

# PROGRAM BASIS

**the  
GANESHA  
lab**

**The Ganesha Lab Program 2021  
(Online Format)**

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## INTRODUCTION

The Ganesha Lab is designed as a Life Cycle approach in the scale up and internationalization of biotech startups. The starting point is our Academy – a 6 months scale up program which provides the tools and knowledge critical for your future international success. Participants are immersed into an intense curriculum which combines training, best practice exchange, engaged individual coaching, networking and meetings with market stakeholders – all focused to position your startup for a successful entry to a first international market.

The Agenda provides a combination of workshops, individual meetings with experts & mentors as well as sufficient time to apply and practice your learning to propel your startup.

After the completion of the Academy, The Ganesha Lab continues to support its portfolio companies for a minimum of three years.

This document outlines the biotech target areas, requirements, application process, selection criteria and the acknowledgment of acceptance applied to all companies applying to The Ganesha Lab.

For companies accepted into The Ganesha Lab Scale Up Program, we are outlining below the timeline, the 360° due diligence process as well as the conditions, rules & regulations.

Let's transform science into good business!

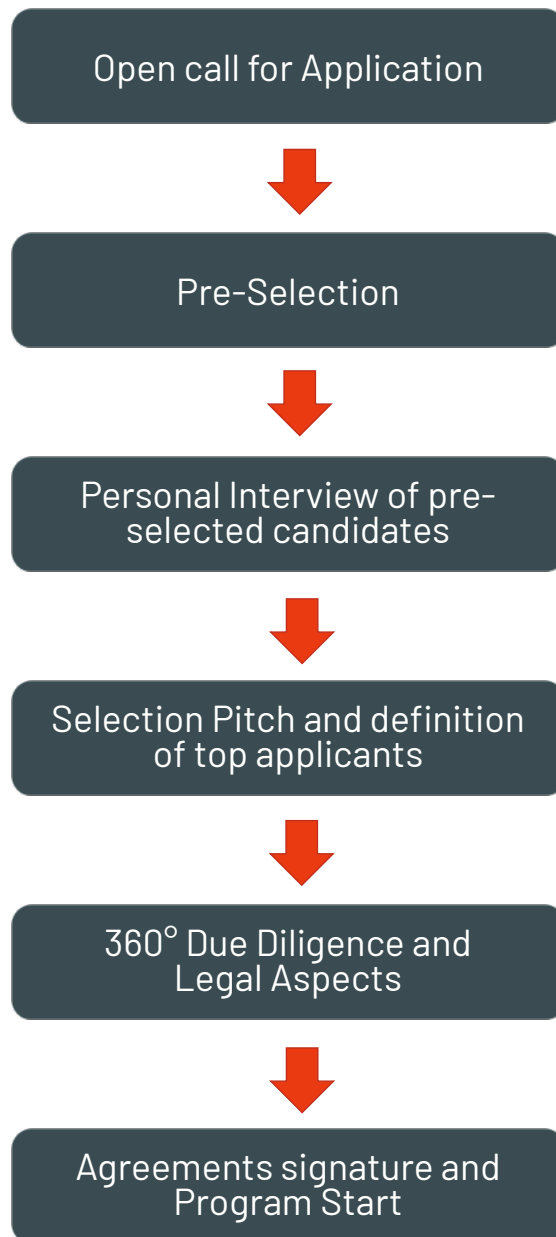
## TIMELINE

The Ganesha Lab timeline must be thoroughly considered as the participation in all online activities of the Scale up Program are conditional to your application acceptance.



## APPLICATION AND SELECTION PROCESS

**The Ganesha Lab** has established a transparent and open online application and selection process, linked to clear requirements and selection criteria. As an applying startup you will find the application form and upload-link for your application video on the **F6S platform**.



