



# Magic Sauce

The virtual hub connecting, educating & accelerating founders, investors and ecosystems.

Educate and Accelerate, Anywhere, Any Time



# What we're doing

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Democratising access to education, funding and help for investors and founders to build greater trust and diversity in the startup ecosystem.

All while delivering results & unicorns of course...



# Who are Magic Sauce?

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It's a Tech Hub devoted to delivering the best support, content, data and connections that investors and founders will ever need.

Born out of a successful regional accelerator, we identified that there are gaps in trust and knowledge across the sector, and we want to help address that virtually so people can get what they need, when they need it.

# Problems?



Getting a crash course in being a founder is hard. You don't have time to scour the web for everything - then you have to figure out what's good!



Information and help for founders/investors governed by self-interest or lack of time/expertise



No data to sense check valuations, what a good term sheet looks like, etc.



No library of templates and info from experienced founders & accelerators on the key things you need to get right



Lack of diversity in the ecosystem (female founders, under-represented minorities)



Who we help



Founders  
with an idea



Founders who've  
been through  
an early round



Tech Founders  
- SaaS/PaaS

So how does that work?

Magic Sauce provides everything a founder will need from cradle to grave



Freeversity - Free templates and advice for concept stage startups

Includes a canvas, access to free community, templates and guides



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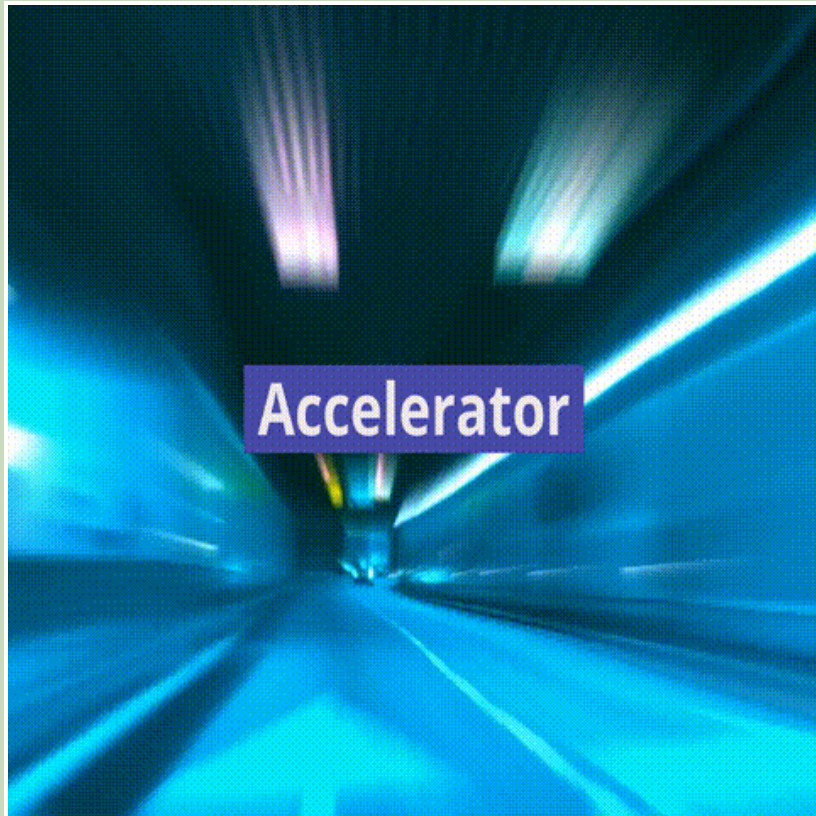


Founderversity - 12 modules to get everything they need to be growth & pitch ready.

Modular, virtual, mentors, cash programme, no equity dilution - designed to focus on strategy & needs for growth with clear, actionable strategies for now & future

So how does that work?

Magic Sauce provides everything a founder will need from cradle to grave



Impact Accelerator for startups  
that graduate Founderversity

Growth acceleration, investment on fair terms, templates,  
connections and mentors to help founders scale internationally



So how does that work?

Magic Sauce provides everything a founder will need from cradle to grave



Our Community - bringing ideas and people together

An online hub with designated areas for all to share, ideate and grow together

# What do we do that's going to help?



We'll provide access to a modular programme to take you through what investors want to see and why those strategies and figures are important



Data on companies in your sector so you can benchmark exits and valuations



If you're already on the road, it'll sense check where you are now, what your investment, marketing and development strategies are



Access to templates that will help you now and as you scale. We want you to get actionable stuff out of your time. Our AI tools will update & improve modules over time.



We'll bring insights from successful founders, sense checking from our own team & virtual mentors



Graduate to our accelerator and you get upfront investment on fair terms and a super accelerator focused on connections and growth.

# Modules

## So what do you cover and how?

Each of our modules are sense checked for understanding using quizzes and manual checking. You'll have access to explainer video's, expert Q&A video's, written material, templates and slides. You'll also have access to virtual support to check in and talk to someone.



Term sheets, what should they look like?



Financial projections, aspiration and conservatism.



Marketing plan, what does it look like?



Valuations, what's fair?



How to build teams



How's the money used and how long will it last?



Market size, what's good?



Business models - will they work?



Tax incentives and international investment



# The Community

Everyone gets access to our community with our programmes.

You'll have a community of just founders, as well as a fully integrated community where you can interact with community members from ecosystem type companies (we'll vet them so you don't get spammed to death).

This means you'll have a peer network wherever you are or whenever you're online to share your successes, challenges and frustrations with.

You'll also be able to talk to real investors and get insights (but don't bug them to invest)...we have a programme for that.



# How do I get investment?

Startups that have been through our Founderversity programme will be able to submit their deck to investors within our database of 7500 based on a success fee of 5% of the amount raised.

Some will be specially selected for our Super Accelerator after graduation.

You'll be invited onto the programme where you'll be offered up front investment on fair terms, with a short, intensive programme focused on giving you the connections and templates you need to scale and own your market.

Please note that the accelerator will only be open to companies with a huge market potential, opportunity, great product and team.



# The Team



Boss dude - Kris Jones

Responsible for taking online subscription business from 30k-130k in 1 year - responsible for marketing, programme delivery & strategy - 25 year across sales, marketing, finance & startups



Operational Raptor - Anji Gowing

Process & People focused, looking at improving efficiencies & promoting culture, responsible for project assessment - years in ops, awesome bullshit detector



C3PO - John Ellison

Chief Product Officer - Bona fide Silicon Valley experience, entrepreneur, Angel and UX/UI guru. He'll be making the experience an awesome one, a key differentiator in what we do.



Our partners - Wahey! Free stuff and discounts

**stripe**

HubSpot

aws

Swoop

# The Cost?

Contact Kris Jones at [kris@techvelocity.co.uk](mailto:kris@techvelocity.co.uk)



£2.5k  
for pre-  
registrants\*

\*Usually £5k

This will include access to the programme, mentors, templates, discounts, community access and investment opportunities