

Unfold.

WEVE
WEVE ACCELERATION

FALL 2023

US GO TO MARKET PROGRAM BOOKLET

UNFOLD.VC WILL OFFER DEDICATED INVESTMENT TO TWO CHOSEN
EARLY-STAGE STARTUPS FROM CENTRAL & EASTERN EUROPE

Application deadline
September 23rd, 2023



US GO TO MARKET WITH WEVE

Weve and Unfold VC have joined forces to offer an acceleration program for early-stage startups in Central & Eastern Europe. This program helps startups expand and grow their businesses by providing them with an investment check from Unfold VC and a 10-week acceleration program with WEVE. The program includes a targeted curriculum for expanding into the US market, 1:1 mentorship, and introductions to top investors, corporates, service providers, and entrepreneurs in NYC.

PROGRAM CURRICULUM

WEEKS 1-3: SET UP

Program orientation, US set-up, and foundational learning sessions:

The NYC Tech Ecosystem, US Incorporation, Sales Cycle Optimization, US Fundraising, Immigration, Tax & Accounting, Pitch-Coaching, US Business Culture & Networking, etc.

EVENT: PROGRAM KICKOFF

WEEKS 4-7: BUILD

Adapting your story, go-to-market strategy, and assets to the US market and target customer:

Investor Prospecting, Outbound Sales, Account-Based Selling, Financial Planning, Pricing Strategies, Growing your Revenue, Content Marketing, PR, Social Selling, Customer Success, etc.

WEEKS 8-10: EXECUTE

Emphasis on warm introductions to potential clients, partners and investors:

RevOps, Channel Partnerships, Scaling Your US Team, Creating the Right Talent Magnet, Employment Law & Best Practices, Unit Economics, Executive Leadership, etc.

EVENT: DEMO DAY

US NETWORK ACCESS



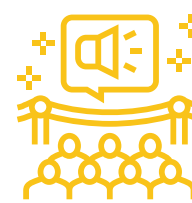
Lead Mentorship

Each participant will be matched with an experienced WEVE mentor selected for their expertise and achievements in a relevant industry.



Network Introductions

WEVE will open its network to set-up valuable introductions with investors, potential leads, consultant coaches and industry experts.



Networking Events

WEVE will run a series of events dedicated to US networking and community building among founders.

PROGRAM SCHEDULE

SAMPLE WEEK

Monday	Tuesday	Wednesday	Thursday	Friday
Panel discussion Inspirational discussions with innovators	Group Session	Legal Office Hour	Group Session	WEVE Office Hour
1:1 Meeting With Lead Mentor	1:1 Meeting With Potential Customer	1:1 Meeting With Investor	1:1 Meeting With Mentor on strategic topics	1:1 Meeting With Lead Mentor
Ecosystem Visit*	WEVE Office Hour		WEVE Office Hour	Internal Demo Day*
Cohort Social Activity*		WEVE Event*		Weekly Recap & Closure

*in-person

GROUP SESSIONS, PANELS & WORKSHOPS

Orientation
 Alumni Panel
 US Tax and Accounting
 US Networking 101
 Building Your US Pipeline
 US Incorporation, Markets, and Regulatory Issues
 Legal Office Hours
 Channel Partnerships
 Automating Your Sales Process
 MEDPICC Workshop
 Pricing Strategies
 Account Based Selling
 Virtual Selling

Customer Acquisition and Discovery
 Growth Marketing
 PR for Fundraising
 Legal Landscape of US Fundraising
 Fundraising Strategies
 Building a Powerful Deck
 Scaling your US Team
 Onboarding New Hires
 Negotiation Workshop
 Group Pitching
 Impact Communications
 Go-to-market Strategy
 Social Selling

WHO SHOULD APPLY?

ELIGIBILITY



Calling for Startups from

Poland, Czech Republic, Slovakia,
Romania, Bulgaria, Ukraine, Hungary

STAGE

Average Funding:
Bootstrapped - Seed
Series A

Average revenue:
\$100K - \$3M

Market traction:
Applicants must show an
MVP and initial traction.

