

# startupbootcamp



## Why Startupbootcamp?



### Feeding the under forest for later stage investors.



*"It's important for us at Northzone Ventures to have a lively under forest of startups growing up. Startupbootcamp could develop into an important pipeline of projects in the Nordics which is why I've agreed to become a mentor for the program."*

—Arve J. Andersen, Partner, Northzone Ventures

*"Glad to see such an initiative. Europe needs a lot of this and more."*

—Chirdeep Singh Chhabra, UK based serial entrepreneur & Startupbootcamp mentor

# What is it?



**Transforming your idea into a live company.**

Startup incubator



Mentorship



Start cash



Investor day



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# Proven model



**Our inspiration.**



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# What are we looking for?



We only care about two things.



75%



25%

# The deal



We see ourselves as co-founders.

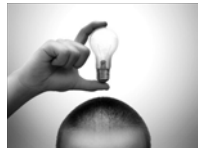
You have ...

Team



+

Idea



=

We give you ...

- ✓ DKK 25K per team member
  - ✓ Free 3 months program
  - ✓ Free mentoring
  - ✓ Investor Day
- 
- We ask for 5% to 10% equity

# Top notch mentors on board



Some of those who have said yes; and the list is growing...

## Thomas Madsen-Mygdal



**Web entrepreneur**  
Serial entrepreneur, founder of SocialSquare, 23Video and many other web based businesses. Co-founder of renowned Reboot conference.

## Martin Thorborg



**Serial Entrepreneur**  
Founder of Jubii, Amino and SpamFighter. SEO and personal branding guru.

## Rasmus Christensen



**Cleantech entrepreneur**  
Co-founder and CEO of Natur-Energi, a green electricity distributor rocking the conservative incumbents in Denmark.

## Hazel More



**Investment guru**  
Co-founder of FirstCapital, a London-based boutique investment bank that specialises in fund raising and mergers and acquisitions advice for growth technology companies.

## Eric Lagier



**Web entrepreneur**  
Founder of TigerTag, a recently launched web-based lost & found service. Formerly responsible for Mobile Business Development at Skype.

## Natasha Friis Saxberg



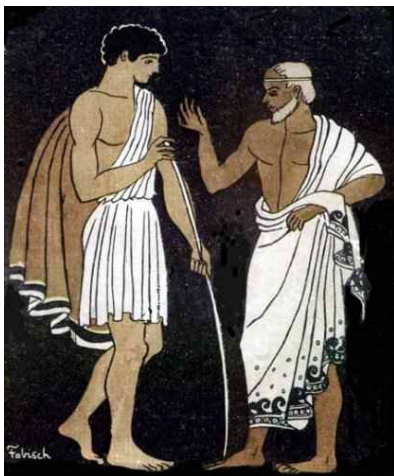
**IT & Web entrepreneur**  
Serial entrepreneur, co-founder of Konfekt, founder of Mentory, Partner at Webcom, co-author of the Danish book on Twitter.

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# The ideal mentors



We prefer a Socratic approach to mentorship.



- ⇒ Ask the right questions
- ⇒ Guide teams to their own decisions, not dictate
- ⇒ Open access to other relevant mentors & experts in your network
- ⇒ Not a paid gig

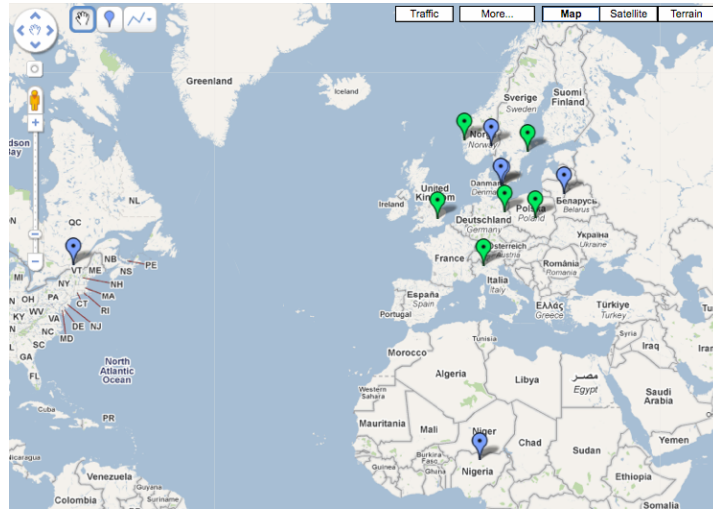


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# Startupbootcamp footprint



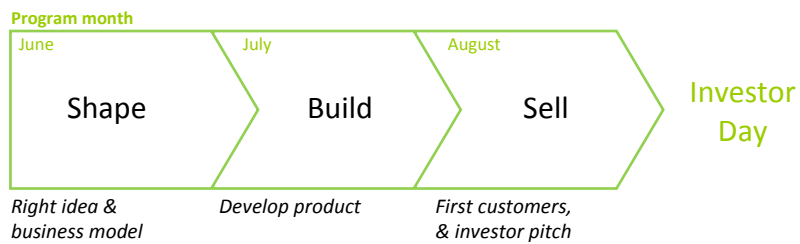
A Northern European initiative with a global footprint.



# Startupbootcamp program



Three main phases leading to a big finale.



# About us



**Rainmaking is a 'startup factory' based in Copenhagen.**

We are *serial entrepreneurs ... with proven track record ... and superior network ... who have also tried to fail!*



⇒ DKK 150M turnover  
⇒ 2 exits in 3 years

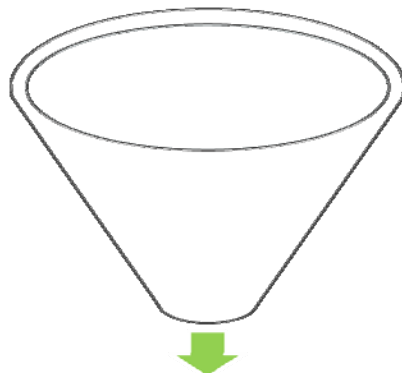


# The process



**Startupbootcamp 1.0 launches in August 2010.**

Applicants



10 selected teams

Applications open now  
– Close June 2010

Startupbootcamp  
– Mid-Aug. to mid-Nov. 2010



## Traction



Growing visibility both offline and online.



Monthly



April 9th:  
Copenhagen,  
Oslo, Lund,  
Stockholm,  
Vilnius



June to August



## Contact



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