

We equip founders to
build & scale with
less risk across Asia's
most dynamic
markets.

Southeast Asia+ Accelerator

COHORT 2

SG - VN CIRCUIT

A regional growth-stage venture business accelerator for founders with cross-border ambitions to access markets across Southeast Asia



Our Origin Story

Born out of a pan-Asia VC, GUIDE a collective action of turning venture operating experience into institutionalised knowledge and entrepreneur support system for emerging markets and new venture economy to support early to growth stage firms to establish scalability.

Spun-out from



and, merger with



23 Years

of Enabling Venture and
Technology Business

11,500+

accumulated Startups supported
and enabled by Our Platform with
Local Ecosystem Builders

US\$15 mil

new and fresh capital raised
by Our Advisory Network Unit
for Venture Growth

A learning network and regional connectivity built by the best



Neil Cheong
Founding MD
(Chief of Programme &
Portfolio)

- Former entrepreneur community builder and growth support programme director of Endeavor
- Former turnaround COO
- Innovation & Entrepreneurship Coach to Asia Business School (in collaboration with MIT Sloan)



Alvin Chin
Managing Partner
Chief Financial Officer

- Former Chief of Strategy and Finance of a venture-backed travel tech-startup
- Financial advisor to several advisory firms
- Engineered a successful exit for VC



Kennith So
Programme Director (China
Greater Bay Area)

- Former Programme Lead at Sequoia Capital China (HongShan)
- Former Assistant Manager at Hong Kong Cyberport
- Former e-gaming entrepreneur



Thomas Tsao
Chairman to GUIDE

- Chairman of Gobi Partners
- Chairman of the U.S. Presidential Scholars Foundation,
- Founder & director of Sponsors for Educational Opportunity (SEO) of China
- Advisor to Malaysia Innovation Policy Council
- Committee member to the Malaysia Co-Investment Fund (MyCIF) under the Securities Commission.



Brian Wong
Advisor to GUIDE

- Former Chief of Staff of Jack Ma at Alibaba Group
- Former Executive Director of the Alibaba Global Leadership Academy
- Former Group VP Alibaba Global Initiatives (AGI)

Pan-Asia Network

17 Cities

across the
Asia Continent

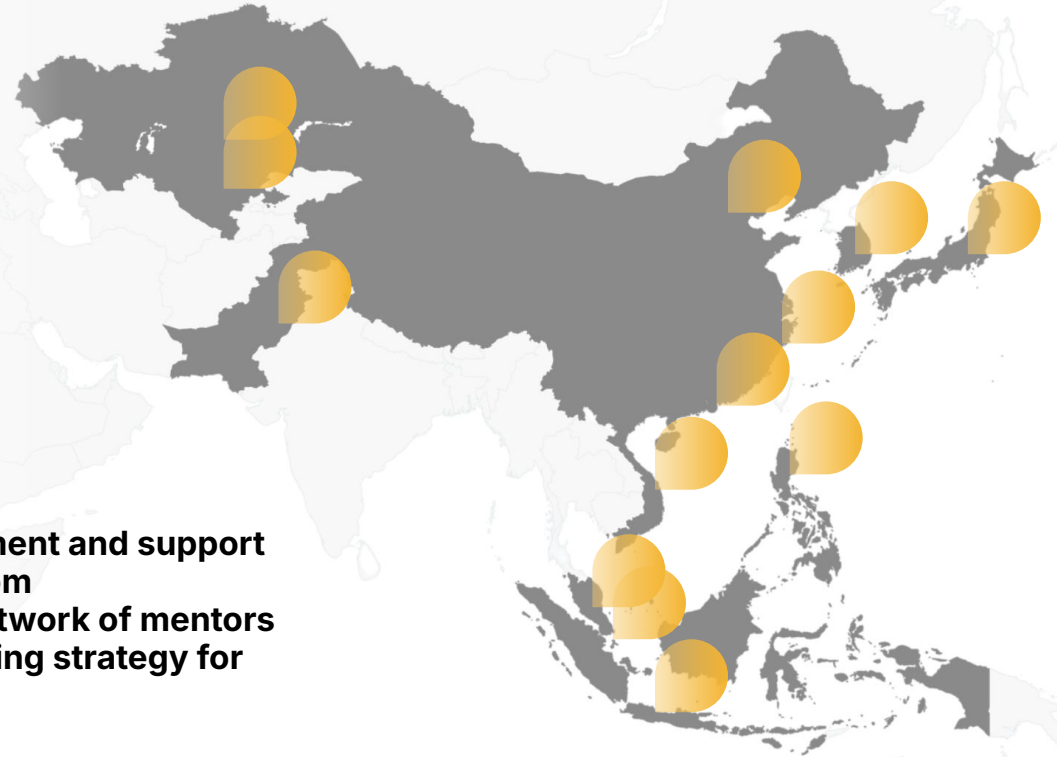
70+ VCs

Relationships and
access to funds

300+ Mentors

Relationship with those who
built, scaled and invested

Providing full fledge entrepreneur development and support needed by founders to succeed, ranging from entrepreneurship education programs, a network of mentors and advisors, venture support, and monitoring strategy for them to be investment-ready to hyperscale.