## TARGET AREAS

We are looking for technologies or solutions that have a great potential of impact, a global vision and are advancing in the following topics:

### **BioAgriculture**

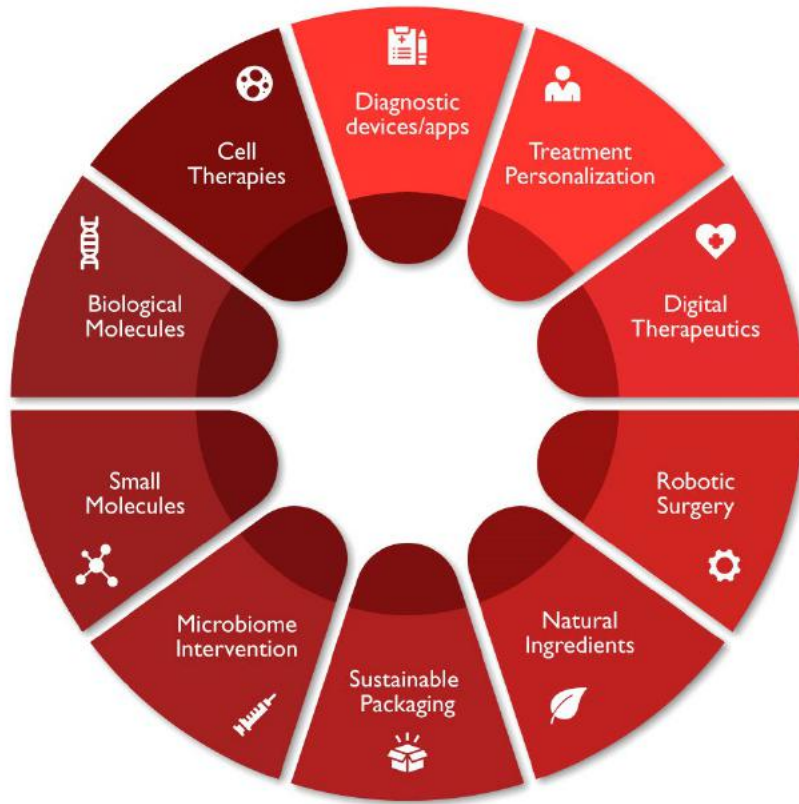
Biologicals (pre/post Harvest)  
Biopesticides  
Adjuvants  
Biostimulants  
Biological seed treatment  
Organic Agriculture  
Plant Production

### **BioFood**

Plant based Food  
Personalized Nutrition  
Food waste  
Sustainable food  
Consumer products  
Alternative Proteins

### **Animal Health**

Animal Husbandry and Feed  
Nutritional supplements  
Prebiotics or probiotics  
Antimicrobial use in food animals  
Alternative proteins  
Vaccines or immune modulators  
Animal welfare



**Consumer Health**

- Skin Health
- Sun Care
- Acne
- Pain
- Allergy
- Smoking Cessation
- Mental Health & Energy

**With applications to:**

**Medical Devices**

- Surgical Oncology and Cardiology
- Obesity
- Osteoarthritis
- Osteoporosis

**Pharmaceuticals**

- Oncology
- Neuroscience
- Cardiology
- Infectious Diseases
- Vaccines
- Immunology
- Pulmonary Hypertension
- Metabolic Diseases

**Bio Medicine**

- Small Molecules Cell
- Therapy and regenerative medicine
- Tissue engineering and biomaterials
- Microbiome Intervention Treatment Personalization

## APPLICATION REQUIREMENTS

### 1) Startup's requirements:

- Early-stage scientific based startups\* from Latin America from Consumer Health, Medical Devices, Pharmaceuticals, Diagnostic, BioAgro, BioMedicine and BioFood industries with products, processes and / or services related (see details of target areas on page 6 and 7).
- Companies officially incorporated or in process of incorporation.
- Startups with international focus, international scale up, high growth potential, global mindset and exit potential.

\*Early-stage startups are defined by The Ganesha Lab: Minimum Viable Product (MVP), Internal Validation, Documented Experiments, Problem Solution Fit, Preliminary State of the Art, Business Model.

### 2) Team requirements:

- At least one professional per startup with 100% dedication to the project during the program. It is a must that this professional has a stable internet connection during the online program.
- Professional with Intermediate-advanced English to be defined by the startup and assigned as official representative to attend all workshops/training/coaching. In case the assigned representative cannot be present, a substitute must guarantee and ensure continuity of the learning process.
- Participation in all online activities of The Ganesha Lab Scale up Program are mandatory - Due Diligence, Workshops, Individual Sessions, Pitch Events, OpenOffice. Trainings and Workshops will take place three times per week, plus two Individual Sessions per week.
- Readiness to participate in the 1 to 2 months Market Validation program in USA (only for the best two startups in the Scale Up Program)



