



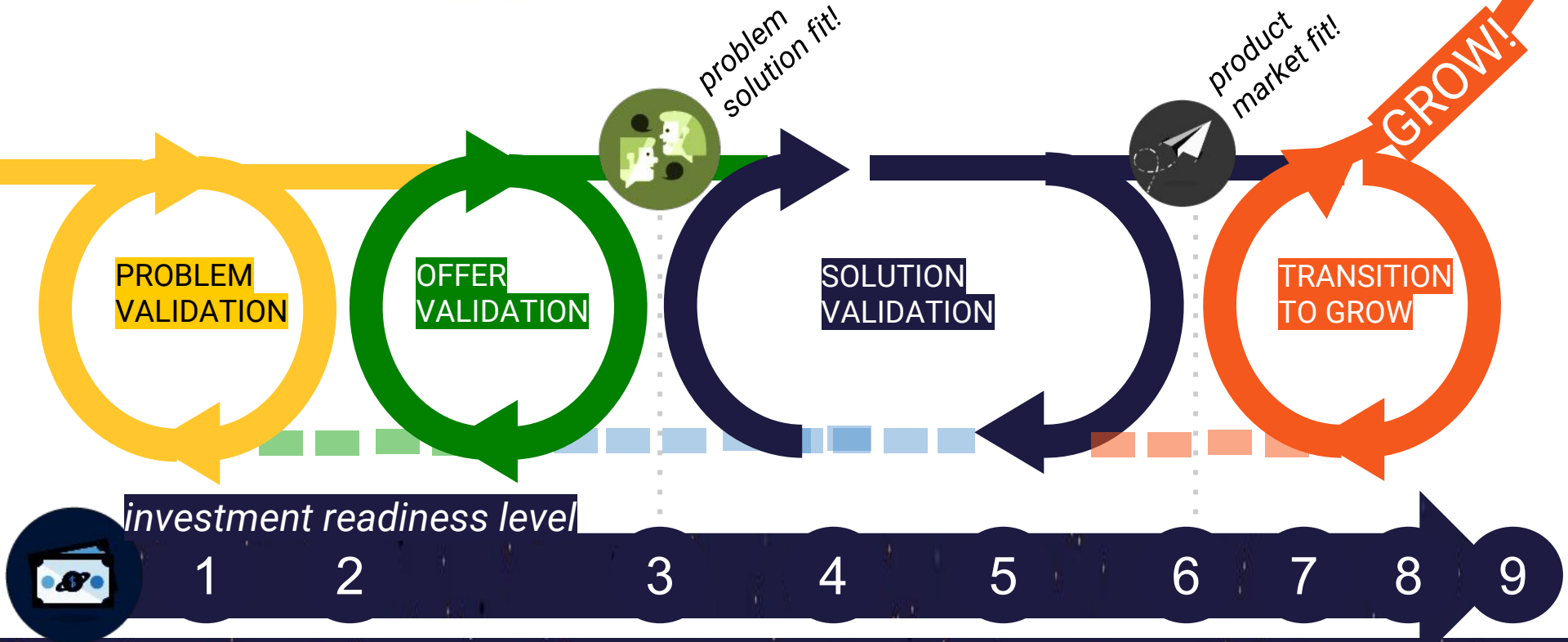
STOP TALKING
START TESTING

WHERE



ACCELERATOR

LEADS YOU



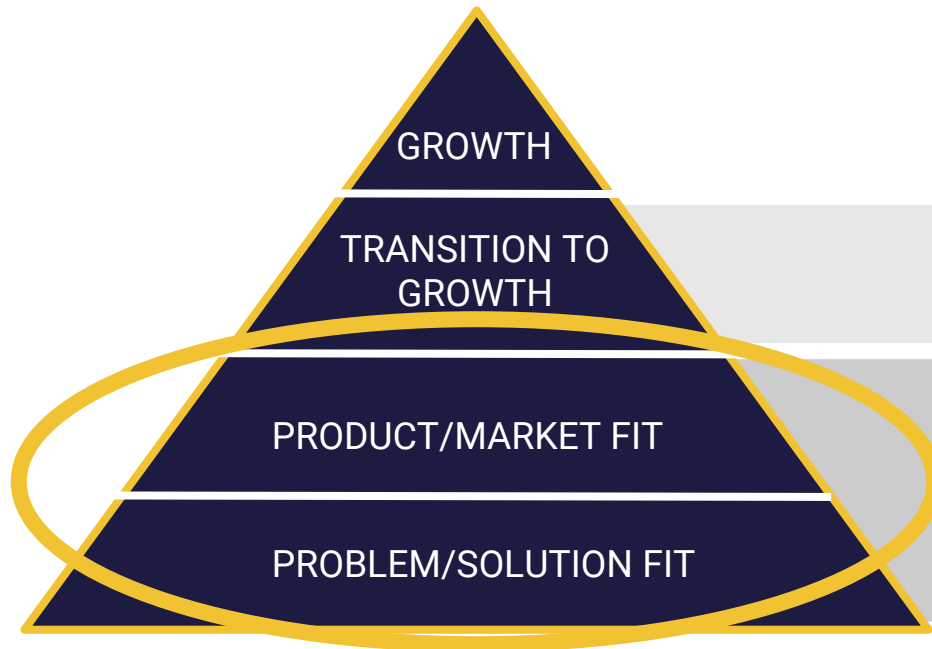
Each phase has its own *events, goals, metrics* and *thresholds*. We assess yours and we boost you beyond!



