PROGRAM PROPOSAL

GOBI PARTNERS × GUIDE

Venture Ready Bootcamp - Accelerating startups' readiness for venture investment.

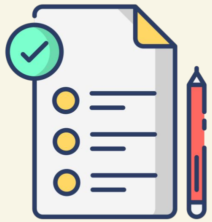
Key Features

Program Features:

This programme strengthens growing-stage startups (which are deep-tech focused) by reviewing their business with the tools, skills, and support needed to become sustainable and investment ready businesses, and attract investors or other interested financiers to support and connect them.

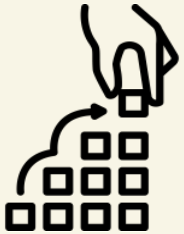
This programme is industry-focused, designed to drive investment and business opportunities by connecting growing-stage companies with top regional venture capitals and corporations. Unlike traditional accelerators, the program requires no equity, allowing startups to grow on their terms while accessing key resources like curated dealflow meetings, connections with over 300 regional industry experts or investors, networking events, and concentrated business reviewing sessions. Startups will also benefit from private 1:1 partner pitches, and consultation, exposure to different industry professionals.

Key Objectives:



Business Assessment:

Validating startup ideas, business models, finance model, operation model , team and expansion/ fundraising plan.



Investment Readiness:

Provide unique knowledge and tips for startups to understand the investment/ deal flow from a VC, and all necessary preparation for fundraising

Strengthen Pitch Materials:

Support participants in refining pitch decks and business plans to align with investor standards.

Facilitate Investment Opportunities:

Prepare and select outstanding startups to pitch to investors, strengthening their ability to manage investor relationships and able to receive investment offer from VCs

Programme Structure

Development programme	Startup Assessment Bootcamp (3-day Workshop & Masterclasses)	Post-BootCamp 1:1 Office Hour (Consultation/Mentoring)	1:X Private Pitching (Showcase) Day	Post-Programme Follow Up
Period	3 days	1 session (60mins)	1 day	Within two weeks after Pitching (Showcase) Day
Format	In-person	In-person / Remote	In-person	In-person / Remote
Approach/ Logistics	On-site and in-person conducted and facilitated by GUIDE, Gobi and Partner's Instructors and the Programme Team	On-demand consultation by GUIDE Training Instructors, programme team and Mentors	On-site and in-person private pitch in front of 3-5 VCs	GUIDE will follow up with startups based on the final outcome of the Pitching Day.
Output	Teams leave the bootcamp with: O Comprehensive analysis of business fundamentals and product readiness. O Financial evaluation, growth strategies, and preparing for fundraising. O Preparing founders to pitch to VCs and understanding the investment process.	Teams will be offered a 1:1 60mins consultation session with mentors or program partners (depends on startup request).	Teams are invited to a private pitching session to present their business and fund-raising plan in front of several VCs. Teams which are shortlisted will receive conditional investment offers from the program.	For all teams, GUIDE will provide an assessment summary which consists of feedback from investors regarding their plan and presentation. For 5 selected teams, GUIDE will help follow up with respective VC to curate dealflow meetings for them.
Details	A high-energy training camp providing a full evaluation of participating startups to assess their readiness for investment. This consists: • **Day 1: Business & Product Evaluation** ❖ Business Model Deep Dive ❖ Product Readiness Assessment ❖ Applying Six Sector Theory into your Business • **Day 2: Financials, Fundraising, and Expansion Planning** ❖ Financial Model Review ❖ Fundraising Strategy ❖ Expansion & Market Strategy. • **Day 3: Investment Readiness & Pitch Preparation** ❖ Investment Readiness Workshop ❖ Pitching & BP Refinement. ❖ Mock Pitching	GUIDE shall offer time slots for participants to remain accessible to consultation and mentoring sessions to further enhance their pitch deck and other necessary preparation for investor meet-up.	a. Assembling a panel (3-5 investors from different VCs) to evaluate startups. b. Provide 1:1 private pitching session (30mins in total: 10mins sharing + 20mins Q&A/ Feedback session) for all participating startups.	a. Submission of summary to startups to share the insights and feedback gained throughout the program from mentors and investors. b. Curated dealflow meetings with VCs to start the investment discussion with the 5 selected companies.
Learning Materials Access	As participants, they will get: a. A copy of all the lecture materials and case examples with frameworks included b. Access to GUIDE's and Gobi's mentorship network and community c. Venture HUB membership to access full startup learning resources and connect with our mentors through the platform.			

Program Schedule

GUIDE

Dec 4-6	Dec 7-11	Dec 12	Within 2 weeks
EARLY / MID / END	EARLY / MID / END	EARLY / MID / END	EARLY / MID / END

3 DAYS

Investment Readiness Assessment Bootcamp

3 days in-person Bootcamp run by GUIDE, Gobi instructors & Industry mentors.

- COMPANY REVIEW
- INVESTMENT READINESS ASSESSMENT

1 session

1:1 Consultation Session (Optional)

Teams can schedule one session with mentor to obtain their final feedback before the pre-demo day.

- MENTORSHIP
- PLAN REFINEMENT
- PITCH PREPARATION

1 DAY

1:X Pitch Day

10 minute Presentation +20 minute Q&A per team.

Feedback from the panel on pitch quality, business viability, and readiness for the next stage.

Networking opportunity with investors and accelerator representatives.

