



# International Healthcare Startup Accelerator

SANTA MONICA, CALIFORNIA  
SILICON BEACH





# Your startup is not a unicorn yet...

**BUT OUR ACCELERATOR WILL SHOW YOU  
THE WAY.**





A Dojo is  
where ninjas  
go to train  
with other  
ninjas.

In Japanese, the word "dojo" literally means "A place of The Way."

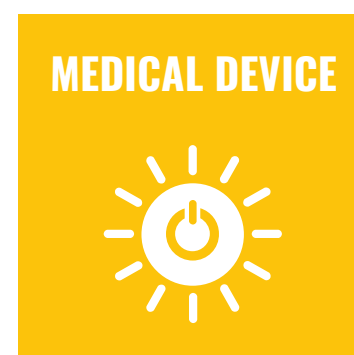
Expert Dojo is where the best entrepreneurs come to learn from the absolute best. In just a short time we have become the most active accelerator and fund in Southern California, and one of the fastest growing funds in the U.S.

We're investing in the most promising healthcare entrepreneurs all over the world, welcoming them into the Dojo and training them in the way. When it comes to startups, only the best of the best will make it.

If you think you truly have what it takes to become a unicorn, Expert Dojo is the place for you.



# Where we're investing:



Expert Dojo is looking for the most promising early stage startups including digital health, med tech and IT, medical devices, wearables and biosensors, life sciences, biotechnology and medical AI/ML and quantum ML.

Your science is well validated and you have received grant funding such as SBIR/STTR, participated in a commercialization program such as NSF iCorps or a reputable university incubator program, have strong intellectual property and a clear path to market. For companies not requiring FDA approval, you should have some early traction and some customers.

We're looking for teams and founders that are passionate, coachable, creative, fearless and ready to build a unicorn. Our experienced team, mentors and advisors will equip you with everything you need and show you where and how to leap, it's up to you to jump.





## ABOUT EXPERT DOJO

### WHO WE ARE

Expert Dojo is the most active early stage startup accelerator and fund in Southern California. We invest \$100,000 in each of our startups to help them increase their value, get traction and scale faster than they could themselves, and can follow on up to \$1M in a Seed or Series A round.

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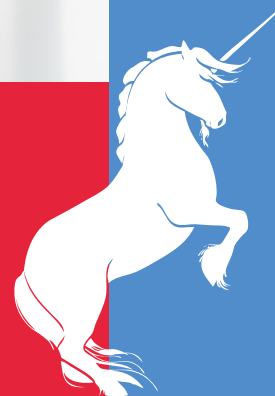
### WHO WE INVEST IN

Biotech, life sciences, medical devices should have a clear FDA path, anticipating clearance into the market within the next 12-24 months. They should be post non-dilutive, pre Series A, have a clearly differentiated market need and strong core IP and a multi-founder team with a dedicated business lead or CEO.

Healthcare tech and digital health companies should be pre-series A with a proven product and a clear go to market plan. Post non-dilutive, pre Series A. They should have a multi founder team with evidence of traction and be ready for exponential growth.

"Most accelerators will only teach you how to pitch to VCs. But we will teach you how to turn your startup into a unicorn."

- Brian MacMahon - CEO and Founder of Expert Dojo



# Our Difference

Most accelerators are only interested in introducing you to investors and helping you raise funding. We believe this is the bare minimum. At Expert Dojo, we're investors first and foremost, and we are interested in growth. Of course we will introduce you to investors and help raise funding, but your growth and traction is what drives success.

## Our Focus

We are committed to helping our startups with aggressive growth, before and after the program ends. Our cohort receives both group and individual training and support. We also work with external growth hackers and mentors to maximize the results and tailor them to the unique needs of each of our companies.

## Our Objective

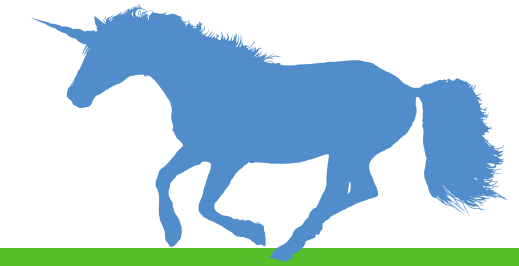
We help U.S. and non U.S. companies go to market and scale quickly. We have an extensive network and reach and are not afraid to leverage this to help our founders bridge their skill gaps, access talent and teams, strategize their business and revenue model and grow as fast as possible.

## Your Advantage

Other accelerators pack their cohorts with hundreds of companies, offering very little individualized support during the program and none after the 3 months is over. Expert Dojo stays engaged with our startups for 2-3 years because we are properly incentivized. Our cohorts are never more than 20.



# Our Process



## Vision & Strategy

The foundational strategy and big vision for how you will achieve unicorn level growth is the foundation of everything we do.

## Foundation

Incorporate structure, efficiencies, automation and the right team into your business so that you are positioned to scale quickly.

## Investment

Expert Dojo has an investor database of over 10,000+ investors in SoCal, the US and abroad.

## Mindset

Execution and growth takes a very specific mindset, approach and attitude. Like training for the Olympics, you learn from the best.

## Influence

Increase your own domain expertise and personal brand, and/or bring in outside influencers to increase your influence.

## Marketing & Brand

Experts in all levels and disciplines of marketing and brand will help you execute effectively in the right channels.

## Communication

We bridge the gap for international companies to communicate more effectively with American consumers & investors.

## Experience

Expert Dojo's investment partners have years of venture capital experience and strong track records of success.





Meet Anna Gudmundson

"Expert Dojo's program is outstanding! The perfect balance of challenge and support. We raised our next round of funding on the back of the program and the introductions we received is a gift that keeps on giving."

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These are  
just a few of  
the investors  
who have  
invested in  
our  
companies.

We co-invest with VCs and  
angels from our database of  
over 10,000+ active  
investors (and growing).



# Team



**Brian  
MacMahon**

Founder, CEO

Brian is the founder of Expert Dojo and has consulted and coached startups in over 35 countries bringing a global perspective to starting and growing business. He has been teaching the power of connecting in a community and the process of turning a pay it forward mindset into a revenue generator for years.



**Genevieve  
LeMarchal**

Head of Healthcare

Genevieve has spent almost her entire career in entrepreneurship and VC. Companies in her portfolio include life sciences, digital health, XR, consumer brands, etc. She a frequent panelist and keynoter on entrepreneurial and finance topics, and a champion for female founders.



**Jonathan Hung**

Head of Diligence

Jonathan Hung is Co-Managing Partner of Unicorn VP and a prolific VC investor in LA. In addition, he is the Managing Member for his family investment office, J Heart Ventures. Some of his prior investments include Robinhood, DocSend, Daily Harvest, ChowNow Boulevard, Clover Health, Gyft, LeafLink, Miso Robotics, Solugen etc.



**Isabelle Persson**

Head of Investment

Isabelle comes into the venture capital world from real estate and is in charge of managing and communicating with our extensive network of investors at Expert Dojo. She works with our startups helping them raise their funding rounds.



# Next Steps

## Step 1: Get Introduced

Connect with a member of our team or one of our Healthcare Investment Fellows to talk about your startup and get introduced to our team or visit [ExpertDojo.com](https://ExpertDojo.com) to apply.

## Step 2: Prepare for Diligence

There's no need to wait. Our diligence process moves quickly and we will make rolling offers leading up to the kickoff of each cohort.

## Step 3: Kick off

For companies accepted into the program prior to the kickoff of a cohort, we will get you started with mentoring and actively pushing toward achieving your growth goals.