Unlocking Southeast Asia Regional Market Opportunities, Building Capital-Efficient, Scale-ready Scaleups

Operate in partnership with the like minded



In Cohort 2, we are lining up a new set of
venture-backed SEA founders from Singapore

Featured local large enterprises & corporates that works with scaleups



3 aspects we **fast track** for founders wants to build valuable companies:

- Shorten sales cycle for distributable products/services
- Avoid zombie funds/fund managers
- Structure commercial and pilot partnerships with trusted parties
- Surface immediate operational and strategic gap for market expansion

Revenue

Clarify where growth will come from, how to prioritise opportunities, and how to shape a Southeast Asia-ready GTM model with country specific nuances and relationship vs. institutional complexities.

Capital

Strengthen fundraising readiness, cap table thinking, and strategic financing options for the next stage of growth.

Collaboration

Build meaningful connections with strategic partners, ecosystem players, and investors who can support market access and long-term expansion.

Other can only teach, but **we can guide** because we lived through the hard way

When one rush their GTM...

- Using Neighbour or Domestically Proven approach as default expansion strategy
- Under-prepared in accessing market
- Rushed by recently raised capital
- HR: What makes sense in current market should be the same elsewhere
- Founder-led blindspot
- Making mid-management hiring mistakes
- Stakeholder shock

When one gets too localised/comfortable...

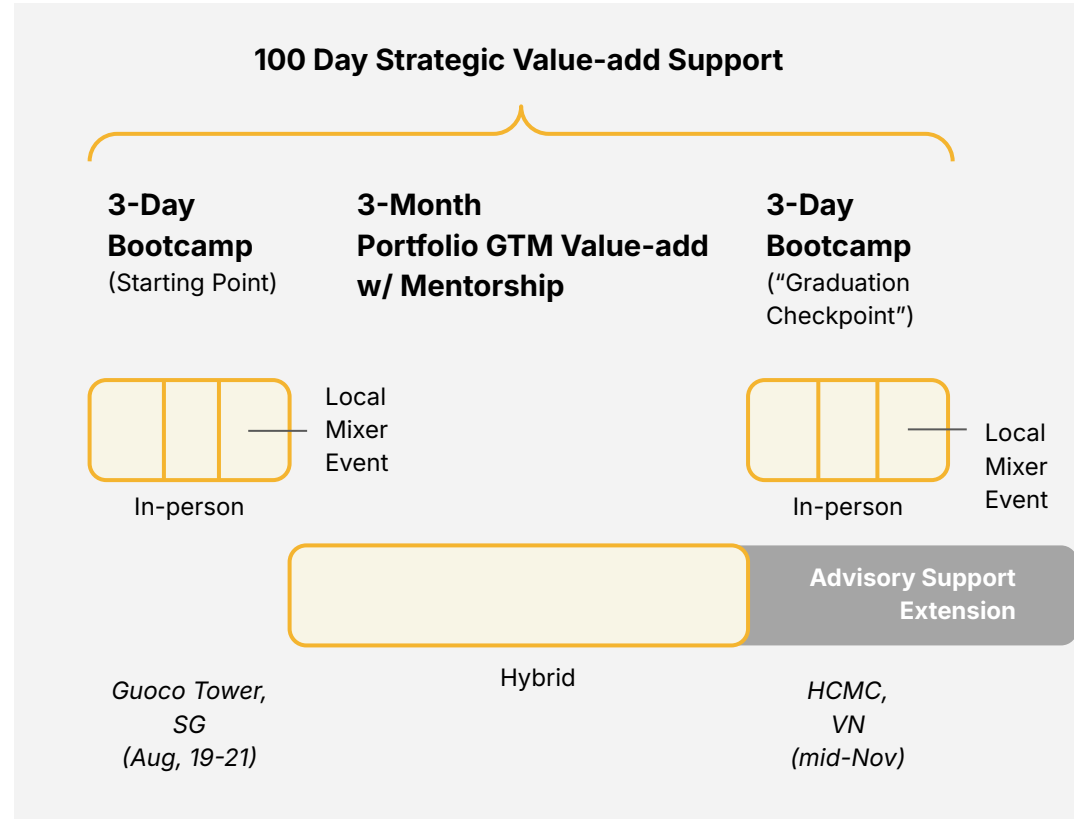
- Glass ceiling of growth
- Opportunity lost with great working product with no distribution strategy
- Forever founder-led (not system/structure)-led growth
- You might be the first-mover but you are surpassed by someone came in late but backed with capital
- Buyers looking for acquisition-target but you are not under their radar

