

For details (including schedules) and contacts,  
please go to [www.facebook.com/eo.in.ua](http://www.facebook.com/eo.in.ua)

## What is eō?

eō is Latin, meaning ‘to go,’ ‘to prepare,’ ‘to advance’ – which we expect all of our incubated businesses to do, during and after the incubation program.

## What are the benefits of joining the eō Incubators?

- ✓ Participation in an intensive 6-day bootcamp that will help push each business to the next level – to clearly understand its strengths and weaknesses and map out a strategy going forward.
- ✓ Involvement in expert-led sessions, in person and by videoconference, covering all the fundamentals of launching and growing a startup – including business development, teams, finances, pitching, legal issues, MVP development, marketing, sales, and much more!
- ✓ Expert mentorship, in person and by videoconference, from top Ukrainian and global entrepreneurs and investors who will meet with their businesses at least once each week and provide hands-on support and introductions.
- ✓ Access to a global network of mentors, partners, and experts.
- ✓ Opportunities to meet investors, including through a “demo day” that celebrates each team’s achievements.

## Who can apply?

- ✓ Businesses based on any tech – for example, IT, pharmaceuticals, biotech, engineering, material science, hardware, and so forth – are appropriate, so long as the businesses are based in Ukraine. We do not limit applicants based on the type of technology, which can be scaled globally.
- ✓ The business does not need to be a registered business entity (LLC), although we may encourage you to create a legal entity after you are selected to join an Incubator.
- ✓ Any number of founders is appropriate. In general, however, the founding team should have expertise in (i) technology/science/engineering, (ii) marketing/product development, and (iii) presenting the business to prospective partners/investors. Although these tasks can be performed by a single person, it’s rare for that to be the case. For that reason, we encourage teams of at least 2 founders, but will consider exceptional single-founders.
- ✓ We are looking for startup businesses, but we recognize that startups come in different stages. We will accept business that are at any stage – from the Idea stage, to creation of a Minimum Viable Product or Prototype, to Increasing Market Share, to seeking to raise Capital (or seeking to raise more Capital).
- ✓ ***Businesses must commit to having all founders attend all sessions for the 16-week incubation program, unless otherwise agreed in advance with the Incubator manager.***
- ✓ English is important. ***Participants should have a basic, working knowledge of English.***

## What does it cost to participate in the Incubators?

There is no fee to join the Incubators. However, we believe that people and businesses value things when they have something invested, so the Incubators require businesses that participate to issue equity.

For now, each business is required to issue the following equity (although the amount may change in the future):

- ✓ Each mentor who works with a business will receive 1% of the business's equity, on a fully diluted basis. Most businesses will be assigned 2 mentors (preferably with local and global business experience), with different skill sets, to help the business grow quickly and efficiently.
- ✓ Incubated businesses may decide to work with lawyers and/or financial manager advisors who they meet through the Incubators. There is no obligation to work with an advisor; but if you decide to work together, and the work involves more than basic advice (which is provided for free), the advisor may receive 0.5% of the business's equity + normal fees that may be deferred up to 2 years.
- ✓ This means, for example, that an incubated business (i) with 2 mentors (ii) that agrees to use the services of a lawyer and financial manager, involving more than basic advice, will be required to issue 3% of its equity, fully diluted, to the mentors and advisors.

## Will the Incubators invest in the businesses they incubate?

No, the Incubators will not invest in the businesses they incubate. However, they will work to bring investors and other funders (from Ukraine and internationally) to evaluate incubated businesses for investment.