- LIVE PITCH
- INVESTOR ENGAGEMENT
- INVESTMENT OPPORTUNITY

1 Report

Full Assessment Report for startup

1 Account

Learning Hub Membership

0.5 Day **18 Dec**

Graduation & Networking Day

- Networking Opportunity
- Startup Showcase

Eligibility

GUIDE

Target Audience

Prioritisation	Ideal Applicants (HiPo Early-Stage Startups or Deep-Tech Team)	Criteria	Explanation
Top	- Tech startups at scaling & expansion stage with MVPs or in-market products - They are fully operational and revenue-generating	- MVP launched or tested (Tech) - Operational business model - Strong traction (users, sales, MoUs) - Full-time founder/operator - Clear path to scale and raise funds	These businesses are investment-ready, have validated their offering in the market, and are seeking funding to scale.
Mid - Low	- Tech startups in MVP & commercialisation stage, prototype developed - Companies are in early operational phase	- MVP & commercialisation in progress (Tech) - Some client or angel user interest or testing - Founders with strong commitment - Evidence of problem-solution fit - Funding for go-to-market and/or product/market fit	These businesses demonstrate potential for growth but may require additional support before they become investment-ready. The programme may help them move towards funding readiness.

Application Process & Selection

GUIDE

Application, Nomination, Screening, and Selection Process

Application and Nomination Period → Pre-screening, and Application Review → Interview by the Selection Committee → Result Announcement → Pre-programme Briefing

- All interested and eligible entrepreneurs are welcome to apply to the Venture Ready Bootcamp. Applicants are required to submit all necessary information and supporting documents,members, or employees).
- The Programme Admission Team will notify you upon receiving a complete application, including both nominations. If you are shortlisted, you will be contacted for an online/ face-to-face interview. Successful applicants will then receive an official offer to join the bootcamp.
- Please note that incomplete applications, those lacking nominations, or those with poor-quality supporting documents will not be considered.

How many companies can participate in the program?

- 15 -20 companies will be selected by the Selection Committee, which comprises representatives from Gobi, GUIDE and related partners.
- Two entrepreneur slots will be allocated to each of the selected companies.

Application Process & Selection

GUIDE

What are the eligibility and commitment requirements for the programme?

To be considered, applicants must have:

- At least 18 months of active business operations (and not more than 7 years).
- A revenue-generating business with a clear motivation to export its products or services and demonstrate fundraising potential in HK or GBA.
- A product(s) or service(s) that uses deep-tech and/or science-based technology.
- The business must be registered or have other forms of presence in HK or GBA.
- Commitment from one founder per company to attend the 3-day BootCamp and able to engage in all key activities during the programme period.
- Able to communicate either in English, Cantonese or Mandarin.

How we evaluate applicants

Our evaluation focuses on key areas that balance the entrepreneur's potential with their development needs—aiming to enhance their chances of securing synergistic funding and achieving market expansion that aligns with their products and services.

Qualitative and Quantitative Aspects

- Readiness to Scale: Assessment of the scalability of the product or solution, including the presence of proprietary technologies or innovations with export potential.
- Financial Stability and Growth Potential: Evaluation of revenue size in relation to long-term sustainability and growth prospects.
- Need and Potential for Growth Capital: Consideration of the likelihood of accessing equity or debt financing, based on the current funding landscape in HK and GBA.

Additional Factors Influencing Final Selection

- The Selection Committee's collective judgment on the applicant's personal motivation, commitment to growth, and openness to learning.
- Quality of supporting documentation that strengthens the screening process.
- Strength and relevance of recommendations or nominations from partners included in the application.

Key Criteria

GUIDE

Stage Classification

Businesses are categorised into stages before applying the **Venture Ready Bootcamp** scoring:

Stage	Indicators
Early	MVP/first product released; limited traction; < USD 1M revenue; founder-driven operations.
Growth	Proven demand; repeat customers; building team; USD 1-3M revenue; partial process formalisation.
Scaling	Mature profitable model; > USD 3M revenue; leadership beyond founder; targeting rapid expansion.

Weightage System

Weights are assigned based on business stage to prioritise what matters most for scaling readiness:

Dimension	Early	Growth	Scaling
Explanation to Weightage	Main focus: Market proof and adaptability • Validation: ↑ High weight — core question is "Does anyone truly want this?" • Agility: ↑ Higher weight — need to pivot quickly based on discovery. • Revenue & Profitability: ↓ Lower weight — profit is less critical than proof of demand. • Network & Funding: Moderate — enough to get to MVP/product-market fit.	Main focus: Repeatable growth systems and financial viability • Go-to-Market: ↑ High weight — need scalable acquisition channels. • Revenue & Profitability: ↑ Higher weight — must prove margins work at higher volumes. • User-Centric Growth: ↑ Weight — retention becomes key to sustainability. • Validation: ↓ Moderate — demand is proven but should keep checking for evolving fit.	Main focus: Financial sustainability, efficiency, and execution speed • Revenue & Profitability: ↑ Very high — scaling without profit discipline is dangerous. • Data-Driven: ↑ Higher — to catch problems early and optimize. • Agility: ↓ Moderate — still important but less than consistent execution. • Validation: Low — already well-established in target markets.

