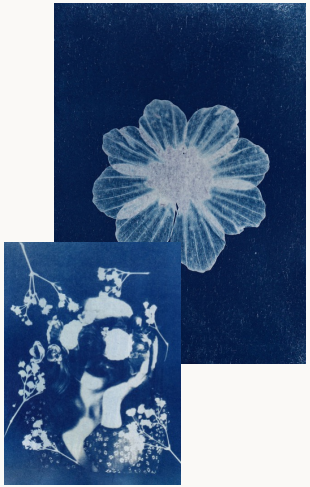
Caplia



Run your ecosystem
like the best in the world.



From application to investor readiness. Your team gets one platform to run the programme, and every founder gets their own to become investor-ready. Powered by Phronel, private intelligence purpose-built for the early-stage ecosystem.

Talk to Sales | Request a Demo

Manage Applications → | Manage your Cohort → | Track Readiness → | Ensure Capital Readiness →

BEFORE YOU GO ANY FURTHER, LET'S TALK COMMERCIAL IMPACT

Prove your value.
Keep your funding.

We help accelerators show the economic value of their programmes, and build a stronger case for keeping or winning funding.

01

One platform, lower costs

Bring applications, assessments, founder development, programme management and reporting into one platform, and stop paying for several.

02

Sponsors see it live

Caplia's sealed office gives sponsors and funders secure, real-time visibility of selected companies for origination, programme performance, founder progress and outcomes.

03

Impact you can prove

Show measurable gains in company readiness and investment potential with the evidence-backed Caplia Readiness Index™, and show your backers how you're making an impact.

Intelligence that makes the invisible visible

A blueprint for better decisions across the early-stage ecosystem. More time spent on human behavior.

OUR MISSION

To change how early-stage company decisions are made, by giving humans better evidence, greater consistency and more time to build relationships with the companies shaping the future.

WHAT WE BELIEVE

Structure over fragmentation.

Clarity over scattered information.

Speed over manual workflows.

Shared over disconnected.



OUR MISSION · WHY WE'RE BUILDING CAPLIA · 1:49

More time with the strongest companies.

Made possible through frontier intelligence for the early-stage ecosystem.

Watch the film →

THE CHALLENGE

Your impact is real. Proving it is the hard part.

Programmes change founders' trajectories, but the evidence lives in spreadsheets, mentor notes and surveys. Sponsors want proof, investors want ready companies.

01

Applications at volume

Hundreds of applications, assessed differently by every reviewer, and the strongest founders easy to miss.

02

Readiness you can't see

Between sessions, no one knows which founders are progressing, which are stuck, or why.

03

Support by instinct

Mentors and office hours go to whoever asks loudest, not the founders with the biggest gaps.

04

Impact that's hard to prove

Sponsors and funders ask for outcomes. Programmes answer with anecdotes and surveys.

CAPLIA GIVES YOU THE EVIDENCE: STRUCTURED COMPANY DATA, THE CRI™, P15 AND PHRONEL, ACROSS EVERY COHORT

TWO SIDES, ONE PLATFORM

You get a platform.
So do your founders.

YOU GET

A platform to run your programme.

01 **Applications**
Every application screened and onboarded in one system.

02 **Cohort view**
Progress and readiness across every company, live.

03 **Support routing**
Mentors and office hours matched to real gaps.

04 **Impact reporting**
Reports built with Phronel, for funders and sponsors.

YOUR FOUNDERS GET

A platform to get investor-ready.

01 **Caplia Passport**
One decision-ready profile to share with investors.

02 **CRI™ score**
Their readiness score, and exactly what to improve.

03 **Smart Data Room**
Data room and cap table in one secure place.

04 **Phronel**
Private intelligence to strengthen their raise.

Two products, one layer of intelligence.

Run applications, cohorts and founder support on Caplia's intelligent platform, or put Phronel, the private AI agent behind it, to work in your own tools in seconds.

LIVE IN 24 HOURS

Caplia Platform

Your complete workspace for applications, cohorts and founder readiness.

PROGRAMMABLE

API & MCP

Bring Phronel intelligence into your own software and infrastructure through programmable access.

EXPANDING

Your everyday tools

Phronel in the tools teams already use, including Slack, Teams and Chrome.