Journey with us with **2 options**

OPTION A: FULL portfolio experience, you get

- pre-programme diagnostics and readiness mapping with Venture Toolkit
- a 3-day in-person bootcamp focused on revenue, capital, and collaboration structure of SEA
- hybrid coaching and mentoring
- customer, partner, and investor matchmaking
- follow-through support
- built-in local ecosystem mixer event

This structure enables you to **move into strategy formation into practical market conversations and execution planning.**



Journey with us with **2 options**

OPTION B: LITE, local market immersion and community networking only

- pre-programme diagnostics and readiness mapping with Venture Toolkit
- a 3-day in-person bootcamp focused on revenue, capital, and collaboration structure of SEA
- built-in local ecosystem mixer event

This structure helps you to **tap into what we know and who we know** in the local community and space.

6 Days of Growth Learning + Immersion



3-Day Bootcamp (Starting Point)



Local
Mixer
Event

In-person

*Guoco Tower,
SG
(Aug, 19-21)*



3-Day Bootcamp ("Graduation Checkpoint")



Local
Mixer
Event

In-person

*HCMC,
VN
(mid-Nov)*

Hands-on
Masterclasses/
Workshops
facilitated by an
venture operating
team that helped SEA
startups raised
\$15mil

LEAD
INSTRUCTOR



Neil Cheong
GUIDE
Managing Director/
Chief of Portfolio & Programme



CO- INSTRUCTOR



Alvin Chin
GUIDE
Managing Partner/
Chief Financial Officer



CO- INSTRUCTOR



Kengo Suzuki
Gobi Partners
Venture Partner



Work with operating advisors who understand risks and worked with institutions across Asia/Southeast Asia



Minh Phan
Gobi Partners
Venture Partner



Functional Expertise:
Finance & Capital, Data & Analytics

Stage of Business:
Ideation to Inception, Early-stage
(a.k.a zero to one), Early-growth stage,
Mid-growth stage

Based in:
VN



Vincent Yik
FirstTrack Ventures
Partner



Functional Expertise:
Finance & Capital, Legal, Regulation,
Governance and Compliance

Stage of Business:
Early-growth stage and Mid-growth
stage

Based in:
SG



Kengo Suzuki
Gobi Partners
Venture Partner



Functional Expertise:
Business Development, Finance &
Capital

Stage of Business:
Early Stage (Zero to One), Early
Growth Stage, Mid-Growth Stage

Based in:
MY, JP



Navvin Kumar
Gobi Partners
Senior Director, Investments



Functional Expertise:
Finance & Capital,
Product & Service

Stage of Business:
Early Growth Stage, Mid-growth
stage, Late-growth stage, Distress
Status Firms

Based in:
MY, JP



Vincent Phang
FirstTrack Ventures
Managing Partner



Functional Expertise:
Product & Service,
Finance & Capital

Stage of Business:
Early Growth Stage, Mid-Growth
Stage, Late-Growth Stage and
Distress Status Firms

Based in:
SG



Ed Simnett
Penataran
Operating Partner



PENATARAN GROUP

Functional Expertise:
Product & Service,
Sales & Marketing

Stage of Business:
Early-stage (Zero to One),
Early-growth stage

Based in:
HK



Swee Lin Liew
Independent Board Member
Principal Asset Management



Functional Expertise:
Sales & Marketing,
Finance & Capital

Stage of Business:
Early Growth Stage, Mid-growth
stage, Late-growth stage, Distress
Status Firms

Based in:
MY, UK



Tom Becker
United Nations ESCAP
Economist



Functional Expertise:
Public Policy and Government Affairs

Stage of Business:
Mid-growth stage,
Late-growth stage

Based in:
TH

In Cohort 1, we featured founder operators at Series B & C building regional ventures out from Kuala Lumpur

In Cohort 2, we are lining up a new set of
venture-backed SEA founders from Singapore

Special appearance portfolio founders/companies from:



SERIES C



Wilson Beh
PolicyStreet
COO/Co-founder



Functional Expertise:
Sales & Marketing, Partnership,
Fundraising

INSUR/FINTECH

MEDIUM-LARGE ENTERPRISE

SERIES B



Alvin Yuan
HealthMetrics
CEO/Co-founder



Functional Expertise:
Sales & Marketing, Partnership,
Fundraising

INSUR/MED/HRTECH

MEDIUM-LARGE ENTERPRISE

SERIES B



Lenise Ng
Borong (formerly Dropee)
CEO/Co-founder



Functional Expertise:
Sales & Marketing, Partnership,
Fundraising

COMMERCE TECH

MEDIUM-LARGE ENTERPRISE

Portfolio from 2026 Cohort 1



EDTECH

LARGE ENTERPRISE

LingoTalk is an AI-powered platform that helps companies improve employees' communication performance in real work situations, turning language training into business performance. Today, it is mainly English based jargon or "lingo" training, they are developing other native language training such as Korean etc.

