



## Professional Services Sponsor FAQs

### **What is a Professional Services Sponsor, and how does the Program work?**

A Professional Services Sponsor provides in-kind assistance to support the Startup Teams within a specific Cohort. The scope of services will be described, and duration and value of these services will be estimated for inclusion in the Memorandum of Understanding.

The scope of services will be determined ahead of time, and MEIA expects that any additional scope would be billable to the Startup Team Leader or the Startup Team's surviving entity. MEIA cannot accept any billing liability for work performed on behalf of a Startup Team. Thus, each Professional Services Sponsor should sign an engagement letter with the Startup Team Leader at the beginning of the engagement. Each Startup Team will have a limited budget provided to them by MEIA and will be seeking additional funding while they are within the MEIA program. It is the responsibility of the Professional Services Sponsor to notify and receive pre-approval from the Startup Team Leader for any fees that will be incurred. MEIA will not accept responsibility for any fees.

### **How much time is a Professional Services Provider expected to commit?**

The time commitment is negotiated ahead of time. MEIA expects a Professional Services Sponsor will spend about the same amount of effort for each Startup Team. However, the time and value of services provided by each provider will be different as a function of the services being delivered. For example, services provided to Startup Teams that decide to create a company could be substantially different than those to Startup Teams that decide not to continue after graduation from MEIA.

### **How many Startup Teams is a Professional Services provider expected to work with?**

Currently, MEIA plans to have two cohorts in 2020 with each cohort consisting of 6 Startup Teams. MEIA expects to have two sponsors in each category, such that each sponsor will be responsible for 3 teams per cohort.

### **How are Professional Services Sponsors selected?**

MEIA is recruiting two sponsors in each category on a first come first serve basis. The categories are: General Counsel, IP Counsel, Accounting, Management Consulting, HR Consulting, Branding, Presentation

### **How do I become a Professional Services Sponsor?**

Contact MEIA via the website form (<https://mdeia.org/contact-us>) or send an email to [info@mdeia.org](mailto:info@mdeia.org).

### **What are the benefits of being a Professional Services Sponsor?**

Professional Services Sponsors receive considerable marketing/branding benefits throughout the MEIA/MCEC community. In addition to gaining relationships with startups that could become clients in the future, Sponsors in comparable programs at other accelerators/incubators typically leverage these engagements to provide opportunities for professional development of less experienced staff members.

<b>Benefit</b>	<b>Explanation</b>
<b>Minimum Cash Donation</b>	The amount donated determines sponsorship level. For a Professional Services Sponsor, since no cash donation is required, MEIA will look at the cost to provide services.
<b>Work with a Startup Team</b>	All Sponsors will work with up to 6 teams.
<b>Professional Services Provider Startup Team Selection Sequence</b>	Higher level Sponsors select the teams with whom they want to work.
<b>Seat on MEIA Startup Team Capital Pitch Advisory Panel</b>	At certain levels, the Sponsor may participate in the Capital Pitch Advisory Panel that hosts a pitch training and feedback event prior to the cohort finale.
<b>Cohort Finale Pitch Dinner An Invitation Only Event # Tickets</b>	Based on level, a Sponsor will receive tickets to the invitation-only cohort finale pitch dinner.
<b>Present at Workshop at Startup UMD</b>	Sponsor may host a seminar at Startup UMD, the University of Maryland College Park's Startup Lab that is run by UM Ventures. This event will be open to the public and publicized via MCEC/MEIA and UM Ventures.
<b>Speak at Cohort Training Event</b>	Sponsor may be given time at one of many cohort training events to speak to teams on a topic mutually agreed by the sponsor and MCEC.
<b>Logo on Website / Banners / Emails</b>	Sponsors will be recognized on the MEIA website, in banners that appear at events, and in emails sent by MEIA or MCEC. Based on level, the size of the logo may change.
<b>MEIA Website Profile</b>	Sponsors will have a 50 word profile on the MEIA website and a link to the Sponsor's website.

<b>Marketing to Cohort Team</b>	MEIA will e-mail all teams on your behalf with marketing information about your brand at least one time. Sponsors may also table at Cohort Training events or at other mutually agreed times where Startup Teams will be present in person.
<b>MCEC Newsletter Article Sent to over 2,000 people at 500 different companies</b>	Based on level, a Sponsor will be able to write a certain number of articles for the MCEC/MEIA newsletter that promotes their products and/or services and/or brand. Articles are subject to editorial control by MCEC.
<b>MCEC-hosted Lunch-N-Learn Targeting entire MCEC community.</b>	Based on level, MCEC will host and Sponsor will present a Lunch-N-Learn event at the MCEC offices or similar venue and will invite the entire MCEC community. Lunch-N-Learn topics must be mutually agreed by Sponsor and MCEC.
<b>2019 MCEC Summit - # Tickets Commit by Sep 30, 2019</b>	For Sponsorships secured by September 30, 2019, Sponsor will receive free tickets to the 2019 MCEC Summit.