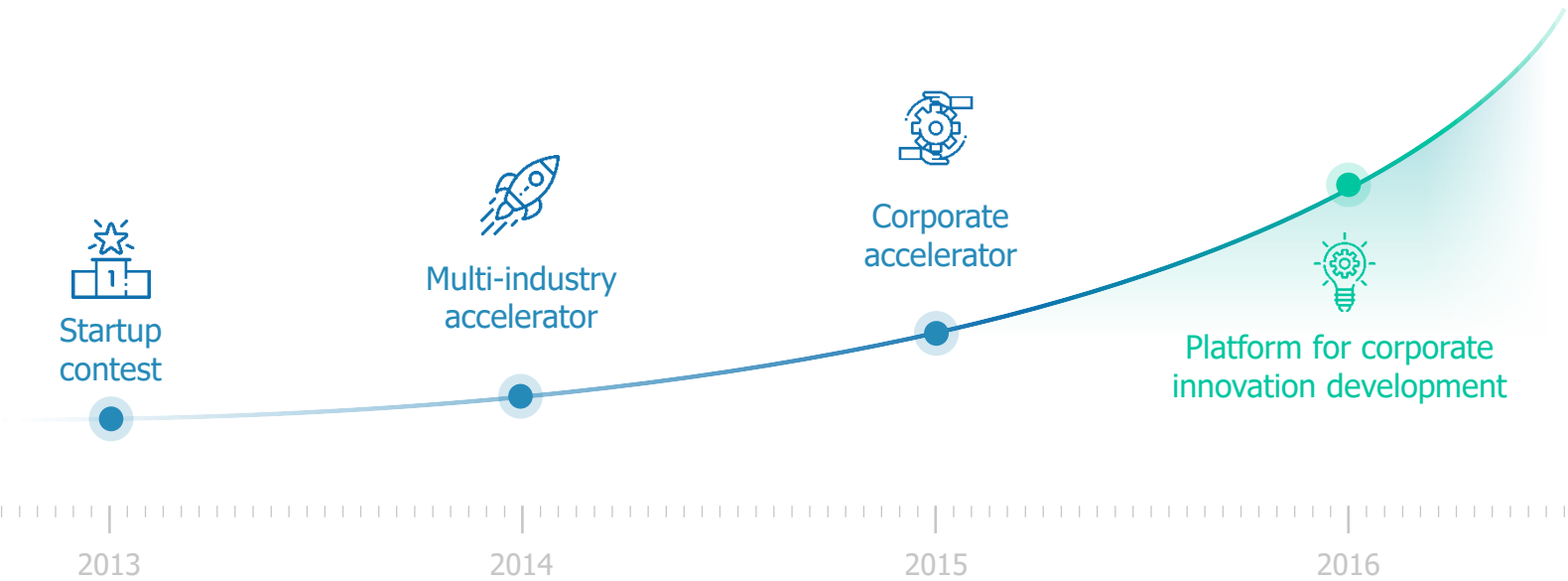


GENERATION 

GLOBAL PARTNERS PROGRAM

POWERED BY GENERATIONS

GenerationS key milestones



Key figures

500 + Startup - alumni
400 + Startup technologies implemented
70 + Corporate partners
550 + Ecosystem partners

100 +
Government agencies and international experts

60 +
Techno parks, hubs and technology centers

300 +
Accelerators

90 +
VC funds

Global Presence



Best Europe corporate accelerator according to Corporate Startup Summit 2018



Winner of international contest «2020 ITU Innovation Challenges» in the category «Ecosystem Best Practice Challenge»



Top-5 best government accelerators by UBI Global



Part of INSME, the International Network for SMEs

Global partners program: an export acceleration program for industrial startup-companies based in Moscow