## Can you provide an overview of the program?

Each incubation cycle will last for approximately 16 weeks (4 months), subject to adjustment for holidays and other scheduling changes. **Founders from the selected teams must commit to attend all training programs and weekly lectures.** These include:

- A 6-day bootcamp at launch in Kyiv that all founders are required to attend. We will cover transportation and lodging costs for teams located outside of Kyiv. All other lectures are mandatory; costs associated with attending those lectures must be borne by each founder.
- Weekly lecture / training / mentor programs held every Wednesday, Thursday and Friday evening, from 18:00 – 21:00, as well as Sprints (which will last approximately 48 hours, from Thursday evening to Saturday evening). The training will cover a variety of subjects, including business models, MVPs, pitching, financing, legal issues, team development, targeting your clients, marketing, and sales, among others.
- Each team must complete a variety of tasks in between workshops and lectures.

## How many businesses will be selected per incubation cycle?

Our first priority for any incubation cycle is the quality – not the quantity – of the businesses we accept. There is no minimum number, although we anticipate having at least 7 or 8 businesses participate.

## What is the process for selecting companies for the Incubators?

- ✓ Businesses will be selected through an open competition for each Incubator by a panel that includes Ukrainian, U.S., and other experts.
- ✓ All companies that apply must complete the application fully.
- ✓ All companies selected must agree to and comply with the Incubators' rules. Those rules are included in the application form.
- ✓ The information that is provided in the application form will be the primary source of information used to make decisions. We urge you to present your business CLEARLY, CONCISELY, and COMPLETELY.
- ✓ The final selection will be made by the mentors who will be working with the businesses. Mentors may ask to talk with or meet an applicant before making a final decision.

## When and where can I apply?

Apply NOW!

Please see the [link](#) for the application.

## Our mentors



### **Azhan Backer (Dubai)**

Azhan Backer is the Co-Founder and CEO of Musthafa & Almana Start Up-Support (MASS). MASS, which is headquartered in Dubai and has operations throughout the MENASA region, serves as a platform to enable startups from across the world to scale-up in the MENASA region. Azhan enables key stakeholders in the region to liaise with global startups, giving startups access to the smartest capital in the region, and also some of the sharpest legal, financial, operational, and technical minds that can successfully scale-up an innovative idea. Since inception, MASS has worked with 14 startups from multiple technology groups.



### **Andy Baynes (London)**

Andy Baynes has more than 18 years' experience in the consumer electronics and IT sectors and has patented a number of innovations and published several articles in both environmental and energy publications. Joining Nest as a startup in 2012, Andy was the founding head of Nest's business development group. Starting with the revolutionary Nest Learning Thermostat, Andy developed a channel of over 100 enterprise partners, helping propel Nest towards a \$3.2 billion acquisition by Google. In five years, Andy helped expand Nest to over 14 countries across North America and Europe, making Nest one of the world's most recognized energy efficiency and smart home technologies available today. Prior to joining Nest, Andy was the Director of Environmental Technologies at Apple where he founded the industry's first product design strategy for environmental excellence. Working closely with Steve Jobs, Andy achieved a number of industry firsts, including the elimination of toxic chemicals, the set-up of free take-back and recycling programs, the integration of Life Cycle Assessment in product development, and obtaining Energy Star certification across all products. Andy received the 2010 GEELA Award for Environmental Design excellence, as well as Clean Production Action's Green Chemistry Award.



### **Nick Bilogorskiy (Silicon Valley)**

Nick Bilogorskiy is a director of Trust and Safety at Google, working on security. Prior to that, he drove cybersecurity strategy at Juniper Networks. As a founding member of Cyphort, which was acquired by Juniper Networks, Nick created and led the Threat Research team and designed Cyphort's malware detection logic and product user experience. Prior to Cyphort, Nick was chief malware expert at Facebook and also held security leadership positions at Fortinet and Sonicwall. Nick is fluent in reverse engineering, analysis, pattern writing, and malware tracking. He has presented and published research papers at major security conferences, including

RSA, Infosecurity Europe, Virus Bulletin, and SecureWorld. He holds multiple patents in computer security. Nick also co-founded a charity, Nova Ukraine, to deliver humanitarian aid to, and increase world awareness about, Ukraine. Nick has been an angel investor since 2012, investing into two-three seed stage companies per year, focusing on cybersecurity, AI, and IoT. He invested in Petcube, Cymmetria and Uber, among others.