## SELECTION CRITERIA

**The Ganesha Lab** has established transparent and open selection criteria for the 2021 Scale up Program:

### 1) Startups

- Completed Application Form and English Video.
- Early-stage scientific based startups\* from Latin America from Consumer Health, Medical Devices, Pharmaceuticals, Diagnostic, BioAgro, BioMedicine and BioFood industries with products, processes and / or services related (see details of target areas on page 6 and 7).
- Companies officially incorporated or in process of incorporation.
- Startups with international focus, international scale up, high growth potential, global mindset and exit potential.
- Startups without limitations of previous contracts/agreements (Universities, incubation, foundation, others...).
- Meet selection criteria from our international judges in the Selection Pitch Event who will evaluate: (1) Problem and Opportunity identified (2) Scientific-technological Solution (3) Technology development: Research results, development status and validation, technical feasibility (4) Unique Value Proposition (5) Competitive Advantage (6) Market Access (7) Market size (8) Scalability (9) Exit/Time to Market (10) Team and Key partners.

### 2) Team

- At least one professional per startup with 100% dedication to the project during the program. It is a must that this professional has a stable internet connection during the online program.
- Mandatory Intermediate-advanced English for the member of the team who will participate in all online program activities.
- Personal interview with the startup Founder(s)(30 min – 1 hour)

## ACCEPTANCE

### Acknowledgement of acceptance

Participants entering in the application process and accepted in the The Ganesha Lab Scale up Program 2021 declare that they shall:

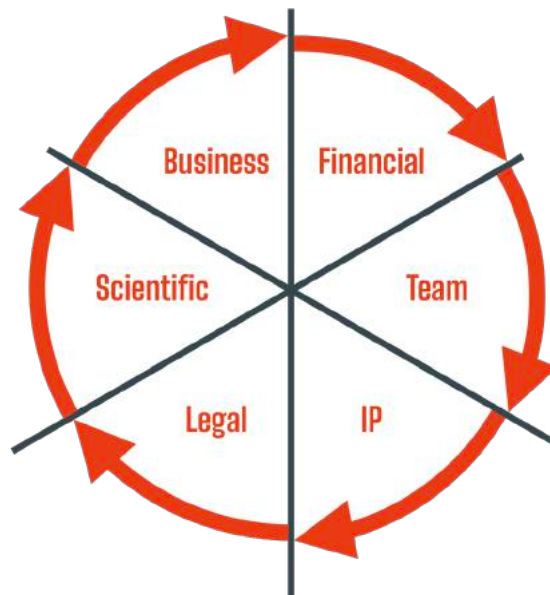
- **Follow the Due Diligence Process** complying with the deadlines and meetings scheduled. Startups not providing the requested documentation or missing to participate in scheduled meetings will be excluded from the process. While findings of the due diligence process might lead to the exclusion from the program, the main goal is to identify gaps which are critical to close for the purpose of internationalization. (see details on page 13).
- **Accept the Conditions** for the selected and admitted startups established by The Ganesha Lab (see details on page 14).
- **Follow the Rules & Regulations** established by means of this document (see details on page 14).
- **Deliver all the information required by The Ganesha Lab** complying with the deadlines and forms required by the organization.
- **Provide photo of the startup's CEO** (high quality) and **Logo of the startup** (format AI) before the Program Immersion Activity.
- **Contract and agreements** between The Ganesha Lab and startup must be signed **prior** the beginning of the Program. All documents **MUST BE** signed before the Program Immersion Activity. Startups not complying with this requirement will be automatically excluded from the program.

## 360° DUE DILIGENCE PROCESS

**The Ganesha Lab** has established an internal 360° Due Diligence process as part of the acceptance to the Scale up Program, linked to clear steps and evaluation criteria. Startups will be evaluated in 6 main areas: Business, Financial, Team, Scientific, Legal and Intellectual Property. In this process, The Ganesha Lab seeks to identify gaps in order to strengthen our support in those areas during the program.

During this process, selected startups will meet with our dedicated experts of each Due Diligence Area to review in detail all relevant information and documents previously requested by the organizer and delivered by the startup.

At the end of this process, the startup will receive one **Due Diligence Report**, documenting the initial position of your startup in the scale up process and findings of the experts stating the main goals and recommendations for closing the identified gaps.