Required Documents for Application

Format	Online Application Form or Email Submission
Description/Goal	To ensure a comprehensive evaluation, startups are required to submit key documents that provide insights into their business model, market potential, financial standing, and growth plans. This allows evaluators to assess their readiness for the program and potential for investment.
Key Components of the Submission	1. Pitch Deck • Clear, concise, and visually appealing presentation summarizing the business. • Should include: Problem and solution / Product overview / Market opportunity / Traction and milestones / Business model / Team overview / Funding ask and use of funds 2. Executive Summary or Business Plan • A 1-2 page document outlining the company's vision, mission, and strategic goals. • Should include a high-level overview of the market, competitive positioning, and financial projections. 3. Financial Statements • Basic financial documents to understand the startup's financial health. E.g. Profit and loss statement (past 12 months or since inception) / Cash flow statement / Balance sheet 4. Traction Metrics • Data showcasing growth and market validation. Key performance indicators (KPIs) such as revenue, customer acquisition, user retention, etc. Demo links or product screenshots (if applicable). 5. Market Research and Competitive Analysis • A brief overview of the target market, customer persona, and competitive landscape. 6. Cap Table • Summary of the current ownership structure, highlighting existing investors and equity distribution among founders, employees, and early investors. 7. Legal Documentation • Business registration certificate or equivalent proof of company incorporation. • Intellectual property (IP) documentation, if applicable.
Additional Requirements:	**Format**: All documents should be submitted as PDFs with clearly labeled file names (e.g., [StartupName_PitchDeck.pdf]).

Bootcamp Agenda

Bootcamp Agenda Day 1

GUIDE

Time /Duration	Modules	Description	Learning Objectives	Teaching Format /Activities
10.30 am - 10.50 am **20 minutes**	**Registration**	Participants arrive and complete formalities before the program begins. This is a networking opportunity to meet other attendees and mentors.	-	Informal Interaction
10.50 am - 11.00 am **10 minutes**	**Opening Speech by Gobi/Guide Representatives**	Introduction to the purpose, goals, and structure of the bootcamp. Mentors and facilitators are introduced to set expectations for the day.	-	
11.00 am - 13.00 pm **120 minutes**	**Masterclass Session 1: Business Model Deep Dive**	This session provides an in-depth exploration of the Business Model Canvas (BMC). It highlights key components like customer segments, value propositions, revenue streams, and cost structures while identifying gaps in scalability and uniqueness. Participants will workshop their business models and refine them under mentorship.	- Understand how to build a robust business model. - Identify gaps and opportunities to improve scalability and uniqueness.	- 30 minutes: Interactive Lecture - 30 minutes: Group Work - 30 minutes: Mentorship Consultation - 30 minutes: Plan Revision and Peer Feedback
13.00 - 14.00 pm **60 minutes**	**LUNCH BREAK**	A break for participants to recharge and network informally.	-	Informal Networking
14.00 pm - 16.00 pm **120 minutes**	**Masterclass Session 2: Product Readiness & Tech Barriers**	This session focuses on assessing product-market fit, identifying technical challenges and solutions, and developing a product roadmap. Teams will map out their product strategies and discuss potential scalability issues with mentors.	- Learn to assess product readiness and market fit. - Develop strategies to overcome technical barriers and scalability challenges. - Create a roadmap for product development and growth.	- 30 minutes: Interactive Lecture - 30 minutes: Group Work - 30 minutes: Mentorship Consultation - 30 minutes: Plan Revision and Peer Feedback
16.00 pm - 18.00 pm **120 minutes**	**Special Lecture: Applying Six Sector Theory into Business**	This lecture introduces a framework for systemic thinking to integrate social, environmental, and financial dimensions into business strategies. Participants will learn how to apply the Six Sector Theory to evaluate and enhance the sustainability and impact of their ventures.	- Understand the Six Sector Theory and its application. - Learn how to incorporate sustainability and impact considerations into business strategies.	Interactive Lecture + Case Studies
18.00 pm - 18.30 pm **30 minutes**	**Recap and Closing of the Day/Q&A**	A summary of the day's learnings and activities. Participants have the opportunity to ask questions and discuss areas for further exploration.	- Reinforce key takeaways from the day. - Clarify doubts and set the stage for the next day's sessions.	**Interactive Wrap-Up Session**
		End of Bootcamp Day 1		

Bootcamp Agenda Day 2

GUIDE

Time /Duration	Modules	Description	Learning Objectives	Teaching Format /Activities
10.50 am - 11.00 am **10 minutes**	**Previous Lesson Recap & Today's Workshop Overview**	Recap of key takeaways from Day 1, followed by an overview of the agenda and goals for Day 2.	- Reinforce key concepts learned on Day 1. - Set expectations and prepare participants for the sessions ahead.	-
11.00 am - 13.00 pm **120 minutes**	**Masterclass Session 4: Financial Model Review**	This session focuses on evaluating financial projections, including burn rate, runway, and unit economics, while identifying areas for improvement in cost structures. Teams will present their financial models for mentor review.	- Understand key financial metrics critical to startups. - Identify gaps and risks in financial projections. - Learn how to optimize cost structures for better sustainability.	- 30 minutes: Interactive Lecture - 30 minutes: Group Work - 30 minutes: Mentorship Consultation - 30 minutes: Plan Revision and Peer Feedback
13.00 - 14.00 pm **60 minutes**	**LUNCH BREAK**	A break for participants to recharge and network informally.	-	Informal Networking
14.00 pm - 16.00 pm **120 minutes**	**Masterclass Session 5: Fundraising Strategy**	This session covers developing a clear fundraising strategy and preparing for investor Q&A. Teams will pitch their fundraising goals and participate in mock Q&A sessions with mentors.	- Develop a clear and compelling fundraising strategy. - Gain confidence in presenting funding goals to investors. - Learn to handle investor questions effectively.	- 30 minutes: Interactive Lecture - 30 minutes: Group Work - 30 minutes:Simulated Investor Q&A - 30 minutes: Feedback and Refinement
16.00 pm - 18.00 pm **120 minutes**	**Masterclass Session 6: Expansion & Market Strategy**	This session focuses on mapping competitive landscapes, refining go-to-market strategies, and identifying growth opportunities. Teams will create market entry plans and discuss strategies with mentors.	- Understand market entry strategies and competitive positioning. - Develop and refine go-to-market strategies. - Gain insights into scaling and expansion opportunities.	- 30 minutes: Interactive Lecture - 30 minutes: Group Work - 30 minutes: Mentors Consultation - 30 minutes: Feedback and Refinement
18.00 pm 18.30 pm **30 minutes**	**Recap and Closing of the Day/Q&A**	A summary of the day's sessions, including key takeaways and actionable insights. Participants will have the opportunity to ask final questions and discuss areas for further exploration.	- Summarize critical lessons learned during the day. - Address final questions and prepare participants for next steps in their entrepreneurial journey.	**Interactive Wrap-Up Session**
End of Bootcamp Day 2				