### **Patrice Guillouzic (London)**

Patrice Guillouzic is the CEO and co-founder of Advizzo, a London-based software company that has provided energy and water utilities since 2015 with software to better engage their end consumers. Advizzo has enterprise clients in Europe and Middle Europe, and is expanding its operations in North and South America. Patrice has 15 years' experience in enterprise software. He spent 10 years at Oracle's European headquarters in Geneva, Switzerland, managing the Utilities business unit for Europe and the Middle East. Prior to Advizzo, Patrice also spent two years at Opower as VP Sales, where with his team he opened up new markets in areas such as Eastern Europe, Spain, and Portugal. Opower did an initial public offering during this time, and later was bought by Oracle in 2016.



### **Max Gurvits (Sofia, Bulgaria)**

Max Gurvits is a US/European entrepreneur and investor. He founded an online legal services company in Amsterdam in 2008. In 2011, he sold the business and moved to Bulgaria, where he was on the founding team of one of the biggest regional tech acceleration programs and funds (Eleven Startup Accelerator and €12 million seed fund). Active in Europe and the Middle East as startup advisor and angel investor, Max organizes the TRACTION Camp and Startup AddVenture series of events, connecting founders to skills and capital. In 2016, Max joined Cross Border

Angels as Director for CEE and MENA, syndicating one-two monthly investments with over 70+

angels and investment firms. In 2017, Max joined a team of data entrepreneurs as a founding team member of a stealth-mode data startup based in London. He also runs a number of ecosystem and networking initiatives, including Summit Summit and Entrepreneur-In-Residence.



### **Ivan Isakov (London)**

Ivan Isakov is a co-founder and CTO of Valkyrie Industries, an award-winning startup that is developing the next generation wearable haptic interface for mixed reality applications. He received an MSc from St. Petersburg State University and a PhD from University College London in nanotechnology and material science, and he worked as a postdoc at Imperial College London, before co-founding Valkyrie Industries. During his career, Ivan has transformed new scientific ideas into prototypes and products, was involved in knowledge transfer from university laboratories to industrial production with several SMEs, and provided technology consulting for a large aerospace company. Currently, in addition to being a lead haptics engineer in his startup, Ivan is directly involved in developing customer relations, creating collaborations, and fund-raising (both private investors and grants).



### **John Sung Kim (San Francisco and Kyiv)**

John Sung Kim is the CEO of Jetbridge, which creates a suite of enterprise tools that allows marketing managers to increase their ROI from paid ads, with full integrations to most legacy ESP systems. John was a founder of Five9 (NASDAQ: FIVN) and DoctorBase (acquired by Kareo). He has acted as a consultant to UpWork, Qualys, RingCentral, LGC Wireless, and the State of California. John has authored a series of well-known articles on start-ups. As a hobby, he is an angel investor in Y Combinator startups and is an avid collector of motorcycles.



### **Felix Litvinsky (New York)**

Felix Litvinsky is a Managing Director of Blackstone LaunchPad at Cornell University, an experiential university-wide entrepreneurship program. Felix is a seasoned technology entrepreneur and an active member of various investor groups. He held executive and management positions in business development, technology, and strategy at international companies. For example, Felix was the Vice President of Business Development at ARC International (LSE: ARK.L). Prior to ARC, he

was a Co-Founder and the CEO of Alarity Corporation (acquired by ARC International, now Synopsys), a company that specialized in multimedia IP. Felix is also a mentor at Techstars and a mentor and advisor at Princeton University's Keller Center. He is also a Co-Founder and Managing Partner of Minority Venture Partners, a business acceleration company whose mission is to increase and expand Minority and Women Business Enterprises in emerging technology sectors throughout New York City and the tri-state area.



