Eupnea Accelerator Program for Startups and SME’s

What Matters Next for Business about the UK Market?

A top global market providing great growth opportunities albeit the big challenges

- The economic climate in the UK market, like in various other global markets, is changing due to a plethora of reasons emerged from geopolitics and global trade to immigration and local labor market
- Barriers to enter the UK market vary widely across sectors as their characteristics are different. However, competition is fierce within most sectors
- The local labor market is more challenging in a post-Brexit era for attracting talent and filling skill shortages
- Consumer spending has fluctuated significantly in recent years due to higher prices and increased uncertainty
- UK is a global leader in advancing AI developments, with many UK businesses currently investing in AI projects to boost a range of business capabilities

Are you looking to enter the UK market and want to maximise the opportunity?

Do you need support with specific key areas such as how to position in the market, bring your product or service to suitable customers or develop your team?

Would you want to develop as a decision maker further or have a more effective decision making process in your business?

Does your business require to have a more structured approach to deliver your vision?

The Top 5 Challenges Startups Facing That Overcome with our Accelerator

An accelerator program that focuses on all top challenges that startups face

	41%	29%	23%	19%	18%
Top 5 Startup Challenge	Misreading market demand	Insufficient funds, including not being able to raise funding	Right skills or chemistry	Outpaced by competitors	Unsustainable Costs
Eupnea Accelerator Program	Deep knowledge of the UK market	Various activities for startups with UK investors, including a workshop focusing on Funding Strategy and guest speaker a serial seed investor	Extensive expertise in Talent and Workforce Development, and appointment of Strategic Advisor from the start	A broad range of activities aiming to position accurately, accelerate your growth and beat competition	Effective GTM budgeting and resourcing through assignments and consulting, plus entity setup by our team and discounts from partners

Entering the UK Market to Grow Further

Can your business create solid foundations to thrive when entering the UK market?

You may have a vision for your product and business to change the world, your whole industry or perhaps a smaller part of both. It all starts from knowing your market and creating strong foundations for your business to thrive.

Our consultative workshops can help you have what you need to enter the UK market and accelerate your growth effectively by working with experienced consultants on selected aspects of your business, for example about go-to-market, marketing, sales and workforce development.

You can also opt to have an advisor/mentor during the program who can discuss with you about more aspects of your business, either where you are facing or anticipating to face a challenge, or share their extensive experience in a range of areas and therefore gaining a broader insight and knowledge from the program, in addition to greater support in selected areas.

Who is Accelerator Program for & How to Participate?

A program built to provide startup growth to the most aspiring businesses early in their development

PRODUCT	MARKET EXPANSION	FUNDING
Do you have a Minimum Viable Product (MVP) ready?	Are you looking to expand into the UK market?	Are you between Pre-seed and Series A funding rounds?

REVENUE	DEVELOPMENT	STRUCTURED SUPPORT
Are you in early revenue-generation stage?	Do you have a clear intent to strengthen business foundations and expansion strategy?	Are you actively seeking structured support for growth or transformation?

If you are selected to participate in our Accelerator Program, it can provide excellent support to you in order to expand your business with ease and speed in the UK market. Our registration process is simple and quick, while multiple cohorts will run through a year. Shortlisted applicants will be contacted for a brief discovery call prior to confirmation.

Submit your Expression of Interest (EOI) here: https://www.f6s.com/eupnea-accelerator-program-autumn/apply

Which Businesses Registered Their Interest to Participate in our Accelerator Last Autumn? (Sample)

Accelerating the UK expansion of global startups from various key global markets and sectors where focus is on innovation

"They pushed us to crystallize the value proposition by segment and turned vague ideas into crisp, testable claims."
CEO, Participating Startup from Tech Industry

"Eupnea has a deep understanding of UK market dynamics."
CTO, Participating Startup from Space Industry

Location	Team Size	Stage	Industry / Focus Area
Switzerland	4	Early Customers	FinTech – AI Wealth Management
India	5	MVP	SpaceTech – Satellite Launch
India	7	Revenue Generating	AI SaaS – Enterprise Support Agents
India	4	Revenue Generating	HR Tech – Startup HR Solutions
India	5	Revenue Generating	Sustainability – Eco-friendly Products
UAE	5	Revenue Generating	HealthTech – AI Healthcare Recruitment
USA	3	MVP	FinTech SaaS – AI for Accounting
UAE	2	Idea Stage	FinTech – Biometric Payments
India	4	MVP	Sustainability – Plastic-to-Fuel Clean Energy
India	15	Idea Stage	EdTech – AI Parenting Solutions
Portugal	4	MVP	Cloud Infra – AI/GPU Workloads

