KINDNESS FOR CAPITAL

THE K4C INCUBATOR · OFFERING & ENGAGEMENT MODEL

You bring the idea — *we bring it to life.*

A staged path from idea to early-stage company. You fund the incubator; K4C's advisors and operators do the work to stand the business up — formation, planning, build, prep, and launch. Completing the program also qualifies you for possible investment from the K4C Fund.

- **Idea to company in ~6 weeks (Phase 1)**
- **Pay as you progress**
- **Operators, not just advisors**
- **Path to ND employee-ownership**

THE ENGAGEMENT MODEL

Funded by stage. *Built by operators.*

Each phase is scoped and priced on its own, so you fund the next step only when you're ready for it. It's a different kind of incubator — built for founders wired differently, with a senior bench advising and operating alongside you the whole way.

1. **You bring the vision**
   The idea and the drive. We supply the team, the structure, and the senior bench to make it real.
2. **We scope each phase**
   Formation, planning, build, prepare, launch — each one priced on its own and funded when you're ready.
3. **Operators do the work**
   Not a curriculum and a demo day. Our operators build the company alongside you, hands-on.
4. **You graduate with a shot at the Fund**
   Finish the program and you qualify for possible investment from the K4C Fund.

One idea in. *A launched, fundable company out.*

Most accelerators hand you a curriculum and a demo day. K4C hands you operators who build the business with you — and a path that ends in front of the Fund.

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THE FIVE PHASES · IDEA TO LAUNCHED COMPANY

The path, *phase by phase.*

Five scoped stages take you from a raw idea to a launched company with operators beside you. Fund each as you reach it.

1

PHASE 1 · FORMATION

Idea → real company

From idea to a real company in six weeks.

We turn your idea into a fundable, incorporated business — the foundation everything else builds on.

- Business case / investor deck
- Entity formation
- Business plan
- Contract templates

$3–5K
+ templates

2

PHASE 2 · PLANNING

Map the build

A clear plan before a line of code.

We translate the vision into a buildable, operable plan so Phase 3 moves fast and nothing gets lost.

- Workflow design
- Requirements
- Sprint plan
- Operating plan

$5K

3

PHASE 3 · BUILD

Vibe code → real product

From prototype to a product people can actually use.

We take your vibe-coded prototype to a scalable MVP — hosted, live, and ready for real users. Range reflects MVP scope and the lift from prototype to production.

- Scalable MVP
- Hosted / live product
- Production hardening

$5–15K

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4

PHASE 4 · PREPARE

Ready to sell

Everything you need to go to market.

We build the go-to-market layer — the story, the pricing, the collateral — and stand up the manual operations that run the business day one.

- Pitch decks & collateral
- Pricing
- Manual operations
- Workflow documentation

$5K

5

PHASE 5 · LAUNCH

Go live and fly

Launch — with operators in it beside you.

You go live, and K4C operators stay hands-on for the first couple of months on a mix of equity and cash to get the business off the ground. From here, you graduate to K4C Growth.

- Go-live support
- K4C operator support
- Equity + cash blend
- ~2 months hands-on

$10K
+ equity

WHAT IT COSTS

The full path, *by phase.*

Phase 1 · Formation	**$3–5K + templates**
Phase 2 · Planning	**$5K**
Phase 3 · Build	**$5–15K**
Phase 4 · Prepare	**$5K**
Phase 5 · Launch	**$10K + equity**

Idea to launched company **~$28–40K + equity**

Indicative ranges. Each phase is scoped and funded individually; you bring the capital, K4C brings the team. Launch includes an equity component for ongoing operator support.

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FROM INCUBATOR TO FUND · THE SHOWROOM

Build it here. *Get a shot at funding it.*

The incubator is founder-funded — you pay for the work that turns your idea into a real company. But going through it does something else: it qualifies you for possible investment from the K4C Fund. If your project is approved, we feature it in the Showroom for our collaborators, operators, and partners to back.

01

Go through the incubator

You fund the phases; our operators build the company with you, idea to launch.

02

Qualify for the Fund

Completing the program puts your company in front of the K4C Fund for possible investment.

03

Get shown in the Showroom

If approved, we feature your project in the Showroom for our collaborators, operators, and partners to invest in.

Qualification is not a guarantee of investment. Any funding is subject to approval, diligence, and applicable securities laws.

Then you graduate to *K4C Growth.*

Launch isn't the finish line. Once you're live, the next stage of scaling, pivoting, and transformation happens inside the K4C Growth Agency — the same operators, now focused on traction.

Idea → Incubator → Launch → K4C Growth

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