### **Nataliia Lymonova (Kyiv)**

Nataliia Lymonova is a co-founder of SNITE, which grew from a small family enterprise launched in 1997 to a national and international manufacturer and exporter of furniture. By 2007, SNITE had 22 dealers located throughout Ukraine, as well as four showrooms in Kyiv. SNITE exports furniture to Russia and Kazakhstan, and beginning in 2018, it began to offer products for sale in Toronto, Canada. Nataliia's responsibilities at SNITE include business strategy, business development, marketing strategy, sales management, R&D, finance, and people management. Nataliia is also actively engaged in promoting education, including as Chairman of the Committee on Education of the Union of Ukrainian Entrepreneurs, co-founder of the Creative International Children's School (in Kyiv and Lviv), co-founder of the Methodical Center "Insight," and a member of the Strategic Advisory Group of the Ukrainian Ministry of Education and Science.



### **Sergey Lysov (Kyiv)**

Sergey Lysov is the managing partner of 2Skyrox, an adviser focused on cross-border investment and business development. He started his career at KPMG advisory in 2005 and later, in 2008, continued with Dragon Capital, managing one of its private equity practices with \$70M+ AUM until 2017. His major areas of experience are: operational efficiency and capital maintenance, product positioning and road-to-market, investor relations, business development, human resources, and project management. Sergey has worked as an adviser, professional investor, C-level executive and founder of several businesses of his own – both in the real and technological sectors – and now actively works with early-stage projects to aid them with business development and fundraising.



### **Aleksey Mas (Kyiv)**

Aleksey Mas is an IT and digital adviser at Kyivstar, where he heads the innovation laboratory and is the coordinator from Kyivstar of the Telecom accelerator. Aleksey is one of Ukraine's first internet entrepreneurs. Aleksey authored one of Ukraine's first Internet portals, UaPortal, and one of Ukraine's first social networks, known as "Tree of Friends." He is also the author of the Ukrainian banner network, an internet advertising network that at one time was the largest in Ukraine. Alexey has authored mobile applications for navigation in London, Paris, and Barcelona. He was also author of the filesharing social network, infostore.org. In addition, Aleksey is co-organizer and coordinator of the largest IT conference in Ukraine, iForum.



### **Will Mercer (London)**

Will Mercer is a career problem solver; he works with early stage businesses to clarify their mission and strategy. His career spans entrepreneurship, finance, and strategy consultancy. In 2015, Will became Head of Strategy of The Trampery, a workspace provider for creative startups. During his tenure he drove the growth of the business which included operating five spaces across London, developing a new co-living village, and delivering an international consulting business with projects in Oslo and the Balkans. In 2017, he moved to France to start a new type of residential work and event space in a fairy tale castle. Chateau de La Salle successfully launched in May 2018. Since then, Will has operated as a freelance strategist, with projects such as advising USAID in Ukraine, developing a placemaking strategy for Lingang, a new city in China, and developing the strategy for the European Creative Hub Network. He is currently Venture Director at Zag, a commercial design consultancy that has created new products for customers such as Facebook, Yamaha, and Lego. Will is a judge on Marriott Hotel's Test Bed program and for the Hult Prize.



### **Andrey Milinevskiy (Kyiv)**

Andrey Milinevskiy is an international professional in service design, sales, and digital transformation. From 2007 to 2010, Andrey was CEO of Golden Telecom and Beeline in Ukraine. From 2010 to 2016, he was the B2B Director of Kyivstar (VEON Ukraine), managing client-centric sales and marketing transformation, and then as the Chief Digital Transformation Officer, managing the company's transformation of its call center, redesign of its retail business, and launch of innovative streams in customer experience management and omni-channel processes. After 20+ years in executive roles at telecoms, Andrey co-founded the service design



agency, CXdesign. The agency assists clients to create holistic customer experience management systems, as well as in designing competitive products and services in Ukraine and internationally.



