



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 Program" is a provisional title and may be revised before final marketing and branding.

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

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A. Overall Structure and Format

This section outlines the proposed programme structure by GUIDE.

Goals and Key Features

This program is designed to support global startups in successfully entering the Greater Bay Area (GBA) market by providing a combination of fundraising advisory and support, partnerships exploration, and local market landscape insights.

It is aimed at helping startups navigate the complexities of the GBA market, explore funding opportunities, and establish meaningful collaborations with local players, leveraging the region's robust ecosystem and financial power. The program will also provide critical resources and connections to ensure startups can scale and achieve their growth ambitions.

Unlike traditional accelerators, this program requires no equity and focuses on providing startups with the tools, knowledge, and connections necessary to succeed in the region.

Key Development Objectives:

1. Fundraising Advisory and Support

- Help startups refine their fundraising strategies, pitch materials, and business models to align with the expectations of regional investors.
- Facilitate direct connections with local investors, venture capital funds, and corporate partners to explore funding opportunities.

2. Partnerships Exploration

- Enable startups to explore collaborations with key GBA stakeholders, including corporations, universities, and government entities.
- Develop strategic partnerships to enhance market entry and scalability in the region.

3. Local Market Landscape Insights

- Provide in-depth knowledge about the GBA's business environment, regulatory landscape, and industry trends.
- Equip startups with the cultural and operational insights necessary to successfully navigate the local market.

4. Business Landing Support

- Unique business offerings offered by corporate partners to support your business in legal, finance, banking and other perspectives.
- Funding opportunities and infrastructure support provided by government partners to accelerate your business land in GBA.

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 a maximum of 15 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 Global-To-GBA Program, focusing on delivering investment masterclasses, pitching sessions, company visits, and networking opportunities designed to prepare startups for expansion into the Greater Bay Area (GBA).

Development programme	Investment Masterclass + Group Consultation	Company Visit and Partnership Connection	Pitching Sessions	Networking Events
Period	5 sessions	During the Trip	2 sessions	2 sessions
Format	In-person	In-person	In-person	In-person
Approach/ Logistics	<ul style="list-style-type: none"> - On-site masterclass sessions led by industry experts and mentors. - Includes group consultations and interactive Q&A discussions. 	<ul style="list-style-type: none"> - Visits to key companies, government agencies, and corporate partners in the GBA. - Exposure to top stakeholders and facilities. 	<ul style="list-style-type: none"> - Startups deliver 3-minute elevator pitches to a panel of investors (e.g., VCs, ecosystem stakeholders). - Includes structured feedback and idea exchange. 	<ul style="list-style-type: none"> - Two networking luncheons: <ol style="list-style-type: none"> 1. Welcome Luncheon: Introduce startups to key stakeholders and foster collaboration. 2. Closing Luncheon: Celebrate achievements and strengthen connections.
Expected Output	<ul style="list-style-type: none"> - Startups gain actionable insights into pitching, regulatory compliance, risk management, and fundraising strategies. - Improved clarity on fundraising goals and execution plans. 	<ul style="list-style-type: none"> - Startups gain practical knowledge about the GBA ecosystem and build strategic connections with key stakeholders. - Startups identify potential partnerships or collaboration opportunities. 	<ul style="list-style-type: none"> - Startups refine their pitches based on feedback. - Opportunities to connect with potential investors for future discussions. 	<ul style="list-style-type: none"> - Strengthened relationships with investors, mentors, and stakeholders. - New collaboration opportunities explored during networking sessions.
Details	<ul style="list-style-type: none"> - A series of 5 masterclass sessions, including: <ul style="list-style-type: none"> • GBA Fundraising Ecosystem Overview. • Regulatory & Compliance Framework in GBA. • Strategic Fundraising Approaches. • Risk Awareness & Management. • Case Studies & Best Practices. 	<ul style="list-style-type: none"> - Gain market insights through exposure to the GBA ecosystem. - Build connections with government bodies, investment firms, and corporate leaders. - Foster collaboration through knowledge exchange with portfolio companies. 	<ul style="list-style-type: none"> - Pitch Format: - 3-minute elevator pitch highlighting the problem, solution, market opportunity, and fundraising goals. - Immediate feedback from panel members. - Opportunities for direct connections with investors. 	<ul style="list-style-type: none"> - Welcome Luncheon: Kick-off event with introductions to startups and stakeholders. - Closing Luncheon: Celebrate achievements, express gratitude to partners, and explore future collaborations.

