

# LaunchPad 11

 powered by Leading Cities

## Member Manual

### Where Cities Meet Startups

**#LaunchPad11**



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"Leading Cities has been an outstanding partner for Bioo, they have one-of-a-kind contacts across the world, connecting us with top decision makers representing cities from Athens to Boston, as well as large corporations with an incredible success rate. They helped us assuring a great project in Hamburg (Germany) and with a large corporation in the US and will keep on being one of our main international collaborators."

~Pablo Vidarte, CEO, Bioo



# Virtual LaunchPad 11 Office

While LaunchPad 11 provides an array of valuable support services like business development, investor connections, pilot opportunities, and so on, the greatest value of LaunchPad 11 is the community itself and the value you and all members bring to each other. It is a space where entrepreneurs like you, who are developing the solutions to some of the world's biggest challenges can support each other—from sharing city contacts and insights to partnership opportunities and new leads.



The LaunchPad 11 office space has been designed to foster this global community. While a physical space only allows you to work with your team, a virtual office allows your team to work with a community of other entrepreneurs from around the world that have the connections, and experiences you can benefit from and we can also help each other avoid the mistakes that have already been made.

## Office Features & Functionality

**Personal desk spaces** have been assigned to each member and are marked by their company logos. The area around the desk is private which means another member must walk up to your desk to interact with you. The expectation is that you treat this virtual office the same as you would an in-person coworking space. Logging on to the LaunchPad 11 office space frequently throughout the day or week will generate familiarity among the cohort and will ultimately provide you the most value. We recommend you make logging into the space a part of your morning routine—you can navigate away from the browser tab and go one with your day (the camera and microphone will automatically shut off when you are in another application, but you can do it manually as well). Once you are in, other members can “ring” you which you can acknowledge or disregard if you are currently busy. You never know what opportunities might find you when you are present!

**Conference rooms** are located at the far end of the virtual space and serve as private meeting areas. The rooms are ideal for hosting virtual team meetings, one-on-ones, meetings with other cohort members, and any type of gathering with fellow members.

**Mentoring conference rooms** are located in a separate area of LaunchPad 11. This is where mentors will host their office hours. These rooms are exclusively for mentoring meetings.

# Services, Programs & Opportunities

There is an array of services, programs, and opportunities available to you as a LaunchPad 11 member. While not all might fit your needs, the value you get out of the program is generally dictated by your participation. Leading Cities works with you to ensure that we are supporting you in the best ways possible, but please let us know what your needs are.

## Business Development Support

Leveraging our experience and network in the Smart City industry, Leading Cities provides ongoing business development support for your company by positioning it in front of cities, and industry leaders.

## Piloting Through AcceliGOV

The AcceliGOV program serves as a global online portal and marketplace of pilot programs offered by our members for cities. LaunchPad 11 members can leverage our platform by showcasing what they offer to cities while giving cities a chance to innovate with decreased risk. If your company is ready to deliver a city pilot you can apply to set up an AcceliGOV challenge and start having cities compete for *you*.

## US Expansion & Relocation Support

In partnership with Innouvo, Leading Cities has created LandingPad 8, a program designed to help international LaunchPad 11 members either expand or relocate to the United States. This program is customized to members' needs and offers services such as strategic and business model gap analysis, international expansion strategies and implementation, market development and growth acceleration, exit pathways and contract negotiations, and much more. There are additional fees for this service customized to fit your needs.

## LaunchPad 11 Events

LaunchPad 11 hosts many events throughout the year aimed at providing insight into the municipal market, sharing opportunities, providing a platform for members, generating fruitful discussion, and networking. LaunchPad 11's City Solution Forums are a great example of such events, where city leaders present their challenges and desired solutions to members, and then provide time for one-on-one connections to be made and to explore whether your solution is a perfect fit for their needs.

## Mentoring

LaunchPad 11 contains a network of industry experts from around the world that collaborate with Leading Cities to share their expert knowledge and insights with members as well as ongoing mentorship from Leading Cities' staff. Expert capabilities include but are not limited to High-performing team development, blockchain, and go-to-market strategies, Smart City public relations, branding and marketing, social impact growth, and navigating public procurement. Members can access mentors using [LaunchPad 11's Community Platform](#), built on AcceleratorApp, to schedule one-on-one sessions.

# LaunchPad 11 Code of Conduct:

As members of LaunchPad 11, we will adhere to the following code of conduct and remain engaged with Leading Cities for the duration of our partnership.

