

A vibrant rainbow arches across a dark, stormy sky, casting a soft glow over a lush green field. The rainbow's colors are bright and distinct, contrasting sharply with the dark background. The field below is a mix of green and yellow, suggesting a natural, open landscape. The overall mood is one of hope and resilience.

**Build a business, not a startup**

Nick Bilogorskiy

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Microsoft



facebook



SonicW



# 408 Ventures

Invested in:

- Uber
- People.ai
- Petcube
- Rallyware
- YayPay
- Augmented Pixels
- PromoRepublic
- AxDraft

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MANAGING PARTNER

Nick **Bilogorskiy**



PARTNER

Artem **Tokariev**



PARTNER

Aviram **Jenik**



# Why

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Jumping off a cliff and assembling an airplane on the way down

# Be a business leader

Dog-eat-dog world.

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# How

Delegate

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# How

Delegate

Selling

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# How

Delegate

Selling

Recruiting

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# How

Delegate

Selling

Recruiting

Learning/Growth

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# How

Delegate

Selling

Recruiting

Learning/Growth

Connecting

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# How

Delegate

Selling

Recruiting

Learning/Growth

Connecting

Building Trust

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# How

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Don't be a Zombie

Compounding power of time

AirBnB founder's Rejections formula:  $SW2 + WC = MO$

(Some will love it, some won't + who cares? = move on) AKA "Keep going until you find the people who do love your idea."

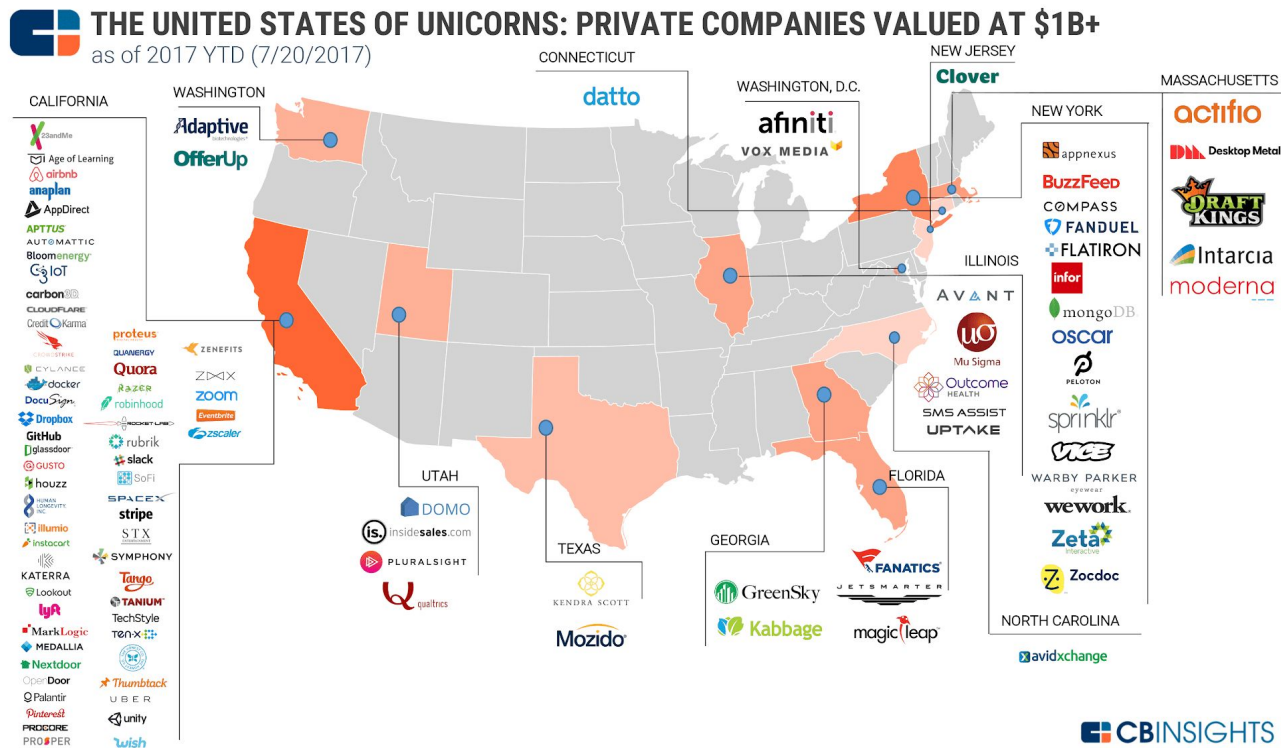
# Be in Silicon Valley

- Americans buy from Americans
- Touch builds trust
- Serendipity
- Valley culture

