



# MediaTech Ventures at the Ion



ion

## HOUSTON INCUBATOR PROGRAM

MediaTech Ventures and the Ion are partnering to bring a creative startup incubator to Houston! Our 12-week program will start in January and will be focused on growing your startup in the media technology space.

We take you from ideation to launch with

- Hands-on learning
- Accessible program and mentor network
- Post-program support
- Active community

**12 Week**  
In-Person  
Incubator  
Program

**1/17 - 4/11 2023**  
Tuesdays  
5:00 - 8:00 PM

**\$750** Per Startup,  
Includes 2 seats

# WHAT WILL YOU GET OUT OF THE PROGRAM?

Startups graduate with the necessary skills, knowledge, and relationships to be successful in the media technology industry and beyond:

- Identify and validate your idea and opportunities in the MediaTech space
- Exclusive partner perks from partners such as Amazon Web Services, Dell, Chive Media, and Google for Startups
- Position your company as a viable and competitive solution provider in the market
- Fully develop your business model and road map to product delivery
- Understand how to find, and what additional partners you'll need to bring your idea to life
- Build relationships with multiple capital sources including angel investors, venture capital and corporate venture firms
- Structured Data Room to organize all documents for due diligence
- Refine offerings based on constructive critique from one on one meetings with mentors and teachers, and direct pitch feedback
- Evaluate different regional legal and tax considerations for the incorporation of companies and identify what suits you best



# WHAT WILL WE COVER?

You will learn to:

- Identify and prioritize the opportunities in your industry
- Position yourself as a viable and competitive solution provider
- Understand the differences in business culture and practices in the U.S.; especially in communication, information presentation, and distribution channels.
- Define its own export cost structure to the U.S., taking into account regional variations and channels.
- Build relationships with venture capital and corporate venture firms.
- Rebuild its offerings based on constructive critique from one on one meetings with mentors and teachers.
- Evaluate different regional legal and tax considerations for the incorporation of companies.

## Program Overview

Our proprietary curriculum was developed over years of experience in mentoring hundreds of startups globally. As the rate of innovation in media and technology accelerates yearly, it's imperative to have a program that stands the test of time.



### THREE DISTINCT FOCUSES

Each month has a theme that progresses through the fundamentals of building and scaling any idea or business

# 1



#### MARKETING

- Idea and Validation
- Market Development
- Team
- Go To Market

# 2



#### DEVELOPMENT

- Legal + Capital
- Business Model
- Capital
- Roadmap

# 3



#### PRODUCTION

- Product + Development
- Growth
- Fundraising
- Graduation



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# ADMISSION REQUIREMENTS

You can be anywhere in your funding journey. If you are considering growing your early stage startup, our program might be right for you if you are:

- In early stage development or ideation
- Still actively searching for a business model
- Tech or tech-enabled? We define tech or tech-enabled businesses as any business that leverages and can scale media through technology. We are media industry-specific, and accept companies working in advertising & marketing, film, video, VR/AR, PR & news media, publishing, video games, sound, music, podcasts, and radio
- A for-profit company

# PROGRAM REQUIREMENTS

The founder needs to be available to join each class. If your application is approved, we will conduct an interview to discuss the specific requirements of each course. Overall, you will be required to:

- Attend 75% of classes
- Book 5 office hours with an eligible mentor or advisor
- Complete each week's homework assignment
- Pitch your startup every week



# FAQs

## **Will you invest in me?**

We are not a fund. The MediaTech Ventures Incubator's purpose is to help startups understand how to properly connect with investors and how to connect media with capital. Our program bridges the gap between founders and funders. However, you should not treat us as a method of funding, rather as a method of understanding funding and connecting with investors.

## **Will you find me an investor?**

If we feel that you are ready for funding, you will present your startup at an investor showcase upon graduation. Again, we are not a pipeline for funding, but we will connect you as we feel appropriate. The rest is up to you.

## **Will you find me customers?**

We will help you understand exactly who your customers are and how to communicate with them. We are not a lead generation service. We help you meaningfully connect with those whose problem you are solving.

## **What's the MediaTech Ventures Community?**

We've built a community just for you! Showcase your startup and connect with media professionals around the world. Fill us in on what you're building and how we can help! Participate in daily discussions, events, and groups alongside Fortune 500 companies, and potential collaborators.







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Media technology is the driving force behind connection, interaction, and discovery. In a digital economy, the development and deployment of tools that provide access to 'the elements of growth' - networks, education, spaces, platforms, tools, and promotions - are paramount to the future of industry, innovation, economic development, and collaboration.

You know where you want to go, and we can help you get there. Take a chance on your startup and join the most supportive startup program in Houston!

**APPLY TODAY!**