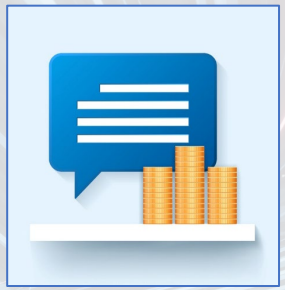
What previous participating businesses in our accelerator program have said: https://clutch.co/profile/eupnea

Accelerator Program in the Spotlight

A combination of consultative workshops, mentoring sessions, peer, industry & investor networking activities, and regulatory & strategic support to help startups achieve their ambitions

Workshops

Mentoring Sessions



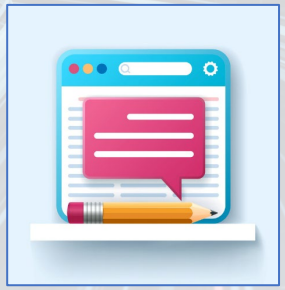
UK Investor Interactions

Startup Pitch Events

UK Entity Setup (managed by Eupnea)

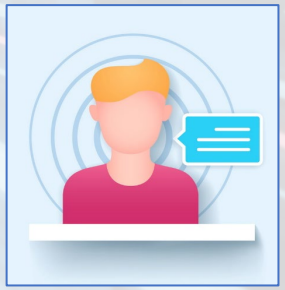
Strategic Advisor (UK Board Member from Eupnea)

Networking with Program Partners



Peer Reviews

Panel & Presentation Day



Guest Speakers

Accelerator Program Workshop Timeline

A different workshop each week covering a broad range of topics throughout the program

Consultative workshops designed specifically to provide to your business what you most need to expand in the UK, for example, ensuring strong market-fit, effective go-to-market and forward-looking and enduring strategy.

From 2026, the program will include two additional weeks, increasing from 6 to 8 weeks the duration of the program, with an additional week added after Week 5 covering Funding Strategy during Week 6 followed by the second additional week during Week 7 covering Peer Reviews. The Presentation Day and Panel Discussion will commence the last week of the program in Week 8.

What to Expect from our Accelerator Program?

A structured approach to set key business priorities first and deliver with confidence

		Week 1	Week 2	Week 3	Week 4	Week 5	Week 6 (Optional)	Week 7	Week 8
Consultative Workshops	What Will It Be About?	Discovery & Diagnostics	Value Proposition	Market Positioning	Go-to-Market Roadmap	Funding Strategy	Peer Reviews	Strategy Validation	Final Review
	What Will It Achieve?	Bringing facts together that define your business, product and people	Understanding the value of your product, service and brand	Defining your positioning in the UK market based on challenge and opportunity	Finding proven & bespoke effective ways to bring your product/service to UK market	Preparing your Investor Pitch for raising funding through UK Investors	Hearing an unbiased view from another participating founder about your UK plans	Placing your business strategy amongst best opportunities in UK	Presentation of your business and final Q&A with a panel of experts and your mentor
		Receiving consulting recommendations after completing each week from the Founder of Eupnea or another partner-level consultant							

PLUS

Mentoring	What Will It Be About?	Weekly 1-1 meetings with a Strategic Advisor and Mentor
	What Will It Achieve?	Elevating your knowledge and experience in multiple other important areas to improve your business and yourself as a business leader For example, regarding the UK regulatory landscape, sales tactics, pricing strategies, workforce development and considerations for a workplace in the UK

Extended Support to Tackle Challenges Most Specific to Your Business

Access to the right person and receive invaluable insight and guidance timely

Our mentors will prove to be invaluable to discuss business matters that would require particular expertise, quick consideration and neutral perspective. Many of them have been experienced strategists or domain experts over many years advising the C-Suite of organisations in the UK and globally.

