



**Mr. Agent's  
Guidebook**

**VALUER+**

# THANK YOU

... for wanting to help startups survive and flourish. For being here amongst entrepreneurship and innovation enthusiasts - contributing to innovation.

Thank you for empowering the startup eco system globally, and welcome to VALUER

*Let's make an impact together*

## AS AN AGENT

... we expect that you want to attend pitch nights, idea competitions and startup presentations to identify the coolest and most promising startups. You then add the startups to the VALUER database (<https://valuerai.typeform.com/to/i8oOVk>), where they will be matched with relevant corporate partners. Simple as that!

The tasks of an agent should not be time consuming, but a natural thing to do if you love startups, want to network with founders around Denmark and want to get a unique experience. A great guideline for a target is to add one startup pr. week to VALUER

### **The knowledge you get gives direct access to jobs in**

- Public and private incubators
- Accelerators
- Regional and local growth houses
- Business development centers and agencies
- Universities

### **The network you get gives access to**

- Co-founders and experienced entrepreneurs
- Investors and business angels
- Exclusive VALUER events and happenings

# VALUER+

MATCHMAKING BETWEEN STARTUPS AND CORPORATES

# #1: WHAT IS A HIGH POTENTIAL STARTUP?

The main job of an AGENT is to identify and submit startups to the Vauer.ai database. But what defines a startup, and which ones have high potential?

There is no clear definition of what a startup is, but in the words of Eric Ries, *a startup is a human institution designed to create a new product or service under conditions of extreme uncertainty.*

Notice, that the definition does not say anything about size, age or constitution of the organization.

We are looking for high potential startups. The submitted startup must add value to any of our current or future corporate partners. Value, in this case, means a radically new and innovative technology, product, service, approach or similar, that the corporate partner may be able to use immediately.

As a rule of thumb, if you can check these 3 boxes, the startup is relevant for our partners:

- The startup has a unique value proposition
- The startup has an exponential growth potential
- The startup has international potential

If in doubt, rather submit the startup, because they might turn into unicorns soon enough!

## Which startups are we NOT looking for?

- Maturity companies
- Consultant companies
- Received massive funding (100+ million)
- Companies not interested in cooperating with corporates

## #2: AT WHAT STAGE IS THE STARTUP NOW?

The startups can be in different stages as you also will see in the typeform. Below you can see how we characterize the stages:



**Idea stage:** The startup has not started working on a prototype yet and are only operating from the idea. At this stage the founder(s) usually ask themselves *“do we have the idea for the next unicorn and what makes the idea so damn good/unique?”*



**Prototype in development:** Startups in this stage have begun developing their prototype. At this stage the founder(s) usually ask themselves *“How should it work and can we build it ourselves”*



**Prototype getting validated:** In this stage, the startup is getting its prototype validated and tested. At this stage the founder(s) turns their attention to the people testing their product and make all the adjustments needed.



**Launch:** Here the startup has launched its product or service. At this stage the founder(s) usually ask themselves *“How do we make an enormous amount of noise, without going broke?”*



**Product market fit / Traction:** This stage the startup has traction, which is proof that somebody wants the product or service. At this stage the founder(s) usually ask themselves *“which channels and which partners should we focus on?”*



**Scaling stage:** Companies in this stage have a strong and proven product, plus market fit. Scaling stage startups are looking for growth and want to scale up their business, and they have a significant amount of traffic, leads and conversions. At this stage the founder(s) would be seeking for *“Series A funding”* for expansion of markets.

## #3: WHERE TO HUNT FOR STARTUPS

There are many places you can look for startups. Here's 3 places we suggest you look. Happy scouting!

**1. GO TO INCUBATORS AND COWORKING SPACES:** As with events, here you'll find a collection of startups that you can talk with.

**2. GO TO EVENTS:** The best way to find startups is to go where they go and talk with them. There are many events that gather startups such as pitch nights and award ceremonies. Find them here:

[Valuer Facebook Events](#)

[Meetup](#)

[Eventbrite](#)

**3. SEARCH IN DATABASES:**

[Crunchbase](#)

[F6S](#)

[E27](#)

[Startup europe club](#)

and many more..



## #4: HOW TO ENGAGE STARTUPS

We don't require Agent's to engage with startups, but we highly recommend it, so you'll hear the stories of the startups, and get to know them.

When you engage a startup with the purpose of adding them to the database, it's understandable that their initial response to being added to any database will be negative. But when they hear the details, they will ask you to be added. Following is an example of how you can explain this:

### **Initial**

Hi, my name is [NAME], may I ask you what you are working on?!

### **Response if the start up sounds promising**

That's super cool(!), how far are you with your startup?

### **Show your colours**

I'm an Agent at an organization called Valuer and I'm searching for the next billion dollar startup. We help startups get noticed by larger corporations, so it's much easier to find funding, customers and industry know-how.

### **Call to action**

Can I write you up on our list? It will then be easier for our partners to find you, and you don't have to spend as much time on pitching or cold calling to investors or corporate partners.

### **Ensure they do not worry unnecessarily**

Our lists are not open for everyone to enter or gaze, and we make sure to qualify matches before inquiring peoples time. So at some point, we might contact you if one of our partners wants to do business with you or to write an article about you, but we won't contact you for other reasons.

## #5: V-COINS AND REWARDS



We want to reward our best Agents. V-coins is how we manage rewards. AGENTs earn V-coins for all their efforts. Every month, Valuer.ai registers the efforts of all AGENTs and rewards the most active AGENTs as shown below.

Each V-coin you earn is a chance to win the monthly draw for prizes. The more V-coins you have, the higher is your chance of winning the prize.

AGENTs who have earned 5,000 V-coins will be offered a part-time position. This is equivalent to submitting 50 new startups or submitting 5 startups that are chosen for partnerships.

AGENTs who have earned 10,000 V-coins will be offered a full-time position. This is equivalent to submitting 100 new startups or submitting 10 startups that are chosen for partnerships.

- |                     |   |
|---------------------|---|
| <b>100 V-coins</b>  | You successfully submit a new startup to Valuer.ai  |
| <b>200 V-coins</b>  | A startup you have submitted has raised funding after you submitted them                    |
| <b>1000 V-coins</b> | A startup you have submitted is selected for partnership with one of our corporate partners |

## #6: BUILD YOUR CAREER

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A startup you have submitted has raised funding:	200 V-coins after you submitted them
A startup you have submitted is selected for partnership with one of our corporate partners:	1000 V-coins







VALUER contributes to a world of innovation and creativity. Where organizations and startups can find each other and collaborate to build the future together.

We took the best from accelerators, startup competitions and pitch events, and made it into a digital platform and a simple tool. A tool where corporates, venture funds and business angels can track start ups and pamper them.

We connect the innovative and entrepreneurial world - and function as a talent academy for the natural matchmakers and VC's of tomorrow.

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