SVLink
SILICON VALLEY INCUBATOR-ACCELERATOR

PROGRAM DESCRIPTION*

VERSION 2.5
NOVEMBER 14, 2018

*I SVLink program terms and conditions, including but not limited to eligibility criteria and offerings, are subject to change without notice.
OVERVIEW

SVLink is a UC Santa Cruz startup company incubator-accelerator located in the heart of Silicon Valley and open to all startup companies with early innovations ready for commercialization. A project of the Industry Alliances and Technology Commercialization (IATC) unit of the Office of Research, SVLink furthers UC’s educational and scientific research purposes through an accelerated commercialization mechanism that provides entrepreneurial education, training, support, mentorship and funding opportunities. The program creates targeted synergies between the University and the broader market and industry, connecting entrepreneurs to the resources and skills to start their business ventures.

Strategically located in Santa Clara, SVLink connects the UC research enterprise to the commercialization engine of Silicon Valley. UC Santa Cruz (UCSC) Silicon Valley Campus presents a natural opportunity for UCSC to link its campus innovations and entrepreneurs, as well as those of other UC campuses, to the most dynamic innovation ecosystem in the world. Through State of California Assembly Bill (AB) 2664 funds designed to expand economic development in California by supporting UC innovation and entrepreneurship, UCSC has established SVLink to support the launch of UC startup companies that have a need to be located in the Silicon Valley.

SVLink offers 24/7-accessible private startup company offices, an open co-worker space area, dedicated conferencing space, and access to various shared Silicon Valley Campus amenities. SVLink members participate in a year-long accelerator program. The accelerator’s entrepreneurial training and support package is designed to help startup companies build out business plans and connect them with investor groups and potential business partners.

HIGH-LEVEL PROGRAM OBJECTIVES

• Enable the successful launch of startup companies needing to be located in the Silicon Valley
• Ensure that selected UC graduates have the resources and skills to start their own businesses and succeed as entrepreneurs
• Establish a vibrant and effective startup company co-working environment at UCSC Silicon Valley
• Provide UCSC and other UC students and faculty with experiential learning opportunities in entrepreneurship
• Mobilize a network of diverse industry experts and investors to be startup company trainers, mentors, and advisors
• Stimulate private investment in UC startup companies offering technology solutions
• Provide disadvantaged individuals with the opportunity to obtain the professional and financial support needed to build and grow their technology startup businesses. Disadvantaged individuals are those who are facing or have faced significant challenges or barriers to entrepreneurship due to lack of ability to take financial risk, lack of access to knowledge of traditional sources of funding, unemployment or underemployment.

INCUBATOR & ACCELERATOR MEMBER SERVICES

SVLink member startups enjoy 24/7 leased access to either private office (suitable for up to three team members in a collaboration-friendly configuration) or shared workspace. Services include wireless connectivity, IT support, access to designated, schedulable conferencing space with videoconferencing capability, and access to breakroom and other facility amenities.
SVLink member startups receive a one-year accelerator service through U First Capital that includes the following:

- Monthly 1x1 mentor session with U First Capital on building company strategy, go-to-market strategy, fundraising, pitch deck development, merger and acquisition strategy, etc.
- Monthly 1x1 mentoring sessions with investors, domain experts or company founders
- Monthly speaker series featuring investors, startup founders and corporate executives
- Day-long funding course from a venture capitalist or founder on how to raise funding
- Monthly community networking event to meet peer SVLink members and share learnings
- Help with talent recruitment and team building
- Guidance on marketing the company and recruiting talent
- Introduction to 2 industry executives as potential corporate partners or customers
- Introductions to a minimum of 5 potential angel investors for pre-seed fundraising
- Introductions to a minimum of 5 seed funds for seed fund-raising
- Introductions to 5 institutional venture firms for Series A fundraising
- Annual pitch opportunity featuring investors and executives

Other services may be offered at additional cost, including special interest courses, company services, etc.

ELIGIBILITY

SVLink is a UCSC program offered to support UCSC-affiliated and UC-affiliated entrepreneurs and technology transfer programs, and in doing so ensure the availability of entrepreneurship opportunities to under-represented Californians, as part of the University’s service mission to the State.

As a result, eligible startup companies and founders include groups that fit under the following categories, as determined and approved by UCSC:

**UCSC-Affiliated companies:** these are participating startup companies whose founders, principals, directors and/or officers (at the time of application) include at least one current UCSC student (undergraduate or graduate programs only), faculty*, full-time staff†, post doc, visiting scholar or alumnus, or a company that holds a standing commercial license for a UCSC technology.

**UC-Affiliated companies:** these are participating startup companies whose founders, principals, directors and/or officers (at the time of application) include at least one current UC (campus other than UC Santa Cruz) student (undergraduate or graduate programs only), faculty*, full-time staff†, post doc, visiting scholar or alumnus, or a company that holds a standing commercial license for a UC technology (from a campus other than UC Santa Cruz).

**Special Group:** these are participating UCSC-affiliated and UC-affiliated startup companies whose founders, principals, directors and/or officers (at the time of application) include at least one disadvantaged individual (e.g., a person who is facing or has faced significant challenges or barriers to entrepreneurship due to lack of ability to take financial risk, lack of access to or knowledge of traditional sources of funding or unemployment or underemployment). Special Group companies also include startup companies that are engaged in the development of a scientific or technological innovation for economically disadvantaged communities or otherwise disadvantaged individuals (as

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* As defined under Academic Titles in the Campus Academic Personnel Manual - [https://apo.ucsc.edu/policy/capm/#Faculty](https://apo.ucsc.edu/policy/capm/#Faculty).
† Staff who are less than full time are welcome to apply for a case-by-case assessment and determination of eligibility.
described above). For these purposes, economic disadvantage should be substantiated through a showing of economic depression or blight.