Key stages of the program

Go-to-market

development of an individual export strategy and export plan

01

Generate Leads

identification of target partners in focus markets

02

Preferential Access

organizing meetings with potential partners

03

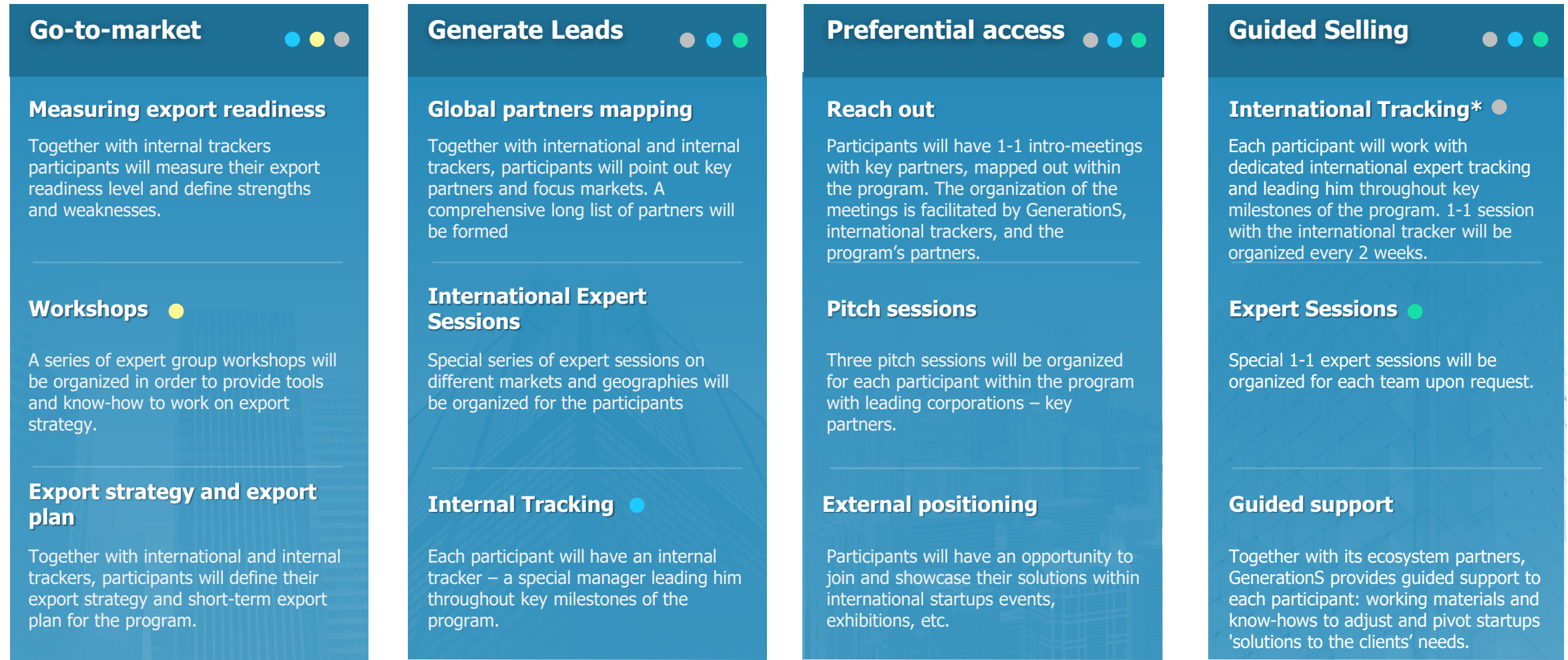
Guided selling

expert support in determining and developing proposals for target partners, negotiating, signing the contract

04

The program aims to create the conditions for seamless entry into international markets for B2B startup-companies and find relevant partners to launch pilots and establish long-term cooperation

Global partners program consists of four stages with specific tools and activities in order to boost startups' international development



