

Acceleration Co-op: Introduction

About Acceleration Co-op

Acceleration Co-op is a global, filtered community of industry veterans and domain experts — motivated to focus on your challenges.

Our goal is to help **entrepreneurs** create successful new ventures; **micro-cap companies** grow faster; and **expanding businesses** attack new markets & geographies.

Value proposition: "Leverage the experience and market wisdom of our expert community to cross the finish-line faster, with less expenditure of capital, and fewer mistakes and missteps along the way."

We think our crowd of experts are particularly valuable for a business attacking something new: new markets, new geographies or a new venture. In those circumstances, the management team is often on a steep learning curve or is incomplete, and the right inputs at the right time from the right experts can save years of hard work and \$millions.

www.accelerationcoop.com

Why we are different

There are numerous mentoring groups and talent pools. These features differentiate the Acceleration Co-op:

- A *membership filter* that separates the "experts" from the "not-so-expert";
- A "collective" *business model*, designed to motivate the experts to focus more intensely than in the case where their engagement is really a type of philanthropy;
- A focus on a *global community* and "best in world" expertise, rather than being limited to "best from country x" or "best in field y"; and
- A *private, virtual interaction platform* — where businesses ("acceleratees") can engage with the expert crowd in a variety of ways, including one-on-one interactions; "crowd sourced" interactions (expert crowd in this case); and restricted "private circles".
- *Anywhere, anytime*. We can help businesses in any geography. It does not matter where you are.

Community of experts

While there are lots of experts out there, good ones are hard to identify. And while one-on-one interactions are great, often the "wisdom of crowds" provides unexpected insight that goes beyond that of a single expert.



Our initial vision for Acceleration Co-op is simple. We are building a "crowd of (real) experts", and making it easy for people to harness the collective insights of the Acceleration Co-op community.

- Our emphasis is on people with deep application and market expertise, as that is what so often seems to be lacking in the businesses we see. However our community also includes technical experts in a variety of fields, and experts on topics like IP, product development, globalization and various regional markets, and supply chain management.
- The community is designed to grow organically and have expertise in diverse verticals. If we don't already have experts in the field you care about, there is a good chance one of our experts will have a colleague with the right domain knowledge, and will be able to bring that expert into the community.
- Many of the "networks" that are out there lack a "quality filter". We apply a filter to our network, and do our best to make sure our community is full of people who have "done it" and not just "read about it". We think this is particularly important.
- More details about our experts are on the final page.

Business model

The Acceleration Co-op has a "collective" business model. A major portion of the revenue that comes into the Acceleration Co-op is set aside to be paid out to our members in proportion to their contributions to the community.

We wanted a business model that motivated the experts to dig in deeply, and that aligned everyone's incentives. So we chose this for-profit, "collective" business model. The source of the community revenues that drive this model is the companies we help, who pay for our services.

This is a very different approach to that of the typical “mentor network”, which is commonly built on a “philanthropy” model, in which experienced individuals donate their time. These are great. But they only go so far, because while successful people are often keen to “give back”, there is a limit to the amount of time and effort they are willing to contribute under this model.

Services

Leverage the experience and market wisdom of our expert community to help you get across the finish line faster, with less expenditure of capital and time, and fewer mistakes and missteps along the way.

Dialog with experts

Launch an online discussion with the experts in the Acceleration Co-op community on any topic relating to your business, or a planned future business.

Feedback on your business concept or plan

Would you like to get a review of your business concept or business plan from a community of 60+ domain experts, with skills in your specific market segment; in finance and capital raising; in product development; and in creating new businesses?

Global (Business) Advisory Board

Create a business advisory board made up of global luminaries and experts with industry domain expertise in the fields that matter for your business.

For leaders of new ventures who want better insight into what is going on in their target market, and who want to be able to interact periodically with senior individuals with specific market expertise. And who want to get their focused, thoughtful attention, rather than just a casual response.

Market validity check

If you run an R&D program, or are in charge of a technology transfer office, how do you decide which new inventions have real market potential, and which do not? Part of the answer is in your current in-house analysis. But often there is great benefit in augmenting

