



Driving start-up growth for accelerators and incubators

Founders Factory

With simplified integration and low-risk commercials, Awin Access extends the benefits of affiliate marketing to start-ups and emerging businesses, offering a powerful plug-and-play solution to help them thrive.

Further committing to SME and young business growth, Awin has also forged new relationships with industry-leading **accelerators and incubators**, delivering performance marketing education, enablement and excellence.

How does it work?

By connecting with accelerators/incubators internal mentors, Awin will collaborate with the team to design a free bespoke training workshop that can be delivered to small or large audiences at intervals across the course of the year, or in line with any investment rounds being completed.

Advertisers that are keen to embark upon a programme will then have fast-tracked onboarding to the Awin network.

A recent example of this is the newly fledged relationship with Founders Factory, who were established to power founders to build rapidly viable and sustainable businesses. Founders Factory has already launched 100 start-ups from London, Johannesburg and Paris offices, and consists of an expert mentor team with experience building and scaling startups.

"It has been refreshing to have an option for our start-ups to embrace affiliate

marketing with a commercial model that allows them to test and learn. With no set-up fee and low operating costs it's now something that we can push to be part of their online marketing mix at an early stage without the concern of draining funds. We've had a great experience working with the team at Awin, who have already delivered their first workshop and we have a number of startups already testing the platform and building great affiliate partnerships" said Olivia Martyn, Brand Marketing Lead at Founders Factory.

James Bentley, UK Strategy Director commented, "Awin is thrilled to extend the benefits of performance marketing for start-ups through its unique partnership with the Founder's Factory. With a shared focus on accelerating innovation and entrepreneurial growth, Awin sees huge opportunities for founders to leverage its open network of 230,000 publishers and 16,500 advertisers."

Awin Access is designed to support early-stage companies across the UK. By providing a simple, low-risk commercial model and the resources needed to get started, we encourage accelerators and incubators to **get in touch today** to learn how they can partner with Awin to further develop the businesses within their organisations.

