



**Baltic Sandbox
for Ukrainian Startup Fund**

**Women in Tech
ENTERING THE EU MARKETS**

About Baltic Sandbox



Vilnius-based Accelerator for seed-stage startups

- Various types of acceleration programs – from 8 weeks to 18 months
- Early involvement of investors, network of mentors and experts
- Network of government, corporate, media and event partners
- Focused on Seed-stage scalable Eastern European startups
- Startups are ready for smart funding after graduation (Early Seed to series A)
- BootCamps, Hackathons, Corporate Innovation events are ran several times a year in various EU and non-EU countries
- Accelerator provides acceleration and education for all the ecosystem players, including educational programs for mentors, angel investors, and governmental innovation agencies employees

Our story



Since Fall 2018 Baltic Sandbox run 5 acceleration programs, including industry- and demographic-specific batches such as Women in Tech, HR/EDtech and Silverttech/Agotech.

Baltic Sandbox is industry and geographically agnostic.

Startups graduated the acceleration programs belong to various verticals: Social Impact, InsureTech, Fintech, B2B SaaS, LegalTech, Marketplaces, MedTech, Green Energy, PetTech, DeepTech, FoodTech, KidTech, BioTech, AgTech, HealthTech, HRtech, EdTech, Wellbeing, SaaS, Retirement 2.0.

The geography of startups covers Baltics, Finland, Ukraine, Italy, Spain, Germany, UK, Ireland, France, Poland, Australia, Iran, Croatia, Lebanon.

Our story in brief



Baltic Sandbox 2018 – 2020 alumni and portfolio companies are mentioned / covered in different media across the globe, including Forbes, Tech.eu, Grit Daily, Women in Tech Podcast, Emerging Europe, Negocios, The Fintech Times, Business Insider Espana.

In 2020 – 2021, Baltic Sandbox team launched several new products for startups and investors, including online acceleration programs, Startup Fridays, Startup community, and Business Angel School.

Entering the EU markets



Women in Tech Acceleration program, Spring'22

The program is designed to bring the solutions of the Ukrainian female founded/co-founded startups to the European market: 10 startups to be selected to learn how to deliver a working product (service) to the EU market, to start sales in the EU, to collaborate or partner with Corporate Partners.

The Women in Tech Acceleration Program provides startup founders mentors and experts, network of public and corporate market players, technical and business expertise, investment network.

The program is built to operate in a hybrid model: online core program with several offline workshops, pitches and Demo Day.

Advisors and mentors



Apart from core team, 60+ mentors will join the program:

- Mentors from leading universities in Baltics, Nordics, and Southern Europe
- Mentors from unicorn startups
- Mentors from corporate innovation departments
- Mentors from VCs and angel associations
- Mentors from leading business schools
- Mentors from governmental organizations and NGOs
- Mentors from Ukrainian startup and business community

Program in a nutshell



Timeline of the program

December – February: Scouting, applications, pre-selection and confirmation.

Beginning of March: Selection Pitch Competition. A jury of 17 industry leaders and investors from the EU will confirm 10 startups to participate in the program.

March 2022 – June 2022 Women in Tech Acceleration Program. 3 months-long acceleration program that will provide startups with all the required tools to enter the EU-markets: expertise, network, potential customers, and investors.

First week of June 2022. Demo Day. Startups will pitch offline to the investors, experts, potential customers, and business partners.

Selection of the startups

Selection criteria

- Primarily scouting country: Ukraine
- Female founded/co-founded startups
- At least 2 English-speaking open-minded founders with industry expertise
- Solid MVP, first sales on the local market
- Startup shall solve one of the real-world problem
- Ready for pilots/sales in the EU by the end of 2022

Acceleration



Goals

- To help startups to launch from pilots with European partners
- To deliver to startups knowledge and expertise on: business models, tech and development, marketing and PR, sales and customer development, financial planning and investors' relations
- To help startups to establish their corporate, investment, media, and partners' network
- To pre-select the best startups for the investments by the European VCs

Types of activities

- Online/offline workshop – preliminary scheduled online/offline video webinar for the group of startups (60 – 90 mins), 2 – 4 workshops per week
- 1-on-1 meeting with mentor/expert – personally scheduled online video meeting between startup team and mentor/expert (30 – 60 mins), up to 5 meetings per week
- 1-on-1 meeting with potential partner/user/customer – personally scheduled and organized by the Accelerator online video meeting between startup team and potential partner/user (30 – 60 mins)
- Evaluation Friday – every second Friday of the acceleration program when each startup is having an evaluation session with one of the co-hosts of the acceleration program, the progress is evaluated based on the individual check-list
- Pitch-training – learning how to build a solid pitch and present it to the investors and customers (up to 6 trainings per program), both online and offline

Acceleration

Program (12 weeks)

- Kick-off, matchmaking and Get Together meetings, goals settings, planning, pitch training (1 week)
- Product market fit and value proposition (1 week)
- Business model and financial planning (2 weeks)
- Product and Tech with tech industry experts (1 week)
- PR and Marketing (1 week)
- Customer Development, Sales (1 week)
- Personalized mentorship week (1 week)
- APIs, partnerships and Integrations (1 week)
- Investors Relations and Fundraising (2 weeks)
- Demo week (1 week)

Acceleration



Collaboration with Corporate Partners / pilots

- Collaboration starts from September 2022 to give startups enough time to develop and launch an MVP or working product with the company for the EU market
- Each collaboration between a startup and a Corporate Partner is managed by one of the co-heads of the Program
- Startups report to one of the co-heads of the Program every second week on the progress of collaboration

Acceleration extras



Side events

In addition to the acceleration program, we will organize several offline/online side-events with our tech and ecosystem partners:

- Pitching-events with business angels
- ShowCase event for Corporate Partners
- Partners' pitch competitions

Additional services and perks for startups

- Legal consulting (3 hours per startup, on demand)
- Accounting consulting (2 hours per startup, on demand)
- Startup offers from software & cloud services partners: Amazon, Microsoft, Google, Digital Ocean, etc.
- Perks from corporate partners: FreshWorks, Whereby, etc.

Links



Baltic Sandbox Accelerator

<https://balticsandbox.eu>

<https://twitter.com/BalticSandbox> | <https://twitter.com/BSBUkraine>

<https://www.facebook.com/baltic.sandbox> | <https://www.facebook.com/balticsandboxukraine>

<https://www.linkedin.com/company/baltic-sandbox-fund>

<https://www.linkedin.com/company/baltic-sandbox-ukraine>

Core team: <https://balticsandbox.eu/startup-accelerator-about-balticsandbox.html>

Mentors: <https://balticsandbox.eu/balticsandbox-accelerator-experts.html>

About the program: <https://balticsandbox.eu/women-in-tech-ukraine.html>



Thank you!

**For more details contact:
info@balticsandbox.com**

**Apply for the program:
<https://bit.ly/3lukQ4n>**