

PROGRAM BASES

**the
GANESHA
lab**

The Ganesha Lab Program 2022
(Online Format)

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INTRODUCTION

The Ganesha Lab is designed as a Life Cycle approach in the scale up and internationalization of biotech startups. The starting point is our Academy – a 6 months Scale up program which provides the tools and knowledge critical for your future international success. Participants are immersed into an intense curriculum which combines training, best practice exchange, engaged individual coaching, networking and meetings with market stakeholders – all focused to position your startup for a successful entry to a first international market.

The Agenda provides a combination of workshops, individual meetings with experts & mentors as well as sufficient time to apply and practice your learning to propel your startup.

After the completion of the Academy, The Ganesha Lab continues to support its portfolio companies for a minimum of three years.

This document outlines the biotech target areas, requirements, application process, selection criteria and the acknowledgment of acceptance applied to all companies applying to The Ganesha Lab.

For companies accepted into The Ganesha Lab Program, we are outlining below the timeline as well as the conditions, rules & regulations.

Let's transform science into good business!

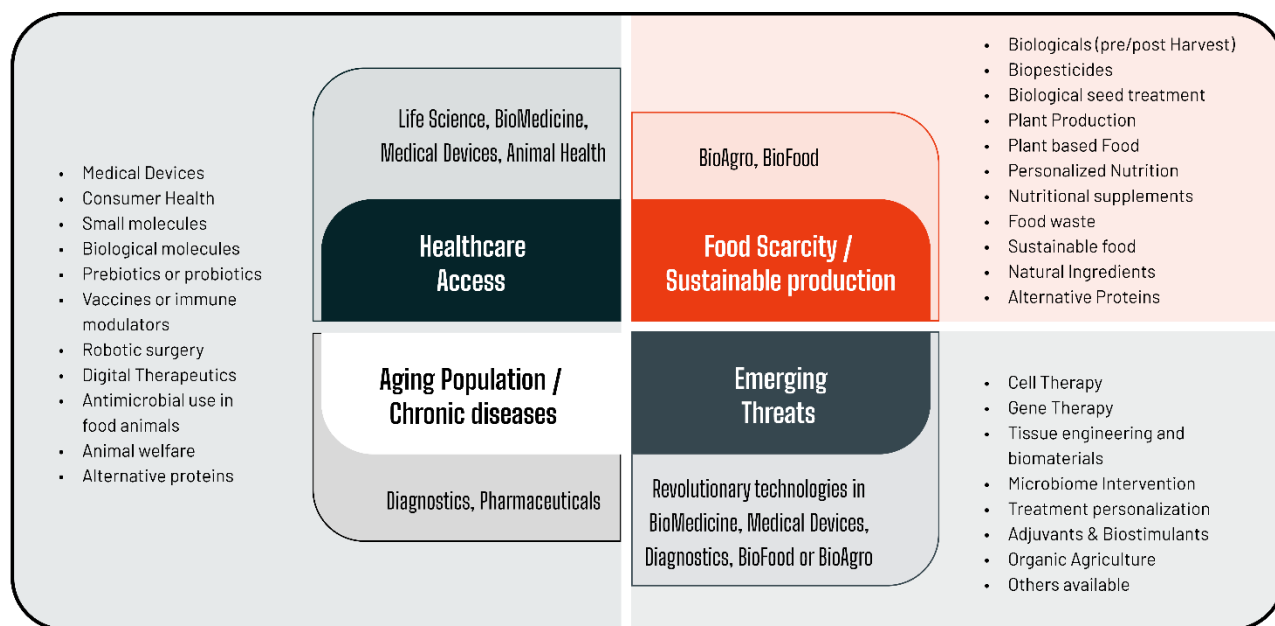
OVERALL TIMELINE

The Ganesha Lab timeline must be thoroughly considered as the participation in all online activities of the Program are conditional to your application acceptance.

