



GENERAL

What is INFINITI LAB Toronto?

INFINITI LAB Toronto is the fastest way to develop and evolve your early stage startup to take flight. Through intensive business validation, we'll provide the tools you need to develop a strong business foundation for growth & success.

The theme of this program is Smart Cities and IoT and we are looking for startups with an exciting product or service in this vertical.

Participants in the program will have the opportunity to secure a spot at the next Global Accelerator based at INFINITI's headquarters in Hong Kong.

The Toronto program is delivered in partnership with Multiplicity. Toronto-based Multiplicity helps founders to build great startups and enables enterprise to develop innovation by operating a portfolio of accelerator programs with a global reach.

INFINITI LAB launched in Hong Kong in 2015 and expanded into North America with the first program taking place in Toronto in 2017. This is the second year that INFINITI LAB comes to Toronto. It's also the first startup accelerator launched by an automotive company in Canada.

What role will INFINITI play in the accelerator?

If your startup is interested in working alongside a global automotive company, then INFINITI LAB Accelerator is right for you.

The INFINITI LAB Accelerator provides your startup with intensive 1:1 mentorship from INFINITI's executive team, subject matter experts and different business units. Our program provides you with coaching to crystalize your business proposition based on a strong understanding of the future of mobility and smart cities, OEM mindset and business priorities. This will arm you with a deeper knowledge of how to work effectively with large corporates to grow your business.

What are the networking and educational opportunities provided during the program?

Startups who are accepted to the program will attend lectures and mentoring sessions delivered by subject matter experts, serial entrepreneurs or exited founders who have been there and done it before.

Additionally, during the program, INFINITI LAB hosts several educational and networking events to facilitate collaboration between startup founders, corporate partners, investors, and mentors.

What is a typical day like for an INFINITI LAB participant?

The INFINITI LAB is an intensive 6 week program. Lectures and mentor office hour sessions are held throughout the day for three days a week. Founders are given two days a week to work on their businesses and apply everything they learn.

Serial or exited founders, as well as investors and subject matter experts will deliver lectures and will be available for 1:1 office hour sessions with participating founders. Every week founders are required to deliver their pitch to a room of investors to hone their pitch and prepare for Demo Day.

Will all the mentors come from INFINITI?

You will have access to one dedicated INFINITI mentor, as well as subject matter experts inside INFINITI. In addition to this, mentors will come from the startup and technology ecosystem in Toronto and North America. You should expect a number of mentors from a wide range of industries and businesses.

What types of companies should apply?

We are looking for companies beyond just the automotive industry, and we are excited to work with a variety of companies in the Smart City, Internet of Things, Retail Experience, Finance, Mobility, and Automotive industries.

This program is designed for early-stage companies. Your company can be pre-revenue, but should have a working and validated prototype at a minimum.

Does my business need to be a B2C or B2B business?

It can be either.

Is there a cost to apply?

There is no fee to participate in this program and we do not take any equity.

APPLICATION PROCESS

How does the application process work?

Interested startups can apply online through our dedicated F6S application page.

It includes a few simple questions about your company and your team. You'll have the opportunity to include a video and other collateral that describes your business.

Shortlisted companies will be contacted with further questions and will undergo an interview process.

How detailed does my idea need to be in the application?

In this initial application process, we ask applicants to describe market opportunity, the team, the concept that you want to take forward and how you plan to execute it. The more information you provide, the easier it is for us to assess the full potential of your business.

Do I need to send in a business plan?

No, just complete the online application.

Is my age a factor in your selection process?

No.

When is the deadline to apply and what's the overall timeline?

Key Dates:

- Applications Close May 23
- Program Starts May 30
- Demo Day July 5th

FUNDING

How can participants receive funding after the INFINITI LAB program ends?

Funding is not guaranteed. The program is designed to give you ample opportunities to meet with potential investors, partners and customers.

Additionally, you will have the opportunity to showcase your product or service at Demo Day, where a range of potential investors including venture capitalists and influential industry leaders will see your proposition and listen to your pitch.

Will Multiplicity invest in my company?

No.

This year, INFINITI LAB has partnered with Renault-Nissan-Mitsubishi's \$1B venture fund,

Alliance Ventures. All successful participants in INFINITI LAB will have access to pitch to its team.

When is the Demo Day?

The Demo Day will be held on 5th July 18. This exclusive event will be closed to the public and the guest list will include key people from INFINITI & Multiplicity's expansive network of industry leaders, investors, venture capitalists, government and press.

Will INFINITI invest in my company?

INFINITI will consider investing in your company after evaluating your product and pitch at the Investor Demo Day.

Do Multiplicity or INFINITI have to invest in my company?

No. An investment will only be made if all parties are in agreement.

Will INFINITI own my IP?

No. Upon acceptance into the program, your IP and startup remains yours. INFINITI is interested in helping you grow and develop your product.

LOCATION

Do companies have to be on-site for the entire 6 week period?

We do require that at least one key team member relocate/commute, if necessary, to Toronto for the duration of the program.

Does INFINITI LAB provide accommodation for participants?

Some support will be given to those coming from overseas for the program.

Where is the INFINITI LAB office?

INFINITI LAB is located at Workhaus Commerce Court South.
30 Wellington Street West, 5th floor, Toronto, ON, M5L 1B1.

Can I apply if our company or founders are not from North America? Can you help with visa/immigration issues?

Applications are open for anyone from anywhere.

If you are accepted, you will; need to have a legal right to be in Canada. INFINITI LAB and Multiplicity will try and provide working visas for successful companies for the duration of the program. If this is not possible, we can put you in touch with agencies and services that can help you with visas and immigration, but we can only do this once you've been accepted into the program.

Due to the 6-week duration of the program, most applicants will need to apply for an extension of their visa or obtain a multiple entry visa. This can only be done when you have arrived in and the process may vary according to country you are from.

LEGAL

Is a participating company's product or service guaranteed to be endorsed by INFINITI?

No, there are no guarantees. It is entirely at INFINITI's discretion as to whether a participating company's product or service is taken on and/or endorsed.

MULTIPLICITY

Why did INFINITI partner with Multiplicity on this program?

The INFINITI LAB accelerator is 'powered by' Multiplicity, meaning that the content of the program is created and delivered in conjunction with Multiplicity. With a strong track record for bringing innovative and scalable business ideas to market, INFINITI has chosen the company to partner with for their second program in Toronto.

How to get in contact?

If you have questions about the program or application, please do not hesitate to contact our Multiplicity team.

Get in touch

If you'd like to get in touch, please contact us at guillermo.ginest@infinti.com



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