**We give first. We act with integrity. We treat others with respect.**

## **We give first.**

1. We help others whenever possible. We are all busy, but when the ask is sincere and realistic, we respond and help. We are respectful of each other's time and are clear and focused in our requests.
2. We respond quickly in-network. We make every attempt to prioritize and respond to requests from fellow LaunchPad 11 members, ideally within two business days.
3. We deliberately create a virtuous cycle. We proactively work to give back to the ecosystem by giving first to others in our community with no specific expectations of return.
4. We appreciate the help of others. No one goes it alone – startups are a team activity. We express our appreciation for the help of our customers, mentors, and others that help make our success possible.
5. We respect “no” as an answer. If another member says no to a request, we respect their decision.

## **We act with integrity.**

6. We will promptly act on all opportunities facilitated by Leading Cities (typically within 2 business days), whether it is an introduction to a potential client, investor, partner, or other. In the case that we are unable to pursue the opportunity, we will respect all parties involved by responding transparently.
7. We are honest and transparent. If we say something either publicly or privately, then we believe that it is true. We do not intentionally omit important and relevant factual information to deceive others. We strive to be clear and transparent in our communications.
8. We protect sensitive information. When we are entrusted with sensitive, confidential, or personal information we use appropriate measures to secure it. We respect requests for privacy and confidentiality.
9. We communicate with our investors. We will send an update on our business at least every six months and be responsive to their inquiries.
10. If we fail, we fail well. If we are going out of business, we will notify our customers and make their data available to them. We will advise every one of our investors and provide the chance to discuss what went wrong in a live conversation. If we know the company is going to fail, we attempt to return as much capital to investors as possible.
11. We disclose known conflicts of interest early. We err on the side of too much disclosure.
12. We do not steal assets or content. We encourage and respect independent, innovative thinking.
13. We abide by all local and federal laws. We do not do business with bad actors.
14. We do not engage in any form of corruption. We act with integrity in our dealings with others and strictly prohibit corrupt activities.

## **We treat others with respect.**

15. We commit to non-hostile, open, and welcoming workplaces. We intentionally create workplace environments where employees, partners, customers, and visitors feel accepted and free to express their opinions, concerns, and needs with an expectation that they will be heard and respected. We communicate professionally and appropriately at all times.
16. We don't tolerate illegal discrimination or harassment in any form. We will ban or fire mentors, investors, employees, contractors, and others who discriminate against or harass others.
17. We stand up for others. We report violations and we appropriately intervene in situations when we witness violations of this Code.
18. We are reachable and responsive. We enable standard forms of communication so that anyone doing business with us can have a reasonable expectation of receiving a response in a timely fashion—within two business days.
19. We participate in both offline and online forums with respect. We participate in respectful discourse in all forums.
20. We respect our legal agreements. We follow the spirit and intent of our legal agreements.
21. We keep our promises. If we commit to doing something, we do our best to do it. If we can't keep our promises for some reason, then we strive to make it right in any way possible.
22. We encourage professional development. As founders, we do everything we can to ensure the happiness and professional growth of our employees.
23. We avoid gossip. We don't share disparaging comments and rumors about others. We are constructive in our feedback and always provide it directly to the individual or company to which it pertains.



# Technical Details

LaunchPad 11 utilizes two platforms, Gather and AcceleratorApp. The virtual coworking space is built on Gather, a platform that enables spontaneous interaction in a virtual office setting. AcceleratorApp is a community platform that enables members and mentors to access their community and keep track of upcoming events.

## How to use Gather

### What you need:

- A **desktop/laptop/mobile device** with a **mic** and **camera**.
- A web browser (Chrome or Firefox recommended).
- A user account for an individual.
- That's it! There's nothing to install, no software to download.

### How it works:

- Gather is a video chat platform that has avatars move around a space. As you get close to other avatars, your video/audio will pop up and you will be able to chat—the closer you are the clearer the picture and sound will be. Just like real life.
- When your avatar moves closer to an interactable object, there will be a notification that shows up saying 'Press x to interact with \_\_\_\_\_'. This can range from informational flyers, conference room reservations, calendars, mentor lists, and even games.

### Movement:

- Move around the space using the arrow keys or by double-clicking your mouse where you want to go.
- By moving your avatar around you can have spontaneous conversations with those around you. These can be either one-on-one or small groups depending on how many people are around you and what you set your interaction distance to be.

### Private Spaces:

- Throughout LaunchPad 11 there are private desks and conference rooms. These allow members to carry on private meetings or conversations with one another. Simply direct your avatar into the vicinity of these spaces and your video/audio will be restricted to that area (e.g. sitting at the board room table will allow you to hear everyone around the table, but standing in the room will only allow you to hear others standing nearby).

