



Enspiral is a collective of individuals and ventures, this document outlines how this works for individual ventures and how they relate to other parts of the network.

Enspiral is not a traditional incubator or accelerator. Enspiral does not have any dedicated staff to support Enspiral Ventures. We are a collective of people and companies who support each other to create a thriving society.

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## ***Enspiral Ventures***

### **Enspiral Foundation**

The Enspiral Foundation is the charitable company at the heart of the Enspiral network. It owns the Enspiral brand and is the entity with which companies and individuals have a formal relationship.

### **Benefits**

*The benefits of becoming an Enspiral Venture are informal but powerful and come down to one core driver, **goodwill and trust**.*

At its heart, Enspiral is an altruistic network based on trust, with a vibrant gift economy. When a person or company participates actively in the network, they have a whole lot of amazing people and ventures who are in their corner and actively helping them succeed.

1. We share leads and connections with each other generously
2. We lend each other money and invest in each others' ventures
3. We promote each others' projects at every opportunity
4. We share our learnings and hone our skills together
5. We grow a shared brand together to build a reputation greater than the sum of its parts
6. We help ventures find great staff and people to find great roles

## Contributions

### **Equity**

In the past ventures have contributed equity to the foundation. We have since collectively decided to return that equity. Our current policy is that the Foundation should only hold equity in companies that it has directly financially invested in, and not as a contribution for indirect benefits of being part of the network.

### **Revenue**

The majority of ventures support the work of the Foundation and Enspiral as a whole through flexible revenue share agreements. Each venture chooses its own contribution rate and can change it as they choose. All venture contributions go through the collaborative funding process, where the ventures direct what their contribution supports.

### **Other**

Ventures are also free to make any other contributions they would like to the Foundation or wider network. This can be in the form of discounted rates, free services or anything else they choose.

## Becoming an Enspiral Venture

### **Process**

1. New company writes a company introduction
2. Their introduction is posted in the members Loomio, to let members know about them and provide a space for discussion, questions, comments, etc (no proposal yet).
3. A one month "getting to know" you phase starts, which goes both ways of them getting to know us and us getting to know them. New company people come on G+ and Loomio, members make an effort to talk to them, meet for coffee, etc, and they ask any questions and clarify the value proposition and values fit on both sides.
4. We ask the company if they definitely want to join, and if so, a proposal is started in the above Loomio discussion for members to officially approve or not.
5. If approved (by consensus - with 75% member engagement), the company and the Foundation officially determine the contribution relationship (revenue share, etc).
6. We have a welcome celebration!

## Becoming an Enspiral Venture

### **Give**

1. Revenue share - choose % and \$ cap and rate
2. Engagement with the Network
  - Transparency:** *we share data and internal information with each other.*
  - Reporting:** *we take the time to summarise our activities and update the Network.*
  - Communications:** *reps from each company are active with core comms.*
3. Ventures also offer the network other in kind contributions as they wish.

**Receive**

1. Revenue share - choose % and \$ cap and rate
2. Engagement with the Network
3. Transparency: we share data and internal information with each other.
4. Reporting: we take the time to summarise our activities and update the Network.
5. Communications: reps from each company are active with core comms.

**Special Types of Ventures**

*There are three additional types of Enspiral Ventures which have slightly different relationships with the network.*

**Enspiral Services Teams**

Enspiral Services Limited houses multiple teams who share a common legal structure to increase collaboration and reduce overheads. They act as individual ventures in every other way and the fact they part of Enspiral Services is more of a legal footnote than a substantive difference.

**Enspiral Branded Ventures**

An Enspiral Branded Venture behaves like a regular venture except it carries the Enspiral name in its title and uses the Enspiral logo as part of its core identity. The shared branding has additional benefits and risks to the network so they have a few more criteria:

- » All staff (directors and employees - excluding external contractors) must be Enspiral Contributors.
- » If the venture ever leaves the network they must remove any Enspiral branding from their name or logo.

**Enspiral Owned Companies**

An Enspiral owned company (eg. Enspiral Spaces) is wholly owned by the Enspiral Foundation and are assets that are collectively held by the network.

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