



**STARTUP
MANUFACTORY**

**VENTURE DEVELOPMENT
SERVICES**

Our Value Propositions



Startup Manufactory are a startup business consultancy that specialize in building startups, advising corporates and educational institutions on entrepreneurship.

Startups

We are a one-stop shop individuals can outsource venture development services to

SMEs

We grow SMEs providing business consulting, fund raising, and route-to-market strategy

Corporates

We advise corporates on realising intrapreneurial projects and incubators

Educational Institutions

We develop educational packages for universities and business schools

Business Model

Startups

- Management Charge
- Equity Stake/Gross profit share
- Fundraising Commission

SMEs

- Daily Rate
- Weekly Rate
- Fundraising Commission

Corporates

- Daily Rate
- Weekly Rate
- Project Based

Educational Institutions

- Hourly Rate
- Daily Rate
- Package Based

Startup Packages

Business Planning



Route-to-Market



Product Development



Fundraising Services



Startups we worked with



playenable™



Smithfield
Partners
Solicitors and Advocates



Physiotherapie Hausbesuche
Michael Goecke



KNOMi



YBYC®
YOUR BEAUTY YOUR CHOICE

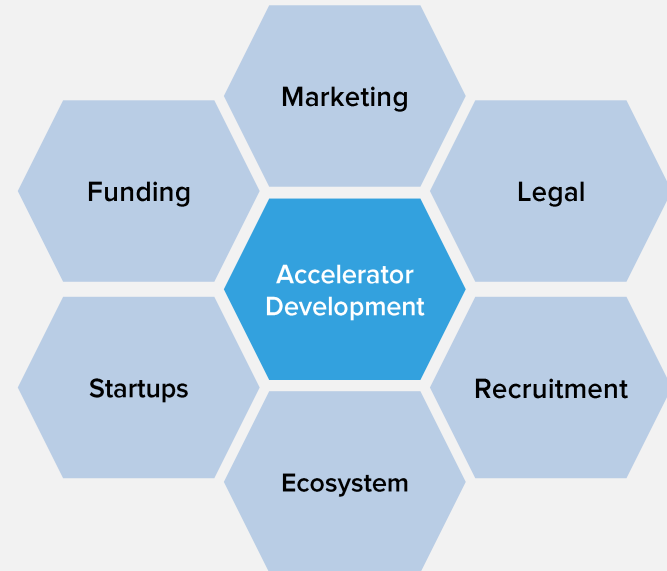


HarmonyMinds
Das Magazin für Achtsamkeit & bewusstes Leben

Accelerator Building

Professional execution is key for the success of the Project. We provide you with an entire end-to-end accelerator development package based on the specific requirements of your organisation.

- **Funding:** Prepare marketing documents and approach potential investors
- **Marketing:** Source PR and Marketing specialists. Develop the corporate identity
- **Legal:** Create the legal entity and create legal agreements for partners/employees
- **Recruitment:** Source new team members and prepare compensation package
- **Ecosystem:** Define value proposition for partners and build networks of partners
- **Startups:** Conduct due diligence on shortlisted startups and build pipeline



Accelerator Building - Case Study

Our team members' experience includes building PwC's first Accelerator for PwC Luxembourg in 2011. The PwC's Accelerator was built on the basis of an exclusive partnership with Plug and Play Tech Centre, a Silicon Valley based business incubator, hosting more than 300 startups which raised \$1.6bn in funding for startups.

PwC's Accelerator

Key Facts

- 1st Accelerator: created in 2011 in Luxembourg
- 5 PwC's Accelerators to date: Luxembourg, Russia, Spain, Sweden, Singapore
- By 2017, there will be 24 PwC's Accelerator, covering 90% of the economy

Entering PwC's Accelerator

Global review of the company around 6 key dimensions

Market / Product / Financial / Competency / Organisational / Cultural

Partnering with PwC's Accelerator

Revenue Generation

- Market prioritization
- Pre-sales approach and strategy

Global Delivery Capacity

- In your target markets
- With your target clients

Financing

- Self-assessment
- Financial stress test
- Client review
- Management assessment
- Value proposition review

Talent Acquisition

- Assessment of management capabilities
- Profile description for open positions
- International recruitment