### **Andriy Peshiy (Kyiv)**

Andriy Peshiy has more than 15 years' experience in the IT and telecom sectors, including building BSS (Business Support Systems) and OSS (Operation Support Systems) such as billing, CRM, e-commerce, and provisioning in the largest telco company in Ukraine. For five years, he was CIO of the largest mobile telco company in Ukraine (25 million users). He helped lead that company's digital transformation program and developed a new product tied to machine learning, big data, and AI. For the past three years, as CIO, Andriy has been implementing the digital program in the largest agricultural company in Ukraine.



### **Sergii Polituchiy (Kharkiv)**

Sergii Polituchiy is founder of the "Factor" Group of Companies. Over the past 27 years, Factor has grown to become one of Ukraine's largest publishing and printing groups. Over 15% of its customers are European Union companies, and the publishing house "Vivat" is one of the top three in Ukraine, cooperating with publishers in 20 countries. Factor weathered the economic and financial crisis of 2008, taking advantage of the weak economic environment to expand its business in Europe. Sergii Polituchiy is also a founder and member of numerous public, social, and charity organizations. He is an Honored Economist of Ukraine and Honorary Consul of France in Kharkiv.



### **Bob Scharf (New York)**

Bob Scharf is the co-inventor or inventor of 12 U.S. and foreign patents. In 1995, after a substantial career in industry, Bob started his own company that went public through an IPO in 2000 as Stratos Lightwave. Stratos Lightwave was later acquired and then spun off by Citicorp Ventures, then by Emerson Electric, and now is part of the BEL group. Bob left Stratos Lightwave in 2003 and started Protokraft, which was later acquired by Moog and now operates as Moog-Protokraft. Bob's last position was with Holston Micro Systems, a supplier of high performance network interface modules (NIMs), application software, and integrated turnkey systems solutions used primarily in carrier, enterprise, and industrial IoT network applications.



### **Rob Shepherd (New York)**

Rob Shepherd is an associate professor at Cornell University's Organic Robotics Lab (ORL), which focuses on using synthetic adaptation of natural physiology to improve machine function and autonomy. He has several patents in the space of robotics and materials for 3D printing, and is a founder of Organic Robotics Incorporated, a startup focused on using stretchable sensors in smart clothing for body tracking applications. Rob's work has been featured in popular media outlets such as the BBC, Discovery Channel, and PBS's NOVA science documentary series. At Cornell, Rob teaches a course on "Innovative Product Design via Digital Manufacturing," which teaches students about understanding customer needs and quickly prototyping and testing solutions.



### **Sofiia Shvets (London and Kyiv)**

Sofiia Shvets is CEO and Co-Founder of Let's Enhance – a machine learning platform for image enhancement. Before founding Let's Enhance, Sofiia spent two years at Google European HQ working with the world's fastest-growing product companies (b2b, e-commerce, SaaS) to build growth strategies across all Google products. There, she conducted multi-market research and analyses, provided consumer behavior analyses, and consulted on go-to-market strategies. She was also the project manager for Innovation Team (Central Europe), organizing internal training for the Central European cluster on Design Thinking methodology and conducting research for innovative product solutions. In addition, Sofiia launched the Women@Google education program to support women entrepreneurship, gathering more than 20,000 participants.



### **Mykola Takzey (Kyiv and Tel Aviv)**

Mykola Takzey is a certified practitioner of Design Thinking, Business Model Innovation, and Value Proposition Design. He has over 15 years' experience in customer-centricity and corporate innovations, with an international career in one of the largest global consumer products companies in seven countries and across business domains. Previously, Mykola was Marketing Director for Ukraine, Georgia, Armenia, and Moldova. He established and currently manages the Corporate Innovation Center in Tel Aviv, which is principally focused on growth hacking corporate business models, technology scouting, and integrating startups into a corporate environment.