Backed by **iterative**

Secured VC scholarship from



REGTECH

SMALL-MEDIUM ENTERPRISE

Altomate, a tech-enabled back office service provider that offers a range of company secretary, accounting and auditing services.

Secured VC scholarship from



FINTECH

LARGE ENTERPRISE

Xtractify is an enterprise AI architecture middleware solution that offers smart load distribution and cost-optimisation controls for cloud LLM model usage, Personally Identifiable Information (PPI) controls, and other enterprise data governance and sovereignty safeguards, including leakage protection.

Secured VC scholarship from



Masterclass Led By Instructor Operators Who Have Built, Raised, Scaled, Failed, And Exited - Not Theory

Southeast Asia+ Accelerator
Programme



Morning
9:00AM -
12:00PM

DAY 1 REVENUE DAY

19th of August (Wednesday)

INTRO + GROUP ACTIVITY 9:00 AM - 10:30 PM
**Programme Kickoff + Ice-breaking + Scaling
Challenge Sharing & Mapping using
VANGUARD™**

MASTERCLASS + CASE STUDY 11:00 AM - 12:00 PM
**Deciphering Macro Markets: Revenue
Opportunity, Market and Relationship Structure
in Southeast Asia**

Afternoon 2:00
-
5:00PM

MASTERCLASS + CASE STUDY 1:30 - 3:00 PM
**Revenue Opportunity Mapping
in Uneven Markets**

EXECUTION STRATEGY BUILDING SESSION 3:30 - 4:30PM
**Plotting Revenue Lines, Streams and Model, and
Remapping Opportunities**

ROLE PLAYING ACTIVITY 1 4:30 - 5:30PM
**Veteran Executives & Growth-stage Founders
building with Early-growth-stage Founders'
Company: Revenue Scenarios**

DAY 2 CAPITAL DAY

20th of August (Thursday)

LEARNING ACTIVITY 9:00 - 10:30
First Backer Game + Debriefing

MASTERCLASS + CASE STUDY 11:00 - 12:00
**Private Capital Management: Fundraising, Equity
Distribution, and Exit Strategy Management in
Southeast Asia**

EXECUTION STRATEGY BUILDING SESSION 1:30 - 3:00 PM
Captable Modelling And Exit Scenario Mapping

ROLE PLAYING ACTIVITY 2 3:30 - 5:00PM
**Veteran Executives & Growth-stage Founders
building with Early-growth-stage Founders'
Company: Cap Table Scenarios**

DAY 3 COLLABORATION DAY

21st of August (Friday)

FIRESIDE / PANEL SESSION 1 9:00 - 10:00 AM
**What VC Power Law Actually Looks Like for SEA /
ASEAN VCs & PEs? (Singapore Edition)**
(Open to public)

FIRESIDE / PANEL SESSION 2 10:15 - 11:15 AM
The Upstream Movement & Trade Inflow of SG
(Open to public)

FIRESIDE / PANEL SESSION 3 11:30 AM - 12:30 PM
**What Pragmatic Innovation & Growth Looks Like
for Singapore's Corporates? (Open to public)**

BRIEFING SESSION 2:00 - 3:00PM
Post Bootcamp Support System

Masterclass Led By Instructor Operators Who Have Built, Raised, Scaled, Failed, And Exited - Not Theory

MASTERCLASS 1

Deciphering Macro Markets Economics in Southeast Asia

Theme: Industry size and purchasing power dynamics decides your prices and market strategy

MASTERCLASS 2

Revenue Opportunity Mapping in Fragmented Markets

Theme: Finding where the money actually traps and flows in a structurally uneven and emerging region

MASTERCLASS 3

Revenue Lines, Streams, and Market-entry Design

Theme: Structuring how money comes in, not just where it comes from

MASTERCLASS 4

Channel and Relationship Structure for SEA Expansion

Theme: Avoid distributing your way into SEA the same way you grew at home.

