



Gobi Partners and GUIDE's Joint Startup Program

"Global-To-GBA Program"

This is a joint program curated by Gobi Partners and GUIDE, and Co-organise with Hong Kong Cyberport "Global-To-GBA Accelerator Program" is a provisional title and may be revised before final marketing and branding.

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Application Link: <https://forms.gle/Wzx3ZGoS678b2XVB6>

Table of Contents

A. Overall Structure and Format	2
B. Program Structure	5
C. Business Matching and Partnership Meetings	8
E. Investor Mentoring and Fundraising Support	10
F. GBA Trip and Ecosystem Immersion	11
G. Funding Application and Business Registration Support	12
H. Post-Programme Support and Value-Added Resources	13
H1. Participation and Award Certification (Unique and Verifiable)	13
H2. GUIDE Venture Hub - An Online Community Space And Learning Hub	14
I. Nomination	15
The Nomination Mechanism	15
Purpose of the Nomination Mechanism	15
Who Can Nominate Startups?	15
Eligibility for the Nomination Pathway	15
Ground Rules and Instructions for Nominations	16
Benefits for Nominated Startups	16
J. Program Fee	17
K. Appendix - Pre-Program Assessment Criteria	19
K2. Required Documents for Application	21

A. Overall Structure and Format

This section outlines the proposed structure of the Global-to-GBA Program, designed as a **6-month program** to support global startups in entering the Greater Bay Area (GBA) market. The program is designed to provide startups with practical pathways into the GBA through curated business development support, fundraising advisory, partner access, market insights, and a structured in-region immersion experience.

The program is built to help startups move beyond initial interest and into actionable market entry, it integrates multiple touchpoints across the 6-month period to support business readiness, relationship building, and landing execution in the GBA.

Unlike traditional equity-based accelerators, this program does not require equity participation. Instead, it focuses on equipping startups with the networks, knowledge, and resources needed to unlock opportunities in the GBA ecosystem, while also supporting practical business landing and fundraising outcomes.

Goals and Key Features

This program is designed to support global startups in successfully entering and expanding within the Greater Bay Area through a combination of business matching, fundraising advisory, market entry support, and ecosystem engagement. It aims to help startups navigate the complexities of the GBA market, identify funding and partnership opportunities, and establish meaningful connections with local stakeholders.

The program is structured as a **6-month journey** that combines **both virtual and in-person elements**. Startups will receive targeted support before, during, and after the GBA trip, allowing them to build momentum gradually and make better use of the network and opportunities introduced through the program.

Key development objectives

- **GBA business landing and market entry support.**
Help startups understand how to enter the GBA market, identify landing pathways, and access relevant local resources, partners, and funding support.
- **Business matching and partnership development.**
Facilitate meaningful meetings with corporate, industry, and ecosystem partners based on the startups' business needs, strategic priorities, and expressed wishlists.
- **Fundraising advisory and investor readiness.**
Support startups in refining their fundraising strategy, investor messaging, and capital-raising plan with guidance from experienced advisors and investors active in the GBA and broader regional ecosystem.

- **Practical training and market insight.**
Provide startups with deeper understanding of the GBA business environment, including regulatory, commercial, and operational considerations relevant to expansion and establishment in the region.
- **Funding and incorporation pathway support.**
Encourage eligible startups to apply for relevant funding schemes, including Cyberport's CCMF or CIP, and to begin or complete business registration during the program period where appropriate to support funding eligibility and landing execution.
- **Curated GBA immersion experience.**
Deliver a week-long GBA trip as one component of the accelerator, designed to deepen stakeholder engagement, accelerate relationship building, and strengthen conversion into market entry opportunities.

Program Design Principles

The program is built around relevance, flexibility, and execution. Startups will be matched with partners and sessions according to their expansion goals, and the program schedule will be shaped to ensure the trip and advisory elements are aligned with startup readiness.

To enhance value, each participating startup will be expected to share a wishlist or priority list of the people, companies, or institutions they would like to meet. This allows the program team to curate more targeted introductions and improve the quality of business matching outcomes.

The overall design is intended to support startups not only in exploring the GBA, but also in taking concrete steps toward establishing themselves there through funding, incorporation, partnerships, and market access.

