



BLUE LAKE ACCELERATOR PROGRAMME

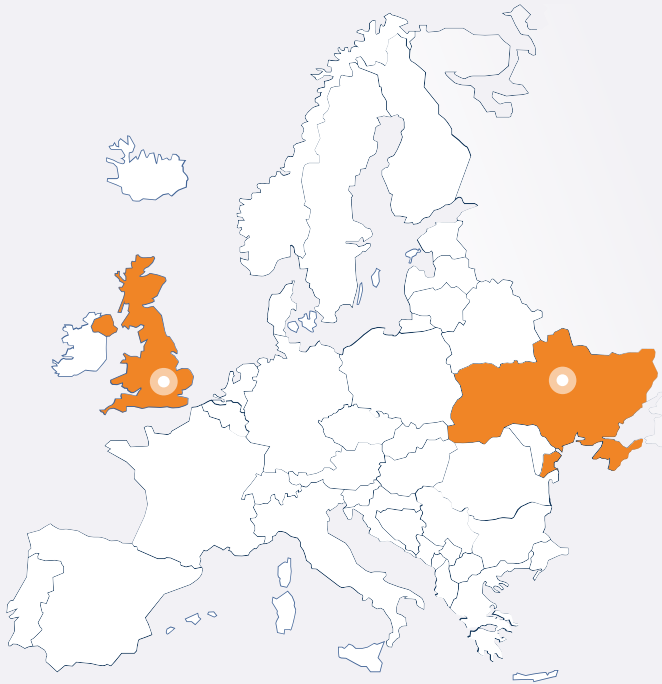


January 2021

London

Blue Lake is a London-based startup investment firm and accelerator. **Our mission is to scout, invest and help to unlock value in high potential, early-stage startups from developing countries linking them with the UK market.**

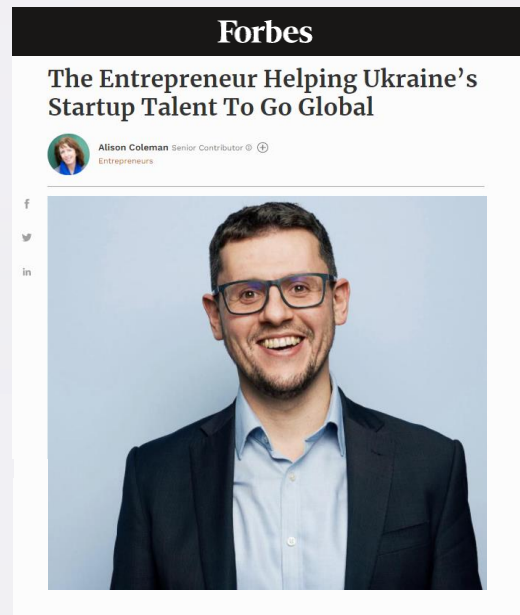
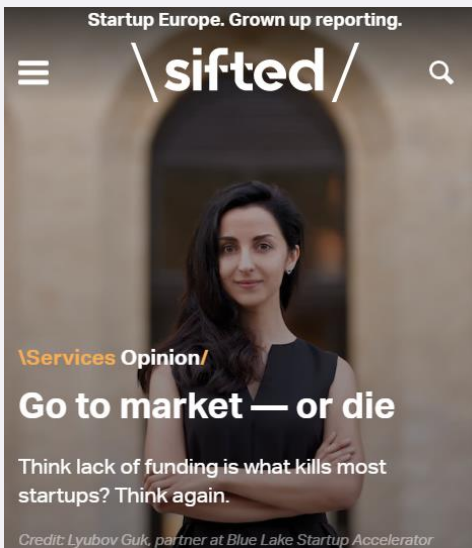
Blue Lake team has a 15-year experience in the UK and is focused on supporting portfolio startups with entry into this highly lucrative and competitive market.



www.bluelakeaccelerator.com
info@bluelakeaccelerator.com
London



Blue Lake's acceleration programme is focused on the startup's unique challenges and offers individually tailored support. Programme's central theme is 'go-to-market' and all parts of our Acceleration are tailored towards the goal of helping founders to find their market and clients.