TEAM

of employees:
at least 5 employees

Program engagement:
At least one of the founders
will be participating to the
program and will travel to
New York City for the in-
person weeks.

INDUSTRY

**Enterprise B2B technology
and IT solutions.**

B2B SaaS, Retail, Media,
Advertising, EdTech FinTech,
AR/VR, ML and AI, Enterprise
Solutions, HR Tech, Health
Tech, Food Tech, Travel
Tech, Fashion Tech, Property
Tech, InsurTech.

BENEFITS



Unlock Your Business Growth Potential

Are you looking to build and refine your global go-to-market strategy? Look no further than NYC's top industry experts. With their guidance, you can develop, adapt, and test your assets to take your business to the next level. Plus, you'll have the opportunity to connect with the people who can help you achieve your goals.



Save time, money, & nerves

Avoid common legal, social, and business pitfalls that international founders face by taking advantage of our expert guidance. We'll help you navigate the complexities and challenges of starting and growing a business, so you can focus on what really matters.



Become a local

Build a network of advisors and mentors in New York City and join a community of influential entrepreneurs, investors, and business leaders. We offer support to help you establish yourself locally and make the necessary connections to achieve success.

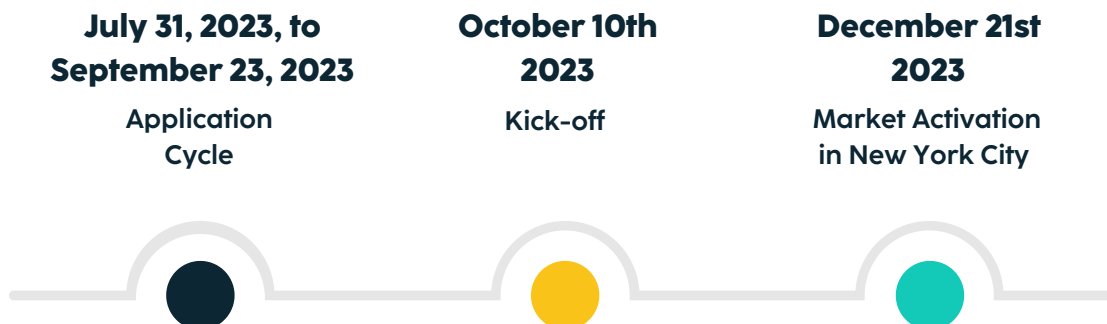


Mentorship & community

Join the vibrant WEVE community of mentors, corporates, and investors, active online and offline. Connect with like-minded founders from all over the world and build meaningful relationships.

WHEN, WHERE & HOW?

APPLICATION & PROGRAM TIMELINE



The application call for a program will open through September 23rd, 2023.
The program will kick off on October 10th, 2023.

HYBRID DELIVERY

Since the pandemic, WEVE has embraced a hybrid delivery model to capitalize on remote opportunities to deliver educational content, identify strategic network introductions and engage in cohort peer-to-peer community building. The in-person portion of the program is then dedicated to highly interactive sessions, networking, and in-person follow-ups. The program closure will allow startups to deliver their high-end US Go-to-Market pitch to an audience of American investors and leaders following weeks of preparation and personalized coaching.

Unfold.

Selected companies will receive

\$150,000 - \$220,000

dedicated investment from Unfold.VC

Conditions

Selected companies will utilize a portion of this investment to support program costs & participation. Unfold reserves the right to negotiate individual investment conditions and investment types (equity, convertible note). Each opportunity undergoes rigorous due diligence and risk assessment. If terms cannot be agreed upon, Unfold may choose not to invest. Unfold also holds the right to reject any investment for any reason. Information from potential investments is confidential and used only for evaluation purposes.

PROGRAM COST

Two flat-fee options: **US\$25,000** **OR** **US\$15,000** & 1-3% of warrants

ABOUT WEVE ACCELERATION

WEVE Acceleration was launched in 2017 to identify the most promising early and growth-stage international startups and support them with US market entry and expansion. Since then, we've accelerated over 200 international startups from 30+ nationalities and counting! As WEVE Acceleration continues to expand its business acceleration expertise and network capabilities, we have formed strong relationships with local economic development groups in the US and globally through a vast network of trade and innovation agencies. By bridging the gap with the global tech market, WEVE structures the ecosystem worldwide to accelerate companies. Through these partnerships, WEVE supports entrepreneurs by making international markets more accessible to them.