ACCELERATOR

WHY MATTERS

ACCELERATOR



The Epiphany!

Where early stage investors start to come

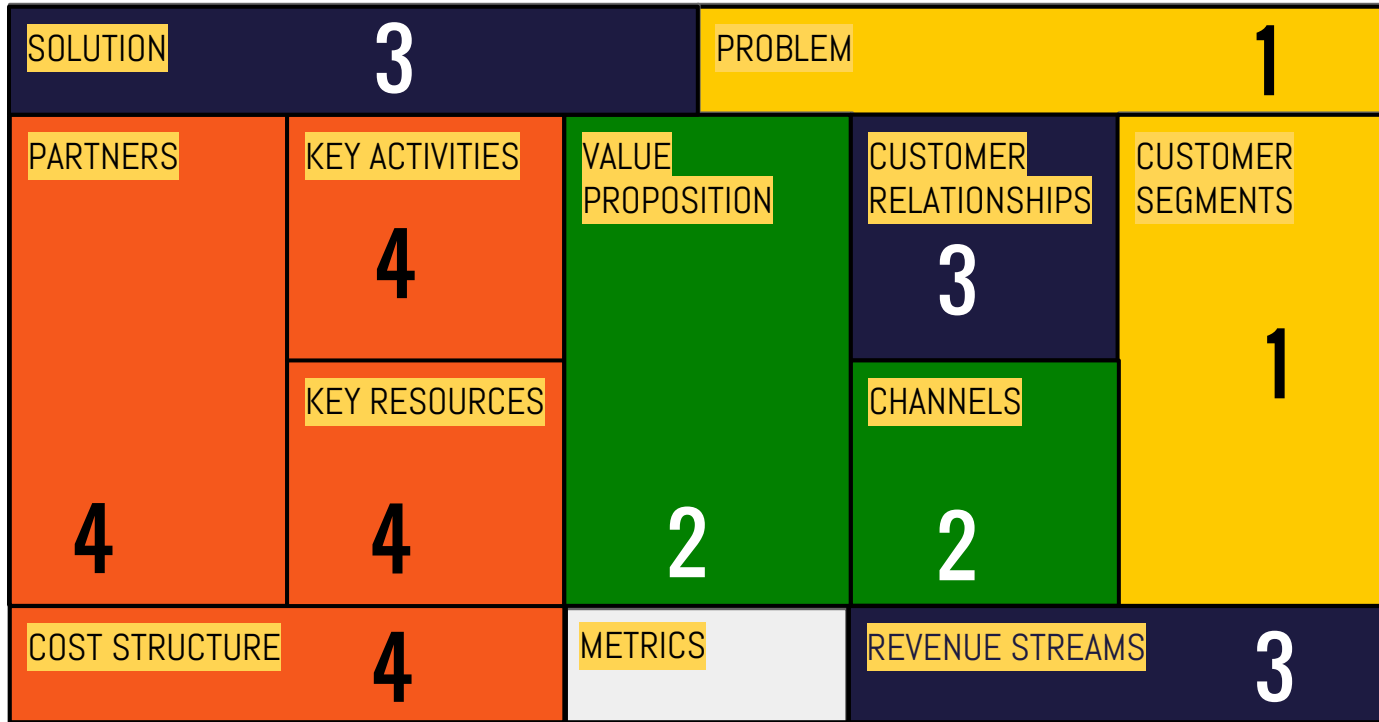
The *hustle phase*, that one with the lowest success rate. That's where we sit *by you* and we invest *in you*.