PHRONEL · THE INTELLIGENCE LAYER

One private intelligence beneath every surface.

The same reasoning and decision logic, wherever your team works. Ready instantly.

MEET PHRONEL

Private AI to read early-stage companies the way you do, but with an edge.



General-purpose AI wasn't built to understand your criteria, protect sensitive company data or deliver consistent, evidence-backed decisions. Phronel is: four parts, one intelligence.

01 · ASSESS READINESS

CRI™

The Caplia Readiness Index. 28 signals, five areas: how ready is a company, and what should you ask?

02 · TRACK TRACTION

P15

15 traction signals tracked for every company, flagged and explained the moment one spikes.

03 · GO DEEPER

Reasoning layer

Fine-tuned for early-stage and applied to your own criteria. Every finding traces back to its source.

04 · KEEP PRIVATE

Private

Hosted on our own hardware, or on your servers. Never used for training. Your decision logic and data kept secret.

Your own frameworks & logic, baked into our private intelligence.

01 · YOUR KNOWLEDGE HUB

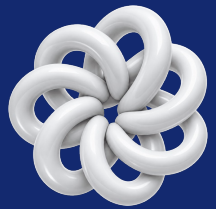
Innovation Readiness Level
Your evaluation framework

Selection criteria
What a good fit looks like to you

Programme curriculum
Workshops, tasks and milestones

Mentors and investors
Who you work with, and what they back

02 · PHRONEL



Criteria mapping

Every company read against your own logic.
Private, and never used for training.

03 · ACROSS YOUR PROGRAMME

Screen faster
Spot the right companies quicker

Automate support
Guidance across every cohort

Match mentors
Matched to gaps and development areas

Route to investors
The right investors, with context

CAPLIA READINESS INDEX™

The closest thing early-stage capital has to a credit score.

Lenders read one credit score. Investors read a hundred different decks. The CRI™ ends that: one score from 0 to 1,000, 28 evidenced signals across five areas, scored the same way every time.

CRI™ · 0 TO 1,000



6 SIGNALS	6 SIGNALS	5 SIGNALS	6 SIGNALS	5 SIGNALS
Team	Product & Competition	Market	Traction	Foundational Readiness

THE CAPLIA READINESS INDEX (CRI) IS TRADEMARKED AND THE INTELLECTUAL PROPERTY OF CAPLIA

OXFORD CAPLIA INVESTMENT READINESS STUDY

First-of-its-kind research.
The evidence behind the standard.

In research collaboration with Oxford Saïd Business School, led by Professor Thomas Hellmann, combining systematic readiness assessments with real-world funding outcomes.

7.5×
larger than the World Bank's landmark investment-readiness experiment, one of the most cited studies in the field

2,600
companies in the initial dataset, built on permissioned data collected and assessed against the CRI.

728,000
scored data points, cleared through independent data due diligence.

3.9×
more likely to raise within 12 months: CRI™ 600+ vs. below 300*



Prof. Thomas Hellmann
LEADS OXFORD CAPLIA INVESTMENT READINESS STUDY

Leading researcher in entrepreneurial finance and venture capital. Oversees empirical research in collaboration with Saïd Business School.

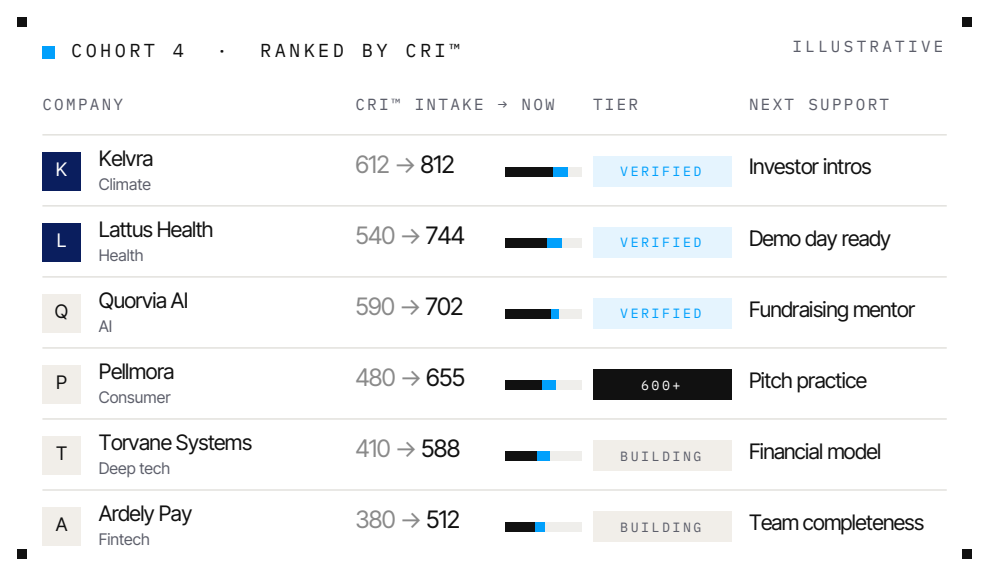
*Correlation data only, based on initial analysis. Oxford Caplia Investment Readiness Study (OCIRS) data, October 2026. CRI scores are not financial advice.