Bootcamp Agenda Day 3

GUIDE

Time /Duration	Modules	Description	Learning Objectives	Teaching Format /Activities
10.50 am - 11.00 am **10 minutes**	**Previous Lesson Recap & Today's Workshop Overview**	A brief recap of the key takeaways from Day 2, followed by an overview of the Day 3 agenda and objectives.	- Reinforce critical concepts from Day 2. - Prepare participants for the focus on investment readiness and pitching skills.	-
11.00 am - 13.00 pm **120 minutes**	**Investment Readiness Workshop**	This session provides an overview of VC deal flow, term sheets, cap tables, and investment structures. Teams will map out their investment readiness checklist and identify preparation gaps for investor engagement.	- Understand VC deal flow and investor expectations. - Learn to interpret and prepare key documents like term sheets and cap tables. - Assess readiness for investment discussions.	- 60 minutes: Interactive Lecture - 30 minutes: Group Work - 30 minutes: Mentorship Consultation
13.00 - 14.00 pm **60 minutes**	**LUNCH BREAK**	A break for participants to recharge and network informally.	-	Informal Networking
14.00 pm - 16.00 pm **120 minutes**	**Pitch Deck & Business Plan Workshop**	This session is designed to refine **pitch decks** for clarity and impact, with a focus on **storytelling techniques** for investor pitches. Teams will present revised decks and receive mentor and peer feedback on content and delivery.	- Learn to craft compelling pitch decks. - Master storytelling techniques to engage investors effectively. - Improve clarity and impact of business plans and presentations.	- 60 minutes: Interactive Lecture - 30 minutes: Group Work - 30 minutes: Peer Feedback
16.00 pm - 18.00 pm **120 minutes**	**Mock Pitching Session**	Participants pitch their ventures to a mentor panel, simulating a real investor meeting. Teams refine their delivery, handle Q&A, and receive feedback to prepare for upcoming Demo Day presentations.	- Consolidate lessons from the bootcamp. - Address remaining questions and finalize preparations for Demo Day.	-3mins mock presentation + 2 mins Q&A - 20mins mentor feedback session
18.00 pm 18.30 pm **30 minutes**	**Recap and Closing of the Day/Q&A**	A summary of the day's sessions, including key learnings and takeaways. Participants can ask questions and receive guidance for their final Pitch Day preparations.and discuss areas for further exploration.	- Consolidate lessons from the bootcamp. - Address remaining questions and finalize preparations for Demo Day.	**Interactive Wrap-Up Session**
		End of Bootcamp Day 3		

One-on-One Consultation

GUIDE

Format	One-on-one Consultation/Mentoring
Description/Goal	One-on-one mentoring sessions are an essential component of the programme, designed to provide ongoing support to participants, enhance their application of knowledge, and continue their post-bootcamp access to the instructors. The key agenda is to further support participants, which include: ● Pitch Deck Refinement ● Business Plan / Fund-raising Plan Enhancement ● Investment Guidance
Mechanics	● All participants will receive a booking link to schedule on-demand one-on-one consultations with the instructors and mentors during office hours. ● GUIDE will establish a pool of volunteer mentors who have direct and indirect knowledge/experience in fundraising and/or investing activities. Their profiles and availability will be shared with startups, enabling them to seek advice and support directly. GUIDE instructors will act as primary facilitators and account managers, ensuring smooth and productive interactions between mentors and startups. ● A mentor briefing session will be done before the beginning of the one-on-one mentoring to ensure alignment with the programme objectives. ● The session is designed to support participants in applying the knowledge gained from the workshop, leveraging the instructors and mentors as sparring partners, advisory board members, and consultants to enhance their business and work towards investment readiness. ● Participants may also use the session to explore new opportunities, build new connections with the larger GUIDE network, and gain valuable market insights.
Cadence	1 - 2 session, 60 mins per session