## CONDITIONS, RULES & REGULATIONS

- a) **Timings:** All the dates and timings established by **The Ganesha Lab** for the development of the entire program MUST be complied.
- b) **Platforms:** **The Ganesha Lab** is providing direct access to customized online platforms (The Ganesha Lab Talk and others). Registering to those platforms will provide you access to proprietary and relevant information and network.
- c) **Tracking:** All requested information by The Ganesha Lab Team must be provided in due time.
- d) **Mandatory Participation:** Participation of one member per startup in all online activities of The Ganesha Lab Scale up Program 2021 (Workshops, Evaluations, OpenOffice and Events) will be mandatory.
- e) **Program Activities:**
  - 1. Re-scheduling of Meetings/Individual Sessions, the Program Manager must be notified at least 24 hours in advance.
  - 2. Participating of Meetings/Individual Sessions without the requested assignments, will be the sole responsibility of the startup without the possibility of rescheduling.
  - 3. Startups that do not show up for Meetings/Individual Sessions without prior 24 hr notification will not be able to re-schedule.
  - 4. Startups requesting an extra Meeting/Individual Session with a Mentor need to coordinate with the Program Manager who will schedule according to availability of the expert. The request must be supported by defining the main goals and expectations by means of the Individual Session Request Form.
  - 5. In case of exceptional absence from a workshop, we expect you to notify the Program Manager at least with 24 hours and assign one of your Team members to join in that opportunity. The Program Manager will then give access to the recording of the Workshop, which will be mandatory to review.

6. All Evaluations activities are mandatory. These dates will be announced at the beginning of the program. Given we have international judges confirmed for each of these instances, it is important to understand that these dates are firm and non-movable.
  7. CIC Miami & MIT EF Module activities will be mandatory for those startups selected after the Mid-Term Pitch to be prepared for international validation.
- f) **CIC Miami & MIT EF Virtual Soft-landing Module:** Startups will be admitted in this Module through a selection by our international judges during the Mid Term Pitch, considering the progress against goals, commitment during the program as well as level of readiness for international market validation.
- g) **International Market Validation (IMV):** The startups selected for the IMV in the USA will be defined by our International Judges, our Experts and The Ganesha Lab Committee. What makes your startup eligible for the IMV? All activities during the program are under continuous evaluation. The Startup commitment is highly rewarded, including progress, participation, homework, compliances ....
- h) **Value Creation: The Ganesha Lab** delivers value throughout the course of the program including but not limited to:
1. Solid multi-dimensional 360° Due Diligence.
  2. A total of 20+ Workshops.
  3. Free use of methodologies and tools specifically developed or adapted by **The Ganesha Lab** for the use in scientific based startups.
  4. 15 + hrs. of individual coaching, mentoring and advising per participating startup with **The Ganesha Lab** mentors and experts.
  5. Access to the extensive network of **The Ganesha Lab** and its international partners such as **Johnson & Johnson**,

**Thermo Fisher** and **UC DAVIS VC**, including subject matter experts, potential clients, and investors.

6. The selected startups for the IMV will be rewarded with:
  - i. 2 months fully paid market validation program in the US for the 1<sup>st</sup> Place.
  - ii. 4 weeks fully paid market validation program in the US for the 2<sup>nd</sup> Place.

The Ganesha Lab not only generates value through the Scale up Program, but also and specifically thought the continuous support to the startups Life Cycle. Review in The Ganesha Lab Startups Portfolio section (see on page 21).

- i) **Compensation model guidance:** For the delivery of the program, services, and products, **The Ganesha Lab** will apply the following compensation model to each admitted and participating company: 5% Equity based on an Option Call Agreement at a maximum valuation of US\$ 4 million.
- j) **The Ganesha Lab Scale up Program exit conditions:**
  - If the startup wants to leave the program before the signature of the contract, there is no compensation.
  - If startup decides to leave after the signature of the contract, the startup will be responsible to compensate The Ganesha Lab:
    - (1) for its direct incurred cost equal to US\$ 7.500,00.
    - (2) for the lost opportunity with a dilutable shares of 1.5% equity of the company.

All other conditions related to changes in the company, information about the company as outlined in the Scale-Up and Option Call Agreement.