Target Audience (Beneficiaries of the programme):

Prioritisation	Ideal Applicants (Startups or MSMEs)	Criteria	Explanation
Top	<ul style="list-style-type: none"> ❖ Startups in Pre-Series A to Series A or above, with a proven track record of growth. ❖ Companies with clear expansion plans or fundraising goals for the GBA region. ❖ Startups actively seeking supply chain access, business opportunities, or partnerships in the GBA. 	<ul style="list-style-type: none"> ❖ Established product-market fit (e.g., active users, revenue, signed partnerships). ❖ Track record of measurable growth (revenue, users, or MoUs). ❖ Operated by a full-time founder/operator with a clear scaling roadmap. ❖ Actively raising funds or forming partnerships for expansion. 	<ul style="list-style-type: none"> ❖ These startups are scalable and expansion-ready, making them ideal candidates to benefit from the program's fundraising, partnerships, and market insights. ❖ They are well-aligned with the program's objectives of fostering growth in the GBA.
Mid	<ul style="list-style-type: none"> ❖ Startups in the MVP stage or early commercialization phase, seeking to validate their product or business model. ❖ Companies exploring market entry strategies in the GBA for pilots, partnerships, or proof-of-concept. ❖ Startups looking for mentorship and expertise to refine their fundraising or go-to-market plans. 	<ul style="list-style-type: none"> ❖ MVP or prototype developed with initial market validation. ❖ Strong commitment from founders, with evidence of problem-solution fit. ❖ Funding secured for go-to-market activities or in-progress product-market fit validation. 	<ul style="list-style-type: none"> ❖ These startups show strong growth potential but require further guidance to refine their strategies and establish a foothold in the GBA. ❖ The program helps them build the skills and connections needed for successful market entry.
Low	<ul style="list-style-type: none"> ❖ Early-stage startups in the idea or concept phase, without market validation. ❖ Companies without concrete GBA expansion or fundraising plans. ❖ Businesses focused solely on local markets, with no regional scaling ambitions. 	<ul style="list-style-type: none"> ❖ No validated MVP or product-market fit. ❖ Limited traction or readiness for GBA scaling (e.g., no tailored business model). ❖ No immediate fundraising or partnership goals. 	<ul style="list-style-type: none"> ❖ These companies are not yet positioned to fully leverage the program's resources. However, exceptions may be made for startups in high-priority industries (e.g., AI, deeptech, health tech) or with exceptional potential.
Assessment and Admission Process	<ul style="list-style-type: none"> ● This program will admit around 20 startups, ensuring a high-quality cohort with a strong focus on impactful outcomes. Preference will be given to startups nominated by our endorsed partners, as these nominations reflect alignment with the program's goals and values. ● All applicants will undergo an evaluation session with the GUIDE and Gobi team to assess their suitability for the program. 		

B. Program Structure

This section highlights the core components of the **6-month Global-to-GBA Program**, which combines business matching, professional advising, investor mentoring, funding support, and a week-long GBA trip. The program is designed to give startups a practical and staged pathway into the Greater Bay Area.

Component	Period	Format	Logistics	Expected Output
Business Matching & Corporate/Industry Meetings	Throughout the 6 months	In-person / hybrid	At least 5 committed meetings were curated based on startup wishlists and expansion priorities.	Stronger local relationships, targeted partnership opportunities, clearer landing pathways.
Professional Advising & Training Workshops	Throughout the 6 months	In-person / hybrid	At least 5 sessions covering market insights, business strategy, GBA ecosystem understanding, and practical landing support.	Better market knowledge, improved execution readiness, and stronger local positioning.
Investor Mentoring Sessions	Throughout the 6 months	In-person / hybrid	At least 2 sessions focused on fundraising strategy, investor positioning, and business opportunities.	Improved fundraising readiness and clearer capital strategy.
GBA Trip and Ecosystem Immersion	Within the 6-month period, timing to be confirmed with participated startups	In-person	A week-long GBA trip to visit major stakeholders, corporate partners, investors, and ecosystem organisations across the region.	Deeper stakeholder engagement, stronger visibility, and market entry acceleration.
Funding and Registration Support	Throughout the 6 months	Advisory / support-based	Startups are encouraged to apply for Cyberport's CCMF or CIP and to complete business registration where needed for funding or landing purposes. Partner organisations may provide support services to facilitate the process.	Increased funding access, improved eligibility, and stronger landing execution.