MASTERCLASS 5

Private Capital Management in Southeast Asia

Theme: Capital in SEA behaves differently -- so must your fundraising logic and sequences

MASTERCLASS 6

Cap Table Construction and Exit Scenario Mapping

Theme: Optionality is built in how you structure ownership, not just how you grow

MASTERCLASS 7

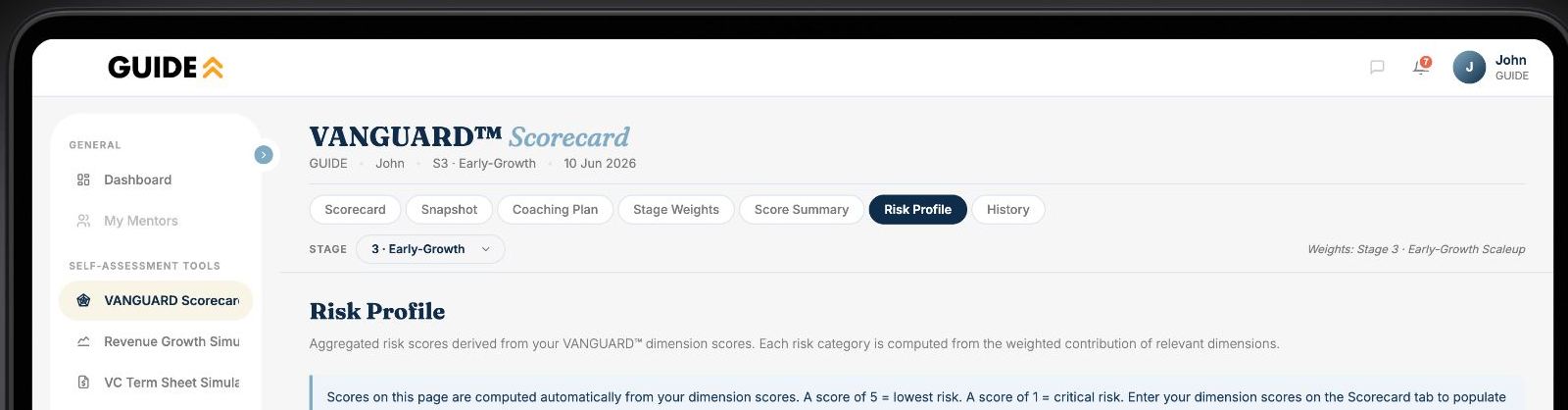
Value Co-creation and Strategic Collaboration

Theme: Relationships in SEA are not networking -- they are your actual go-to-market infrastructure

Venture Toolkit[©]

Built for founders who are serious about scale — *structured tools, performance intelligence, and network to assess readiness, model growth, and navigate your terms.*

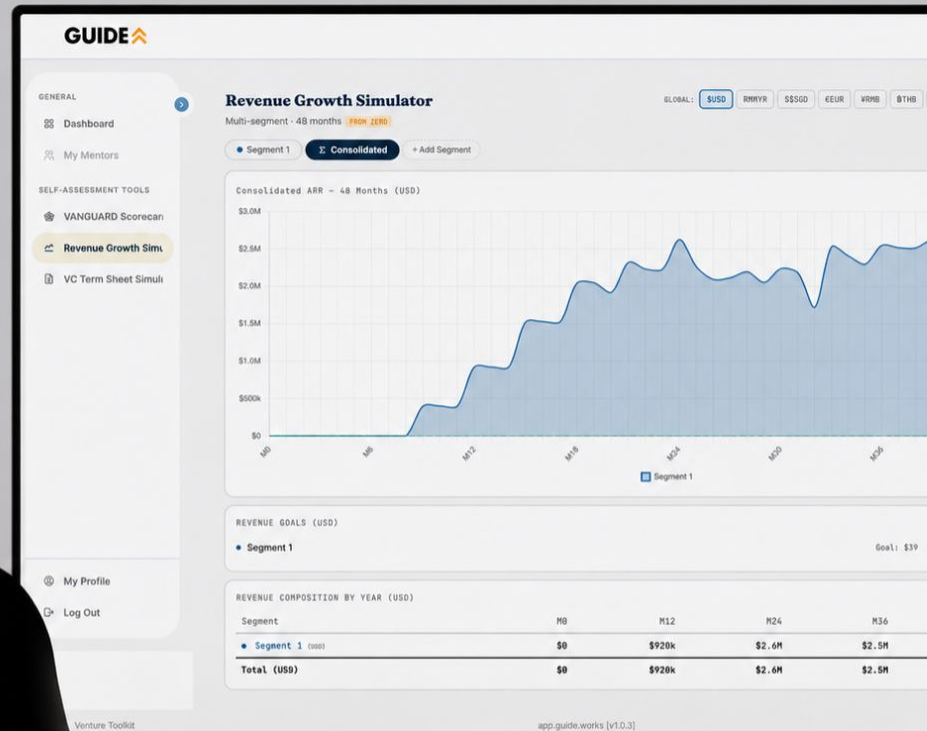
ASSESS, KEEP TRACK AND NEVER LOST SIGHT OF YOUR VENTURE BUSINESS TRAJECTORY



"Inefficient decision making costs a typical Fortune 500 company 530,000 days of managers' time each year, equivalent to about \$250 million in annual wages."

