal of the Creation Phase is to prepare viable investment opportunities, including validation of the technology and its market viability, formation of the initial core team, establishment of an initial business plan and definition of the early financial structure for investment. The Creation Phase ends with the presentation of the project to the investment team and, if accepted, with the signing of an incubation agreement for the next phase of development. During the Creation Phase you receive a stipend of \$2,000/month for living expenses.

## Incubation Phase (6 to 12 months, investment from TandemLaunch)

The incubation period is marked by the official investment of TandemLaunch. The goal of the Incubation Phase is to prepare the project for operation as an independent business. Generally, this requires the establishment of a complete team, formalizing products or technologies for the company to market, and generating operating capital in the form of income or additional investments from third parties (graduation criteria are defined at the beginning of the program). These activities are directed by a multidisciplinary team of leaders generally composed of the entrepreneurs who contributed to the progress of the project during the Creation Phase with other senior executives added to the team as appropriate. During the incubation phase, you receive an annual salary of \$50,000.

## Graduation Phase (1 to 3 months, third party investment in the company)

Graduation transforms an Incubation Phase project into an autonomous company. The Graduation process begins when the Incubation Phase success criteria are met. This triggers the creation of an incorporated entity with the cofounders, the participating universities and TandemLaunch as shareholders. Third party angel and/or venture investors (often from the TandemLaunch network) generally finance the growth of the company at this stage. Then the real fun begins!