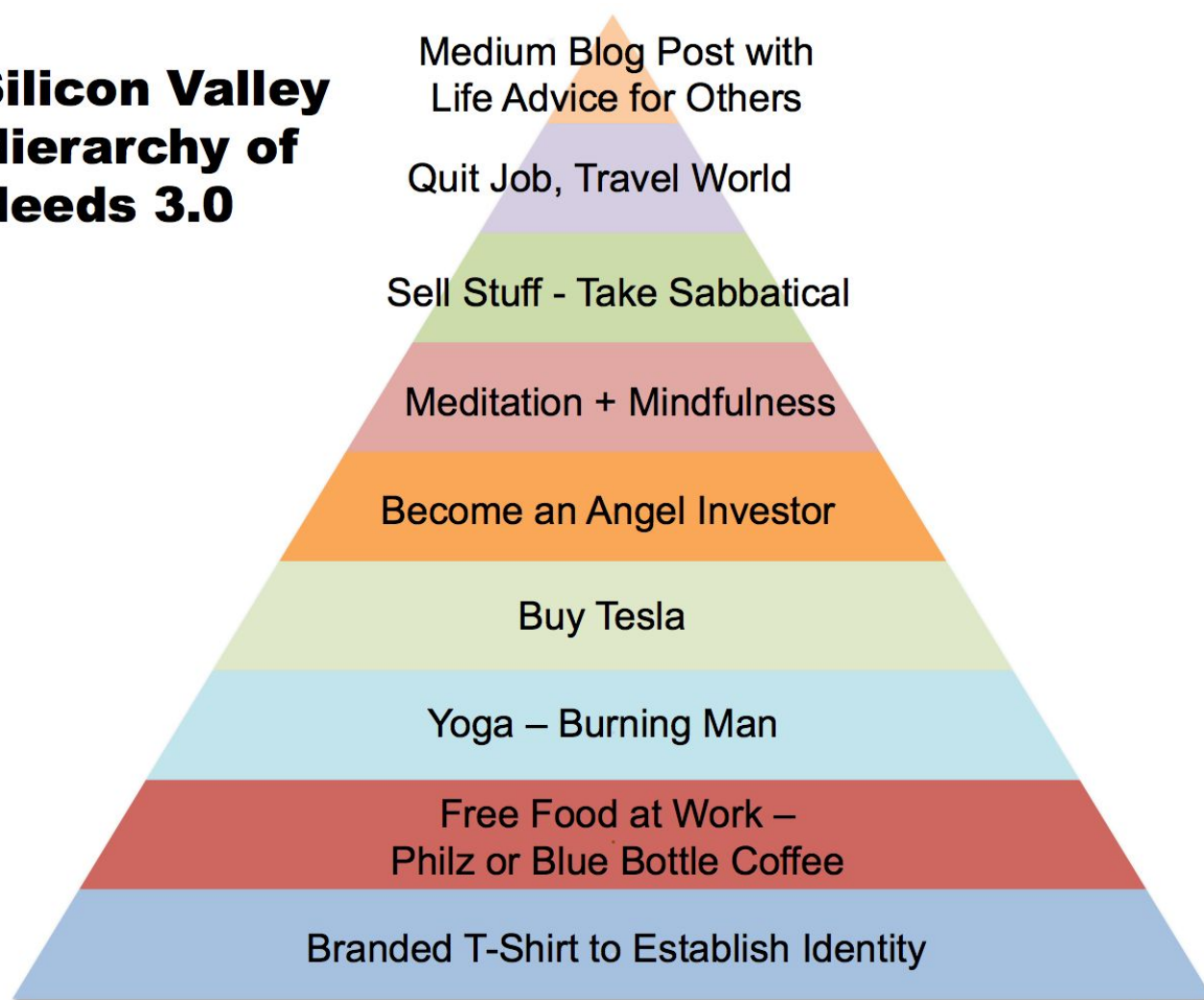
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# Silicon Valley Hierarchy of Needs 3.0



# Examples

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Cyphort - 10x revenue growth, sold to Juniper Networks

Rallyware - 3.5 million users

Yaypay - \$10B dollars on the platform..

Reply - \$3M annual turnover with minimum investment

People.ai - 5x revenue growth, reported \$500M valuation

Mixerbox - 150 million users downloaded

# How to get help

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- First U.S.-style, mentor-driven business incubator in Ukraine, for Ukrainian startups in all industries and all technologies.
- Goal: Create a world-class incubator in Ukraine that will boost Ukrainian startups to compete globally and successfully for partners and capital.
- Six-day boot camp + four-month intensive curriculum + expert mentors with real-world expertise from Ukraine and around the world.
- Eight teams (from 188 applications) in the first incubation cycle – hardware and software businesses, including in the financial, agricultural, medical, HR, marketing and nanotechnology sectors.
- Applications will re-open in July, with the second incubation cycle beginning in late September or October.

# Now what

Seek out people who can help you

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