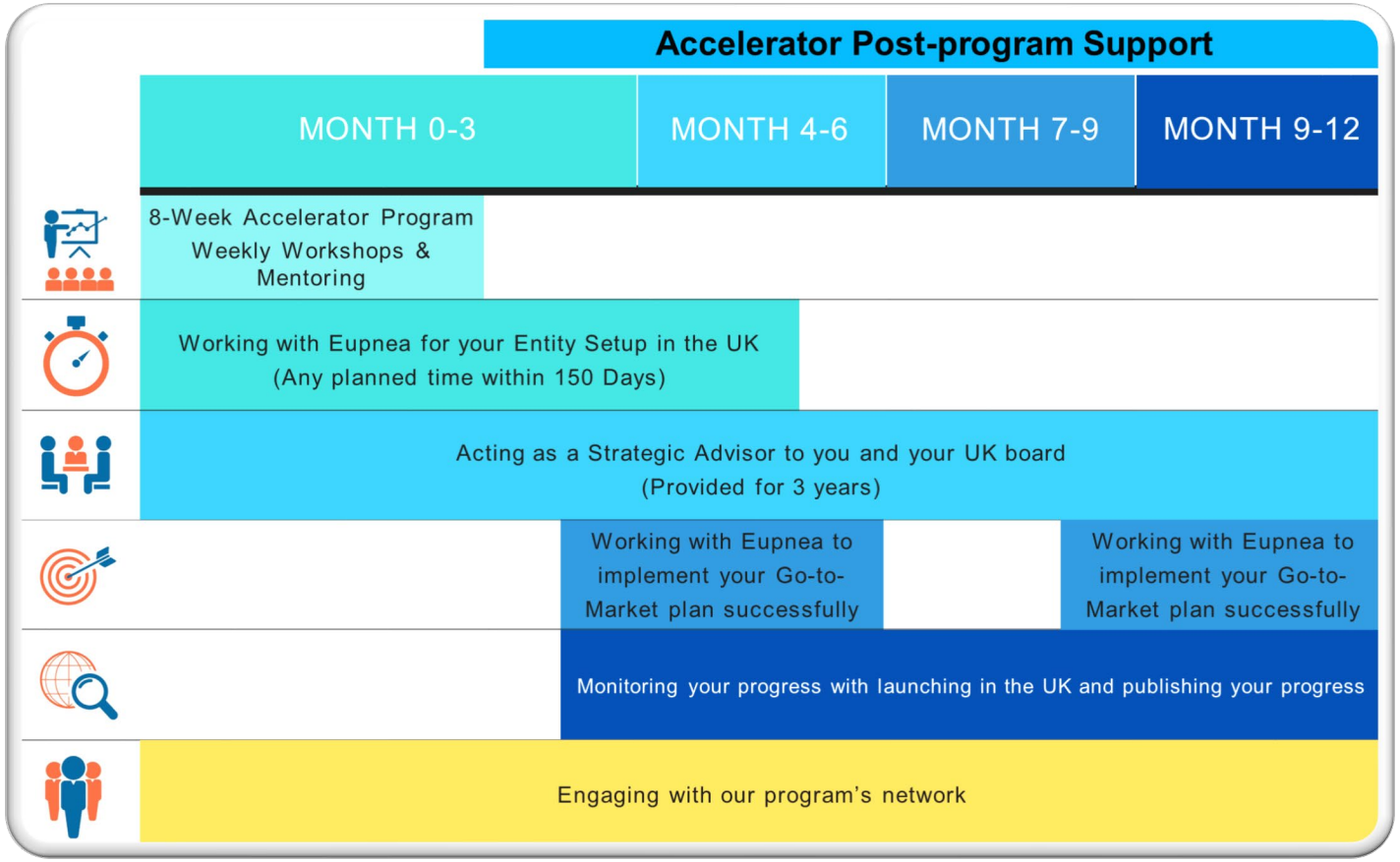
During the accelerator program you will be able to hear from seasoned entrepreneurs about their own experiences, what similar challenges they faced and successes that followed from decisions and actions they took.

You will also have a chance to discuss with Industry experts from our network about your industry and latest market trends and dynamics in the UK to position appropriately against competition and capitalise on the right market opportunities for your business.

