

SODA INC.



Wintec subsidiary, Soda Inc., is a business incubator that helps founders and entrepreneurs establish and grow their start-up business.

The key factor behind a commercial success story can often boil down to the people involved and having the right conversations with the right people at the right time.

This is where Soda steps in, connecting entrepreneurs with experienced, successful business owners who act as mentors and advisors.

Equally important are the customised incubation programmes that Soda creates for its clients. As a founder-focused incubator, its support and development services are all pertinent to the founder's goals.

Soda has two incubation programmes.

The first is LIFT, a three month programme that connects founders with a customised team of experts to help them build a solid plan and define a growth path. If built correctly, this support network should last well after a Soda programme.

The second is BOOST, which follows the LIFT programme and runs for up to six months. It helps founders execute the plans defined in LIFT and either launch into the market, grow their market share, or go offshore.

Outside of its incubation programmes, one of Soda's major accomplishments is establishing the Innes48 Business Start-up Competition, which is now the largest event of its kind in New Zealand.

Essentially a boot camp for start-ups, the 48-hour competition attracts hundreds of national and international applicants each year with the top chosen to compete. Competitors test their entrepreneurial skills in a high energy high pressure environment, interact with top business mentors, hear from inspirational speakers and attend business workshops.

More recently, Soda Inc. partnered with Wintec to create Launchpad – an innovative product that connects student entrepreneurs with Soda's business growth advisors to help make their business ideas or growth plans a reality.

- Soda Inc. has helped 80 businesses over nine years through customised high quality programmes and thousands more founders through events and workshops
- Soda Inc. offers part-time, remote, and customised incubation programmes for clients, giving founders the flexibility they need to succeed
- Soda Inc. has five staff and more than 30 Business Growth Mentors, and hundreds of experts throughout New Zealand. This number grows with each new client accepted into a programme.

