

## **Evaluation Tips by Epicenter Stockholm**

### **FOR WHO?**

Our mission is to help enable and grow more impactful digital startups and companies from Korea, with Stockholm as a spring board.

A typical phase for startups to become a part of our program is normally:

- **Post "Seed funding"**
- **On their way to "Series A"**

And since active matchmaking is a vital part of our program we primarily look for startups in industries where we have natural touch points in our ecosystem.

So for the first ever Epicenter Accelerate – Korea Startup Center cohort, we will primarily look for startups with technology within, or other connections to, these industries/areas:

- **AI**
- **FinTech**
- **Gaming**

On the other hand, we're a dynamic ecosystem that constantly changes in a rapid pace, so we really encourage everyone to apply, even if you don't fit the exact formula as of above. Other industries we're normally strong within are:

- **MedTech & Health**
- **Media & Communication**
- **IoT**
- **FoodTech**
- **FashionTech**

### **Simple Evaluation Criteria for Startups**

**Team(25%), Market readiness(25%), Scalability(25%), Epicenter Ecosystem Match(25%)**

### **Tips for Korean Startups**

1. Basically, the only thing you should focus on is to answer every question in the form sheet as accurate, detailed and honest as possible. The entire form sheet is created in a way that it is highly self-decontaminating in that sense.
2. Do not focus on what you think Epicenter Stockholm wants to hear, rather be very truthful to the phase you are in right now and the needs you have.
3. Of course some basic things can be good to highlight like phase (pre seed – series A) and industries as mentioned above.