Efficient Corporate Structure

- Definition of possible scenarios
- Exploration of legal structures, sales tax regime, acquisition strategy

Exit strategy & Deal

Assistance with approaching potential purchaser, negotiation and deal structuring

Accelerators/Incubators we supported



- Co-Founding PwC Accelerator Luxembourg
- Head of Business Development



- Mentoring startup teams selected by HRH Duke of York
- Entrepreneur Support



- Team Mentoring
- 1:1 Startup CEO Mentoring
- Startup Team Mentoring



- COO of Startupbootcamp FinTech
- Applicant Selection Panel
- 1:1 Startup CEO Mentoring



- Board Membership
- Mentoring



- Team Mentoring
- Startup Team Selection
- 1:1 CEO Mentoring
- Startup Workshops

Education - Our Packages

We provide a wide range of educational packages that can be delivered in form of talks, workshops, or modules as part of the university curriculum. Each package comprises of lectures, practical exercises and student presentations.

Business Modelling



Finding a Co- founder



Customer Development



Fundraising



MVP Development



Marketing



1:1 Mentoring



Strategy



Education - Case Study

We partnered with INSEEC London to develop a new entrepreneurship course called Startup Academy, that enabled students to develop, test, quantify and validate a business idea as part of their final year undergraduate degree. The course comprised 58h of lecture and 100h of intensive 1:1 startup mentoring.



Key Facts

- Total of 100 BBA students taught
- 58h intensive training on all key topics
- 4 modules taught
- 3 out of 19 groups started a business before graduation
- High level of student satisfaction

Business Model

Product
Development

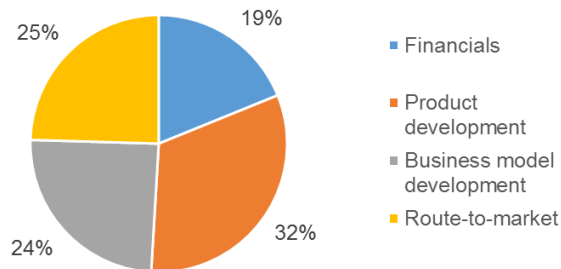
Financials

Route-to-Market

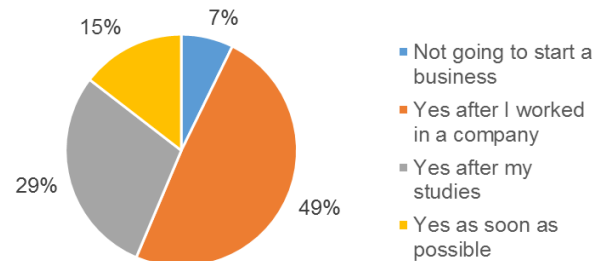
Click here to watch the video



Which modules did you like the best?



Based on the course, would you ever start a business yourself?



Educational Institutions we worked with



- Entrepreneurship programme mentoring
- 1:1 MBA mentoring
- [Conference speaking](#)



- [Development & delivery of a full BAA Entrepreneurship programme to 100 students](#)



- [Entrepreneurship Summer School \(ESS\) support](#)
- [Conference speaking](#)
- [Hackathon co-organisation](#)



- Educational talks executive MBA Programme
- [Alumni community talks](#)



- Business model judge panel support services
- Exec education programme support



- [Chairing panel discussion](#)
- [Alumni community talks](#)
- LSE Generate entrepreneurship support

Startup Manufactory Eco System



Startup
Europe
Partnership



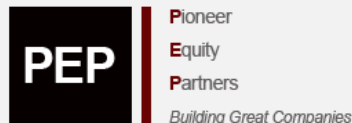
CHICAGO ANGELS NETWORK



Oxford Venture Club



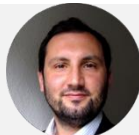
Microsoft Ventures



Startup Manufactory Team



Matt Kuppers | Founder & CEO



Matt is the founder and CEO of Startup Manufactory, he is also the co-founder of MenuSpring, a London Business School Incubator backed startup that has been featured in the best British Startup 100 ranking in 2013, currently valued at £3m.