1. Business Matching and Partnership Meetings

Each startup will be asked to provide a wishlist or direction list of the companies, investors, corporates, or ecosystem stakeholders they want to meet. Based on this input, the program team will curate **at least 5 committed business meetings** with relevant corporate and industry partners.

These meetings are designed to create meaningful opportunities for business development, market validation, and relationship building. The purpose is not only to introduce startups to the ecosystem, but to facilitate practical conversations that may lead to collaborations, pilots, or commercial opportunities.

2. Professional Advising and Training Workshops

The program will include **at least 5 professional advising sessions or training workshops delivered across the 6-month period**. These sessions will provide startups with deeper market insights, practical business advice, and guidance on GBA entry, business development, and operational readiness.

The workshops may cover topics such as market positioning, regulatory awareness, partner engagement, landing strategy, and business planning. The format is intended to be interactive and practical, allowing startups to apply the guidance directly to their expansion journey.

3. Investor Mentoring Sessions

The program will include **at least 2 investor mentoring sessions** focused on fundraising strategy, investor readiness, and business opportunities. These sessions are intended to help startups sharpen their capital-raising narrative, understand investor expectations, and identify potential funding directions in the GBA and broader market.

The mentoring sessions may include one-on-one or small-group discussion formats, depending on the needs of the cohort and the availability of mentors. The goal is to make the fundraising support specific, actionable, and relevant to each startup's stage and expansion plan.

4. GBA Trip and Market Immersion

A week-long GBA trip will be organised during the 6-month accelerator period. The final timing of the trip will be confirmed after consultation with the selected startups to ensure that it aligns with their readiness, business priorities, and partner availability.

During the trip, startups will visit and connect with major stakeholders in the Greater Bay Area, including corporates, investors, government-related organisations, and other ecosystem partners. The trip serves as one important component of the broader accelerator journey and is designed to deepen trust, strengthen collaboration, and unlock follow-up opportunities.

5. Funding and Registration Support

Startups participating in the program will be **encouraged to apply for relevant funding support schemes**, including Cyberport's CCMF (HKD 100,000 = USD 12,800) or CIP (HKD 500,000 = USD 63,800), depending on eligibility and fit.

Where appropriate, startups will also be **encouraged to begin or complete business registration during the program period** in order to **support funding applications and market entry readiness**. Partner organisations may **offer landing-related services** to help facilitate incorporation, setup, and related operational needs.

6. Expected Outputs

By the end of the 6-month program, startups are expected to have:

- Stronger access to GBA business and partner networks.
- Clearer fundraising strategy and investor positioning.
- More practical understanding of the GBA market and landing process.
- Tangible business matching outcomes and partnership conversations.
- Improved readiness for funding applications and local registration.
- A more meaningful in-market trip experience tied to actual business goals.

7. Format and Cadence

The program will run over 6 months, with a mix of advisory, training, mentoring, partner meetings, and in-person immersion. The sequencing of sessions may be adjusted according to cohort needs and partner availability, but the program should remain structured enough to maintain momentum and delivery discipline.

C. Business Matching and Partnership Meetings

This section outlines the business matching component of the 6-month Global-to-GBA Accelerator, designed to help participating startups connect with relevant corporate, industry, and ecosystem partners in the Greater Bay Area. The purpose of this component is to facilitate practical conversations that may lead to commercial partnerships, pilot opportunities, strategic collaboration, or market entry support.

Format	At least 5 committed business meetings with corporate and industry partners, scheduled across the 6-month program period. Meetings may be held in person or virtually depending on partner availability and the nature of the conversation.
Description/Goal	This component is intended to give startups targeted access to stakeholders who can support their GBA landing journey. Rather than arranging generic networking, the program will curate meetings based on the startup's business needs, expansion priorities, and wishlist of desired contacts submitted after joining the program.
Mechanics	<p>After onboarding, each startup will be invited to provide a wishlist or direction list of the people, companies, sectors, or institutions they would like to meet. The program team will then use this information to curate suitable meetings with corporate partners, industry players, and ecosystem stakeholders.</p> <p>The objective is to ensure that every meeting is purposeful, relevant, and capable of generating follow-up actions. Where appropriate, the program team may facilitate further introductions after the initial meeting to extend the partnership conversation.</p>
Expected Output	<ul style="list-style-type: none"> • More relevant and high-quality business introductions. • Stronger alignment between startup needs and partner capabilities. • Improved opportunities for pilots, collaborations, or commercial partnerships. • Greater visibility and credibility for startups in the GBA ecosystem. • Clearer pathways toward market entry and business landing.