### **Vlad Tislenko (Kyiv and San Francisco)**

Vlad Tislenko is the CEO of Conceptor, Ukraine's premier hardware incubator. Vlad launched his first product through crowdfunding in 2013. Since then, Conceptor has launched more than 30 products into the market. One of the company's products, iblazr, famously was sold through Apple stores. In 2018, Vlad began leading an acceleration program, incubating 10 companies and investing in three of them.



### **John Uke (Kyiv)**

John Uke is the founder of GameTree, an app that connects gamers with friends and games via AI, psychology, and machine learning. He attended Babson College, one of the premier schools in America for entrepreneurship, and left San Francisco 2½ years ago to start this latest venture in Ukraine. John's background is in coding, coding education, gaming, psychology, recruiting, and general business management and analysis.



### **Nadiia Vasylieva (Kyiv)**

Nadiia Vasylieva has 20 years' executive experience in Marketing and General Management at Microsoft, Amway, and Kyivstar GSM Company (the #1 mobile operator in Ukraine). Most recently, Nadiia was General Manager of Microsoft's Black Sea Hub (Ukraine, Georgia, Moldova), and Chief Integrity and Trust Officer for Microsoft's Emerging Mid-Sized Markets accountable for business integrity and ensuring that partners are trustworthy. She oversaw the startup incubator movement in Ukraine, including through her support of the IoT Microsoft Incubator, 1991 Big Government Data, and Cloud Business City for Smart City Solutions. Nadiia has also mentored dozens of startups. Most recently, she was a founder of the Digital Transformation Institute (DTI), with the aim to make Ukraine a top digital economy, to drive new digital business models, to enhance government, and to provide Ukrainians with digital skills.



### **Lou Walcer (New York)**

Lou Walcer is the Director of the Kevin M. McGovern Family Center for Venture Development in the Life Sciences at Cornell University. Before coming to Cornell, Lou was the Senior Commercialization Executive for New Ventures at Cleveland Clinic Innovations, where he managed a portfolio of 30 startups. Following a career in consulting, product marketing, product development, and corporate business development at Merck, Schering Plough, and Wyeth, Lou served as Executive Officer and VP Business Development and Marketing at VC-backed

Gliatech, where a successful multinational medical device product launch and two pharmaceutical strategic partnerships led to the company's IPO. He was Executive Officer and startup team Business Lead for Copernicus Gene Systems, driving deals that supported that company's initial venture financing. In addition, Lou was President and General Manager of Medimop USA, a privately-held manufacturer of medical devices for drug delivery, until its sale to West Pharmaceutical Services.



### **Charles K. Whitehead (New York)**

Charles K. Whitehead is the Myron C. Taylor Alumni Professor of Business Law at Cornell Law School and the founding Director of the Law, Technology & Entrepreneurship program at Cornell Tech in New York City. Prior to entering academia, Professor Whitehead held senior legal and business positions in the financial services industry in New York and Tokyo, including as a Managing Director of Nomura Securities International, Salomon Brothers, and Citigroup. His law and banking experience extends to venture capital and other investments, IPOs (including by VC-funded companies), and mergers and acquisitions. Charles is an honorary doctor of the Yaroslav Mudryi National Law University, and a co-

founder of the Institute for Law, Technology & Innovation in Ukraine.



### **Ziv Yoash (New York and Silicon Valley)**

Ziv Yoash is a veteran Silicon Valley (Perkins Coie) startup lawyer, an entrepreneur, and an angel investor. Ziv has spent ten years in Silicon Valley, where he co-founded Monthly Ventures, a seed fund; Startup Socials, a network of 90,000 entrepreneurs; and Veritamo, a marketplace of luxury service providers. Ziv is an adjunct professor at Cornell Tech, legal counsel to Innovation Endeavors VC, and a founder of a stealth mode legal-tech startup. He is also leading Sovev Manhattan, which is an annual hike of 32 miles circling Manhattan.