

APPLICATION\_2023

# PERKS & SUPPORTING PARTNERS



## OUR PARTNERS' VALUE

We believe that partnerships can make a difference in our startup's journey. That's why we choose the best teams, companies, and organizations to build a **strong relationship with Start-Up Chile and its entrepreneurs**, and **support them** in their needs, while **positioning our partners in the innovation and entrepreneurial ecosystem**.

Being a **Start-Up Chile** Perk or SUPporting Partner involves giving your best, sharing your knowledge and "key recipes", and being part of the startup's growing and scaling processes, thereby **boosting the economic, cultural, and social development of our ecosystem**.

Here you will find...

1. Requirements to apply
2. Perks
3. SUPporting Partners
4. Rules of the Game
5. What's next?

## REQUIREMENTS TO APPLY

### Who can apply?

1. Legal entities under private law or national / international universities.
2. Goods or service providers that may contribute to the development of Start-Up Chile's entrepreneurs.
3. Companies that provide services in at least one of the following categories: Fundraising, HR & Talent, Tech & Development, Marketing & Communications, Business Development, Legal Services, Administrative & Office Tools, Customer Service, Sales, Design.



## PERKS

Our perks are the fuel that our startups need to scale up. For this reason, we seek **high quality solutions** that not only boost them, but support their business - and budget too!

Perks are entities that offer **discounts, exclusive services, and attractive offers** to our SUPpers.

For example, our friends at **Amazon Web Services** gave our entrepreneurs up to 25k in credits!

## SELECTION CRITERIA


We will select companies that **add value** to our startups' development. We seek companies that count on **experience** working with startups, that offer **solutions** based on their needs, and that provide an attractive **discount** compared to their original listed price.


EXPERIENCE	We will consider the company's operation years, their experience with startups, their recognitions, and their type and number of clients.
OFFER VALUE	We will consider the amount of discount provided compared with its market price and the original listed price.
OFFER QUALITY	We will consider the match between the solutions provided and our startups' needs.

*Our team will rate each criterion between 1-5. You must have a score of at least 3 on each criterion to be selected.*

## HOW TO REDEEM

In your application, you can choose between the following two options for entrepreneurs to redeem your offer in case you are selected:

 **Option 1: URL and Code** - Provide a website link for our entrepreneurs to redeem their benefit. If they need a code to redeem the perk, write it in the application form. Our staff will keep track of their usage.

 **Option 2 | E-mail Contact** - Provide 2 e-mail contacts and describe the instructions to make use of the perk. Entrepreneurs will contact both e-mails and copy [alumni@startupchile.org](mailto:alumni@startupchile.org) to redeem the perk. You must reply, cc'ing the entrepreneur and us.

*\* Consider this information **only** if you are already selected to be part of our Perks*



## SUPPORTING PARTNERS

Our SUPporting Partners have the **knowledge** that our team leaders need to successfully run their businesses. For this reason, we seek **experts in specific industries** to **guide and support** our entrepreneurs by offering **free Office Hours** (at least 5 per month).

For example, our friends at **EY** offer 5 hours per month.

## SELECTION CRITERIA

We will select companies that offer **free Office Hours** (At least 5 hours per month) for our entrepreneurs, have **experience** working with startups, and bring knowledge that can **add significant value** to our startups' development.

EXPERIENCE	We will consider the company's operation years, their experience with startups, their recognitions, and their type and number of clients.
OFFER VALUE	We will consider the amount of office hours provided.
OFFER QUALITY	We will consider the match between the solutions provided and our startups' needs.

*Our team will rate each criterion between 1-5. You must have a score of at least 3 on each criterion to be selected.*

## HOW DOES IT WORK

- Entrepreneurs will ask for Office Hours with our SUPporting Partners by filling out a form owned by Start-Up Chile. Once a week, we will e-mail those SPs who have pending connections.
- Remember that according to the [T&Cs](#) you have up to 3 working days to reply. Don't worry if we don't contact you within more than a week, that means there are no connections needed yet.
- We will share the entrepreneur's contact information and their needs for you to schedule a meeting, and finish the process by filling out a follow-up form.

*\* Consider this information **only** if you are already selected to be part of the SUPporting Partners.*



## RULES OF THE GAME

Being a partner of a public organization like **Start-Up Chile by CORFO** means being aligned with our mission of making our ecosystem better and better, and taking responsibility to always provide a high quality offer.

- **E-mail replies are a must.** We don't like ghosting! It's important for us to have fluent communication between us and the entrepreneurs, so if your replies take longer than 3 working days, we will stop offering your services, and you won't be considered for the next season.
- **No changes allowed!** You can't change your offer after the application. In case you want to restructure your proposition, you will have to wait and apply for the next application process.
- **Skin in the game.** Being a Start-Up Chile partner involves giving your best, while being transparent and honest during the negotiation process with us and the entrepreneurs.

## WHAT'S NEXT?

- **Application** - The form will be open the entire year. If you are interested in being part of our offer for our next generation, we recommend that you apply before **March 1st**.
- **Evaluation** - Start-Up Chile's staff will evaluate the applications and select the partners based on our "Selection Criteria" as specified above.
- **Communication** - Once the evaluation process is finished, we will communicate which companies are chosen to be part of our Perks & SUPporting Partners network via e-mail.

Be patient and make sure to check your inbox periodically!



Have any questions? Contact [valy@startupchile.org](mailto:valy@startupchile.org)

**APPLY HERE!**

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*by* CORFO



Start-Up Chile



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