



**Helix** business incubator

*member of Intercollege group*

**Lead Referral Program**  
**A plan to create deal flow through third party relationships**

## **Lead Referral Program—A plan to create deal flow through third party relationships**

The purpose of this paper is to outline a structured lead referral program that we can use to attract quality business opportunities to Helix Business Incubator (HBI) from various organizations around the world. The goal of this structured relationship is to encourage creativity and imagination in pursuing various potential projects and ideas which can yield high returns.

Helix Business Incubator is collaboration between Intercollege, The Cyprus Institute of Neurology and Genetics, and the Government of Cyprus.

The primary mission of HBI is to foster the development and growth of young companies, by providing inventors and entrepreneurs with the business infrastructure and expertise, and the necessary training, mentoring and business networking to ensure the attainment of their developmental and business goals. Helix's secondary, yet equally important goal is to help the resident companies tap into local and international talent, which will help them execute business plans and help the local economy grow.

### **Referral Program Partners**

We will seek to attract partners from various disciplines that can generate significant volume of high quality leads. Potential partners may be individuals or companies with access to channels capable of producing deal flow. The areas we will target are Venture Capital firms, Commercial Banks, Underwriters, Business Incubators, Think Tanks, Angel investors, and individuals involved in the "business making" industry.

### **Program Premise**

HBI will provide incentives (financial and otherwise) to our partners to encourage the flow of quality leads that meet our criteria. We already contacted several target partners and we have expressed interest by 4 of them. We will educate the partners on the type of deals we can support. We want our partners to perform "first line" due diligence to all business opportunities they identify, based on our needs and evaluation criteria. Once the evaluation is performed the qualified lead will be send to Helix for further evaluation. Incentives will be validated and offered based on our contractual relationship, at the moment the business opportunity is accepted and approved for funding.

### **Lead Definition**

Qualified lead is a lead that:

- Meets the Helix Lead Qualification Criteria (Exhibit 1)
- It is not currently in HBI's deal flow cycle as of the date of the lead registration
- It will result in a Company-In-Residence status for HBI within nine (9) months of the date when the lead was received by HBI.

### **Terms & Conditions**

Review the following Terms & Conditions prior to proceeding to submit a lead or to sign this agreement.

- The registered lead is of a confidential nature and the matters contained herein are confidential and are to be retained as such by Helix Business Incubator, Ltd.
- The lead registration will contain the entire and only agreement between Helix Business Incubator regarding fees to be paid to the registrant and any representation, inducement, promise, condition or agreement, oral or otherwise in connection therewith not incorporated herein shall not be binding upon either party
- The registered lead and agreement thereof are not transferable
- HBI reserves the right to modify or update the program at any time without prior notice
- Payment for deal flow distribution will be determined on a Partner and deal basis.