1:X Pitching (Showcase) Day

Format	Private Pitching/Showcase Day (On-site, In-person)
Description/Goal	• The 1:X Private Pitching Session is the highlight of the program, providing startups with a real opportunity to secure investment offers from a panel of experienced venture capitalists (VCs). The session is designed to identify and support the top 5 startups with curated deal flow and post-pitch investment facilitation. This session aims to: • Connect high-potential startups with a network of active investors seeking opportunities in their sectors. • Provide a platform for startups to present their business models, fundraising plans, and growth strategies in a professional investment setting. • Enable investors to evaluate and select the most promising ventures for conditional funding offers. • Offer curated deal flow for the selected startups to ensure a smooth post-pitch investment process.
Mechanics	• **Assemble a VC Panel**: A panel of **3-5 VCs** from diverse firms, with expertise aligned to the participating startups' sectors, will be present to evaluate pitches and provide investment decisions. • **1:X Private Pitching Sessions**: Each startup will have a **30-minute slot** comprising: 10 minutes for the startup to present their pitch deck and fundraising ask. 20 minutes for Q&A, in-depth discussions, and feedback from the investor panel. • **Evaluation and Selection Process**: Startups will be evaluated based on **scalability, market opportunity, team strength, financial viability**, and **alignment with investor theses**. The **top 5 startups** will be selected for investment offers and post-pitch collaboration. • **Curated Deal Flow**: GUIDE and the participating VCs will work closely with the selected startups to facilitate due diligence, structure investment terms, and ensure a smooth transaction process. • **Feedback for All**: Startups not selected for immediate funding will receive **detailed feedback** and recommendations to refine their fundraising strategies for future opportunities.
Cadence	1 day, on-site, in-person

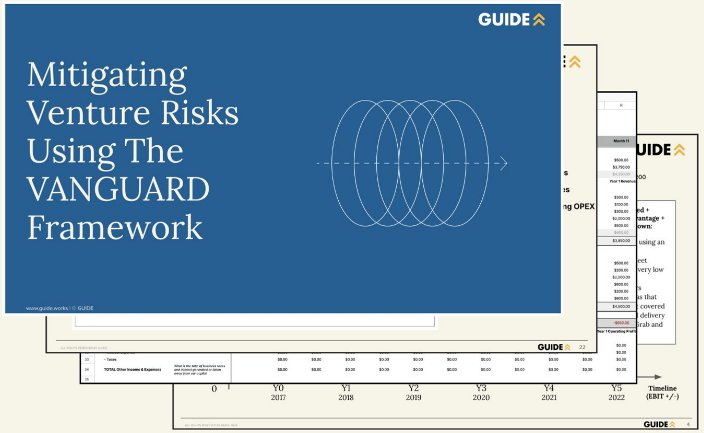
Post-Camp Support

Assessment Report

GUIDE

Format	Individualized Startup Feedback Report
Description/Goal	The **Assessment Report** serves as a personalized guide for each startup, providing detailed insights, observations, and recommendations gathered from their participation in the **Venture Ready Bootcamp** and the **1:X Pitching Showcase Day**. The objective is to help startups: ● Identify their strengths and areas for improvement. ● Refine their business models and go-to-market strategies based on investor feedback. ● Enhance their investment readiness for future fundraising opportunities. This report ensures every startup, regardless of their funding outcome, leaves the program with valuable takeaways and a clear roadmap for next steps.
Key Components of the Report	1. **Strengths Identified** 2. **Key Areas for Improvement** 3. **Pitch Feedback and Investor Insights** 4. **Go-to-Market Strategy Observations** 5. **Roadmap for Investment Readiness** 6. **General Observations and Recommendations**
Mechanics	1. Feedback will be compiled from observations during workshops, mentorship sessions, and the 1:X Pitching Showcase Day. 2. Investors and mentors will provide qualitative comments and actionable suggestions. 3. Each report will be personalized, ensuring startups receive insights relevant to their individual businesses and growth stages.
Values to Startups	1. **Actionable Guidance**: Startups will receive specific, actionable recommendations on how to refine their business models, pitches, and strategies, helping them prepare for future investor meetings. 2. **Transparency**: Clear explanations of why a startup was or wasn't selected for an investment offer, giving founders a deeper understanding of what investors look for. 3. **Investor Perspective**: Startups gain insights into how their business is perceived by professional investors, enabling them to address gaps and strengthen their value proposition. 4. **Mentorship Continuity**: The report doubles as a guide for future mentorship, providing startups with a roadmap they can revisit as they execute their growth plans.

Lesson Binder

Format	Printed and Shared Online via Venture Hub Space Groups (Please refer to F3. GUIDE Venture Hub)	
Description	• All participants will be given a printed programme binder as the primary learning material (and also a digital copy through Venture Hub), which contains all the modules, references, templates, and case studies used in the 3-day programme.	

Participation and Award Certification (Unique and Verifiable)