See every cohort's readiness. And prove it moved.

Every founder scored on one scale at intake, and again as they build. See who is progressing, who is stuck and who is ready for investors, with uplift you can put in front of any sponsor.

- ✓ Readiness across every cohort, on one scale
- ✓ Gaps surfaced founder by founder
- ✓ Uplift measured from intake to demo day
- ✓ Ready companies routed to investors

Book a Meeting



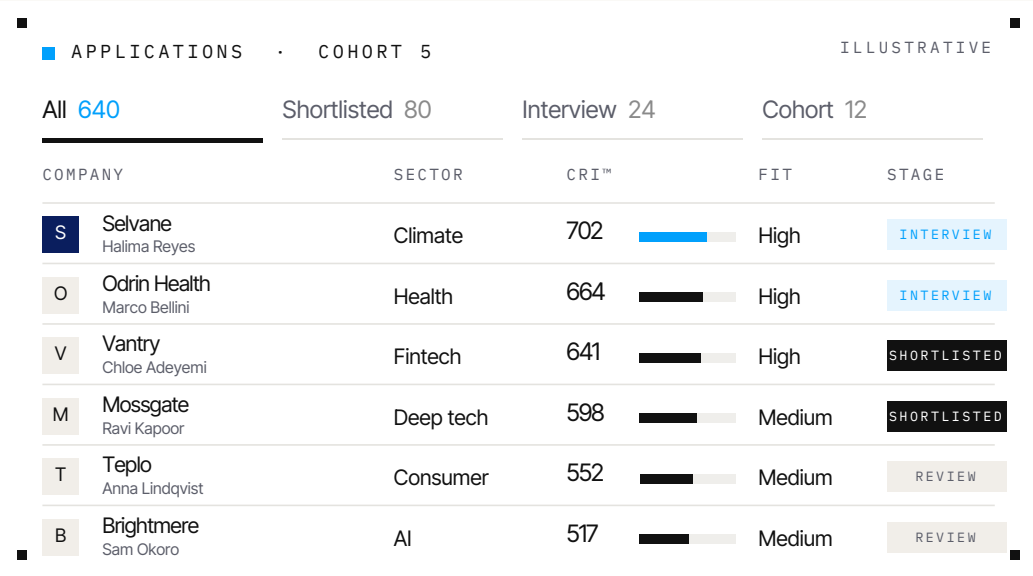
APPLICATIONS

Every application, one clear view.

Every application lands as a structured, scored company profile. Sort by CRI™ and fit, and shortlist the strongest founders in a click.

- ✓ Scored on arrival, against your criteria
- ✓ Filter by sector, stage and fit
- ✓ Shortlist and onboard in one system

