

FAQs for BNB Chain X Infom Founders Academy

What is the BNB Chain X Infom Founders Academy?

1. The BNB Chain X Infom Founders Academy is a 12-week program designed to help startup founders take their businesses to the next level. The program includes Virtual Infom Salons, Clubhouse discussions, Twitter Spaces, three hours of lectures each week, practice pitch sessions, and a Founders meeting on Fridays with both current accelerated ventures and Academy participants.

What is the selection process for the program?

2. The selection process involves submitting a summary presentation and going through an interview. The process is competitive, and only select participants will be admitted to the program.

What are the benefits of being enrolled in the Academy?

3. As a Founder selected to participate in the Academy you will have the ability to meet a variety of BNB Chain staff, as well as top tier CEOs, heads of innovation and investors in the Metaverse and Web3 spaces. You will also have access to parties and events co-located with a variety of conferences and an in-person pitch day/event. You will have a chance to interact with other selected Founders in the Academy through discussions and roundtables. Additionally, we will invite various Metaverse and Web3 investors to the pitch sessions and as guest lecturers.

What is the cost of the program?

4. Infom is the producer and administrator of the program. The cost of the program is a one-time production fee of \$2,500 charged by Infom. The fee is used to offset systems, social media marketing, content development, and costs of producing edited video programming of the Academy's events, including each Founder's investor and business development presentations during pitch sessions.

Is financial assistance available?

5. At this time, we do not offer financial assistance for the program.

What is the time commitment for the program?

6. The program is 12 weeks long, and requires 7 hours per week, including lectures, pitch sessions, and Founder's meetings. You will probably need to spend about 10 hours per week to fully benefit from the program.

Will the program be held in person or online?

7. The program will be held online, which means you can participate from anywhere in the world.

What is the refund policy for the administrative fee?

8. The administrative fee is non-refundable.

What happens after I submit my application?

9. After submitting your application, you will be notified of your admission status within a few weeks. If you are accepted into the program, you will receive a welcome email with instructions on how to make your payment and other important details.

What is in the welcome email?

10. Welcome email has an approved acceptance link to the BNB Chain Entrepreneurs Club, list of weekly sessions links for Zoom, Twitter Space and the Clubhouse.

What is Infom?

11. The Infiom Accelerator is a global accelerator program that helps fast-developing Metaverse and Web3 ventures grow and develop their businesses as well as assist Fortune 500 companies bridge their business offerings to Web3. The program provides mentorship, networking opportunities, business development and assistance in finding appropriate investment options. In addition, Infiom Accelerator offers key industry resources on various topics including blockchain technology, smart contracts, NFTs, metaverse, Web3, DeFi, NFTs, AI, AR/VR and other innovative technologies and their underlying business models. The program also includes a weekly roundtable for CEOs in the Infiom Accelerator and Founders in the Infiom Academy to share and discuss their ideas.

What topics are included in the BNB Chain X Infiom Founders Academy?

12. Here are some more details about the lecture topics covered in the BNB Chain X Infiom Founders Academy:

- a. Introduction to Metaverse and Web3, including the history, key concepts, and potential impact on venture initiation and development.
- b. Business model development for Metaverse and Web3 ventures, including revenue streams, value propositions, and customer acquisition strategies.
- c. Legal and regulatory considerations for Metaverse and Web3 ventures, including smart contracts, token offerings, and securities law.
- d. Fundraising for Metaverse and Web3 ventures, including strategies for crowdfunding options, angel, and venture capital funding.
- e. Product development for Metaverse and Web3 ventures, including user experience design, software development, security audits, and testing.
- f. Marketing and branding for Metaverse and Web3 ventures, including social media, content marketing, conferences, and influencer outreach.
- g. Team building and leadership for Metaverse and Web3 ventures, including recruiting, managing, and motivating a diverse team.
- h. Data analysis and metrics for Metaverse and Web3 ventures, including customer analytics, financial reporting, and dashboard design.
- i. Intellectual property and patent law for Metaverse and Web3 ventures, including trademark, copyright, and patent registration.
- j. Partnerships and collaborations for Metaverse and Web3 ventures, including joint ventures, licensing agreements, and strategic alliances.
- k. International expansion for Metaverse and Web3 ventures, including cross-border transactions, global marketing, and cultural considerations.

- l. Pitching and presenting for Metaverse and Web3 ventures, including elevator pitches, investor, business development presentations, and demo days.
- m. Please note that the topics covered may be subject to change based on the needs of the program and the availability of guest speakers.

How will the BNB Chain X Infiom Academy stay current?

- 13. Infiom publishes an AI powered weekly newsletter of the most relevant topics in DeFi, NFTs, DAOs, Metaverse, and Web3 spaces that will be analyzed in some of the Twitter Spaces and Clubhouse discussions.

Will I meet investors and business development partners through the BNB Chain X Infiom Founders Academy?

- 14. All of the guest lecturers, in addition to the BNB Chain faculty, are CEOs of fast developing Metaverse and Web3 ventures, heads of innovation of Fortune 500 companies and top investors in the space. The BNB Chain X Infiom Founders Academy includes several pitch sessions that potential investors and business development partners can attend.