We consider startups from all market segments on a condition they can answer 'yes' to all of the following questions:

- Are you internationally oriented?
- Is there an opportunity for explosive growth?
- Do you have an MVP?
- Are founders full time committed to their startup?
- Do you have an exceptional team?
- Do you have initial traction?

We are great believers that diversity amongst founders while not always possible is always beneficial. We pay special attention to women-led startups and teams that benefit from diverse experiences, backgrounds and genders.

www.bluelakeaccelerator.com
info@bluelakeaccelerator.com
London

Disclaimer: Blue Lake Accelerator's programme is the intellectual property of Blue Lake Solution Ltd. While we can share the key elements of the programme and the overall approach due to the confidentiality concerns the actual programme details can only be shared in a limited fashion. We are happy to provide further information upon request.

Exclusively for the Ukrainian Startup Fund, Blue Lake has developed a three-month acceleration program. The program is individual for each startup leaning towards practice rather than a theory with mentors and modules in place helping founders to achieve real results. At the very start founders and Blue Lake team identify areas where support and development will be most effective and structure an individual acceleration program accordingly.



3 months
program



Focus on
practice



Effective
support

Core modules include:



VALIDATION OF BUSINESS MODELS



GO-TO-MARKET STRATEGY



B2B/ENTERPRISE SALES



BUILDING A BUSINESS PLAN, FINANCIAL MODELING



INVESTMENTS, VALUATIONS, FUNDRAISING



SALES/MARKETING/PR WITH THE FOCUS ON THE UK
MARKET



LEGAL AND ACCOUNTING (UK)

www.bluelakeaccelerator.com

info@bluelakeaccelerator.com

London

- An individual industry expert mentor
- Access to potential clients / investors during the programme
- Opportunity to participate in the final Demo Day in front of investors from the UK
- Access to an office in central London during and after the programme
- Access to closed events with mentors, investors and experts from the Blue Lake community (London, Kyiv)
- Assistance in registering a company in the UK (including SEIS / EIS)
- Blue Lake community, including investors, experts and representatives of companies from the UK
- Opportunity to receive funding at the end of the programme
- Support following the completion of the programme

- 125 attendees;
- 60% - early-stage investors and executives at large corporates in the UK;
- 30% - were startups from Ukraine and the UK, meeting potential investors and clients during the event;
- Blue Lake Accelerator attracted featured in February's Forbes 2020, the full article is available [here](#)



Blue Lake Accelerator is supported by exceptional mentors and partners. Our success hinges on being a platform that encourages communication between Blue Lake Accelerator team, startups, mentors, investors, corporate partners and other key players fostering the culture of creativity and innovation.



CORPORATES

We continuously develop and foster strong relationships with the UK and international corporates. Examples available upon request.



ACADEMIC & NGO

Blue Lake Accelerator has built strong connections with leading international education institutions and non-government organisations including British Council, London Metropolitan University, Manchester University, the University of Virginia amongst others. This allows us to stay at the forefront of developing technologies.



MENTORS

Blue Lake Accelerator brings together high-profile mentors from around the globe and across different industries.

Most of our mentors come from their respective industry's leading organisations, a more complete list can be found on the Blue Lake Accelerator website.



VC'S & FOLLOW-ON INVESTORS

Over the past year, Blue Lake Accelerator has attracted much interest from Venture Capital firms, family offices and other investors with an interest in Ukraine in general and our approach in particular. Blue Lake has 35+ partnerships in place with international investment firms looking to invest in early-stage startups.

Our approach is individual with each startup receiving the exact support that it needs. This means that we are able to incorporate current and future COVID impacts into the approach we adopt when working with our portfolio startups. While not being complacent, we feel confident that Blue Lake Accelerator programme is sufficiently robust to deal with most eventualities.

ANY QUESTIONS?

We do regular Open Office Hours for startups. Feel free to [book a slot](#) to ask questions about us and our programme.

www.bluelakeaccelerator.com
info@bluelakeaccelerator.com
London