Get a Demo

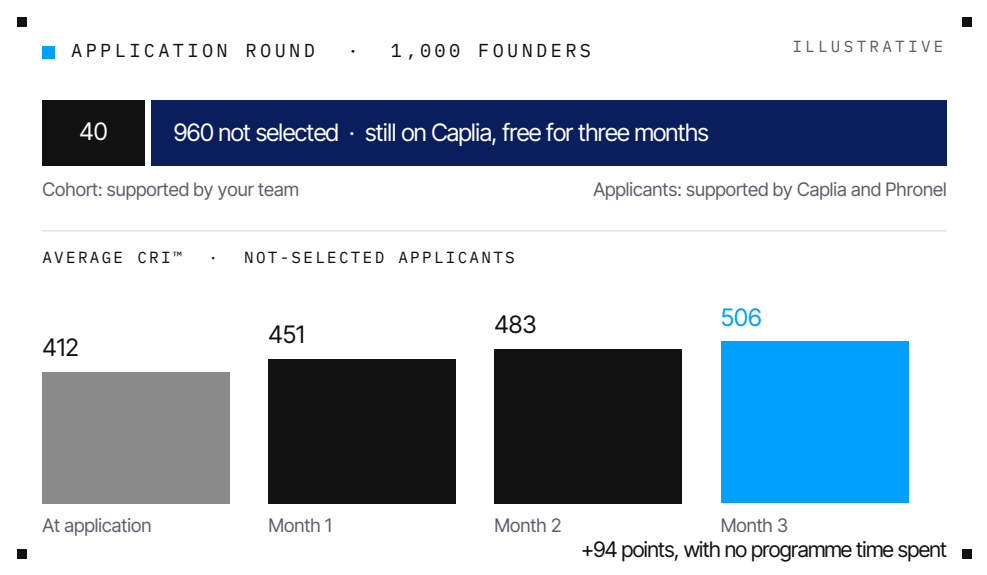


EVERY APPLICANT, SUPPORTED

Impact on every applicant. Without touching them.

Most applicants never get a place, and leave with nothing. With Caplia, every founder who isn't selected still gets the platform, free for three months, and keeps building their readiness on their own.

- ✓ Their own Caplia Passport and CRI™
- ✓ Phronel to show them what to fix
- ✓ Rescored at three months, automatically
- ✓ Demonstrable impact without founders on programme



INTELLIGENCE FOR YOUR PROGRAMME TEAM

Know every founder. Between every session.

Phronel gives your programme team a deeper understanding of every company: how ready it is, what has changed and where support will move the score. P15 flags momentum the moment it happens.

01 · TRACTION SPIKES (P15)

SIGNAL SPIKE · LATTUS HEALTH

First paying hospital customer. Ready for an investor conversation.



Spot momentum early.

15 traction signals tracked for every founder, flagged the moment one spikes, explained in plain language.

02 · SUPPORT ROUTING

Torvane Systems Gap: financial model	FINANCE MENTOR
Pellmora Gap: go-to-market	GTM MENTOR
Ardely Pay Gap: team completeness	TALENT MENTOR

Mentors matched to real gaps.

Office hours and experts allocated to the founders with the biggest gaps, not the loudest voices.

03 · FOUNDER BRIEFS

STAGE	Seed-ready, raising next quarter
GAPS	Unit economics, cap table structure
NEXT	Finance mentor, data room review

Every session, prepared.

A Phronel brief on any founder in seconds: stage, strengths, gaps and what to work on next.

Impact reports, written by Phronel.
Across your whole pipeline, and entire ecosystem.

PHRONEL · PRIVATE

Phronel, can you build our autumn impact report for the programme, assess every company and their readiness increase.



Done. 1,000 founders scored at entry and at month three. Cohort CRI™ up 142 on average; not-selected applicants up 94 with no programme time. 24 cohort founders now Caplia Verified. Every figure is linked to its source, ready to share.

REPORT READY · 12 PAGES ILLUSTRATIVE

01 **The whole pipeline, not just the cohort**
Readiness tracked for every applicant, so impact counts everyone you reach.

02 **Evidenced and versioned**
Every finding traced to its source, every score dated, on one consistent scale.

03 **Any audience, in minutes**
Funding boards, sponsors, donors and university leadership, on demand.

04 **Live, not annual**
Ask Phronel any time: who moved, what changed and where support is needed.

IMPACT REPORTING

Prove your programme works. Impact reports sponsors can't ignore.

Every Phronel assessment is evidenced, versioned and on one consistent scale, so you can show sponsors, funders and your board exactly what your programme changed: founder by founder, cohort by cohort.

