Name of project and Project URL on Ideascale/Fund

[700011 Accelerator in Emerging Markets]

Name of project manager

Zeb Hastings

Date project started

24 February 2022

Date project completed

30 November 2022

List of challenge KPIs and how the project addressed them

- Access to financial, human, and intellectual capital to fuel the success of Catalyst-funded projects
  - We provided 11 cohort participants from Emerging Markets (22 total accelerator participants) with 4 workshops dedicated to Cardano, Project Catalyst, and blockchain principles. We also provided 6 sessions of 1-1 mentorship on these same topics.
- Programmes that share in the spirit of co-creation, willing to collaborate with us at Catalyst, Cardano stakeholders, and the Catalyst cohorts.
  - We were able to utilize the Cardano community to provide mentors, workshop speakers, and knowledge sharing to the 11 cohort participants, with the goal of onboarding them to the Cardano ecosystem
- Number of projects that can be accelerated in the scope of the funding
  - Out of the 11 cohort participants and 22 total accelerator participants, we had one of them funded in Catalyst Fund 9 and at least 6 of them who have expressed interest in applying for Fund 10. We will continue to align with the participants through Fund 10 as next steps are announced.
- Number of mentors and investors that can be onboarded into the ecosystem
  - 7 mentors in the program were introduced to Cardano and Project Catalyst. 6 Investor introductions were made. 7 participants out of 22 can also participate in the Cardano community in various ways.
- Distribution of programmes across the world to serve different audiences
  - In the Emerging Markets cohort, we had participants from the following countries:
    - India
    - Chile
    - Ecuador
    - Hong Kong

        - Egypt
        - United Arab Emirates
        - Singapore
        - Vietnam
- Quality and strength of opportunities that each accelerator programme brings
    - Seedstars has run over 100 impact-focused programmes in emerging markets since 2017 when we began this particular programme-focused business model. We have strong deal flow and a globally recognized brand and network. 25% of program participants have shown an interest in building on Cardano and Project Catalyst. We believe in future editions of this programme, we can increase this number.

List of project KPIs and how the project addressed them

- # participants
- # workshops/hours
- Average workshop NPS
- # mentorship hours
- Average mentor rating
- # startups completing program
- # investor roadshow participants
- # investor intros made
- Program NPS
- # startups onboarded to Project Catalyst

Key achievements (in particular around collaboration and engagement)

- # participants
    - 11 per Emerging Markets cohort, 22 program total
- # workshops/hours
    - 6 workshops, 12 total hours
- Average workshop NPS
    - 70
- # mentorship hours
    - 6 per startup
    - 132 program total
- Average mentor rating
    - 70
- # startups completing program
    - 22
- # investor roadshow participants
    - 15
- # investor intros made
    - 6
- Program NPS
    - 80

- # startups onboarded to Project Catalyst
    - 1 funded, 6 others interested in Fund 10
    - All 22 participated in workshops

Key learnings

- The Cardano community really came through in the mentorship and workshop sessions. Startups loved the content.
- It was difficult to create relevant content for all parties as we tried to serve 3 cohorts:
    - Startups on Cardano
    - Startups building on blockchain, but not yet Cardano
    - Startups not building on blockchain, but interested
- Creating tailored content for all 3 was challenging. In the future we propose making our audience less broad so we can deliver the best experience possible.
- We had a couple of mentors who were not a good fit for the program. Next time we want all of our mentors from Project Catalyst, not just Seedstars' network.
- We would like to include less overall startups in the program, but focus on higher quality.
- We'd like to have a budget for an entrepreneur in residence to run the program more closely with the startups, vs. a hands-off approach that the budget allows.
- We need to create more of a community feel between the participants rather than a 1-1 approach.

Next steps for the product or service developed

We'd like to run another program in a future fund, and partner with some individuals to create a better curriculum.

We also plan to continue our relationship with these participants to help them launch their products in Project Catalyst Fund 10.

Final thoughts/comments

What a learning experience! We are thrilled to have been able to introduce these startups to Cardano. We also think it's a huge success that 25% of the cohort plan to launch products on Catalyst!! Big win in promoting the Cardano technology and ecosystem!

Links to other relevant project sources or documents. Please also include a link to your video here.

[Project Catalyst Investor Roadshow Website]
[Project Closeout Video]