**Unaffiliated:** these are participating startup companies that are not affiliated with UCSC or other UC campus in the capacity defined above. Unaffiliated companies are encouraged to apply with the understanding that participation under this category will be kept to a minimum and secondary to the participation of UCSC-affiliated and UC-affiliated startup companies. Participating companies under this category will be required to actively participate in the University community, through educational activities and research collaborations.

**IN ALL CASES:**
- **A startup company** means a company that will be incorporated within 10 days from the date of being accepted to be a member of SVLink, or has been incorporated for less than four years and employs less than 10 people and has average annual revenue of less than $1M. Failure of successful applicants to incorporate in time will result in the automatic forfeiture of their SVLink membership opportunity.
- Consideration will be given to Special Groups in the application review and selection process.
- All applicants are required to demonstrate their need for an office located in the Silicon Valley in order to establish and grow their business.
- UC Santa Cruz reserves the sole and absolute right and discretion to select all, some or none of the applicants for SVLink membership.

**PROGRAM FEES**

Program fees include an all-inclusive annual lease and service fee plus an accelerator program fee. UCSC-affiliated and UC-affiliated SVLink members will pay their lease and service fee by way of a convertible promissory note in lieu of cash, consistent with UC guidelines. This way, member startup companies are not required to come up with cash upfront to pay for SVLink lease services for the entire duration of the program.

Additionally, for a limited time, UCSC-affiliated and UC-affiliated startup companies who have elected to pay lease and service fees by way of a convertible note may qualify for an advance towards the accelerator program fee (using grant funds available from the State of California). The advance amount will be included in the convertible note for future repayment. Additionally, Special Groups may also qualify for an additional advance towards their accelerator program fee.

Please see the [Price Sheet](#) for rent rates and accelerator program fee details.

**PROGRAM ADMINISTRATION**

The UC Santa Cruz IATC unit of the Office of Research is responsible for the administration and implementation of the SVLink Program. This includes the application process, selection committee process, program operations and compliance, financial management, and client services.

**HOW TO APPLY**

Applicants are required to submit the SVLink Application Form: [https://goo.gl/forms/pkw9n1hmM5TQOy3x1](https://goo.gl/forms/pkw9n1hmM5TQOy3x1)

Only applications submitted using the prescribed application form will be considered.

* Company is a duly formed C-Corporation (not LLC), registered in a state of the United States or the District of Columbia.
SVLINK PROGRAM DESCRIPTION

APPLICATION REVIEW TIMELINE

- SVLink membership is offered monthly, until available space is filled, with members joining the one year program on a rolling monthly basis
- Applications are due by the 15th of each month
- Successful applicants are notified on or before the last day of each month
- Applicants have 10 days from the date of notification to accept and confirm incorporation*, or the opportunity will be forfeited and offered to the next company
- Membership will begin 30 days after notification on the first working day of a month
- Companies will be required to confirm corporate insurance coverage† prior to start of membership

REVIEW COMMITTEE

The SVLink Application Review Committee will consist of Senior UCSC Office of Research staff and other campus entrepreneurship support program experts. Applications will be assessed monthly by the committee in a standing review meeting. The committee will evaluate applications based on the criteria listed on the application form and will determine those applications which are recommended for membership. Priority will be given to UCSC-affiliated companies. Consideration will be given to Special Groups in the application review and selection process. All applicants are required to demonstrate their need for an office located in the Silicon Valley in order to establish and grow their business.

UC Santa Cruz reserves the sole and absolute right and discretion to select all, some or none of the applicants for SVLink membership.

CONTRACTUAL AGREEMENTS

Successful SVLink applicant companies will enter into:
- An SVLink Membership Agreement
- A Lease Agreement - to rent incubator space for one year
- An Accelerator Program Agreement

And if applicable:
- Convertible Promissory Note
- Accelerator Program Advance Agreement (AB 2664 Funding)

Applicants will sign all necessary agreements prior to start of membership.

CONTACT INFORMATION

All SVLink program information can be found at SVLink.ucsc.edu
For additional questions related to the SVLink program, please email IATCprograms@ucsc.edu, or contact Michele Chamberlin at 831-459-4229.

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† Commercial Form General Liability Insurance, including contractual liability, with prescribed minimum limits.
LEASE AND SERVICE FEES

Lease and service fees vary by office size. The all-inclusive one-year lease rate for a workstation is $6,000 and for an office suite is either $19,800 or $21,600. These figures represent current Silicon Valley market rates, which is what the University of California, as a public institution, is required to charge.

UCSC-affiliated and UC-affiliated SVLink members will pay their lease and service fee by way of a convertible promissory note in lieu of cash, consistent with UC guidelines. Unaffiliated members are required to pay cash monthly for their lease and services.

Office suites accommodate up to three team members in a collaboration-friendly configuration. Lease and service fees also include wireless connectivity, IT support†, access to a designated, schedulable conferencing space with videoconferencing capability, and access to breakroom and other facility amenities.

ACCELERATOR PROGRAM FEES

The one-year accelerator program‡ fee is $10,000.

For a limited time, UCSC-affiliated and UC-affiliated startup companies who have elected to pay lease and service fees by way of a convertible note may qualify for an advance for the accelerator program fees using AB 2664 grant funds available from the State of California. The advance amount will be included in the convertible note for future repayment. Additionally, Special Groups may also qualify limited time advance according to the table below.

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† IT Support limited to connectivity to provided SVLink services.
‡ For details, refer to the SVLink Program Description.
§ Advance option available for a limited time only while grant funds available.