"Expensive venture mistakes happen because founders rushed into decisions backed by the lack of fundamental business clarity, bias observations, and market growth theses with big assumptions. And, of course, fueled by a lot of hype."

Venture Toolkit® provides the backbone infrastructure that corporate ventures, startups, and growth-stage businesses scale on — combining diagnostics, simulators, and expert advisory in one structured system.



Cross-border Revenue-market Segmentation Challenge

"Me and my team can be agile in growing beyond by home market but it's challenging to keep track all of my product-market segmentation strategy on a "group" level, if localisation is needed to work with local channel partners or combined by product with managed service components."

Investor & Founder Equity Management Challenge

"I don't want to walk into a negotiation with investors where I can't in a compelling way say I can confidently make a meaningful exit for myself and those who has and want to fund my venture."

Built by a team of exited venture entrepreneurs and operators turned advisors and investors in some of the most complex region in the world.

Operator Blindspot & Sparring Partner Engagement Challenge

"We have been working with assumptions and bias based on my and my team's past experience. We greatly need help and support from an experienced 3rd person that understand our context and able to coach, enable and support our growth tactically."

Strategic Business Data Repository Challenge

"Especially for a founder that's doing so much of the founder-led sales, everything strategic about the business are in my head. While there's productivity or notes tools out there. Nothing is as close as a mini Command Center I can have my own strategic dashbaord."

Growth doesn't happen in isolation — *the right advisors, the right network, and a dedicated team on the ground turn your strategy into traction.*



PORTFOLIO SUPPORT

Portfolio Growth Support & Opportunities Discovery

Dedicated Portfolio Managers delivering on-ground intelligence, go-to-market strategy, and revenue and product-market deployment.



MARKET & OPERATING INTELLIGENCE

Cross-border and Functional Venture Advisory Support

Trusted market intelligence, mentors, and subject-matter advisory from GUIDE's venture practitioners and cross-border operating-partner network.



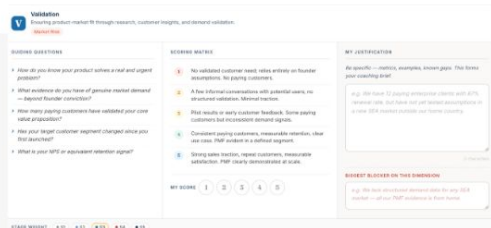
IN DEVELOPMENT

SHAREHOLDER MANAGEMENT

IR Data Room & Shareholder Broadcaster

A secure, easy-to-set-up data room and IR management system for first-time and early-growth ventures running without a dedicated IR function.

Growth doesn't happen in isolation — *the right advisors, the right network, and a dedicated team on the ground turn your strategy into traction.*



DIAGNOSTICS & NEED ASSESSMENT

VANGUARD™ Scorecard & Assessment

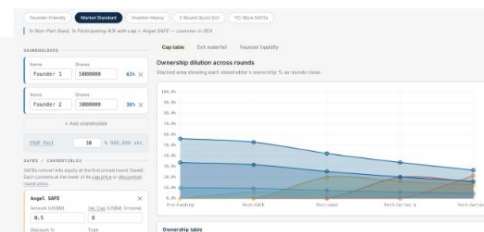
A structured self-assessment across 8 business dimensions and the 4+1 Venture Risks, weighted to your stage of growth.



SIMULATOR & GOAL SETTING

Revenue-Market Growth Simulator

48-month revenue projections across multiple growth archetypes and segmentation strategies. Set sales milestones with conviction.



SIMULATOR & EQUITY MANAGEMENT

Venture Capital (VC) Term Sheet Simulator

Model your cap table, term sheet dynamics, and founder and investor returns across current ownership and future rounds.

Cost

Option

Programme Fee

*Showing programme fee for 2027

What Do You Get?

Founders bare their own cost of travel and accommodation

Venture Toolkit

Financial Aid

OPTION A: FULL, complete portfolio journey & support experience

~~US\$ 10,820*~~

US\$ 7,560 per scaleup

- ❑ 3-day in-person bootcamp and founder mixer, plus a graduation mixer in a second market
- ❑ 100 day hands-on support from GUIDE's team and Managing Director to speed up sales, partnerships, and market access
- ❑ Introductions to vetted VCs with real capital to deploy and mandates spanning East and West
- ❑ Access to vetted growth partners and tools to help you scale
- ❑ Stronger credibility and market positioning through the GUIDE platform and partner network
- ❑ 3 months of post-programme support for revenue and growth-capital outcomes
- ❑ 3 month Education Access
- ❑ US\$1,020 rebate on Growth Annual subscription
- ❑ VC Scholarship (up to US\$5,580) provided by Gobi & Tinmen
- ❑ Cradle Scholarship (Value: US\$2,790) only for Malaysian companies. One slot left.