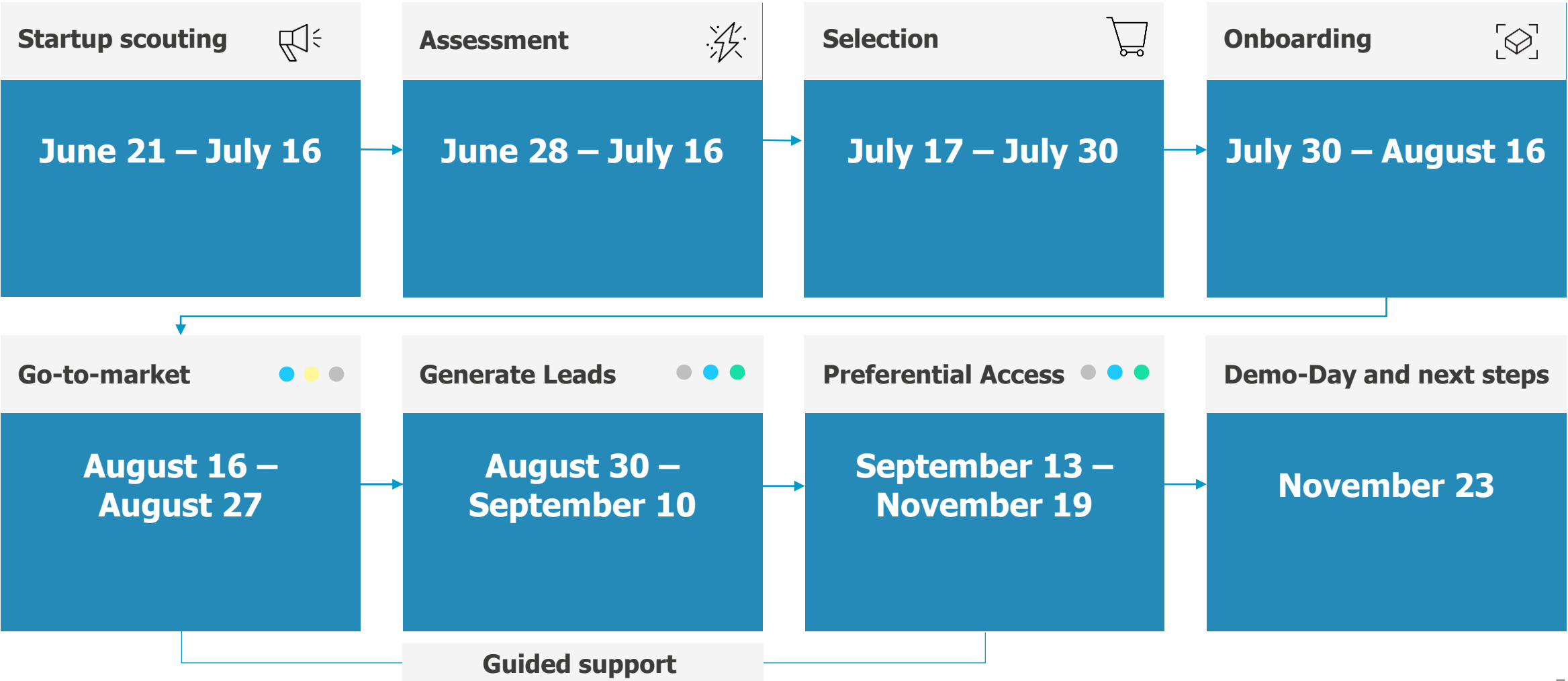
Tool will be useful for:  Workshops  International tracking*  Internal tracking  Expert sessions

* Please reach out to Oganesyan.aa@rvc.ru if you would like to provide your experts and mentors for **international tracking activities**





Preliminary timeline of the Global Partners Program



We invite partners to join us at any stage. Nevertheless, the most efficient way of working with startups is to join the program from stage 1: startup scouting to be able to highlight your own technological needs, be involved in startup assessment and selection as well as take full advantage of marketing and branding opportunity.



Partnership opportunities within the Global Partner Program for different stakeholders

 Activities	Corporation	VC fund	Innovation ecosystem
	<p>Corporate partner receives an opportunity to:</p> <ul style="list-style-type: none">• get an access to the applications' pipeline,• conduct 1-1 meetings with relevant startups,• organize PoC of the solution within corporate facilities,• in case of successful pilots, to land the technology on its production facilities.	<p>VC partner receives an opportunity to:</p> <ul style="list-style-type: none">• get an access to the applications' pipeline,• conduct 1-1 meetings with relevant startups,• evaluate investment opportunities in relevant startups and conduct due diligence• in case of mutually beneficial investment opportunity, conclude an investment deal.	<ul style="list-style-type: none">• For partners aimed to support international startups and provide soft-landing programs in their countries. Innovation ecosystem partners have an opportunity:• to hold group and individual expert sessions for startups• co-organize pitch-sessions of startups for their corporate partners and VCs
	 Duration	3-5 months	3-5 months
	 Outcome	Pipeline of relevant startups for PoC/Pilots/Implementation	Pipeline of innovation projects for business needs
	 Key stakeholders	Innovation units	Units in charge of international startups and development

Advantages for international partners within the Global Partners Program

Within the Global Partners Program you can become a partner of a particular technology direction, take part in startups assessment and selection, and have access to the entire funnel of startups, join our events and activities, pilot new solutions. The partnership options are free of any charges and do not require any sponsorship fees

Startup scouting and selection

- Highlight your technological/investing needs and set up requirements for startups
- Join GenerationS to select and assess relevant projects for the program.
- Take part in Acceleration program kick-off event (online)

During the acceleration program

- Conduct 1-1 meetings with relevant startups
- Take part in pitch-sessions in order to evaluate startups
- Organize PoC/Pilots of the startup solution within corporate facilities

At the end of the program

- Take part in Accelerator Demo-Day
- Have a priority to land startups solution in case of successful pilots

Marketing and Branding

- An opportunity to be highlighted as partner in a broad marketing and PR-campaign in Russia and abroad
- Placement on the Accelerators' landing page and all marketing materials
- Take part in the programs' promo-video

Become a part of first Global Partners Program!



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