

# McKinsey Startup Accelerator

Chilean startups with impactful, scalable and digital solutions will be selected and supported by McKinsey to accelerate their growth plans

## What you get?

Initial acceleration plan to prepare for growth

Coaching with international experts with tech and industry-specific knowledge

Monthly Board Meeting with senior McKinsey experts

## Key dates to look forward

**Enrolment:** June 9<sup>th</sup> to July 3<sup>rd</sup> | **Selection:** July/Agust2020 | **Start Date:** September 2020

For information and enrollment access: [www.mckinseystartupaccelerator.com](http://www.mckinseystartupaccelerator.com) (available as of June 11<sup>th</sup>) or email: [Chile\\_Startup\\_Accelerator@mckinsey.com](mailto:Chile_Startup_Accelerator@mckinsey.com)



By Fuel.

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# Who can enroll

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Startups who meet the following criteria:



Was founded in the last 5 years



Has a digital or digitally-enabled product or solution



Has revenues between US\$50.000 and US\$5.000.000 per year; or:

- If B2B<sup>1</sup>, at least 5 active clients/users
- If B2C<sup>1</sup>, at least 300 clients/users

1. B2B = Business-to-business product/service; B2C = business-to-consumer product/service



# Selection process and criteria

## Round 1: Video application

June 2020

Online application including a video pitch of maximum 5 minutes addressing at least:

- Point addressed and proposed solution
- Expected scalability of impact
- Full-time commitment of team members
- How McKinsey could help

## Round 2: Business case

July/August 2020

Selected companies are matched with Consultants to help them:

- Prepare pitch deck
- Refine business model presentation

## Round 3: Pitch

August 2020

Most promising companies are invited to final round to:

- Present their pitch to board of Senior McKinsey colleagues

## Selected winners

September 2020

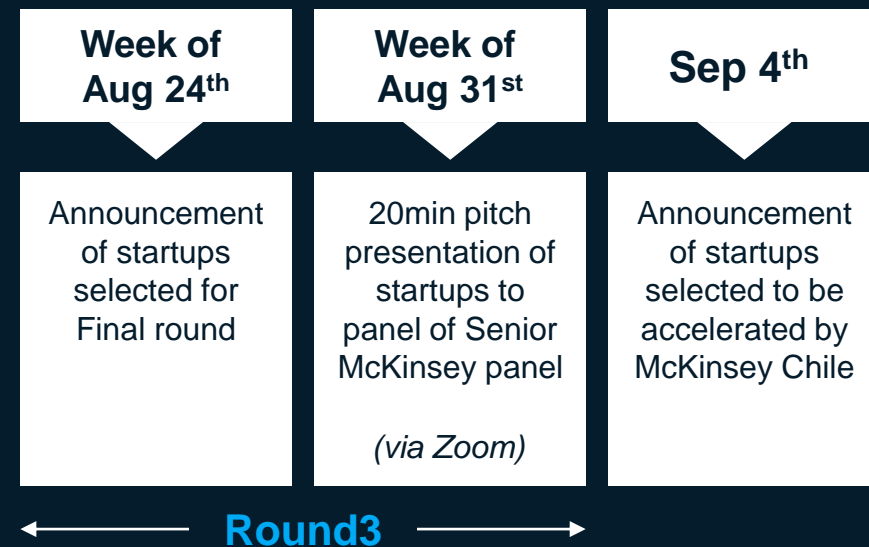
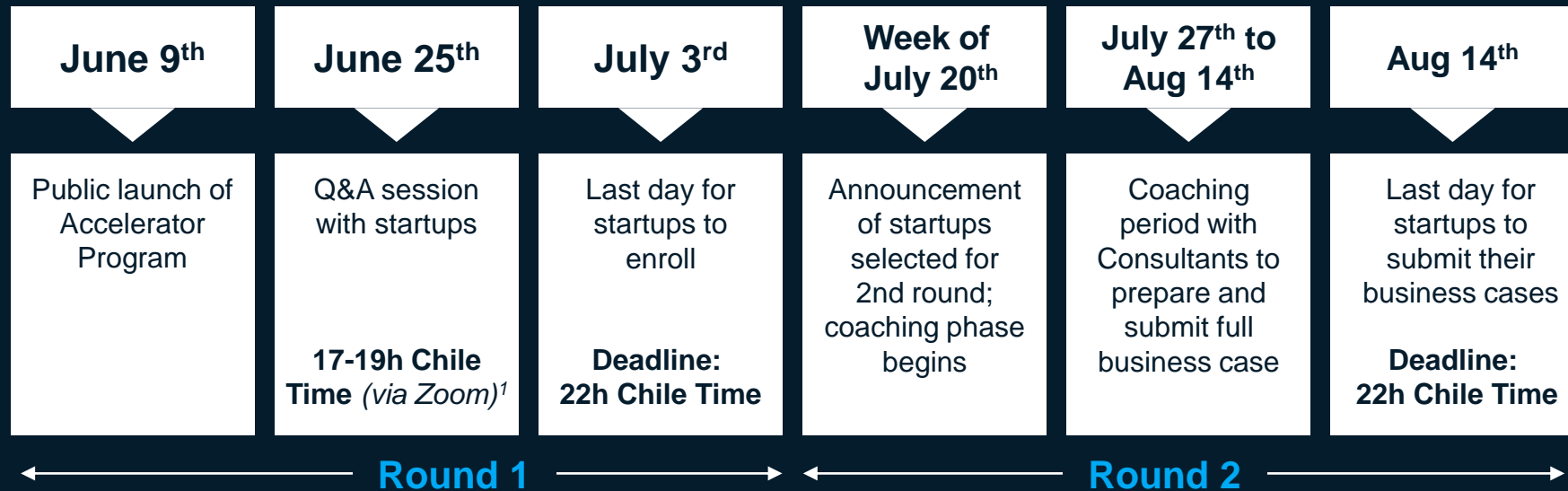
Winners invited to be accelerated by McKinsey Chile

## Selection criteria (non-exhaustive):

(i) topic and sector aligned with key sectors in the Chilean economy; (ii) team mindset, experience and commitment; (iii) potential size of opportunity to be addressed; (iv) power of proposed solution (i.e., digital component, competitive intensiveness, distinctiveness)



# Key dates to look forward



1. Details of the session to be published on website and shared via email with enrolled startups

# Winners will be accelerated by McKinsey for a 6-months period

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## Acceleration Sprint (2-4 weeks)

Initial Sprint to build acceleration plan for startup, including:

- Value proposition refining
- Product journeys and backlog
- Technology roadmap
- Go-to-market strategy
- Talent plan



## Implementation support (6 months)

On-going coaching and support to implement plan, including:

- Monthly Board Meetings with Senior McKinsey Consultants
- Access to international experts in growth tech and in industry of focus
- Access to extensive McKinsey tools (i.e., Design, Tech)



# Come join the McKinsey Chile Startup Accelerator!

Read the QR Code below or access the link for further information and enrollment (Available as of June 9th)

# McKinsey Startup Accelerator



Link to enroll:

[www.mckinseystartupaccelerator.com](http://www.mckinseystartupaccelerator.com)