OPTION B: LITE, local market immersion and community networking only

~~US\$ 3,680*~~

US\$ 1,360 per scaleup

- ❑ 3-day in-person bootcamp and founder mixer, plus a graduation mixer in a second market
- ❑ Access to vetted growth partners and tools to help you scale
- ❑ 3 month Education Access
- ❑ No discount
- ❑ n/a

Ideal For Those Committed for The Next Inflection Point In Reaching Beyond Domestic and Building Regional Status in SEA

APPLICANT PROFILES

Financial Status

- Cash runway at least 12 months at the point of application
- Founders or key management team retain a combined >70% shareholdernesship
- Recommended for Early-growth or Growth with a stable annual turnover and Annual Recurring Revenue (ARR) of min. USD300k

**We also accept businesses that are bootstrapped and aspired to fuel their growth with growth capital from the private capital markets (e.g. venture capital, private equity etc.)*

Product Specifications

- Open to both hardware and software products, including AI related solutions
- Strong preference towards application-type technology (e.g. embedded middleware or full-suite technology solution)
- Strategic Control: If the applying company is not a brand principal, it must have already attained certain control over product modification, brand usage, and key distribution rights in parts of SEA or entirely

Growth Profile

- Performing at a minimum of 30% YoY topline revenue growth rate
- First time or re-attempt to access SEA market
- Serious aspiration to set up or branch into one or more countries in SEA
- Open to be invested, acquired (or merged), move HQ, enter a joint-venture relationship with local partners and/or any other mechanism to establish a sustainable business presence in SEA
- Hands-on and coachable founders and executive bench

Although financial criteria are explicit, they are not hard and fast rule and our only basis of judgement one should be admitted into the programme, we may allow exceptions where strong year-on-year and feasible potential growth supports the case and backed by strong recommendations.

Friendly Payment Schedule — Pay As You Gain



**For scaleups who chosen Cradle Revenue Success Scholarship will need to pay the full Programme Fee similar to being self-funded. Once the conditions have met, GUIDE shall refund US\$ 2,790 through the Cradle Revenue Success Scholarship as a form of full scholarship when new foreign market revenue is made.*

**Startups required to pay in full for Option B before the Bootcamp.*

Step-by-step guide to access generous co-payment by regional ecosystem builders



HIGH POTENTIAL
(BUT SLIGHTLY EARLY)
SCALEUPS

Acceleration and
structured support
needed

**SELECTS SCHOLARSHIP
TRACKS TO CO-FUND
THEIR PROGRAMME FEE***

**TRACK 1: VC-BACKED
SCHOLARSHIP TRACK**

OR

**TRACK 2: LOCAL
ECOSYSTEM BUILDER
SCHOLARSHIP TRACK**

Opted-in Ecosystem Builder for
2026

cradle

*Malaysia-only companies |
Conditional to revenue success. Up to
US\$2,790 per company. Only two
companies.*

**TRACK 1: VC-BACKED
SCHOLARSHIP TRACK**

Opted-in VC funds for 2026:



GOBI PARTNERS SEA VENTURE
GROWTH SCHOLARSHIP

OR

TIMEN

TIN MEN CAPITAL SEA VENTURE
GROWTH SCHOLARSHIP

INSTRUCTIONS

- After selecting the Scholarship in the application form, the applicant need to approach the chosen Scholarship provider and engaged them for a **recommendation**. Only senior investment staff/partner of the VC are authorised to provide GUIDE a verdict on scholarship amount.
- Scholarship amount is at the full discretion of the VC firm after making a recommendation