	<p>- Interactive Q&A to address participants' key challenges.</p>			
<p>Learning Materials Access</p>	<p>As participants, they will get:</p> <ul style="list-style-type: none"> 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. 			

C. Investment Masterclass & Consultation

This section outlines the investment masterclass and consultation sessions, designed to provide participants with in-depth knowledge of the GBA fundraising landscape, regulatory requirements, and tailored guidance to shape their fundraising strategies effectively.

Format	Masterclass Sessions (60 mins each) + Group Consultation (30 mins)
Description/Goal	<p>The Investment Masterclass & Consultation combines structured learning with interactive group discussions, creating a platform for startups to gain deep insights into the regional fundraising ecosystem and engage in meaningful Q&A sessions.</p> <p>The sessions aim to:</p> <ul style="list-style-type: none"> • Equip startups with an understanding of the GBA fundraising landscape and opportunities. • Provide clarity on regulations, including taxation, auditing, and listing requirements. • Offer practical strategies for building effective fundraising approaches and mitigating risks. • Foster group discussion and knowledge-sharing among participants, guided by experts with extensive experience in the GBA market.
Mechanics	<p>The program will include 5 masterclass sessions, each followed by group consultation/Q&A discussions, covering:</p> <ol style="list-style-type: none"> 1. GBA Fundraising Ecosystem Overview: <ul style="list-style-type: none"> • Key investors, funding opportunities, and market dynamics. • The role of institutional investors, venture capitalists, and banks. 2. Regulatory & Compliance Framework: <ul style="list-style-type: none"> • Taxation and auditing essentials for establishing businesses in the GBA. • Listing requirements and formalities for startups scaling in the region. 3. Strategic Fundraising Approaches: <ul style="list-style-type: none"> • Crafting compelling pitch decks and investment materials tailored to regional expectations. • Strategies for building long-term investor relationships. 4. Risk Awareness & Management: <ul style="list-style-type: none"> • Identifying risks related to fundraising and market entry. • Practical solutions to help startups navigate regulatory and operational challenges. 5. Case Studies & Best Practices: <ul style="list-style-type: none"> • Success stories of startups that have successfully raised funds and scaled in the GBA. • Lessons learned and actionable insights.
Cadence	At least 5 session

D. Project Pitching Session

This section outlines the Project Pitching Session, a key event of the program where participating startups will present their business models, fundraising plans, and growth strategies to a panel of institutional investors, financial experts, and ecosystem stakeholders. The session will serve as a platform to showcase innovation, foster idea exchange, and facilitate meaningful connections with local investors.

Format	Private Pitching/Showcase Day (On-site, In-person)
Description/Goal	<p>The Project Pitching Session provides participating startups with a platform to:</p> <ul style="list-style-type: none"> ● Present their business growth and fundraising strategies in front of a group of local institutional investors, commercial bankers, and finance experts. ● Gain valuable feedback on their pitches, business models, and fundraising plans. ● Build connections with the GBA investor ecosystem and explore potential collaborations. ● Increase awareness of the opportunities and challenges of fundraising in the GBA market.
Mechanics	<p>The event will run across two key locations: Shenzhen/Guangzhou and Hong Kong, providing startups with exposure to a diverse group of investors and stakeholders.</p> <ol style="list-style-type: none"> 1. Pitching Sessions: <ul style="list-style-type: none"> ❖ Each startup will deliver a 3-minute pitch, focusing on: <ul style="list-style-type: none"> ● Problem and solution. ● Market opportunity and traction. ● Business model and growth strategy. ● Fundraising ask and use of funds. ❖ Investors will have 2 minutes for Q&A to ask clarifying questions or provide immediate feedback. 2. Networking & Idea Exchange: <ul style="list-style-type: none"> ● After the pitching session, startups and investors will participate in an open networking session, allowing for deeper conversations and the exploration of potential partnerships. ● Startups can gain additional insights into investor expectations and identify specific opportunities to refine their fundraising approach.
Cadence	<ul style="list-style-type: none"> ● 2 sessions total, one in Shenzhen/Guangzhou and one in Hong Kong. ● Each session will last approximately 2 hours, including pitching, Q&A, and networking.