If you opt to have a strategic advisor and mentor at the start of the accelerator program, after you complete the program you will be able to decide if you need further support from your mentor. You may also choose to start having a mentor after you complete the accelerator program so to continue receiving support. At the start of the mentorship after the accelerator program, the compensation can be a small equity stake in your business or a monthly retainer.

Continuing Support to Your Firm After the Accelerator

A board range of effective ways to suit the type and level of support that you will need



If you plan to raise funding after completing our accelerator program, request additional information from our program team for how we can help your business maximise the chance to raise funding in the UK

How Does the Eupnea Accelerator Program Compare with Other Accelerators?

Choose a UK-focused Accelerator that will support your startup to plan your UK market entry and for long-run success thereafter including monthly support for a minimum of two years after completing the program.

Our Accelerator is the only program designed for UK startups and also for ambitious foreign startups not in the UK market yet but ready to enter this market.

It is delivered online to startup founders based abroad without a requirement for in-person attendance. However, after UK entity setup is complete and the initial UK team is in place, each participating Founder or the business leader of their UK startup (if different) is expected, in addition to the virtual meetings, to meet in person with our Strategic Advisor at least four times a year.

	Eupnea (Our Accelerator)	Y Combinator	Seedcamp	Startupbootcamp	Techstars	Bethnal Green Ventures	Launchology Ventures	KPMG	Ignite London
PROGRAM CHARACTERISTICS									
Duration	8 Weeks	3 Months	Varies	3 Months	13 Weeks	12 Weeks	Varies	4 Months	6 Months
Number of Startups Participating in 12 Months	>30	>400	20-30	30-40	>100	>25	Not Available	30-45	20
Market Focus	UK Focus	Global	Global	Global	Global	UK Focus	Several Markets	UK Focus	UK Focus
Type of Participating Businesses in UK Program	Pre-seed to Seed Stage, Including totally new UK entrants, Planning to Raise or Bootstrapped	Any Stage, Existing UK Startups Planning to Raise	Pre-seed to Series B Stage, Existing UK Startups Planning to Raise	Pre-seed to Series A Stage, Existing UK Startups Planning to Raise	Pre-seed to Series A Stage, Existing UK Startups Planning to Raise	'Tech for Good' Startups Only, Existing UK Startups Planning to Raise	Mostly Idea to Pre-seed Stage, New & Existing UK Startups, Planning to Raise or Bootstrapped	Mostly Series A-Ready, Female Founders or UK Tech Startups Planning to Raise	Pre-seed to Series A Stage, Existing UK Deep Tech and AI Startups, Planning to Raise or Bootstrapped
Application Success Rate	~5%	<1%	~1%	1-2%	<1%	3-4%	Not Applicable	Est. 3%	<5%
Cohort Size and Annual Frequency	Up to 8 Startups/Cohort Up to 8 Cohorts in a Year	100+ Startups/Cohort 4 Cohorts in a Year	3-4 Startups/Cohort 1 Cohort every 1-2 Weeks	8-12 Startups/Cohort 1-2 Cohorts in a Year per Location/Vertical	10-12 Startups/Cohort 2 Cohorts in a Year	12-15 Startups/Cohort 2 Cohorts in a Year	Subscription-based and Self-managed	15 Startups/Cohort 3 Cohorts in a Year	Subscription-based and Support From Community/Network