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<tr><td>Format</td><td colspan="2">As part of a holistic developmental solution, GUIDE — as both programme developer and implementation partner — issues verifiable digital certificates generated through its proprietary certification system. These certificates formally recognise the effort, developmental progress, and achievement or excellence of deserving contributors and programme participants.</td></tr>
<tr><td>Mechanics</td><td>● Certification can be granted to various contributors and participants:
○ Guest speakers - if any
○ Collaborators (individual or institutional) - if any
○ Panel judges or mentors - if any
○ Participants
○ Partners - if any
● Certification for Participants can be provided in a few sub-categories
○ Award Winners - if any
○ Title Winners (Non-monetary) - if any
○ Participation
● Organisers and Partners can request GUIDE to add logos into certificates generated by GUIDE for free
● Organisers can withhold the certificates until the end of the programme before distributing.</td><td>
CERTIFICATE
OF PARTICIPATION IN THE
2025 Angel Investing 101 Workshop Series (3-hour)
This certificate is proudly awarded to
John Chan
who has participated in a mixed mode university-based entrepreneurship and innovation development program demonstrating initiative and commitment to entrepreneurial learning.
Fred Li
Managing Director, Gobi Partners
Organizing Committee, HKU Super Angel Network</td></tr>
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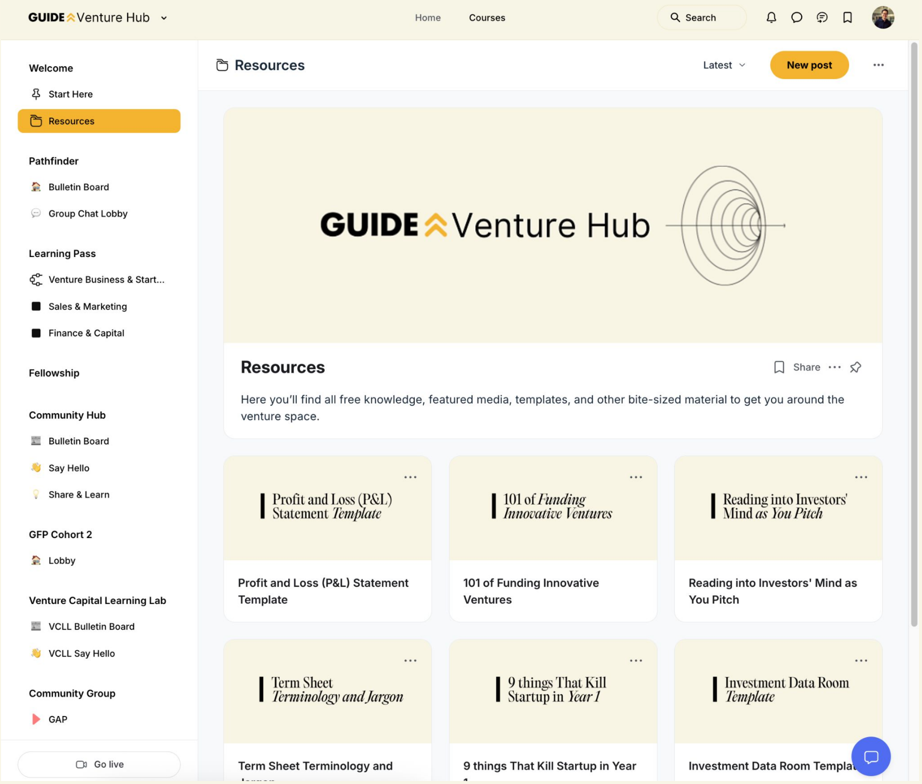
GUIDE Venture Hub - An Online Community Space And Learning Hub

Description	A combination of a learning management tool and virtual library, GUIDE Venture Hub is where GUIDE's programme and Community teams manage engagement with cohort participants. Participants of the **ScaleReady Bootcamp** can access free resources (as shown in the picture) and also interact and network with other existing members of the GUIDE community.
Mechanics	• New spaces are created to manage the cohort to share resources (learning materials, templates, quiz etc.) during and after the workshop (Post-programme support) • All participants will receive an Office Hour booking link to schedule time with the instructors.
How does Venture Hub complement the continuous accessibility of support of startup entrepreneurs to GUIDE's larger network?	• With the participants signing up in a designated space in Venture Hub - that naturally serves as a regional community space to exchange information • As Resources are kept available and accessible to participants (user- and learning- centric), during and after the engagement has ended, GUIDE would be able to keep track of immediate-term, mid- or long-term needs from an entrepreneur's perspective (e.g Talent, service providers, Perks, Grants, Capital etc.). Note: Venture Hub is positioned purely as a learning-focused platform; any local ecosystem-specific resources can be redirected directly from Venture Hub



Graduation Ceremony (Networking Event)

GUIDE

Format	On-site, In-person Networking and Graduation Celebration
Description/Goal	The Graduation Ceremony is a celebratory and networking-focused event designed to: • Celebrate the achievements of startups that completed the program. • Provide a platform for valuable networking among startups, investors, corporate partners, sponsors, and mentors. • Enable sponsors and partners to showcase their contributions and connect with the startup ecosystem. • Create an informal yet professional environment for stakeholders to explore potential collaborations and partnerships.
Key Components of the Events	1. **Welcome and Opening Remarks** • Acknowledgment of all stakeholders, including startups, mentors, investors, sponsors, and organizers. • Overview of the program's journey and its impact on the startup ecosystem. 2. **Startup Showcase Booths/Demos** • Startups are provided with booths or tables to display their products, services, or solutions. • An informal setting for stakeholders to interact with startups, ask questions, and explore potential collaborations. 3. **Networking Mixer** • Structured networking activities to foster meaningful connections (e.g., speed networking or mentor-investor-startup breakout groups). • Free networking time to allow organic interactions among stakeholders. 4. **Panel Discussion or Fireside Chat** • A thought-provoking session featuring VCs, corporate leaders, or ecosystem enablers sharing market insights, success stories, and actionable advice for startups. • Interactive Q&A to engage attendees and create an inclusive dialogue. 5. **Recognition and Awards Ceremony** • Distribution of certificates to all startups to commemorate their participation. • Special awards for exceptional achievements, such as **Most Promising Startup**, **Best Collaboration Potential**, or **Outstanding Innovation**. • Recognition of mentors, sponsors, and partners for their invaluable contributions. 6. **Closing Remarks and Group Photo** • Inspirational closing speech by a key stakeholder. • Group photo to mark the occasion and celebrate the program's success.