- k) **Fees & Expenses:** The selected startups will not incur any fees or expenses for the participation in The Ganesha Lab Scale Up & Soft-landing Program 2021.
- l) **Funding:** **The Ganesha Lab** is not providing direct funding to any of the participating Startups at the entry or during the duration of the

program. However, **The Ganesha Lab** has created an equity fund through which it will provide growth funding to its portfolio companies. The funding will be provided selectively and based on defined performance criteria against equity. Investment decisions will be made by a neutral investment committee after the conclusion of the program.

In addition, together with partners and engaged network, **The Ganesha Lab** will support and advise the participants in their next funding round.

- m) **Confidentiality:** All materials publicly presented by participants during the Application Process and The Ganesha Lab Scale up program, including business plans, IP, must be of non-confidential nature. For those instances such as Due Diligence process, confidential information might be requested and will be secured under an NDA signed between the disclosing parties. The Organizer will not be held responsible for the confidentiality of the material presented.
- n) **Back-up Data:** As part of our customized support enabling us to provide additional benefits to our startups, **The Ganesha Lab** will be recording all the activities during the Selection Process and the Program (Personal Interview, Selection Pitch, Due Diligence, Workshops, Individual sessions, and Pitch Evaluations). Startups will have access to all backup data except for the Selection Process and Due Diligence Process, as per internal The Ganesha Lab Protocol.
- o) **Right of Publications:** **The Ganesha Lab** reserves the right and Participants authorize to publish for communication and/or publicity purposes:
  - Use the image (including voice and name) and the participants projects for promotional and advertising purposes through any method or medium that **The Ganesha Lab** deems appropriate (including, by way of illustration and not

limitation, brochures, newspapers, magazines, books, and Internet), all without geographical or time limitation.

- Capture participants' image, voice and/or statements during the Participants Presentation event and during the Soft-landing as well as the IMV program, as well as any prior or subsequent act which is, directly or indirectly related thereto.
- Reproduce and/or edit the above, in whole or in part, on audiovisual, video-graphic, photographic, or soft copy, among other formats.

In case of repeated non-compliance with the Conditions, Rules & regulations **The Ganesha Lab** reserves the right to exclude the startup from the program under the Termination Conditions agreed upon in the Scale-up Contract.



## SOFT-LANDING PROGRAM US



The Soft-landing Program US is designed to provide startups a solid understanding of the US market and how to navigate confidently in this international business environment. During the Mid-term Pitch, the judging committee will evaluate the startup readiness for this scale up step and the admission into this module, provided by the Cambridge Innovation Center CIC Miami & MIT Enterprise Forum. The Soft-landing Program US is a two-week intense immersion course delivered through 8 high-profile workshops.

All expenses for this international soft-landing program will be covered by e **The Ganesha Lab**.

## INTERNATIONAL MARKET VALIDATION (IMV) PROGRAM IN USA



The International Market Validation Program is the bases for the internationalization of the startup. Every year **The Ganesha Lab** sponsors the best two startups of the generation to validate their technology and business model directly in their target market. The Agenda of the IMV for each selected startup is individually developed based on the identified needs and supported by our international partners. The IMV program sponsoring includes:

1. Roundtrip from your origin country to Boston, MA, Davis, CA (USA) or other selected destination up to a value of US\$ 1.500.
2. Housing in destination/location during the customized IMV:
  - For the Best Startup up to a value of US\$ 4.500 covering two months stay.
  - For the Second- Best Startup up to a value of US\$ 2.250 covering one month stay.
3. Monthly expenses up to a value of US\$ 500

Travel dates will be coordinated and defined jointly by The Ganesha Lab and the startup, based on the definition of its goals and objectives.

## BENEFITS FOR The Ganesha Lab PORTFOLIO STARTUPS

**The Ganesha Lab** provides to its Portfolio Startups a sense of community and biotech business understanding translated in the following:

- **The Ganesha Lab** Community.
- International Bio Business Education via **The Ganesha Lab** Academy.
- Acceleration via **The Ganesha Lab** Scale Up process.
- Access to the extensive global network of **The Ganesha Lab** and its international partners, including subject matter experts, potential clients, and investors.
- **The Ganesha Lab** support and advise for investment strategy, Pitch preparation and investor marketing.
- Access to International Investors Conference.
- **The Ganesha Lab** and its international partners will support those startups that are looking to expand and launch their business in US.
- **The Ganesha Lab** continuous support after the completion of the Academy for the following 3 consecutive years.
- **The Ganesha Lab** Workspace office during the IMV in US.