D. Professional Advising and Training Workshops

This section outlines the professional advising component of the program, which is designed to provide startups with deeper market insights, practical business guidance, and operational support for GBA expansion.

Format	At least 5 professional advising sessions or training workshops delivered over the 6-month period. Sessions may be conducted in workshop, roundtable, or advisory format depending on the topic and participant needs.
Description/Goal	The goal of these sessions is to help startups understand the GBA business environment and apply practical knowledge to their landing and growth plans. The workshops should focus on the topics that matter most to startups preparing for expansion, such as market entry, business setup, stakeholder engagement, and regulatory awareness.
Mechanics	<p>The program team will invite subject-matter experts, ecosystem practitioners, and experienced advisors to lead these sessions. Content should be adapted to the cohort's stage and sector profile so that the sessions remain relevant and actionable.</p> <p>Each session will include discussion and Q&A to ensure startups can raise their own challenges and receive tailored responses. The sessions will also help startups refine their next steps in the GBA market.</p>
Expected Outcome	<ul style="list-style-type: none"> ● Stronger understanding of the GBA market landscape. ● More practical guidance on landing and expansion decisions. ● Better preparedness for local operations and stakeholder engagement. ● Improved execution planning across business development and registration. ● Increased confidence in market entry strategy.

E. Investor Mentoring and Fundraising Support

This section outlines the investor mentoring component of the program, which is designed to help participating startups strengthen their fundraising strategy, improve investor readiness, and identify opportunities for capital access in the GBA and beyond.

Format	At least 2 investor mentoring sessions, delivered across the 6-month period. These may be run as one-on-one mentoring sessions, small-group clinics, or focused roundtables depending on availability and cohort needs.
Description/Goal	The goal of this component is to provide startups with direct guidance on fundraising strategy, investor positioning, and capital planning. It is designed to help startups refine their investment narrative and better understand how to engage with regional investors and strategic backers.
Mechanics	<p>The program team will identify mentors or investors with relevant experience in the GBA ecosystem and broader startup funding landscape. Sessions will be practical and tailored to the startup's fundraising stage, capital needs, and growth goals.</p> <p>Where appropriate, the mentoring should also open doors to future investor conversations or related business opportunities, helping startups build momentum beyond the program itself.</p>
Expected Output	<ul style="list-style-type: none"> ● Improved fundraising strategy and investor messaging. ● Stronger pitch materials and capital narratives. ● Greater clarity on investor expectations. ● Better awareness of funding opportunities. ● Potential follow-up engagement with investors or strategic partners.

F. GBA Trip and Ecosystem Immersion

This section outlines the week-long GBA trip, which forms one of the key components of the 6-month accelerator. The trip is designed to provide participating startups with direct exposure to the Greater Bay Area ecosystem and to strengthen their relationships with major stakeholders in the region.

Format	A week-long in-person trip to the Greater Bay Area. The final itinerary and timing will be confirmed after consultation with the selected startups to ensure the trip aligns with business priorities, readiness, and partner availability.
Description/Goal	The goal of the trip is to deepen startups' understanding of the GBA through direct engagement with companies, institutions, investors, and ecosystem partners.
Mechanics	<p>The trip agenda will be curated based on the cohort's business objectives, sector priorities, and desired connections. Activities may include partner visits, stakeholder meetings, market briefings, and networking sessions with relevant ecosystem players across the region, especially in HK, SZ and GZ.</p> <p>The scheduling of the trip should allow startups to prepare before departure and to continue follow-up engagement after returning, so that the in-person experience translates into practical outcomes.</p>
Expected Output	<ul style="list-style-type: none"> • Stronger exposure to the GBA ecosystem. • Deeper relationships with key stakeholders. • Better market understanding and local credibility. • More informed landing and partnership discussions. • Greater opportunity for follow-up collaboration after the trip.