Bootcamp Mentors/ Investors

Key Players in GUIDE GBA

Chibo Tang
Managing Partner - Gobi Partners

- Managing Partner at Gobi Partners, leading the Greater Bay Area (GBA) practice.
- Featured in Tatler Hong Kong (June 2023) and named to Tatler Asia's Most Influential List (2021, 2023, 2024).
- Recognized as China LP Club's Top 20 Most Influential GP (2023).
- Over 15 years of experience investing in tech startups, managing investments of over $200M, including unicorns like Airwallex, Animoca Brands, AutoX, Welab, and Xingyun Group.
- Former management consultant at Monitor Group, working across APAC, and Senior Manager of Corporate Strategy at Bosch Group, focusing on electric vehicles in China.
- Holds a Bachelor's in Applied Mathematics & Economics from Harvard College and an MBA in Finance from CEIBS.
- Featured in Forbes, Bloomberg, Financial Times, CNBC, and more, and a regular columnist for Capital Magazine, writing on regional investment trends.

Fred Li
Managing Director - Gobi Partners

- Over 12 years of experience in deal transactions, management operations, and business turnaround.
- Certified HKICPA Public Accountant (CPA) and Certified ESG Analyst (CESGA).
- Former restructuring specialist at Deloitte Financial Advisory Services and held senior roles at Ocean Equity Partners, CITIC CLSA Capital Partners, and Hywin International.
- Board member of portfolio companies with full-cycle deal experience in VC and PE.
- Successfully led business management, turnaround, and digital transformation as Group General Manager at Gaia Group.
- Expertise in Healthcare & Biotechnology, GreenTech, SaaS solutions, and university spin-offs.
- Regular panelist, speaker, and mentor for organizations like BIOHK, HKSTP, and Cyberport.
- Holds a Bachelor of Business Administration in Accounting and Finance from the University of Hong Kong.

Jason Chen
COO - Gobi Partners

- 17 years of experience in private equity, fund management, and investment banking.
- Most recently with GLP Capital Partners, overseeing investments in Greater China and Southeast Asia and managing GLP's US$47B investment in China Merchants Capital.
- Former Head of PIPE Investments at China Everbright Limited, managing principal and third-party capital for pre-IPO and late-stage investments.
- Previously Head of Direct Investment and Managing Director at China Huarong Asset Management, managing a US$1B portfolio of structured credit and mezzanine debt.
- Nearly a decade as an investment banker at Citi and Standard Chartered Bank, completing US$5B in M&A transactions and US$10B in capital markets deals.
- Graduated cum laude from Columbia University with a B.S. in Industrial Engineering Operations Research and Economics.

Renee Pan
Managing Director - Gobi Partners

- Over 13 years of experience in partnership development, business management, and operations.
- Built 6 early-stage VC accelerator programs and led 10+ investments, empowering over 60 startups to enter the China market.
- Expertise in corporate strategy, strategic partnerships, and government relations.
- Successfully built teams from 0 to 1 and managed a 50-person sales team.
- Holds a degree in Marketing and Management from Auckland University of Technology.
- 8 years of overseas experience in work and study.

Key Players in GUIDE GBA

Kennith So
Program Director

- Over 9 years of experience in startup ecosystem development and incubation, specializing in innovation and entrepreneurship.
- Founder in the esports and gaming sector, gaining hands-on expertise in navigating the entrepreneurial landscape.
- Former Account Manager at Hong Kong Cyberport, supporting startups in the Digital Entertainment division and driving industry growth.
- Program Lead at HongShan Capital's subsidiary, HKXF, launching accelerator and training programs tailored for startups at various stages.
- Experienced in business development, operations, technology transfer, and startup growth.
- Holds a Bachelor's degree from Lingnan University of Hong Kong and an MBA from The Chinese University of Hong Kong.
- Passionate about nurturing entrepreneurial talent and scaling ventures.

Danny Chong
Executive Director

- Joined Gobi Partners in 2020, focusing on emerging startups in the Greater Bay Area (GBA).
- Began his career as a management consultant at PwC, advising MNCs and asset managers on technology and valuation projects.
- Led growth hacking initiatives across Asia for ZALORA, contributing to its success before IPO.
- Former Vice President at INSIDER, where he established the Greater China presence and collaborated with startups in APAC to accelerate their digital growth.
- Holds a BSc in Economics and Finance from HKUST and has served as a mentor for the university's Business School.
- Experienced in market penetration strategies, digital growth acceleration, and startup collaboration.

Jimmy Ng
Senior Investment Director

- Graduated from Hong Kong University with a Bachelor of Business Administration in International Business and Global Management.
- Joined Gobi Partners GBA, bringing expertise in strategy consulting and business development.
- Former Strategy Consultant at Accenture, advising clients across sectors.
- Served as Business Development Director at UMP Healthcare China, focusing on digital health and telemedicine initiatives.
- Accumulated extensive experience in digital health, telemedicine, retail, automotive, and more.

