



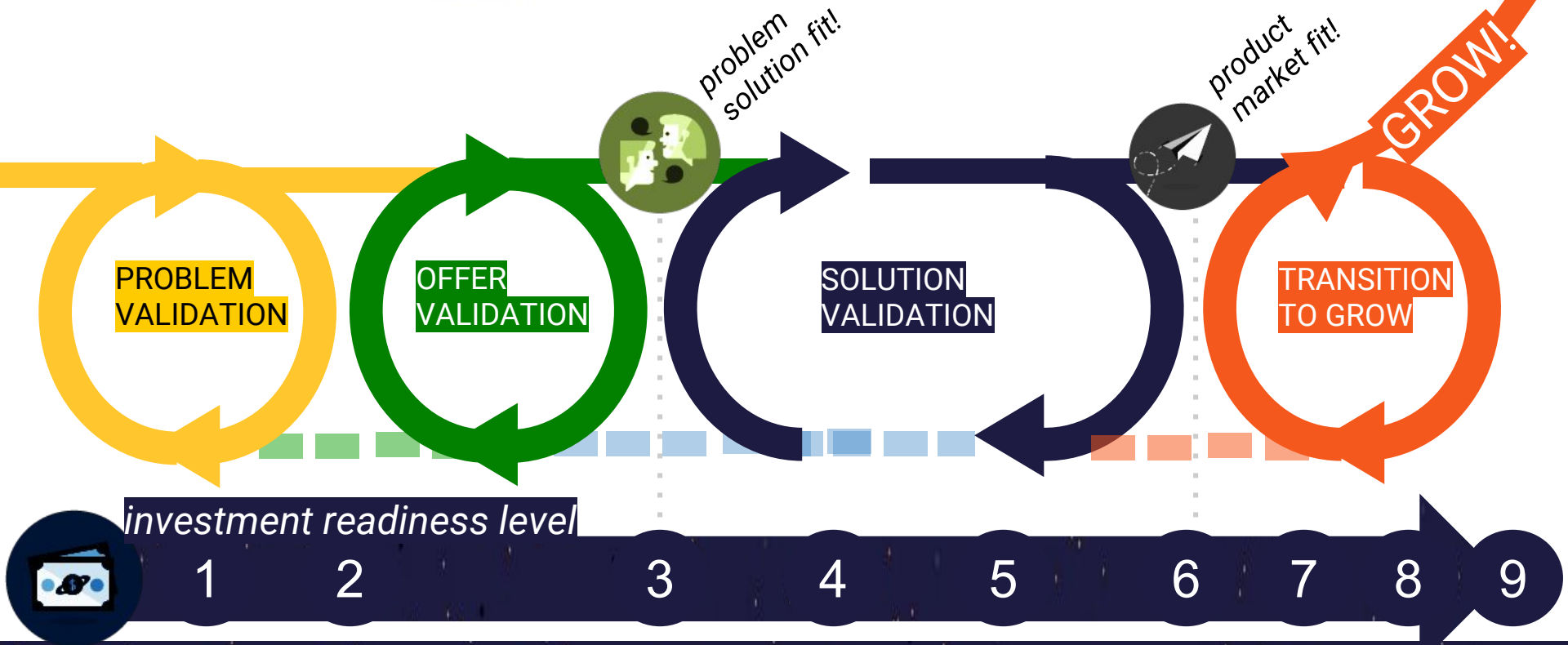
**STOP TALKING**  
**START TESTING**

# WHERE



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# LEADS YOU



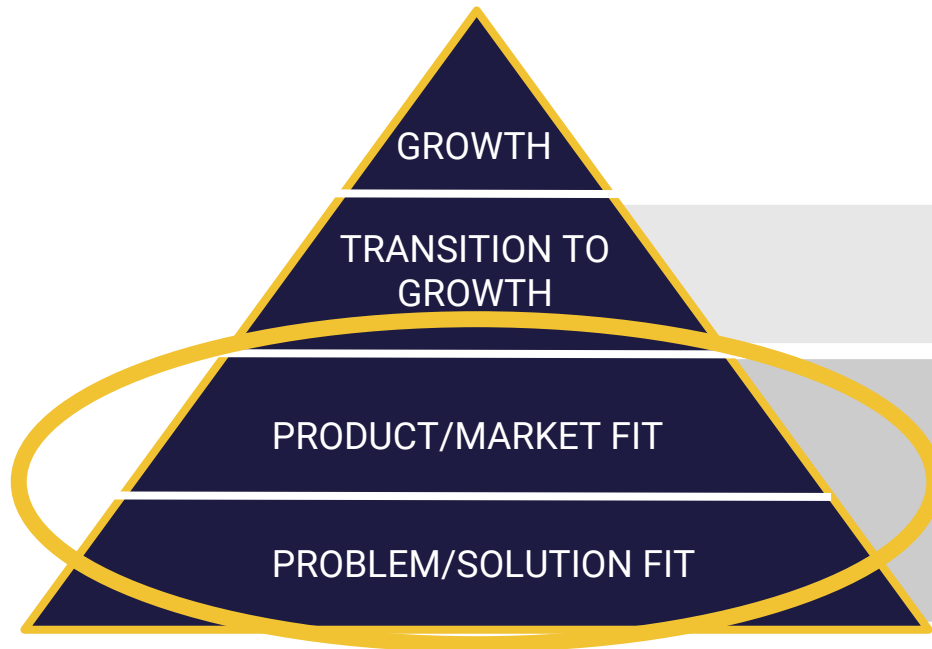
Each phase has its own events, goals, metrics and thresholds. We assess yours and we boost you beyond!



