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 9th to July 3rd  |  **Selection:** July/August 2020  |  **Start Date:** September 2020

For information and enrollment access: [www.mckinseystartupaccelerator.com](http://www.mckinseystartupaccelerator.com) (available as of June 11th)
or email: Chile_Startup_Accelerator@mckinsey.com

By Fuel.
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\(^1\), at least 5 active clients/users
  - If B2C\(^1\), at least 300 clients/users

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Selection process and criteria

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)

Round 1: Video application
June 2020

Online application including a video pitch of maximum 5 minutes addressing at least:
- Paint 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
Key dates to look forward

**Round 1**
- **June 9th**: Public launch of Accelerator Program
- **June 25th**: Q&A session with startups
- **July 3rd**: Last day for startups to enroll
- **Week of July 20th**: Announcement of startups selected for 2nd round; coaching phase begins
- **July 27th to Aug 14th**: Coaching period with Consultants to prepare and submit full business case

**Round 2**
- **Aug 14th**: Last day for startups to submit their business cases

**Round 3**
- **Sep 4th**: Announcement of startups selected to be accelerated by McKinsey Chile

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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

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