APRIL	OPEN CALL
MAY	PRE-SELECTION
	Announcement: Pre-selected startups
	INTERVIEWS + SELECTION PITCH
	Announcement: Selected startups
JUNE	SIGN AGREEMENTS + 360° DUE DILIGENCE
JULY – AUG – SEPT – OCT	SCALE UP PROGRAM Workshops and Trainings (2 to 3 per week) Individual coaching, mentoring and advising
	Announcement: Pre-selected startups
	SOFT-LANDING US PROGRAM In virtual format during the last 2 weeks
	FINAL PITCH 2022
2023 (TBC)	INTERNATIONAL MARKET VALIDATION (IMV)

TARGET AREAS

We are looking for technologies or solutions that have a great potential of impact, a global vision and address the following mega-trends:



APPLICATION REQUIREMENTS

The Ganesha Lab has established an online application linked to clear requirements. You will find the application form on the **F6S platform** ([here](#)).

1) Startup's requirements:

- Early-stage scientific based startups* from Latin America in the target areas previously specified (see details of target areas on page 5) with products, processes and / or services related.
- Companies officially incorporated or in process of incorporation.
- Startups with international focus, international scale up, high growth potential, global mindset and exit potential.

*Early-stage startups are defined by The Ganesha Lab: Minimum Viable Product (MVP), Internal Technology Validation, Documented Experiments, Preliminary State of the Art, First draft of business Model.

2) Team requirements:

- At least one professional per startup with 100% dedication to the project during the program. It is a must that this professional has a stable internet connection during the online program.
- The professional must have Intermediate-advanced English level. Will be defined by the startup and assigned as official representative to attend all workshops/training/coaching. In case the assigned representative cannot be present, a substitute must guarantee and ensure continuity of the learning process.
- Participation in all online activities of The Ganesha Lab Program are mandatory - Due Diligence, Workshops, Individual Sessions, Pitch Events, OpenOffice. Trainings and Workshops will take place two to three times per week, plus two to three Individual Sessions per week.
- Readiness to participate in the 1 to 2 months of International Market Validation program in USA (only for the best two startups of the generation).

SELECTION CRITERIA

The Ganesha Lab has established a transparent and open selection process linked to clear selection criteria:

1) Startups

- Completed Application Form and English Video shared.
- Early-stage scientific based startups* from Latin America in the target areas previously specified (see details of target areas on page 5) with products, processes and / or services related.
- Companies officially incorporated or in process of incorporation.
- Startups with international focus, international scale up, high growth potential, global mindset and exit potential.
- Startups without limitations of previous contracts/agreements (Universities, incubation, foundation, others...).
- Meet selection criteria from our international judges in the Selection Pitch. Will be evaluated: (1) Problem and Opportunity identified (2) Scientific-technological Solution (3) Technology development: Research results, development status and validation, technical feasibility (4) Unique Value Proposition (5) Competitive Advantage (6) Market Access (7) Market size (8) Scalability (9) Exit/Time to Market (10) Team and Key partners.

2) Team

- At least one professional per startup with 100% dedication to the project during the program.
- Mandatory Intermediate-advanced English for the member of the team who will participate in all online program activities.
- Personal interview with the startup Founder(s).

ACCEPTANCE

Acknowledgement of acceptance

Participants entering in the application process and accepted in The Ganesha Lab Program 2022 declare that they shall:

- **Accept the Conditions** for the selected and admitted startups established by The Ganesha Lab (see details on page 9).
- **Follow the Rules & Regulations** established by means of this document (see details on page 9).
- **Contract and agreements** between The Ganesha Lab and startup **must be signed prior the Due Diligence Process**. Startups not complying with this requirement will be automatically excluded from the program.
- **Deliver all the information required by The Ganesha Lab** complying with the deadlines and forms required by the organization.
- **Follow the Due Diligence Process** complying with the deadlines and meetings scheduled. Startups not providing the requested documentation or missing to participate in scheduled meetings will be excluded. While findings of the due diligence process might lead to the exclusion from the program, the main goal is to identify gaps which are critical to close for the purpose of internationalization.
- **Provide photo of the startup's CEO** (high quality) and **Logo of the startup** (format AI) before The Ganesha Lab Immersion Activity.