COHORT 4 · EXAMPLE METRICS

ILLUSTRATIVE

+142
average CRI™ uplift across the cohort, 1.6x more likely to raise capital in 12m

60%
of founders raise capital within 6-months of leaving the programme

27
investor introductions routed

100%
leave with a decision-ready profile

Evidenced
Every finding traces back to its source

Versioned
Every score dated and traceable

Shareable
Ready for sponsors, funders and boards

Proven in programmes. Measured in weeks.

SETSQUARED · CASE STUDY

22%

Increase in fundamental capital readiness of their MedTech cohort, within just 2 weeks.

"For our teams here at SETsquared, Caplia means a clearer view of where each company is, where support is needed, and how we can work more efficiently across the ecosystem. For the investors in our network, it means timely visibility and frictionless access to high-quality spin-outs and startups that align with their investment thesis."

Rosie Bennett

EXECUTIVE DIRECTOR, SETSQUARED PARTNERSHIP



THE COMMERCIAL CASE

Win sponsors. Keep alumni. Support more founders with the same team.

ONE FOUNDER, THE WHOLE PROGRAMME

Application	Selection	Onboarding	Programme	Demo day	Investor intros	Alumni

Today: spreadsheets, forms and surveys at every step

With Caplia: one system, one score, start to finish →

PROVE

Win and renew sponsors

Evidenced impact, cohort by cohort, in every report.

SCALE

More founders, same team

Scoring, routing and reporting, without the admin.

ROUTE

Stronger demo days

Investor-ready companies, introduced with context.

RETAIN

Alumni who stay

Founders keep their Passport, and their link to you.

YOUR COMMERCIAL CASE

Sponsor value retained × founders per programme manager × alumni kept Built with your numbers.

PLATFORM

The operating layer for modern accelerators.

Capture every founder, company and support need in one structured workspace, from application to investor readiness.

01

Application management

Every application in one structured system: submissions and founder details captured before shortlisting and onboarding.

02

Bespoke reporting dashboards

Cohort performance, readiness movement, mentor allocation and investor routing, built around the metrics your team tracks.

03

Automations that never miss

Assign mentors, flag stalled founders, request missing materials and move companies through each stage of the programme.

Private.
Not private-ish.

Public AI tools were never built for founder data, cohort notes or internal assessments. Phronel is private intelligence, built so founder data stays private from day one.

01

Hosted on our own hardware

Phronel runs on Caplia's own hardware, inside an environment we control and secure.

02

Or on your own servers

Deploy Phronel inside your own perimeter, so not even Caplia can see your data.

03

Never used for training

Your criteria, prompts and founder information are never used to train or improve Phronel.

- ✓ AES-256 at rest · TLS 1.3 in transit
- ✓ Role-based, logged access
- ✓ No founder data shared, ever
- ✓ ISO 27001 certification in progress

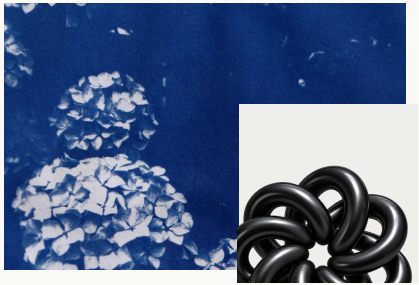
Every founder in your cohort **gets a platform.**

Provide value to every founder. Every company in your programme gets the Caplia founder platform, the same tools founders use to raise across 20+ countries. They leave investor-ready.



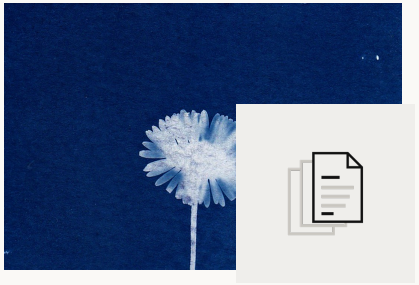
CRI™ to prepare

28 signals across five areas, in research collaboration with Oxford Saïd Business School. Founders know exactly what to strengthen, and where they have gaps.



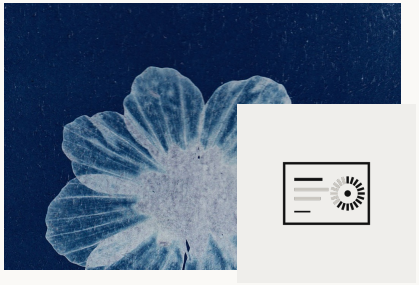
Phronel, built around them

Phronel knows their company, their raise and what investors look for, and helps them close the gaps.