WHAT YOU'LL DO



- ✓ YOU DESIGN **EXPERIMENTS** TO TEST YOUR RISKIEST HYPOTHESIS
- ✓ YOU **GO OUT OF THE BUILDING** TO COLLECT INSIGHTS AND METRICS
- ✓ YOU COMPARE EXPECTATIONS WITH METRICS, AND DECIDE WHETHER **PIVOT OR PERSEVERE**, AND HOW
- ✓ YOU SWITCH TO THE FOLLOWING EXPERIMENT
- ✓ YOU END UP WITH A **ROCKY BUSINESS AND THE STRONGEST POSSIBLE CREDIBILITY TOWARD INVESTORS**

WHAT THE HELL SHOULD I TEST?



Experiments and test are about each *building block* of your **business model**.

Your job is to validate them in blocks, from 1 to 4.

Skipping tests causes *premature scaling*, which is the major cause of failure for startups.

WHAT WE DO FOR YOU



- ✓ WE HELP YOUR PROGRESS **STICK TO THE INVESTMENT READINESS LEVEL**, *WITHOUT BURNING RESOURCES PREMATURELY*
- ✓ WE FILL THE GAPS OF **KNOWLEDGE**, **COMPETENCES**, **EXPERIENCE** YOU MAY HAVE IN CLIMBING YOUR VALIDATION PATH
- ✓ WE HELP YOU *COLLECT AND EVALUATE* **METRICS** THAT MATTER FOR YOU AND INVESTORS
- ✓ WE HELP YOU **CONNECT WITH MARKET** *FIRST*, AND **INVESTORS** *LATER*
- ✓ WE PROVIDE YOU WITH THE **MONEY** TO TURN YOUR IDEA INTO A PUBLIC BETA (*UNTIL PRODUCT-MARKET FIT*)

YOUR MENTORS > YOUR EXTENDED TEAM



**IRENE
CASSARINO**
design thinking
& lean analytics



**ENRICO
CATTANEO**
business
modeling &
corporate
venture



**ALBERTO
GIUSTI**
crowdfunding &
fundraising



**MARCO
FONTEBASSO**
digital marketing
& growth
hacking



**COSIMO
PANETTA**
lean startup &
customer
development

LAST BUT NOT LEAST

THERE IS ONE ASSET THAT WE VALUE MORE
THAN ANYTHING ELSE:



