

üfund

AWARD DESCRIPTION

The UFund is being established by [Ugenie](#) founders Susan & Fahim Kabani and 6C Ventures to give back to the startup community through an investment of their time, money and technology. Having built Ugenie from the ground up, they have gone through many startup growing pains themselves and learned a lot of lessons! This new fund is their way to pay it forward and support other founders in bringing their visions to life, especially those with community at the heart of the business model.

As they have just successfully raised SEED funding, both founders have been reflecting on how far Ugenie has come and what brought them to this point. Through this process, they realised that their know-how and the Ugenie platform could be leveraged by other startups with certain business models to build a MVP, saving founders a lot of the time and stress that Susan & Fahim experienced building Ugenie V1. This would further enable the founder(s) to validate their business prior to raising their first round.

In addition to financial investment into Ugenie, the Ugenie founders have been fortunate to receive a lot of support from experts in the London startup ecosystem. Without this additional support, they would not be in the position they are today, ready to scale Ugenie.

Thus, in addition to funding, Ugenie and 6C Ventures have also partnered with Avitrex Ltd and the [Entrepreneurs Collective](#) to bring a range of additional expertise and experience to share with the recipients through 1-2-1 support and a group mastermind.

Eligibility

Eligible startups must:

- Be membership or community-oriented*
- Provide a pitch deck
- Be SEIS eligible (investment will be made into the recipient companies in lieu of equity)
- Be willing to participate in the UFund Founder Mastermind
- Be able to leverage the Ugenie technology within their tech stack

* Community-based business models are gaining momentum as companies aim to intensify their customer engagement activities with relevant and great customer experiences. The community model is a method of developing an online presence in which several individuals or groups are encouraged to join and participate in ongoing interaction designed around a common purpose.

Examples of specific types of business types include: membership or subscription businesses within a variety of industries, clubs, associations, networking groups, coaching or learning

organisations, educational apps. If you are not sure whether your idea is eligible, please contact Susan Kabani at susan@ugenie.io.

Please note that although uFund is open to startups at any stage of the journey, we want to see that you have thoroughly looked at the problem you are trying to solve, how your proposed solution solves this problem, the market opportunity and the revenue model.

The Awards

3 recipients will be offered a package consisting of the following:

- A financial investment of up to £15,000 into the startup
- An investment of up to £5000 to build a MVP iOS and/or Android app leveraging uApp, Ugenie's white label technology
- Mentorship from experts from the London startup ecosystem
- Participation in the uFund Mastermind with other successful recipients
- 6-Month Seed Level Membership from the Entrepreneurs Collective
- Ability to pitch to 6C Ventures and other angels in Ugenie's network for follow-on capital in a live pitch event at the beginning of 2022

7 recipients will be awarded the following:

- Annual contract on Ugenie Hubs+
- Mentorship from experts from the London startup ecosystem and
- Participation in the uFund Mastermind with other successful recipients
- 6-Month Seed Level Membership from the Entrepreneurs Collective
- Ability to pitch to 6C Ventures and other angels in Ugenie's network for follow-on capital in a live pitch event at the beginning of 2022

Mastermind

Award recipients will participate in the 6-month uFund Mastermind consisting of the following:

- Monthly session led by Ugenie founder Susan Kabani on startup challenges
- Monthly session by an expert on relevant topics from fundraising to marketing
- Connecting with relevant experts on specific topics based on the challenges uncovered in Mastermind Sessions
- Access to additional resources in the community hub including access to Ugenie's 'How to Build an Online Community Mastermind Content.'

The expert monthly session will focus on the following topics:

- Month 1 - Idea: Problem, Solution, Testing & Product Market Fit
- Month 2 - Numbers: Metrics, Financial Modeling & R&D Tax Credits
- Month 3 - Growth: Brand & Marketing
- Month 4 - Customers: Acquisitions & Retention

- Month 5 - Team: Talent & Hiring
- Month 6 - Fundraising: Investor Readiness

How to apply

Applications can be completed online by clicking [here](#), and can be submitted until the 31st of July 2021. The uFund committee will review the applications and short-listed candidates will be invited to an interview with the investment committee members in early August. Award recipients being announced at the end of August.

For any questions, please contact susan@ugenie.io.

Mutual Pledge

Confidential Information means all confidential information relating to this document or other relevant documents is being furnished on a confidential basis, for readers to consider an investment into the Company and will not be used for any other purpose.

Liability of Truth – A person whom on behalf of the company named to fulfil information in this document must declare that the details furnished in this document are true and correct to the best of your knowledge and belief, you agree to undertake to inform us of any changes therein, immediately. If any information is found to be false or untrue or misleading or misrepresenting that you are aware that you may be held liable for it, and for that a signature is required.