### Booking a Conference Room:

- To book a conference room, move your avatar close to the calendar object next to the door of the room you want to book and then press x. This will take you to a reservation system for that specific room. You can see time slots available and select the one you want. When reserving the time slot, make sure to include the email(s) of the people you are meeting with so they receive a notification of the meeting and which room it is in.

## Messaging:

- There is a messaging feature that allows you to message people in two main ways:
  - *individually* by clicking on their name in the participant panel,
  - *nearby* to the people, you are video chatting with,

## Finding Fellow Members:

- There is a **locate feature** to find others by clicking their name in the participant panel (seen on the left side of the desktop screen—this is not visible in the mobile version).
- Additionally, by clicking on another Member's name in the sidebar you can use the **follow feature** to follow them around the space without losing your video/audio stream.

## Video Chat Mode:

- Want to view someone else's video in full screen? Just click on the video.
- Talking to a group of people? Click the down arrows centered below the videos to shift into grid view.
- Want to chat more privately (though not entirely private) in a group setting? You can create a private bubble by clicking on the individual(s) you want to chat with. Please respect another person's existing chat bubble and do not barge in unless invited.

## Icon Explanation:

At the bottom of the screen, there is a toolbar with the following icons.

 **Screen sharing** ability



Change your **avatar** character and clothing



Change your **interaction distance**



**Mini map** to preview the space you're in



**Raise hand** feature: good for Q&A in keynotes or classrooms



Opens the settings menu:

- Change Name
- Change Audio/Video Devices
- Respawn button to return to start

## Technical difficulties:

- Refreshing the page will fix most things!
- If your mic or camera stops working and refreshing the page did not work, then try:
  - muting and unmuting your mic and camera in Gather.
  - checking if your browser permitted camera and mic access
- Additional troubleshooting at <https://gather.town/video-issues>



## Registering for AcceleratorApp

AcceleratorApp is the portal through which we publish events, connect members with mentors, and provide additional opportunities as they arise. By registering and linking your calendar you will maximize your value from being a member of LaunchPad 11.

- After your first log-in, a system message will prompt you to take a tour through the platform. It will take you to the Calendar tab, where you can enable two-way sync with your Google or Microsoft calendar. We strongly advise the participants to link their calendars with the platform.
- To synchronize your calendar on the platform with your Microsoft or Google Calendar navigate to the "Account" tab in the left-side menu. Select "settings" and then "integrations". Select the calendar you want to integrate (MS or Google) and click on it. Log in to your MS/Google account and wait a moment for your calendars to sync.
- To edit your profile, click the "Account" tab in the left-side menu and select "profile". At the top, on the right side of your name, there's a first pencil icon. Click it to edit your name, surname, add a headline to your account, or add some contact info.
- Below the headline there's a "Ask Me About" section. You can list your skills and areas of expertise there. To do so, just click "add skill", specify the skill and level of your competence and click "save".
- Below the skills section there's the "About" section. Click the pencil icon on the right to edit it. At the bottom, there's the "Experience" section. Click "add experience" to list your current and previous occupations, titles, and positions.

## Booking a mentoring session

- To find a mentor suitable for you click the "Community" tab in the left-side menu. Select "Mentor" and "Expert" among the filters above. This will display all mentors available for you. You will see their names, headlines, and the skills that they have listed. If someone catches your attention hover your mouse over their profile and click "go to user profile". There you will see more info about them, including their experience, experience, and types of the mentoring meeting offered.
- To book a meeting with a mentor navigate to the "Community" tab in the left-side menu. After clicking it you will see the list of all the community members. You can display only the mentors or the experts by using the filters in the menu above. Browse through the list of available mentors or type the name of your chosen mentor in the "search" bar. Hover your mouse over the mentor of your choice and click "go to user profile". Scroll down to the "About section" and find the field reading "Register for Mentoring Sessions". Click the link and you will be taken to the event page. On the event page click "Select a time". This will open the calendar. The dates displayed in bold are the dates when your mentor is available. Select one of those days by clicking on it. Click whether you prefer AM or PM time for your meeting. After doing that you will see the proposed available time for a meeting with your mentor. Click the timeslot suitable for your needs and then click "confirm meeting" to reserve this timeslot.

## Events

- To see the list of all upcoming events available to you navigate to the “Events” tab in the left-side menu. You can click on an event to find more information about it and to register for it. You can also see past events in this tab. To do so click the “show past” button below the search bar.

## Video tutorials

- In LaunchPad 11’s virtual office space, you can access video tutorials showing you how to perform the activities described above. The tutorials can be found in LaunchPad 11 tutorial room.