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# WHY MATTERS

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The Epiphany!

Where early stage investors start to come

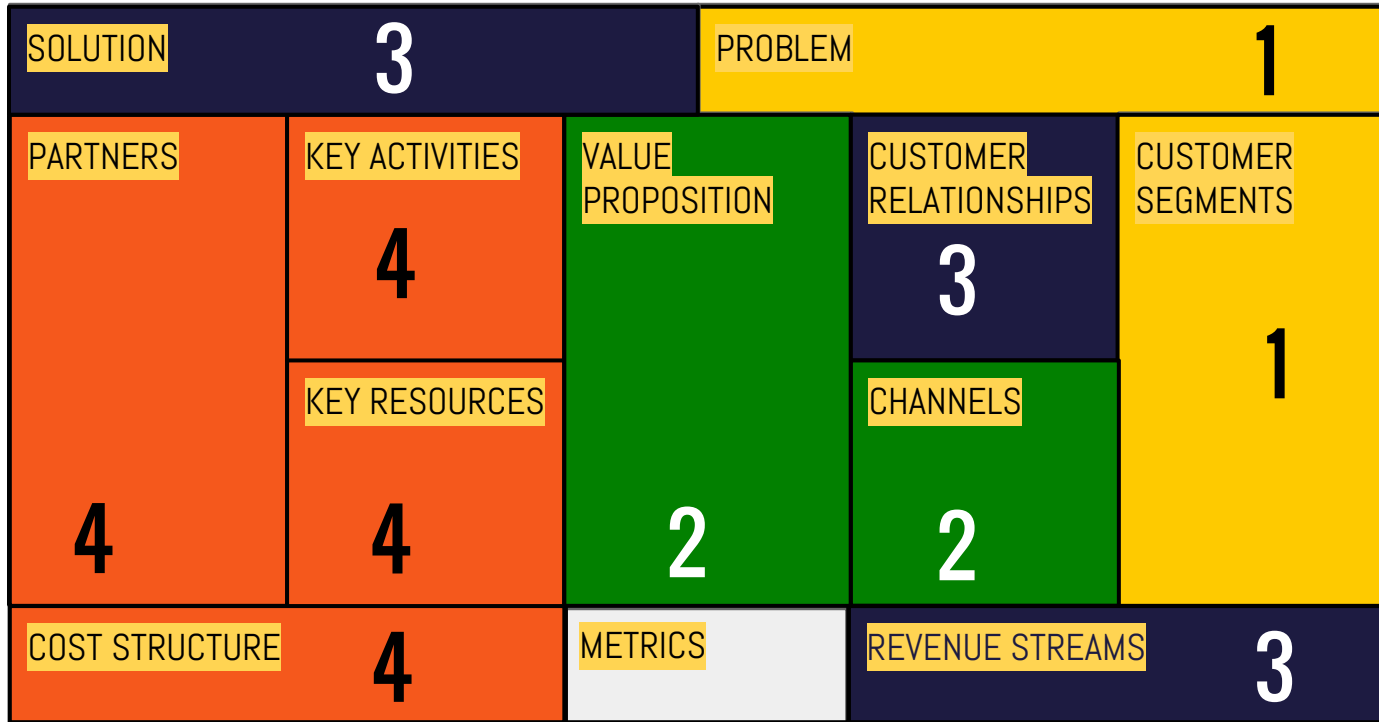
The *hustle phase*, that one with the lowest success rate. That's where we sit *by you* and we invest *in you*.