E. Company Visit and Partnership Connection (List Updating)

<p>Description/Goal</p>	<p>The Company Visit and Partnership Connection is designed to provide startups with firsthand exposure to the Greater Bay Area (GBA) ecosystem and foster meaningful relationships with key stakeholders, including government agencies, investors, and corporate partners.</p> <p>The goals of this initiative are to:</p> <ul style="list-style-type: none"> • Provide Market Insights: Enable startups to gain a deeper understanding of the GBA's business environment, regulatory landscape, and market opportunities by visiting leading companies and institutions in the region. • Facilitate Strategic Connections: Connect startups with government bodies, investment firms, and corporate partners to explore potential collaborations, partnerships, and funding opportunities. • Enhance Fundraising Readiness: Equip startups with practical knowledge and strategies by interacting with experienced market players and benefiting from their insights. • Foster Knowledge Exchange: Arrange introductions with relevant portfolio companies to share best practices and experiences in fundraising and scaling within the GBA market.
<p>Partnership List (Updating)</p>	<ul style="list-style-type: none"> • Government Partners: <ul style="list-style-type: none"> ❖ Hong Kong Investment Corporation (HKIC) ❖ Cyberport (HK) ❖ The Authority of QianHai (SZ) • Investment Partners: <ul style="list-style-type: none"> ❖ Gobi Partners ❖ VU Ventures ❖ Tiro Capital ❖ Wings Capital ❖ Brizan Ventures ❖ Betatron Venture ❖ Fabrica Mills ❖ MCM Partners ❖ Hony Capital ❖ OFC ❖ MyAsia VC ❖ MSD ❖ 知行研究院

	<ul style="list-style-type: none">❖ InnoSpace+❖ Orbit Startups• Corporate Partners:<ul style="list-style-type: none">❖ HSBC❖ Hang Seng Bank❖ Deloitte❖ Datasite❖ Carta❖ Alibaba Cloud❖ ZongLun Law Firm❖ Tencent❖ Z-Pilot❖ Deel❖ Oracle
Values to Startups	<ol style="list-style-type: none">1. Exposure to Key Stakeholders: Startups gain direct access to influential government agencies, investors, and corporate partners, increasing their visibility and credibility in the GBA.2. Practical Market Knowledge: Through on-site visits and networking, startups acquire a deeper understanding of the GBA's business environment, industry trends, and operational requirements.3. Partnership Opportunities: The connections established during this program can lead to strategic collaborations, funding opportunities, and long-term partnerships.4. Peer Learning: Engaging with portfolio companies helps startups understand real-world fundraising strategies, challenges, and solutions, accelerating their market readiness.

F. Networking Event

Format	On-site, In-person Networking Luncheons
Description/Goal	<p>The networking luncheons serve as key touchpoints to foster connections among startups, investors, government agencies, and corporate partners.</p> <ul style="list-style-type: none"> ❖ Welcome Lunch: <ul style="list-style-type: none"> ● Introduce participating startups and their projects to key stakeholders. ● Facilitate investor-startup introductions and quick elevator pitches to highlight startups' value propositions. ● Set the tone for collaboration and engagement during the program. ❖ Closing Lunch: <ul style="list-style-type: none"> ● Celebrate the achievements of the startups and the program's success. ● Provide an opportunity to express appreciation to partners, sponsors, and stakeholders. ● Offer a relaxed environment for continued networking and reflection on potential collaborations.
Key Components of the Events	<p>Welcome Lunch & Investor Matching</p> <ol style="list-style-type: none"> 1. Opening: <ul style="list-style-type: none"> ● Acknowledgment of all stakeholders, including startups, mentors, investors, corporate partners, and government representatives. ● Brief overview of the program objectives and the importance of collaboration across the ecosystem. 2. Startup Elevator Pitch Session: <ul style="list-style-type: none"> ● Each startup delivers a 1-2 minute pitch to introduce their project, market focus, and fundraising goals. ● Helps investors and partners quickly identify startups aligned with their interests. 3. Investor Matching Activity: <ul style="list-style-type: none"> ● Structured sessions where startups are paired with investors for short, focused discussions. ● Rotational format to ensure diverse interactions. 4. Networking Luncheon: <ul style="list-style-type: none"> ● Informal lunch where stakeholders can mingle freely, build connections, and discuss collaboration opportunities.