Program Setting	Virtual Only or Hybrid After UK Entity Setup of Foreign Startups	Hybrid (In-person Required in California, US)	Hybrid (In-person Required in London, UK)	Hybrid (In-person Required in London, UK)	In-person Only or Hybrid (with In-person events)	Hybrid (In-person Required)	Virtual	Strictly In-person in London, UK	Strictly In-person in London, UK
Consulting-led Program	✓	✗	✗	✗	✗	✗	✗	✓	✗
1-1 Workshops	✓ (Delivered by Partner-level Consultants)	✓	✗	✓	✓	✓	✗	✓	✓ (Collaborative With Fellow Founders)
Group Workshops or Masterclasses	✓ (Through Peer Reviews)	✓	✗	✓	✓	✓	✗	✓	✓ (Collaborative With Fellow Founders)
UK Entity Setup Provided (only for totally new startups in UK with presence in another market)	✓	✗	✗	✗	✗	✗	✗	✗	✗
Strategic Advisor (Long-Term After Program)	✓	✗	✓	✗	✗	✗	✓ (Paid Service)	✗	✗
Mentor (During Program)	✓	✓ (Through Partners)	✓	✓	✓	✓	✓ (Paid Service)	✗	✓
Pitch Deck Build	✓	✓	✓	✓	✓	✓	✓ (Paid Service)	✓	✓
Investor Readiness	✓ (Investor Access via Multiple Investor Networks We Partner or Connect With)	✓ (Multiple Investment Funds)	✓ (Single Investment Fund)	✓ (Single Investment Fund)	✓ (Single Investment Fund)	✓ (Single Investment Fund)	✓ (Paid Service, Access via Proprietary Investor List)	✓ (Acceleris Capital Fund)	✓ (Investor Access)
Board-level Support (e.g. Strategic Advisor, Founder Mentor, Investor, Observer, NED, etc.)	✓ (Strategic Advisor Only for Participants That Will Be New UK Startups)	✗	✓ (Occasionally, As a Board Observer)	✗	✗	✗	Depends on Service Requested	✗	✗
Other Strategic-level Support (Direct not via Program's Network)	Consulting Services, Post-Program Mentoring	✗	✗	✗	✗	✗	Depends on Service Requested	Consulting Services	✗
FEE-INVESTMENT-EQUITY MODEL									
No Participation Fee	✓	✓	✓	✓	✓	✓	✗ Fees Starting from £750 or £119/pm with Membership)	✓	✗ Founders & Founding Teams £199 per person per month with Membership
Equity Provided for Strategic Advisor Appointment	5% in UK Startup at Time of Entity Setup in UK with Zero Monthly Retainer Fee for 2 Yrs	Service Not Provided	Service Not Provided	Service Not Provided	Service Not Provided	Service Not Provided	Various Appointments with Fee per Appointment	Service Not Provided	Service Not Provided
Cash Investment	Research, Guidance and Support for Raising Funding Through Suitable UK Investors	✓ (Directly via Investment Fund)	✓ (Directly via Investment Fund)	✓ (Directly via Investment Fund)	✓ (Directly via Investment Fund)	✓ (Directly via Investment Fund)	✗	✓ (Directly via Investment Fund)	Networking with Investors from Community
Equity Provided for Cash Investment	Depends on Funding Round Requirements	7%	7.5%	6-8%	6-10%	6-7%	Depends on Funding Round Requirements	Depends on Funding Round Requirements	Depends on Funding Round Requirements
Fee for UK Entity Setup (only for totally new startups in UK with presence in another market)	£950 (Subsidised For Participating Foreign Startups vs. Average Fee Rate of £3K Through EOR Agencies)	UK Entity Setup Support Not Provided	UK Entity Setup Support Not Provided	UK Entity Setup Support Not Provided	UK Entity Setup Support Not Provided	UK Entity Setup Support Not Provided	UK Entity Setup Support Not Provided	UK Entity Setup Support Not Provided	UK Entity Setup Support Not Provided