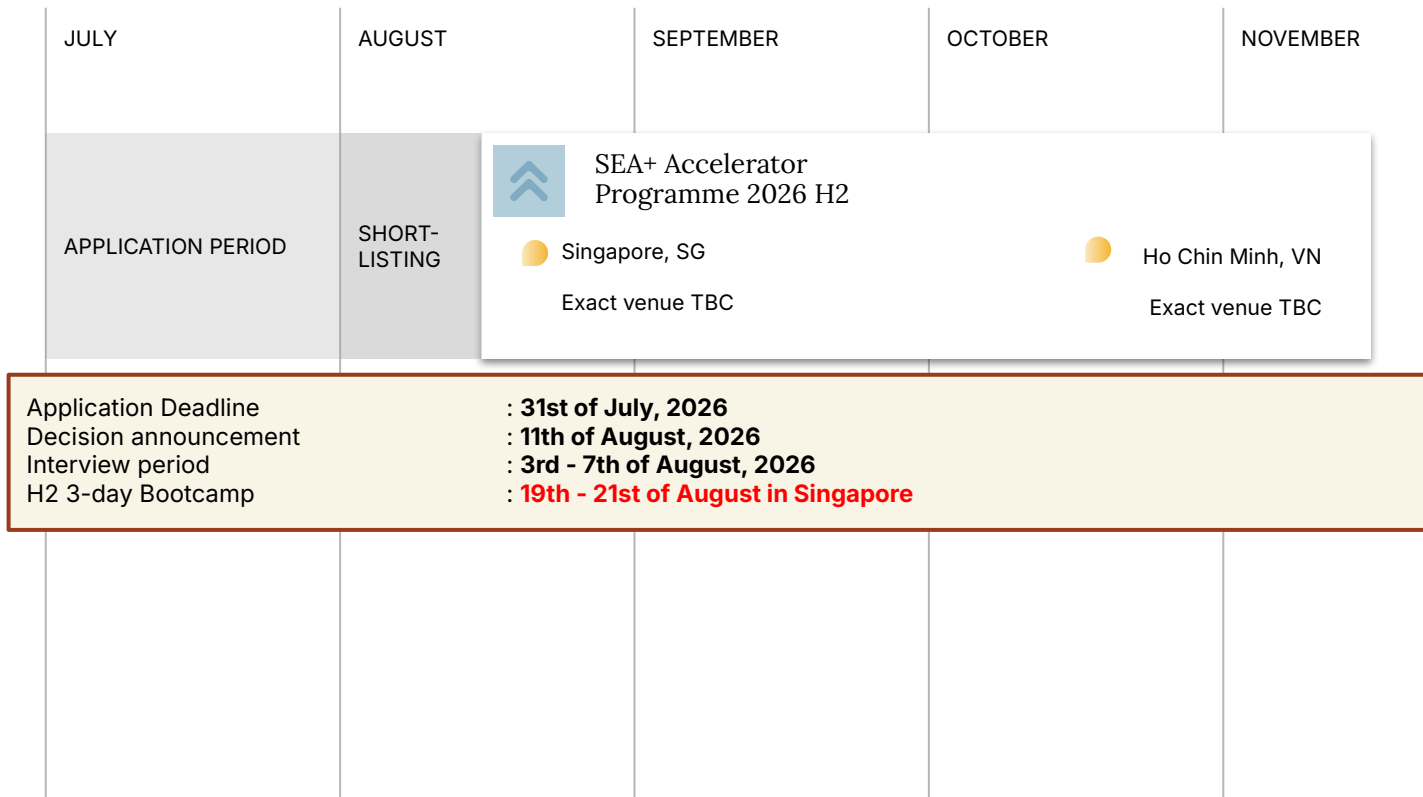
SCHOLARSHIP BONDS ARE CREATED IF A VC AGREES IN SPONSORING SCHOLARSHIP

- The applicant creates an exclusive bond with the VC, granting a first right of refusal. Applicants are not permitted to approach other VCs for fundraising unless the VC passes on the deal
- The VC is to inform GUIDE of the actual amount being paid on behalf of the applicant. This information will be relayed transparently to the applicant by GUIDE, indicating which VC is subsidising the programme cost
- The payment schedule will be reflected in the programme agreement

Note: GUIDE governs this process through a programme agreement with the applicant, covering key terms including repayment obligations or penalties if the bond is broken. Bond period: 12 months.

***Note: All scaleups are required to apply with TWO independent recommendations/nominations to be considered as a complete application for quality assurance. GUIDE do not entertain incomplete applications.**

Catch The Train: Send In Your Application First To Express Interest



Accelerating Cross-border Scaling Missions



Verified Startups from Airwallex APAC get extra US\$580 cash-back credits as discounts*

*Terms & Conditions

- Only for Airwallex APAC verified Startups across APAC applying into the accelerator programme. Please contact Airwallex APAC Partnership or Sales Team to be qualified for the cash-back discount
- Cash-back credits are applicable to either Option 1 or Option 2
- Cash-back credits discounts and Financial Aids cannot be stacked. Only applicable to startups who do not get any other means of Financial Aids
- Campaign limited to the upcoming 2026 August cohort of the SEA+ Accelerator programme

Interested? Drop me a WA message on your inquiries



Chat on WhatsApp



“SEA+ Accelerator is an advisory-led portfolio value creation programme continuity for serious business builder to support the process of new revenue generation and attract growth capital. This is an entirely new breed of accelerator programme with multilateral support system and relationship rails to break into market.”

Please write to program@guide.works for any application related inquiries or partnership opportunities

Neil Cheong

Founding Managing Director and
Chief of Programme & Portfolio of GUIDE



Kuala Lumpur (SEA HQ) SR-WG-04, ASBhive, Asia School of Business, 11, Jalan Dato Onn 50480 Kuala Lumpur
Hong Kong (GBA HQ) Room 4209-11, Hopewell Centre, 183 Queen's Road East, Wanchai, Hong Kong
Shanghai (China) 上海市徐汇区桂平路418号漕河泾国际孵化中心A区704室