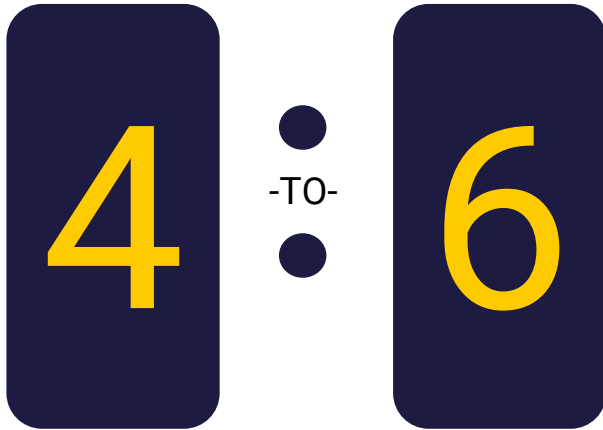
That's why we exaggeratedly sustain the development of your entrepreneurial potential:

- ✓ *we assess the entrepreneurial potential of everyone in your team, and the team as a whole*
- ✓ *we identify weak spots and train you and your team to strengthen them, preventing and managing one of the major causes of failure (broken teams)*
- ✓ *you end up with the strongest team ever, and the wisdom to make it grow*

DURATION



ACCELERATOR



DEPENDING
ON
YOUR

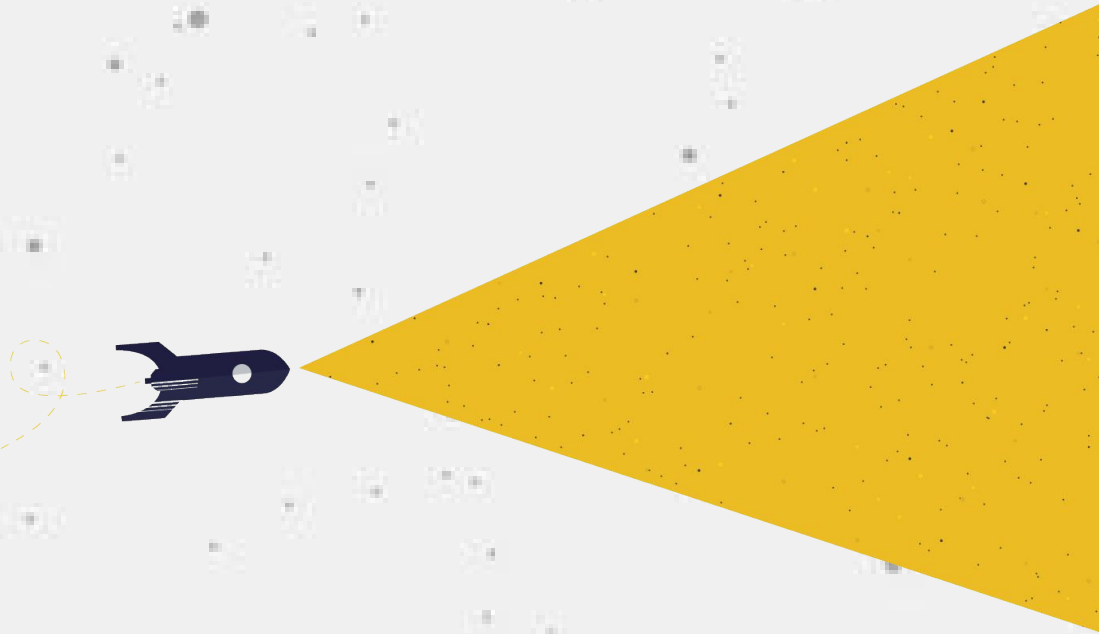
VELOCITY

MONTHS - from April 2015

LOCATION



WHAT YOU'LL TAKE AWAY



THE STRONGEST
POSSIBLE **BUSINESS**

THE STRONGEST
POSSIBLE **CREDIBILITY**

THE STRONGEST
POSSIBLE **TEAM**

STILL EAGER TO APPLY?

Application are open until March the 8th, 2016.

Go to: <https://www.f6s.com/42acceleratorspring2016>

THANK YOU, WE HOPEFULLY SEE YOU IN TURIN!