	<p>Closing Lunch: Networking & Appreciation</p> <ol style="list-style-type: none"> 1. Welcome and Reflection: <ul style="list-style-type: none"> • Inspirational speech by a key stakeholder or program leader. • Highlights of the program's achievements and milestones. • Acknowledgment of partners, investors, and government representatives for their support. 2. Networking Mixer & Open Discussions: <ul style="list-style-type: none"> • Unstructured networking time to foster organic conversations among startups, partners, and investors. • Opportunities for startups to reconnect with stakeholders and explore follow-up actions. 3. Appreciation Segment: <ul style="list-style-type: none"> • Expression of gratitude to all stakeholders for their contributions. • Presentation of certificates or tokens of appreciation to partners and sponsors. 4. Group Photo: <ul style="list-style-type: none"> • A commemorative group photo to mark the program's conclusion and celebrate its success
<p>Values for Stakeholders</p>	<ol style="list-style-type: none"> 1. For Startups: <ul style="list-style-type: none"> • Visibility: Opportunity to showcase their projects and gain exposure among investors, corporate partners, and government representatives. • Investor Access: Direct interactions with investors to pitch their ideas and build relationships. • Learning Opportunity: Gain feedback and insights from experienced stakeholders to refine their fundraising strategies. 2. For Investors and VCs: <ul style="list-style-type: none"> • Deal Flow: Early access to innovative startups with high growth potential. • Relationship Building: Opportunities to connect with startups, corporate partners, and other investors. 3. For Government and Corporate Partners: <ul style="list-style-type: none"> • Collaboration Opportunities: Identify startups aligned with their strategic objectives for partnerships or co-development projects. • Brand Visibility: Strengthen their presence within the innovation ecosystem.

4. For Mentors and Sponsors:

- Recognition: Acknowledgment of their invaluable support during the program.
- Engagement: Continued involvement in the ecosystem and access to promising startups.

G. Post-Programme Support and Value-Added Resources

G1. 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. 	

G2. 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>	

H. 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.

I. Program Fee

Items	Unit	Unit Measurement	Unit Cost (USD)	Total (USD)
1. Masterclass + Group Consultation <ul style="list-style-type: none"> a. Masterclass Sessions <ul style="list-style-type: none"> i. 5 Modules <ul style="list-style-type: none"> 1. 1. GBA Fundraising Ecosystem Overview 2. 2. Regulatory & Compliance Framework in GBA 3. 3. Strategic Fundraising Approaches in GBA 4. 4. Risk Awareness & Management 5. 5. Case Studies & Best Practices b. Group Consultation & Q&A <ul style="list-style-type: none"> <i>i. Interactive session with mentorship</i> 	1	Per Startup	9,000	9,000
2. Company & Field Visits <ul style="list-style-type: none"> a. Visits to Leading Companies, Government Agencies, Partners and major facilities for startups <ul style="list-style-type: none"> <i>i. Exposure to GBA's ecosystem and key stakeholders</i> b. Cross-cities Transportation Cost 				
3. Mentorship & Guest Speaker Fees <ul style="list-style-type: none"> a. Mentorship Sessions <ul style="list-style-type: none"> <i>i. Expert mentors for fundraising, scaling, and market entry</i> b. Guest Speaker Honorarium 				
4. Networking Events (F&B)				

<p>Organising and facilitation</p> <ul style="list-style-type: none"> a. Welcome Networking Luncheon b. Closing Networking Luncheon <p>5. Accommodation (5 Nights)</p> <ul style="list-style-type: none"> a. Hotel accommodations for maximum two people <p>6. Staff Support and Administration</p> <ul style="list-style-type: none"> a. Program Design & Administration b. Logistic Support for Events <p>7. Pitch Event Costs</p> <ul style="list-style-type: none"> c. Event Organization <ul style="list-style-type: none"> - Venue, agenda planning, and panel outreach 				
	Total (USD)			9,000
Remarks: Nominated startups receive a 20% subsidy. Program fee for nominated startups is USD 7,200.			Total (USD) After Discount	7,200

Special remarks

1. The total program fee covers:
 - Venue, food & beverage, and logistical costs (transportation, hotel accommodations, and guest fees) for the 3-day Bootcamp, networking events, and the pitch event day.
 - All learning materials, mentorship, and speaker fees.
 - Structured company and field visits to key stakeholders in the GBA.

J. Appendix

J1. 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%

J2. 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