G. Funding Application and Business Registration Support

This section outlines the support available to help startups apply for relevant funding programs and complete business registration steps during the accelerator period.

Format	Ongoing advisory and facilitation support throughout the 6-month program, tailored to each startup's eligibility, business model, and landing pathway.
Description/Goal	<p>Startups will be encouraged to apply for relevant Cyberport funding programs, including CCMF (HKD 100,000) or CIP (HKD 500,000), where appropriate.</p> <p>Startups will also be encouraged to begin or complete business registration during the program period if needed for funding eligibility or market establishment. Partner organisations may offer landing-related support to facilitate incorporation and setup.</p>
Mechanics	The program team will support startups with guidance on eligibility, application readiness, supporting materials, and coordination with relevant partners. Where needed, startups may be referred to professional service providers for incorporation, compliance, or setup support.
Expected Output	<ul style="list-style-type: none"> • Higher readiness for funding applications. • Better access to Cyberport and partner support schemes. • Increased likelihood of successful incorporation or registration. • More practical support for business landing. • Stronger alignment between funding, setup, and market entry.

H. Post-Programme Support and Value-Added Resources

H1. Participation and Award Certification (Unique and Verifiable)

<p>Description</p>	<p>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.</p>	 <p><i>Case: This is an actual verifiable certificate awarded to the participant in the HKU Super Angel Investor Network collaborated with Gobi and GUIDE.</i></p>
<p>Mechanics</p>	<ul style="list-style-type: none"> ● Certification can be granted to various contributors and participants: <ul style="list-style-type: none"> ○ 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 <ul style="list-style-type: none"> ○ 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. 	

H2. GUIDE Venture Hub - An Online Community Space And Learning Hub

<p>Description</p>	<p>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 Global-To-GBA Program can access free resources (as shown in the picture) and also interact and network with other existing members of the GUIDE community.</p>	
<p>Mechanics</p>	<ul style="list-style-type: none"> • 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. 	
<p>How does Venture Hub complement the continuous accessibility of support of startup entrepreneurs to GUIDE's larger network?</p>	<ul style="list-style-type: none"> • 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.). <p>Note: Venture Hub is positioned purely as a learning-focused platform; any local ecosystem-specific resources can be redirected directly from Venture Hub</p>	

I. Nomination

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. By leveraging nominations from trusted partners—including overseas investors, startup communities, government agencies, and corporate partners—the program ensures that deserving startups gain access to tailored resources, mentorship, and investment opportunities.

This mechanism offers a streamlined entry into the program for nominated startups, promoting collaboration across the entrepreneurial ecosystem while ensuring inclusivity and transparency..

Who Can Nominate Startups?

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

- Overseas investment partners (e.g., venture capitalists or angel investors).
- Representatives from startup community operators or entrepreneurship hubs.
- Government agencies supporting entrepreneurial initiatives.
- Corporate partners with relevant expertise and networks.

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 exclusively to overseas startups from **ASEAN, MENA, Central Asia, Nordic, Europe, East Asia, and North America**. To qualify for the nomination mechanism, startups must demonstrate:

- High business potential with a clear opportunity to fundraise successfully through program partners.
- A nomination email from at least one approved nominator, shared with the GUIDE team during the application period.

Ground Rules and Instructions for Nominations

1. Nomination via Email:

- Nominators should submit their nominations via email directly to the GUIDE team, including:
 - i. The startup's name, brief project description, and key highlights.
 - ii. A short explanation of why the startup is a strong candidate.

2. Nominator Responsibilities:

- Ensure accurate and honest nominations.
- Avoid conflicts of interest (e.g., no direct affiliations with the applicant).

3. Startup Responsibility:

- Share their program application details and nomination information with the GUIDE team.
- Ensure all required information is complete and submitted within the application deadline.

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 Subsidy:** Nominated startups will receive a subsidy on the program fee, significantly reducing their financial burden while ensuring access to the program.
- **Enhanced Exposure:** Nominated startups will receive elevated visibility among investors and partners during the program.

J. Program Fee

This section outlines the program fee for the 6-month Global-to-GBA Accelerator, which is designed to provide participating startups with structured access to business matching, professional advising, investor mentoring, GBA immersion, and funding and registration support throughout the program period.

