



Entrepreneur First

ENTREPRENEUR FIRST
JOINEF.COM

FOUND THE FUTURE.





What is EF?

Our mission

How does it work?

Our programme

Joining EF

Who we look for and how to apply

What does it take succeed?

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EF is the world's first
talent investor



We invest in **People**



We invest in **People**
Pre team



We invest in **People**
Pre team
Pre idea



Why?





We believe entrepreneurship is a
vehicle for impact.

Possibly the most important and
powerful one of our time.



We also believe the world is
missing out on some of its best
founders.

So, what does an EF
founder look like?





That's why we created EF.
Every investor has a thesis.
Our thesis is that the greatest value
can be created by backing
extraordinary individuals **before** they
have a company.





It works.



1500+

EF ALUMNI SINCE 2011

250+

COMPANIES CREATED

£1.6b

COMBINED PORTFOLIO VALUE

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How does it work?

Our programme

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We run a 6 month programme

It is split into two parts:
Form and Launch





On Form, your mission is to:

- 1) Find a co-founder
- 2) Validate an idea, based on your 'edge'

Edge is what gives you an unfair
advantage compared to others.



Tech edge

Domain edge

‘Catalyst’



Finding a co-founder



Why co-found?

- Complementary skillsets
- Novel idea generation
- Defensibility
- Support



Who should you co-found with?

Tech Edge x Tech Edge

Domain Edge x Tech Edge

Tech Edge x Catalyst Talker

Domain Edge x Catalyst Doer





On Launch, your mission is to:

- 1) Turn your insight into a business
- 2) Prepare to raise seed-investment



Entrepreneur First Demo Day - EF9





Joining EF

Who we look for and how to apply

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Smart
Committed
Edge
Insight





What does it take succeed?

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Mindset.



Mindsets beat skills.

They are learnable.

You can focus on crucial,
high-value ones.



1. Long-termism
2. Growth mindset
3. Competitiveness
4. Personal exceptionalism
5. “Honey badger”-ness



Thank you

Questions

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