BY THE NUMBERS



200+ alumni



34+ nationalities



100+ hours of
dedicated support
(10 hours per week over 10 weeks)



300+ warm investors



600+ experts & mentors



150+ corporates

OUR U.S. LANDING PARTNERS

Compliance

Thoropass™

CRM

HubSpot
for Startups

Accounting

Trusteer
an IBM Company

Legal

BROWNRUDNICK

Innovation

GAN

DELIVERY TEAM

WEVE ACCELERATION



Frances Simovitz
CEO and Owner of
WEVE Acceleration.
Based in Brooklyn,
New York



Kanan Shah
Program Manager at
WEVE Acceleration.

Point of contact & selection lead.



John Lynn
COO at WEVE Acceleration and
co-founder of Cela



Leonore Morgenstern
Director of Strategic
Development



Ray Lanoria
Program Associate at
WEVE Acceleration

SAMPLE LEAD MENTORS



Fabien Legland
JP Morgan Chase & Co

Fabien has experience managing organizational and IT projects in the public sector and financial services industry. He has worked at Credit Agricole CIB and BNY Mellon, overseeing digital transformation, technology business management, and investment in growth. He is currently an Executive Director at JP Morgan Chase & Co and has also been a startup and lead mentor with WEVE for over two years.



Matt Puccini
Corporate Ecosystem
Innovation
IBM

Matt Puccini is an experienced innovator who has worked with large corporations, startups, and non-profits to create impactful products and services. He has held leadership positions at IBM, Oracle, Amazon, Google Cloud, and Microsoft Azure, and serves as a mentor with multiple accelerators and on the Board at MassChallenge RI Accelerator. Puccini is a pioneer in using Accelerator platform and lean methods to ignite innovation and collaboration between ecosystem partners and has founded or held executive positions at multiple venture-backed startups.



Yasmin Lalani
Partnership for
New York City

Yasmine is Co-Head of the FinTech Innovation Lab at the Partnership Fund for New York City. She supports fintech/insurtech startup founders to break into the New York enterprise financial services ecosystem. Yasmine co-founded a SaaS-based document storage startup that supported families without access to financial advisors or legal counsel. She holds a BA in Economics and Geography from George Washington University and an MBA from Cornell.



Matt Hooper
Kaplak Partners
IDONEA

Matt Hooper has over 10 years of experience as an entrepreneur, corporate innovator and pre-seed accelerator manager. He is currently the Managing Director of Idonea U.S. and has previously founded LFT Media, worked as the first Vice President of Open Innovation at Barclays, and served as the first Entrepreneur-in-Residence at WeWork Labs. He is also a specialist at Tsai Center for Innovative Thinking at Yale.

SPOTLIGHT MENTORS



Akin Akintola

Head of Global Network
Innovation for Nokia

Akin currently serves as the Head of Global Network Innovation for Nokia. This network is targeted at fostering innovation for Nokia through interdisciplinary, non-geographically dependent, multilevel collaboration between business, social, and science sectors to connect the world commercially. In this role, Akin increases Nokia's innovation capabilities by leveraging its wider network to generate initiatives that are jointly defined and managed with the aim of increasing Nokia's competitiveness, while also exploring upcoming geographies where the next generation of technological innovation is likely to spawn. Prior to this, Akin worked with Nokia in procurement in both Dubai and Budapest, and previously worked in sourcing and procurement for Motorola.



Susan Tanamli

CTO, EVP Global Technology,
Media Operations at A+E
Networks

Susan is the CTO and EVP of Global Technology and Media Operations for A+E Networks. She is a demonstrated business partner and strategy professional with focus in Media & Entertainment vertical with proven background in revenue generating lines of business. Susan has experience with deep operational, process and application development and support proficiencies. She is consistently leading successful, impactful programs, and is experienced managing a large team and multimillion dollar budgets. She has deep domain experience in Rights Management, Media and Content Life Cycle, Programming & Digital.