Not Incorporated in the UK yet?

While participating, receive tailored expert support across a broad range of matters to create your legal entity in the UK in such way to stand out from the beginning

Key Areas for a Foreign Startup to Consider

Office Location and Setup

Access to Board-level Professionals and Board Setup

Local Workforce Planning and Development in UK

Business Structure and Entity Setup

Appointments and Identity Verification

What Support Startups Only from Our Accelerator Receive

As a boutique consultancy with a comprehensive range of consulting services for Workplace Reimagination, our team will consult you to choose the right location for your office across various options. Office setup costs are also lower for participants than approaching office space providers directly.

Access our network of professionals if you want someone for your UK Board with a specific background or deep expertise in certain areas, e.g. fundraising, to join your UK board. We also partner with a top UK agency for board appointments to fulfil any bespoke board recruitment needs.

Our team will consult you on various matters to hire people in the UK team and support you to implement what is required. This will include to register your startup to become a UK Employer. We are a consulting-led accelerator while our consultants specialise in Workforce Planning.

Decide confidently what is the right business structure for your UK startup while receiving expert advice from our team who will also manage the entire Entity Setup process on your behalf. For participants, significantly lower UK entity setup costs, around 25% of the standard fees through established EOR's.

Our team will manage the registration and identity verification of people that you appoint and must register with the UK authorities. Suitable optional appointments not required by UK Regulations at time of registration can also be considered.

Cost to Participate in our Accelerator Program

A great opportunity to support aspiring global startups to accelerate

1. No participation fee with a limited number of places

There is no participation fee for joining the Eupnea Accelerator Program. However, due to a high number of global startups across multiple markets registering their interest to participate in our program for a limited number of places that we have (normally 8 places), your startup will need to fulfil a set of criteria to be selected to participate.

2. Committing to incorporating within 150 days (5 months) from starting our accelerator program

We only select global startups that are ready to incorporate and accelerate in the UK market. When you start our accelerator program, our team will also be able to manage your incorporation process on your behalf and complete it successfully. You can plan to incorporate from Day 1 of the program or up to 150 days from starting the program. If your startup is selected to participate in our program, we'll ask you to pay the fees to incorporate your business in the UK by our team at the time your participation is confirmed in our program. This fee is small (<£1K) and non-refundable and, in addition to our team managing your incorporation process, it includes also to consult on your workplace and workforce requirements, research and help you find a prime location for your office, and get you in touch with senior executives in the UK from our network for hiring board members and developing your UK board.

3. Having a trusted and expert Strategic Advisor to support your UK journey (long-term commitment to your success in the UK)

Our program includes a broad range of support during and after the accelerator program by our team and program's network in order to accelerate your business expansion and growth in the UK. In order our team to continue to support you after the program, to the extent that we expect will be needed, and be part of your UK journey, we will ask you to agree a highly experienced person from our consultancy to take interest in your business with a small equity stake (up to 5%) and be appointed to your UK board (or Group board, if preferred) during the time of incorporation of your startup in the UK. This will also be helpful for approaching investors and successfully raising funding in the UK, if you need.

Frequently Asked Questions

Why do I need to commit to incorporating my business in the UK up to 150 days from starting the accelerator program in order to participate?

We only select global startups that are ready to incorporate and accelerate in the UK market. The sooner you are able to incorporate and accelerate in the UK while you participate in the program, the most useful our accelerator program will be to you. We organise multiple cohorts throughout a year and you can express your interest to participate in a cohort that is closer to the time that you will be ready to enter the UK market. Because we receive many more applications that the available places we have, we select the best startups among those that can accelerate stronger and sooner!

Why do I have to pay the fees to incorporate my business in the UK at the time my startup is confirmed to participate in our program?

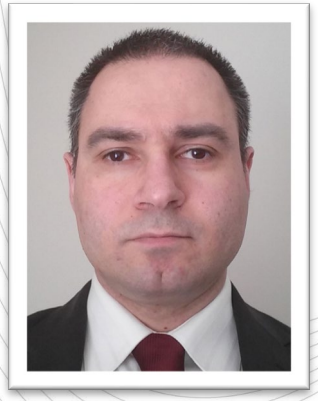
Before you are selected to participate in our program, we will ask you to confirm that you want to incorporate your business in the UK any time between the time you start the program and the next 150 days. When you start the program, our program team will also discuss with you, plan and manage the whole process to incorporate your startup in the UK dealing with any regulatory requirements smoothly.

Do I have to appoint a Strategic Advisor from Eupnea on my UK Board or Group Board?

Working with our program's team and network over 8 weeks to plan your entry in the UK market is going to be only the beginning of your UK journey. By requiring you to appoint an experienced Strategic Advisor from Eupnea on your UK Board (or Group Board, if preferred), in this way joining our program you will also receive support from the start of entering the UK market to start implementing your plan successfully which will be a gradual process and continue to have access to a broad range of program resources.

The Accelerator Program Team & Network

Working directly with professionals who have already created and developed great businesses



Panagiotis Dimitrelis
Founder of Eupnea

Sreelakshmi Ajith K
Accelerator Program Manager

Who is in our Program's Network?

From seasoned entrepreneurs and industry experts to domain specialists and reputable organisations

The Accelerator Program Network

- Seasoned Entrepreneurs
- Experienced Advisors/Mentors
- Industry Experts
- Domain Specialists

Some of the brands that already work with our Accelerator Program

papaya global

IWG

WISE

HubSpot for Startups

Angel Investment Network

Thank You!

For more information, please contact our team:

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