CONDITIONS, RULES & REGULATIONS

- a) **Timings:** All the dates and timings established by **The Ganesha Lab** for the development of the entire program must be complied.
- b) **Platforms:** **The Ganesha Lab** is providing direct access to customized online platforms (The Ganesha Lab Talk and others). Registering to those platforms will be mandatory and provide you access to proprietary and relevant information and network.
- c) **Tracking:** All requested information by The Ganesha Lab Team must be provided in due time.
- d) **Mandatory Participation:** Participation of one member per startup in all online activities of The Ganesha Lab Program 2022 (Workshops, Individual Sessions, Evaluations, OpenOffice and Events) will be mandatory.
- e) **The Ganesha Lab Program activities and rules:**
 - 1. Participating in Meetings/Individual Sessions without the requested assignments, will be the sole responsibility of the startup without the possibility of rescheduling.
 - 2. Re-scheduling of Meetings/Individual Sessions, the Program Manager must be notified at least 24 hours in advance.
 - 3. Startups that do not show up for Meetings/Individual Sessions without prior 24 hr notification will not be able to re-schedule.
 - 4. Startups requesting an extra Meeting/Individual Session with a Mentor must coordinate with the Program Manager to schedule according to availability. The request should define the main goals/expectations in the Individual Session Request Form (document to be shared).

5. In case of exceptional absence from a workshop, we expect you to notify the Program Manager at least with 24 hours and assign one of your Team members to join the session. The Program Manager will then give access to the recording of the Workshop, which will be mandatory to review.
 6. All Evaluations activities are mandatory. These dates will be announced at the beginning of the program. Given we have international judges confirmed for each of these instances, it is important to understand that these dates are firm and non-movable.
 7. Soft-landing US Module activities will be mandatory for those startups selected after the Mid-Term Pitch.
- f) **Virtual Soft-landing US Program:** Startups participating in the scaleup program, will be evaluated by our international experts on their progress, level of readiness for this US program which represents the preparation for internationalization.
- g) **International Market Validation (IMV):** Only accessible to the two best prepared startups with highest level of readiness to access international markets. The startups selected for the IMV in the USA will be defined by our International Judges, our Experts and The Ganesha Lab Committee. What makes your startup eligible for the IMV? The Pitch evaluations as well as all the activities during the program which are being evaluated permanently. The Startup commitment is highly rewarded, including progress, participation, homework, compliances, others.
- h) **Value Creation: The Ganesha Lab** delivers value throughout the course of the program including but not limited to:
1. Solid multi-dimensional 360° Due Diligence.
 2. A total of 20+ Workshops.

3. Free use of methodologies and tools specifically developed or adapted by **The Ganesha Lab** for the use in scientific based startups.
4. 10 + hrs. of individual coaching, mentoring and advising per participating startup with **The Ganesha Lab** mentors and experts.
5. Access to the extensive network of **The Ganesha Lab** and its international partners such as **Life Science Nation** and **UC DAVIS Venture Catalyst**, including subject matter experts, potential clients, and investors.
6. Access to the international Virtual Soft-landing US Program.
7. The selected startups for the IMV will be rewarded with:
 - i. 2 months fully paid market validation program in the US for the 1st Place.
 - ii. 4 weeks fully paid market validation program in the US for the 2nd Place.

The Ganesha Lab not only generates value through the Scale up Program, but also and specifically thought the continuous support to the startup Life Cycle. Review The Ganesha Lab Startups Portfolio section (see on page 16).

- i) **Compensation model guidance:** For the delivery of the program, services, and products, **The Ganesha Lab** will apply the following compensation model to each admitted and participating company: 5% Equity based on an Option Call Agreement at a maximum valuation of US\$ 4 million (pre-money).
- j) **The Ganesha Lab Program termination conditions:**
 - If the startup wants to leave before the signature of the contracts (once accepted into the program after the Selection Pitch), there is no compensation.

- If startup decides to leave after the signature of the contracts, the startup will be responsible to compensate The Ganesha Lab. All these conditions are described in the Scale-Up and Option Call Agreement that will be sent once the startup has been selected.
- k) **Fees & Expenses:** The selected startups will not incur any fees or expenses for the participation in The Ganesha Lab Scale Up & Soft-landing Program 2022.
- l) **Funding: The Ganesha Lab** is not providing direct funding to any of the participating Startups during the duration of the program. However, **The Ganesha Lab** has created an equity fund through which it will provide growth funding to its portfolio companies. The funding will be provided selectively and based on defined performance criteria against equity. Investment decisions will be made by a neutral investment committee after the conclusion of the program.
In addition, together with partners and engaged network, **The Ganesha Lab** will support and advise the participants in their next funding round.
- m) **Confidentiality:** All materials publicly presented by participants to third parties during the application process and The Ganesha Lab Program, including business plans, IP, must be of non-confidential nature. For those instances such as Due Diligence process, confidential information will be secured under an NDA signed between the disclosing parties. The Organizer will not be held responsible for the confidentiality of the material presented to third parties.
- n) **Back-up Data:** As part of our customized support enabling us to provide additional benefits to our startups, **The Ganesha Lab** will be

recording all the activities during the Selection Process and the Program (Personal Interview, Selection Pitch, Due Diligence, Workshops, Individual sessions, and Pitch Evaluations). Startups will have access to all backup data except for the Selection Process and Due Diligence Process, as per internal The Ganesha Lab Protocol.