Steve Kornreich

Head of Sales, Real
Estate and Construction
@ Amazon Business

Steve is a passionate coach and a leader of people, he thrives on being able to set individuals and organizations up for success. Profound appreciation for process, data, and implementing structures as a means to achieve goals. Partnered and worked with some of the best, most exciting startups, traditional SMBs, co-working spaces, accelerators, incubators, and VCs in the country, successfully finding ways to help these folks achieve their goals.



Christian Guirnalda

Verizon 5G Labs

Christian is currently the director of Verizon 5G Labs and Innovation center. Through this work, he engages with the community about 5G across 5G Lab locations, building new experiences through Verizon's 5G incubator. He has experience supporting the best and brightest entrepreneurs, academics, and innovators. Prior to joining 5G Labs, Christian worked with Verizon both as an investor for Verizon Ventures and as leader of their Innovation and Incubation program. Christian also served as a Senior Consultant for IBM, and as a MAP Consultant for American Express



Ritesh Israni

GTM Strategy at Slack

After spending over a decade consulting at Accenture and Akamai Technologies, Ritesh Israni is now the Senior Manager of GTM Strategy at Slack. Ritesh believes that technology only solves a business problem when it makes life better and increases revenue.



Lior Klisman

Co-Founder at Sentant |
IT for Startups | Security |
Compliance

Lior co-founded his company, Sentant, in order to meet a massive gap in the market - companies need a trusted extension of their operations and security teams, especially with the growing talent gap. Together with his partner, they wanted to create a powerful and trusted partnership to support the ever-changing security and compliance needs that hyper-growth companies experience. Sentant has become the backbone and the secret of smooth operations for some of Silicon Valley's rising stars. Prior to founding Sentant, Lior worked as a private security advisor after his time with the Israeli Military Intelligence.



Matt Deis

Senior Director, Sales at
Electric

Matt Deis is currently a Sales Director at Electric Ai where he helped scale the team from 15 employees and <\$1 million in revenue, to over 200 employees and >\$10 million in revenue. Matt loves meeting new people, punk rock, and building sales orgs from scratch!



Nora Peterson

Operations Executive
and General Manager |
Adjunct @NYU

Entrepreneurial-minded operations leader, known for her resourcefulness, decisiveness and analytical decision making in building and transforming organizations. Nora focuses on identifying growth opportunities, developing strategic plans, and building collaborative teams. Nora has led transformation initiatives at DXC Technology (a \$16B IT/tech company) where she held several roles as the right hand to Executive Team member including heading operations, managing multi-million dollar P&L's, and executing strategic initiatives.

THE MENTOR NETWORK

Our mentor network is made up of 600+ serial entrepreneurs, industry experts, and corporate leaders who are all committed to your company's success. Mentors support startups in many ways, including learning sessions, 1:1 meetings, fireside chats, and opening their network up for introductions.

OUR 600+ MENTORS INCLUDE:

Product & UX Design

- Head of Product at Netflix
- Assistant Director of Product - Data & Insights at GettyImages
- Director of Product at Mastercard
- Head of Product at Bank Novo
- Sr Product Manager at Silicon Valley Bank
- Product Manager at Tesla
- VP of Innovation at Credit Agricole
- VP Strategic Innovation at BGRS

Accounting & Fundraising

- Director at Nielsen Ventures
- Founder & CEO at Nomad Financial
- Investor at Greycroft
- CFO at EarlyGrowth
- Partner at Andreessen Horowitz
- Investor at ZX Ventures
- Venture Partner at NextGen Ventures
- Head of SAP Foundry
- Managing Partner at Tao Ventures

Digital Information & Technology

- Global Strategy Lead at Google
- Director of Smart Cities at NYCEDC
- Head of Innovation at BNP Paribas
- Innovation Partner at IBM
- Digital Innovation Lead at AWS
- Startup Advocate at Microsoft
- Open Innovation Manager at Verizon
- Global Head of Insights and Development at Chanel