Fee Basis

The program fee reflects the full cost of delivering a 6-month program. It covers the design, delivery, and coordination of the program components, including stakeholder engagement, advisory sessions, mentor participation, business matching, and the week-long GBA trip.

Items	Unit	Unit Measurement	Unit Cost (USD)	Total (USD)
1. Business matching and partnership meetings <ul style="list-style-type: none"> a. At least 5 committed meetings with corporate and industry partners, curated based on startup needs and wishlists. 	1	Per Startup	3,000	3,000
2. Professional advising and training workshops <ul style="list-style-type: none"> a. At least 5 sessions to provide market insights, business guidance, and practical landing support. 				
3. Investor mentoring and fundraising support <ul style="list-style-type: none"> a. At least 2 mentoring sessions to strengthen fundraising strategy and investor readiness. 				
4. GBA trip and ecosystem immersion <ul style="list-style-type: none"> a. A week-long in-person trip to the Greater Bay Area to meet major stakeholders and deepen ecosystem understanding. 				

<p>5. Funding application and business registration support</p> <p>a. Guidance on Cyberport funding applications and support for business registration where relevant.</p> <p>6. Program coordination and administration</p> <p>a. Program design, scheduling, partner coordination, and delivery management across the 6-month period.</p>				
	Total (USD)			3,000

Special remarks

- The total program fee covers the delivery and coordination of the 6-month accelerator, including advisory sessions, business matching, investor mentoring, and the GBA trip.
- The fee also covers programme administration, speaker or mentor coordination, and related logistics for in-program activities.
- Startups will also receive guidance on relevant funding applications, including Cyberport CCMF or CIP, where applicable.

K. Appendix

K1. Pre-Program Assessment Criteria

Stage Classification

Businesses are categorised into stages before applying the **Global-To-GBA Program** scoring:

Stage	Indicators
Early	<ul style="list-style-type: none"> - MVP or first product released with initial market validation (e.g., pilot customers, user feedback, or pre-sales). - Limited traction (< USD 1M revenue). - Fundraising Size: Actively raising a seed round (< USD 1M) to validate the product, refine market fit, or scale initial operations.
Growth	<ul style="list-style-type: none"> - Proven demand through repeat customers, signed partnerships, or measurable market traction. - USD 1-3M revenue. - Actively preparing for regional expansion or larger fundraising rounds. - Fundraising Size: Raising USD 1-5M (Series A or equivalent) to scale operations, expand market reach, or invest in R&D.
Scaling	<ul style="list-style-type: none"> - Mature, profitable business model with established market leadership. - Generating > USD 3M in annual revenue. - Infrastructure ready for rapid growth in new markets. - Fundraising Size: Raising > USD 5M (Series B or later) to accelerate expansion, strengthen market position, or execute large-scale strategic plans.

Weightage System

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

Dimension	Early	Growth	Scaling
Explanation to Weightage	<p>Main focus: Market proof and adaptability</p> <ul style="list-style-type: none"> Validation: ↑ High weight (e.g., 25%) — 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. 	<p>Main focus: Repeatable growth systems and financial viability</p> <ul style="list-style-type: none"> 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. 	<p>Main focus: Financial sustainability, efficiency, and execution speed</p> <ul style="list-style-type: none"> 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.
Validation	25%	15%	10%
Agility	15%	10%	10%
Network & Funding	15%	10%	10%
Go-to-Market	15%	20%	15%

User-Centric Growth	10%	15%	10%
Revenue & Profitability	10%	20%	30%
Data-Driven	10%	10%	15%

K2. 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	<ol style="list-style-type: none"> 1. Pitch Deck <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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. Traction Metrics <ul style="list-style-type: none"> • 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). 4. Market Research and Competitive Analysis <ul style="list-style-type: none"> • A brief overview of the target market, customer persona, and competitive landscape. 5. Cap Table (If applicable) <ul style="list-style-type: none"> • Summary of the current ownership structure, highlighting existing investors and equity distribution among founders, employees, and

Additional Requirements:	early investors.
	6. Legal Documentation <ul style="list-style-type: none">• Business registration certificate or equivalent proof of company incorporation.• Intellectual property (IP) documentation, if applicable.
	Format: All documents should be submitted as PDFs with clearly labeled file names (e.g., [StartupName_PitchDeck.pdf]).

End of Document