# 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:

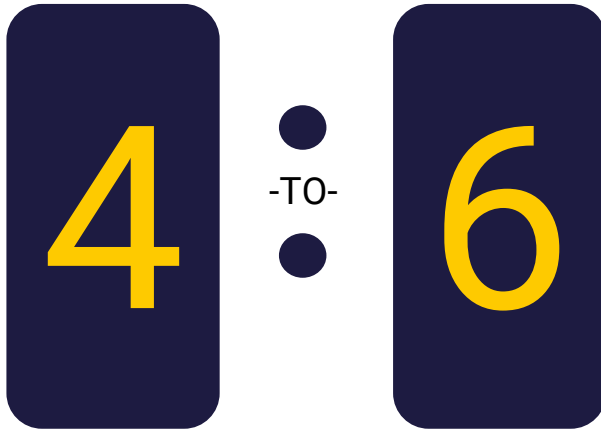
- ✓ *we assess the entrepreneurial potential of everyone in your team, and the team as a whole*
- ✓ *we identify weak spots and train you and your team to strengthen them, preventing and managing one of the major causes of failure (broken teams)*
- ✓ *you end up with the strongest team ever, and the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



# DURATION



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DEPENDING  
ON  
YOUR

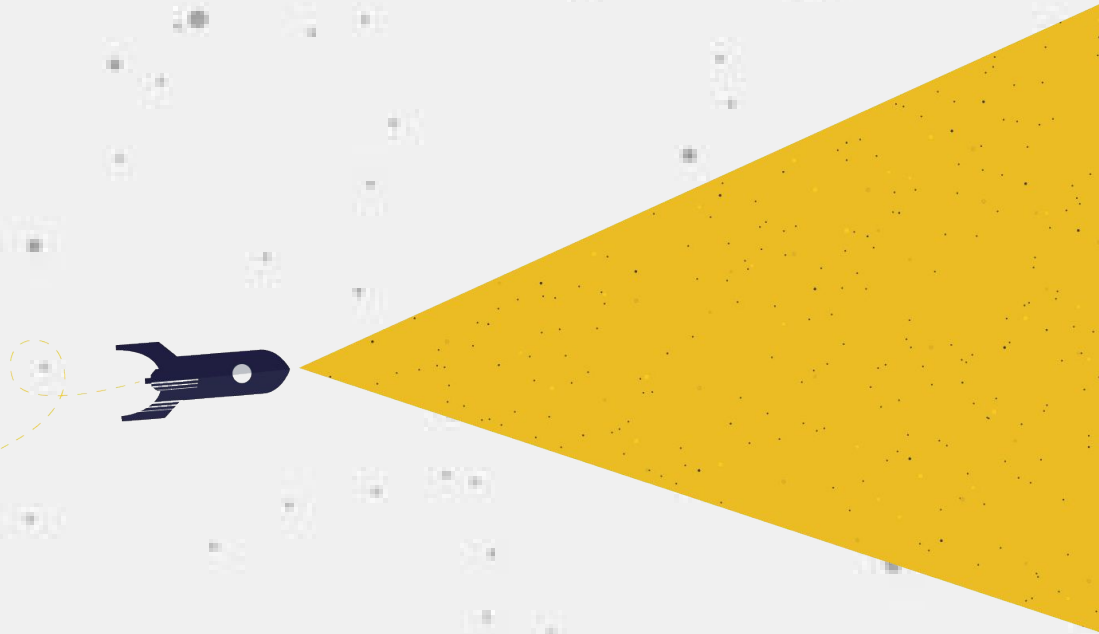
**VELOCITY**

*MONTHS - from November 2016*

# 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 September the 30th, 2016.

Go to: <https://www.f6s.com/42acceleratorautumn2016>

THANK YOU, WE HOPEFULLY SEE YOU IN TURIN!