Hing Cheng
Executive Director of Corporate Development

- Graduated cum laude from Dartmouth College with a Bachelor of Arts in Economics and Asian Studies.
- Joined Gobi Partners GBA, bringing a wealth of experience in corporate development and venture capital.
- Former Head of Buy-Now-Pay-Later at fintech group Oriente, driving innovative financial solutions.
- Held positions at TPG's Evolution Media as an Investment Manager, and as an Investment Banker at Goldman Sachs and Nomura.
- Co-founded a startup, gaining hands-on experience in building and scaling ventures.
- Deep expertise in fintech, media industries, product management, and operations, with a strong focus on China and Southeast Asia markets.
- Accumulated executive-level management experience in well-funded tech startups.

Program Mentors (For more mentors info, please refer to the program website)

Success Is Best Taught By Those Who Have Achieved It And Keep Raising The Bar.

A vetted and exclusive network of 300+ mentors and advisors across Asia that have built, run and started businesses

∗GUIDE does not openly recruit mentors or advisors. Each programme and capacity building initiative has an unique set of designated line-up of subject matter experts as mentors.

HIGH CALIBER VENTURE PRACTITIONER MENTOR NETWORK

A network of 300+ mentors and advisors across Asia that have built, run and started venture businesses before

Bootcamp Offerings

Pricing (Part 1)

GUIDE

Items	Unit	Unit Measurement	Unit Cost (USD)	Total (USD)
1. Start-up Clinic Bootcamp (Capacity: 20-30 Startups) a. In-person Delivery of 3-day In-person Workshop (Gobi & GUIDE Curriculum, 2-3 instructors and 2 programme facilitators) ***i. 8 Modules*** *1. Business Model Deep Dive* *2. Product Readiness Assessment* *3, Applying Six Sector Theory into your Business* *4. Financial Model Review* *5. Fundraising Strategy Review* *6. Expansion & Market Strategy Review.* *7. Investment Readiness Workshop* *8. Pitching & BP Refinement.* ***ii. 1 Role-play Activity*** *1. Investor - Investee Roleplay Game Day 2* ***iii. 1 Mock Pitching Sessions*** *1. Pitch Simulation Session Day 3* ***iv. Other Engagement Activities*** b. Learning Material Printing Costs (Programme Binder) for Participant **2. On-demand One-on-One Consultation (1 session)** a. Implementation of Post-workshop Support (1 session) i. On-demand Office Hours b. Value-added tools to facilitate holistic learning	1	Per Startup	4,000	4,000

Pricing (Part 2)

Venture Hub) - Perpetual access c. Issuance of Digital Certification for Participants, Award Winners, and Contributors (Unique ID and Verifiable) **3. Implementation of Assessments and Programme Reporting** a. Progress monitoring b. End Programme Full Assessment & Reporting **4. 1:X Private Pitching (Showcase) Day** Organising and facilitation a. Startups facilitation b. Investor Engagement c. Agenda and Meeting Arrangement d. Panel Outreach and Management **5. Graduation Ceremony (Networking Event)** a. Organising and facilitation i. Participant invitation and engagement ii. Event Facilitation iii. Other logistic arrangement				
			Total (USD)	4,000
Remarks: We will provide 30% off to startups which belongs to one of our program partner's community			**Total (USD) After Discount**	2,800

Special remarks

1. Total cost here not only shows the cost to deliver the programme and also include the venue, food & beverage, and logistical costs (travel, guest fee and transportation-related expenses) involved during the 3-day Bootcamp, as well as the Graduation & Pitching (Showcase) Day.

The Nomination Mechanism

Purpose of the Nomination Mechanism

The nomination mechanism is designed to identify and fast-track high-potential startups that demonstrate exceptional business potential and fundraising readiness. This mechanism also provides a unique pathway for nominated startups to bypass the initial evaluation stage, offering them a streamlined entry into the program while promoting collaboration within the entrepreneurial ecosystem.

Who Can Nominate Startups?

Nominators must be **endorsed** by GUIDE and Gobi Partners and include:

- Major academia partners in Hong Kong.
- Investment or venture capital partners.
- Representatives from entrepreneurship communities or incubators.
- Specific advisors or consultants with relevant expertise.

A full list of our nominating partners will be shared on our **website** and **program brochure** for transparency and recognition.

Eligibility for the Nomination Pathway

The program is open to startups from **Hong Kong** and the **Greater Bay Area (GBA)**. To qualify for the nomination mechanism, startups must demonstrate:

- High business potential with a clear opportunity to fundraise successfully from program partners.
- A reference letter from at least **one approved nominator**, which is mandatory to fulfill the nomination requirements.

Ground Rules and Instructions for Nominations

1. **Reference Letter Requirement**:
   Each applicant must submit a reference letter from their nominator, detailing why the startup is a strong candidate for the program.

2. **Nominator Responsibilities**:

   - Nominators must ensure they provide accurate and honest recommendations.
   - They must not have conflicting affiliations (e.g., be a relative of the applicant).

3. **Startup Responsibility**:

   - Applicants are responsible for sharing their program details and application information with their nominator.
   - Incomplete applications (missing reference letters) will not be reviewed.
4. **Program Committee Contact**:

   - GUIDE will verify nominations and may reach out to nominators for additional insights about the applicant.

Benefits for Nominated Startups

Startups that successfully receive nominations will enjoy the following exclusive benefits:

- **Bypass the First Round**: Nominated startups will be **exempt from the first round proposal evaluation** and will directly proceed to the second-round interview with the program committee.
- **Program Fee Waiver**: If admitted into the program, **all program fees** will be waived for nominated startups.

GUIDE

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