Partnerships & Sales

- VP of Corporate Development at Credit Suisse
- Head of Channel Partnerships at Monday.com
- Fintech Relationships Manager at Barclays
- Strategic Partnerships & Innovation at IBM
- Business Development Manager at AWS
- Head of Partnerships at Lowe's Innovation Labs
- Global Product Partnerships at Google
- Sr Manager of BD at Akamai Technologies
- Head of Global Innovation Network at Nokia
- Director of Sales at Thermo Fisher Scientific
- VP of Sales at Seismic
- Head of Sales at Salt
- Director of Sales at Humanics
- CEO of Skaled
- Director of Enterprise Sales at Electric.ai
- Sales Manager at IBM
- Head of Growth at SAP
- Sales Development at DocuSign
- Managing Director of Winning by Design

Marketing & Communications

- Marketing Manager at Johnson & Johnson
- VP Marketing at Locker
- Director of Global Digital Marketing at Ralph Lauren
- Director of Marketing at PayCargo
- Marketing Manager at TJX Companies
- Director of Digital Marketing at Cisco
- Director of Growth Marketing at Interseller
- CMO at Ex.Co
- Sr Manager of Consumer Insights at Chobani
- Director of Global Advertising at IBM

AND MANY MORE!

OUR 200+ ALUMNI INCLUDE:



MAXWHERE



ondato



geekapps



clausmatch



HOMELY

STRYME



humanitec



DASHMATE



hubstairs



LOCUS



SINGA



PARTIFY



SOCIALPUBLI



DATAVORA



saveATrain TRAVEL MORE FOR LESS



biz.u



WEVE

TESTIMONIALS

"WEVE's network helped us identify potential clients & partners. We raised a \$22M Series B six months after the WEVE program ended and launched operations in NY!"

Nishith Rastogi
CEO, Locus
(India)

"NUMA [WEVE] offers revenue-generating startups a clear path to success via US expansion, backed up by a wealth of practical solutions, contacts, and knowledge about US market entry that is well planned and executed throughout."

Al Gerrie,
Founder and CEO, Zigzag
(UK)

"We received the right amount of mentorship and an amazing network that cut our time to establish our US entity in half! "

Matthias Farwick
CEO, Txture
(Austria)

"The programme was thorough and provided a huge amount of insight and network connections to help with Circular's expansion into the US. In particular, the support does not stop at the end of the programme, there is continued ongoing support which is invaluable."

Veera Johnson
CEO, Circular
(England)

"The WEVE program was amazing for us. We had the chance to be with other companies aiming to expand into the US and got amazing inside information for the growth of our company. The mentors were top level and we still have a strong bond with the WEVE team"

Melina Cruz
CEO, Homely
(Mexico)

"The WEVE program and its mentors are amazing at helping startups prepare for work in the US market. During our time at WEVE, we had the opportunity to learn from key market leaders in many different fields, broaden our US network, and solidify our go-to-market strategy. We highly recommend startups going into the US market to participate in the WEVE program!"

Ella Stahl
VP Sales, Gamittee
(Israel)

"WEVE takes the companies on an individual path. It's not an off-the-shelf, one-size-fits-all program. It's tailored to each and every company. It was really cool to be in a program where I felt my path was tailored to my needs."

Morten Poulsen
CEO, Plytix
(Denmark)

"If you are ready to walk the talk, then WEVE is the right partner for you to thrive in the US. The best asset that WEVE has, on top of its immense network, is the humans behind it. Let them help you win!"

Brenda Mana Pastrian
CEO, Atexto
(Argentina)

"We, at Baningo, have benefited greatly from the WEVE program. The weekly 1:1 meeting with EIR and the WEVE team were crucial for us—we not only received valuable input on the next steps for entering the market, but were also given the right amount of pressure to implement the ideas in a timely manner. WEVE's professional network also stands out compared to every other program we previously participated in. I recommend the WEVE program to every startup and scaleup that wants to expand to USA."

"Startups looking for an expedited, but thorough introduction on how to scale their businesses should certainly apply."

Susan White
Head of Americas, kompany
(Austria)

Maximilian Nedjelic
FOUNDER, Baningo
(Austria)



APPLY



Application link: <https://form.jotform.com/232125779573363>



www.linkedin.com/company/weve-acceleration



kanan@weveacceleration.com