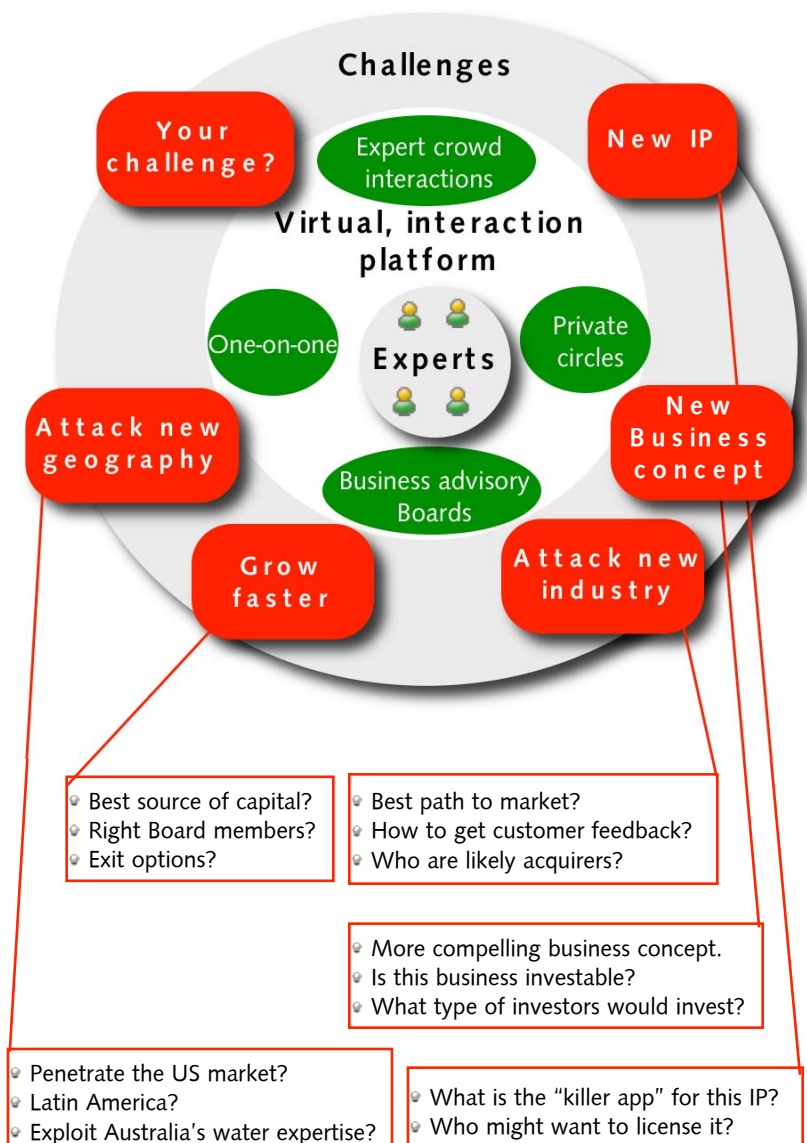
that with the perspective of multiple experts, who know a lot about the market in question, and who can understand the potential (or not) of the technology.

Advisor connections

Want a more in-depth, one-on-one relationship with one of the expert members of the Acceleration Co-op? Advisor connections makes this possible.

Attacking a new geography

Expanding your business into another country is always difficult. It’s best if you can leverage the experience of others, rather than learn “on your own nickel”.



Experts & fields of expertise

Acceleration Co-op is for world-class “experts” who are interested in new business opportunities; global recognition by peers and acceleratees; a share in the Acceleration Co-op revenues; and the fulfillment of helping entrepreneurs “conquer the world”.

Our business model is designed so that experts benefit economically from the overall success of the community. And there are the intangible rewards that arise from being part of an *exclusive group* of domain experts and industry veterans, working together to accelerate growth in acceleratee companies as they attack new markets and new geographies.

Learn more about the experts in our community and their areas of expertise here:

www.accelerationcoop.com/expertise-areas

Member expertise excerpts

Business growth & Capital

- Fundraising at every stage from seed rounds through to leading the IPO process.
- Experienced in all aspects of startup financing (from both sides of the table), including personally raising multiple rounds of venture capital from blue chip US VCs.

Cleantech

- Nationally recognized expert in the area of clean energy, and two time winner of the Presidential Award for Leadership in Federal Energy Management.
- Scientific key advisor of battery companies developing nanotechnologies for high energy density batteries.
- Recognized expert in hydrokinetic energy generation and in marine renewable energy, especially tidal power.

Life sciences

- Involved on boards of public, private, & nonprofit companies in pharmaceuticals and biotech for 25 years, ranging from startups to companies with over \$300 M in sales.
- Led businesses involved in a wide range of medical devices ranging from safety syringes to artificial hearts and livers.

Communications

- Track record as a mobile pioneer founded various successful mobile startups.....Since his last mobile start-up was bought in 2008 ...
- Brought to market a number of successful transport and access network systems (Sonet/SDH, optical wireless, DSLAM) and components in the Access Network space (DSL transceivers, GPON MACs, packet processors).
- As a co-founder and managing director & CTO of two european telecom businesses,

Cross border

- 25 years of experience in international venture capital, cross-border transactions, Global business development strategies (US-China).
- Global executive with wide experiences in bringing new ventures from Latin America and Europe to scale globally.
- Extensive experience in the Oil & Gas industry, with particular expertise in Russian business practices and strategies. International business experience in North & South America, Europe, Middle East, Former Soviet Union.
- Established operations in China, Japan, Singapore, UK, France, Czech Republic, Mexico, Brazil and more.
- I have been doing business development for hundreds of Mexican companies looking to get into the US market.

Invention

- License 20 to 40 products a year, develop 12 to 20 new product lines and market, sell and distribute 10 to 20 new items a year.
- I have 23 patents.
- Over 50 years of new venture creation and teaching at universities all over North America.
- Member of the Licensing Executives Society for over 25 years, and founder, co-director of the Silicon Valley Chapter of LES.