Documents, in one place

Deck, data room and cap table consolidated in one secure place, ready for their raise.



Passport, ready to share

The Caplia Passport: one structured profile, shared securely, instead of scattered links and attachments.

Caplia becomes an unfair advantage for each company.



"Before I was relying on a clunky Google sheet. I especially loved the Caplia Readiness Index, which scored our materials. Highly recommend to all founders who are fundraising!"

Sophia Jarvis

CO-FOUNDER & CEO, MIA WEALTH



CRI 540 → 747

"Caplia gave me feedback on our pitch deck with a depth I've not had from anyone else. From 540 first submission, to 747 today. That's the boost I needed. Love the Phronel feedback, super helpful."

Ross Ducat

FOUNDER, LULU LIGHT



"So when you get help that genuinely moves the dial, it can feel life-saving. Caplia has been exactly that. This place makes me feel capable."

Brent Davidoff

FOUNDER, GOFAMILY

COMPARE

Others run the programme. Caplia gets founders ready.

Most platforms stop at programme admin. Caplia gives every founder their own platform, with readiness validated on real outcomes.

WHAT YOU GET	Caplia	Equisy	AcceleratorApp	F6S	Sheets + AI
CRI™ The academically backed readiness score ONLY ON CAPLIA · RESEARCHED BY OXFORD SAÏD	■	—	—	—	—
Founders get their own platform	■	■	▪	▪	—
Applications and screening	■	■	■	■	▪
Cohort and mentor management	■	▪	■	—	▪
Standardised readiness score	■	▪	—	—	—
Validated against real outcomes	■	—	—	—	—
Impact reporting for funders	■	—	■	—	▪
Private AI, no training on your data	■	—	—	—	—

■ Built in ▪ Partial — Not offered or not stated publicly

Based on each provider's public website, October 2026. Names are trademarks of their owners.

Pay for the founders you support.
From $5 per founder, per month.

Every plan includes the full platform, unlimited team seats and Phronel tokens. You pay for the founders you support, not the people supporting them.

Cohort

$600/mo

$12 per founder, per month

$7,200 billed annually

- ✓ 50 founders
- ✓ 1 office
- ✓ 1M Phronel tokens
- ✓ All features

Programme

$1,000/mo

$10 per founder, per month

$12,000 billed annually

- ✓ 100 founders
- ✓ Up to 2 offices
- ✓ 2M Phronel tokens
- ✓ All features

Portfolio

$2,400/mo

$8 per founder, per month

$28,800 billed annually

- ✓ 300 founders
- ✓ Up to 5 offices
- ✓ 5M Phronel tokens
- ✓ All features, and 3 bespoke features

Ecosystem

$6,000/mo

$6 per founder, per month

$72,000 billed annually

- ✓ 1,000 founders
- ✓ Unlimited Offices
- ✓ 10M Phronel tokens
- ✓ Bespoke features, SSO, multi-programme governance

Institution

$12,500/mo

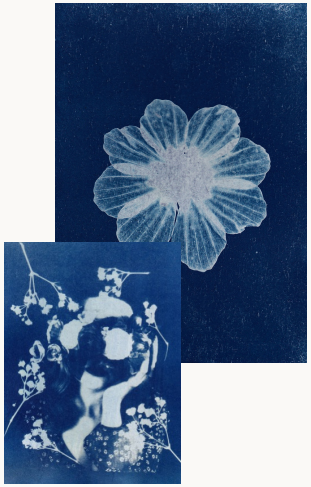
$5 per founder, per month

$150,000 billed annually

- ✓ 2,500 founders
- ✓ Unlimited Offices
- ✓ 25M Phronel tokens
- ✓ White-label, SSO, SLA

ALL PRICES IN USD. UNLIMITED TEAM SEATS ON EVERY PLAN. LARGER ECOSYSTEM? LET'S TALK.

Caplia





Your ecosystem

empowered · enabled · supported

Run your programme on structured company data, powered by Phronel.

Talk to Us

Book a Demo

HELLO@CAPLIA.COM