o) **Right of Publications:** **The Ganesha Lab** reserves the right and participants authorize to publish for communication and/or publicity purposes:

- Use the image (including voice and name) and the participants projects for promotional and advertising purposes through any method or medium that **The Ganesha Lab** deems appropriate (including, by way of illustration and not limitation, brochures, newspapers, magazines, books, and Internet), all without geographical or time limitation.
- Capture participants' image, voice and/or statements during the Participants Presentation event and during the Soft-landing as well as the IMV program, as well as any prior or subsequent act which is, directly or indirectly related thereto.
- Reproduce and/or edit the above, in whole or in part, on audiovisual, video-graphic, photographic, or soft copy, among other formats.

In case of repeated non-compliance with the Conditions, Rules & regulations **The Ganesha Lab** reserves the right to exclude the startup from the program under the Termination Conditions agreed upon in the Scale-up Contract.

VIRTUAL SOFT-LANDING US PROGRAM

The virtual Soft-landing Program US is designed to provide startups a solid understanding of the US market and how to navigate confidently in this international business environment. During the Mid-term Pitch, the judging committee will evaluate the startup readiness for this scale up step and the admission into this program, provided by The Ganesha Lab international partners.

The Soft-landing Program US is a two-week intense immersion course delivered through 8 to 10 high-profile workshops, including important processes and tools for a productive US business endeavor; resources to expand in the US market, overview of markets and ecosystem to support commercialization in US; topics such as communication, product planning, sales & brand management, consumer behavior in US; strategies and network to speed up processes in US; US capital raising strategies identifying the right course of capital and learning; legal requirements to open a company in US; tools to locate and recruit an advisory board in US; pitch training and resources; and all you need to know about labor laws, culture, visas and immigration. These workshops are delivered by US based mentors and professionals to bring the startups closer to the market.

All expenses for this international soft-landing program will be covered by **The Ganesha Lab**.

INTERNATIONAL MARKET VALIDATION (IMV) PROGRAM IN USA

The International Market Validation Program is the bases for the internationalization of the startup. Every year **The Ganesha Lab** sponsors the two startups with the greatest international potential of the generation to validate their technology and business model directly in their target market. The Agenda of the IMV for each selected startup is individually developed based on the identified needs and supported by our international partners. The IMV program sponsoring includes:

1. Roundtrip from your origin country to Boston, MA, Davis, CA (USA) or other selected destination up to a value of US\$ 1.500.
2. Housing in destination/location during the customized IMV:
 - For the Best Startup up to a value of US\$ 5.000 covering two months stay.
 - For the Second- Best Startup up to a value of US\$ 2.500 covering one month stay.
3. Monthly expenses up to a value of US\$ 500.

Travel dates will be coordinated and defined jointly by The Ganesha Lab and the startup, based on the definition of its goals and objectives.

BENEFITS FOR THE GANESHA LAB PORTFOLIO STARTUPS

The Ganesha Lab provides to its portfolio startups a sense of community and biotech business understanding translated in the following:

- **The Ganesha Lab** Community and PERKS.
- International Bio Business Education via **The Ganesha Lab** Academy.
- Acceleration via **The Ganesha Lab** Scale Up process.
- Access to the extensive global network of **The Ganesha Lab** and its international partners, including subject matter experts, potential clients, and investors.
- Advisory board creation support after the program.
- **The Ganesha Lab** support and advise for investment strategy, Pitch preparation and investor marketing.
- Access to International Investors Conference.
- **The Ganesha Lab** and its international partners will support those startups that are looking to expand and launch their business in US through customized Soft-landing.
- **The Ganesha Lab** continuous support after the completion of the Academy for the following 3 consecutive years.
- **The Ganesha Lab** Workspace office during the IMV in US.

