



Ventourage

Diversity Scale Up



ScaleUP Academy & Growth Program



Diversity 2.0

ScaleUP

Diversity ScaleUP is an entrepreneurship program run by Technolera, an international venture-building organization and jointly supported by the Development Facility of the European Fund for Southeast Europe (EFSE DF), and innovation center of Ataşehir Municipality, Inovata. The program's aim is to help businesses scale up and globalize.

The Diversity ScaleUP Program is designed for startups with a growth potential that operate in Fintech and Agtech verticals and that have already created their MVP's.

The program will kick off in September 2020 and will last for 6 months. Startups will participate in an intensive program consisting of webinars, workshops, masterclasses, and meetups for 6 months to build the right growth strategies, go deeper with business development models and also determine their fundraising strategies.

Throughout the program, they will have the opportunity to participate in demo days and networking events where they can practice to communicate their vision, meet with national and international investors, corporate companies and other key stakeholders who can help shape their future.

Additionally, they will have the opportunity to develop and purchase cooperation with municipalities.

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*“... looking for
growth
potential”*

Who can apply?

Fintech and **Agrifoodtech** startups that must;

- be entrepreneurial teams with global vision
- have at least a working prototype of their product
- have a preliminary business model that is economically profitable
- have huge scaling potential
- create social or environmental impact and to empower the local population
- be eligible to go abroad
- be proficient in English

Benefits to Startups

- International sector specific experienced mentor and expert network
- Access to “Ventourage Academy”
- Co working space at the heart of financial district with meeting rooms
- Admin Related Support Services
- Tech Infrastructure Support

“The key to success is not just to support startups, but to produce with them”



Ömür Filiz
CEO, Technolera

Program's Core Sessions

The program consists of 4 modules that include webinars, workshops and masterclasses in each module. In addition, there will be meetups and roundtable events throughout the program and a Demo Day is planned at the end of the program. Brief information about the content of each module:

Module 1:

Provide startups a nuanced understanding of Scale up world. Existing team and business model assessment; market, competition, customer concentration, and SWOT analysis; creating partner networks; financial due diligence and increasing technical product capabilities.

Module 2:

Creating local and regional growth strategies. Determining the target market, customer segmentation, creating brand identity, determining the right metrics and creating business models, and developing highly successful teams for growth.

Module 3:

Getting ready for investment. Data room preparation, expanding pitching, and presentation skills.

Module 4:

Focusing on globalization. Conducting growth strategies, making feasibility analysis, examining international arbitrage opportunities, setting up the right marketing and sales methods.

Diversity 2.0 with Numbers

6

**International
Hubs**

30+

Experts

**2000+
hour**

**Lab
support**

12

Workshops

6

Masterclasses



**Co-working
Space**

Program Verticals

The sectors with high impact potential have been identified through trend analysis and determined as the verticals of the program.

Agrifood Technologies

- Food Chain Traceability
- Deforestation
- Urban Farming
- Vertical Farming
- Carbon Neutral Farming
- Data and IoT driven Digital Farming

Financial Technologies

- Financial Inclusion
- Access to Finance
- Insure Tech
- Consumer Analytics
- Behavioral Finance
- Risk Assessment
- Scoring
- Asset Management



Are you ready to grow your startup into a thriving business?

Apply ventouragediversity.com

