

FOUNDERS FACTORY.

Founders Factory Launches in the U.S. with Initial Focus on Consumer Healthcare Startups

Leading Tech Startup Studio and Accelerator Expands to New York with
Johnson & Johnson Innovation - JJDC, Inc. as First Investor

NEW YORK, NY — November 12, 2019 — [Founders Factory](#), Europe and Africa’s leading startup studio and accelerator, is launching their expansion into the United States with their fourth hub in New York, and the announcement of anchor investor Johnson & Johnson Innovation - JJDC, Inc. (JJDC). JJDC is the first of multiple corporate strategic partners investing in Founders Factory to grow the health tech and larger startup community in New York. The strategic investment from JJDC, and collaboration with the Johnson & Johnson Consumer Health business, will advance Founders Factory’s goal to grow 25 startups and create 10 new businesses in consumer healthcare. Key areas targeted will include healthcare access, personalized care and diagnosis, digestive health, allergies, smoking cessation, mental health, and female health.

“Founders Factory has proven to be one of the world’s leading strategic partners for founders. We are thrilled to be operating in New York with JJDC’s support to improve access to healthcare and address societal challenges through tech,” said George Northcott, Founders Factory’s Co-Founder and Vice President. “New York has a vibrant talent ecosystem of healthcare founders and we’re looking forward to building an internal team of over 30 dedicated operators to support them.”

Co-founded by Brent Hoberman, Henry Lane Fox, and George Northcott in 2015, Founders Factory is a leader in the European and African tech industries. With its unique studio and accelerator model, Founders Factory has built and scaled over 140 startups in London, Johannesburg, Paris, and now, New York. Their model enables founders to create, build, and accelerate their startups with support from Founders Factory’s New York team of 30+ full-time operators and strategic partners. To date, Founders Factory’s startups have raised over \$200M in capital and signed over 200 commercial agreements with its corporate strategic partners.

“A recent study showed that 117m chronic illness patients in the US could be treated by digital health and in 2019 healthcare investments rose globally to \$26.9 billion,” said Maya Baratz Jordan, Founders Factory’s recently appointed New York CEO and former Managing Director of TechStars. “With so many opportunities and challenges in the healthcare sector, we believe our intensive operational support framework combined with our corporate collaborations, can increase the odds of success for founders solving these problems.”

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The Founders Factory model consists of two different components:

- **Build:** \$250k funding with 12 months of operational support in exchange for 25 percent of equity
 - Develop your idea into a validated concept
 - Build your new startup with Founders Factory's team and strategic partners
 - Opportunities to pilot, collaborate, and scale with JJDC and the Johnson & Johnson Consumer Health business and Founders Factory's 12 global corporate strategic partners

- **Growth:** \$100k funding with 6 months of operational support in exchange for 4-7 percent of equity
 - Bespoke program tailored to your startup's needs
 - Operational support from Founders Factory's team of experts spanning across product, design, data science, marketing, business development, talent, and fundraising
 - Opportunities to pilot, collaborate, and scale with JJDC and the Johnson & Johnson Consumer Health business and Founders Factory's 12 global corporate strategic partners

Founders Factory is currently accepting applications from consumer healthcare startups. For more information, visit foundersfactory.com/NewYork.

About Founders Factory Founders Factory powers founders to go further, faster. As the world's leading startup studio and accelerator program, the Founders Factory team validates ideas, builds founding teams, finds first customers, and invests directly startups across multiple disciplines. Started by Brent Hoberman, Henry Lane Fox, and George Northcott. Founders Factory has received investment from leading corporates across four hubs in New York, London, Paris, and Johannesburg: Johnson & Johnson Innovation - JJDC, Inc. (New York); Marks & Spencer, L'Oréal, easyJet, Guardian Media Group, Aviva, Holtzbrinck, CSC and Reckitt Benckiser (London); Aviva France (Paris); and Standard Bank and Netcare (Johannesburg).

Founders Factory has built over 40 and invested in over 100 startups to date and secured over 200 commercial pilots for its startups with 33% of those pilots resulting in enterprise contracts and direct investments. Founders Factory peers voted it as [Hottest Startup Accelerator](#) and Early Stage Investor at The Europas 2018 and 2019.

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