Matt also acts as advisor and screening panel member to a number of accelerators such as Microsoft Ventures Accelerator, London Business School ESS, Saïd Business School, and as startup mentor to Startupbootcamp FinTech and Pitch@Palace, an initiative by HRH Duke of York. Matt is also member of various alumni angel clubs such as Oxford Venture Club.

Prior to that, Matt held a position as associate at West London based venture capital firm, where he worked across the full spectrum of investing activities and also co-founded an SEO boutique firm as Intrapreneur.

Before becoming an entrepreneur, Matt did research on game theory at LSE as PhD student after having spent three years in social sciences research. Matt also completed a programme in entrepreneurship at Saïd Business School, University of Oxford.

Christophe Pompee | Executive Director



Christophe is Corporate Finance professional with 8 years of experience. He has been working predominantly for Big 4 companies (PwC and Deloitte) in Paris, London and Luxembourg where he was involved in M&A transactions predominantly in Financial Services, TMT and Hospitality. Christophe is also mentor at Judge Business School at Cambridge University. Christophe is also partner at Pioneer Equity Partners a London / Silicon Valley based Corporate Finance boutique.

In addition, Christophe was Co-Founder and Head of Business Development at PwC's Accelerator where he assisted several startups and fast growing companies in Fund Raising and Business Development.

Prior to this, Christophe started his career at Orange business Services - Consulting Services advising corporates on strategy and innovation.

Christophe holds a Master in Strategy and Corporate finance from EM Lyon (a leading French Business School specialised in Entrepreneurship).

Startup Manufactory Team



Carolyn Bonn | Venture Development



Carolyn is a strategy and business consultant who evaluates and supports London-based startups in sales, marketing, finance, operations and human resources. She also works with Soupe de Jour and Bain Alumni Startups, Bain's infamous incubator for Bain alumni startups.

Previously, Carolyn has been working as strategy consultant with Bain & Company, Capgemini Consulting and Capco. Before becoming a consultant, she worked in banking at Société Générale and Dresdner Bank. Carolyn holds an MA in Business Administration & a BA in Banking & Finance both from University of Zurich.

Jean-Bernard Tanqueray | Investment Lead



Jean-Bernard is a wealth & asset management expert with 17 years of experience in investing in both businesses and public capital markets for single family offices and institutional investors. His experience comprises sourcing, analysing and executing direct early and late stage private equity deals.

Jean-Bernard also managed financial portfolios made of equities, bond, VC and PE investments. Currently, he is also advising private single family offices with a strong shared focus on green investing/low carbon mandate. His key specialities are:

- Best practices in terms of financial services firms organization and management
- Entrepreneurial investing & development
- Top down economic and market analysis, fund selection & due diligence across all asset classes

Alongside his investment activities he also successfully build and led an online learning platform to market saturation in France.

Jean-Bernard is an EMBA candidate at London Business School.

Startup Manufactory Advisory Board



[Arnie Sriskandarajah](#) Arnie is the Co-Founder and MD at The Collective Elevator. He previously worked with Rocket Internet and advised on the launch of four successful companies (all \$250m+). Arnie also advised the European Commission as the Entrepreneur in Residence on their Digital Agenda for Europe.



[Rekha Mehr](#) Director of Partnerships at MassChallenge, Former Entrepreneur in Residence (Startup) at Department for Business, Innovation & Skills (British Government), founder & CEO of Pistachio Rose Baking Boutique, formerly various buying positions at Amazon UK.



[Alex Shevelenko](#) Silicon Valley veteran, Founder & CEO of Glocal Partners. Headed EMEA Operations and Industry Solutions at SuccessFactors, advised leading technology clients at Oliver Wyman on growth and marketing strategy, and launched products at Salesforce.com and Microsoft. MBA Stanford Graduate School of Business.

Startup Manufactory Public Speaking



“How to start a startup whilst
you have a full time job?”

[Click here for more](#)



“Why is the UK the European
Crowdfunding Capital?”

Not public



'Setting your growth strategy'

[Click here for more](#)



“Opportunities for Oxford
graduates in the startup world”

[Click here for more](#)



“How to get a job in a startup?”

[Click here for more](#)



“Go for it and work hard” –
entrepreneurship roundtable
with LSE alumni

[Click here for more](#)

Contact



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