



Startup Programme for Access Readiness

Jointly Organized and Managed by



About PROJECT S.P.A.R.

Based in Singapore, **Startup Programme for Access Readiness (S.P.A.R.)** is a programme aimed at providing a platform for entrepreneurs and high-potential startups, in the space of the 17 United Nations Sustainable Development Goals (commonly known as SDGs) to connect with investors, corporates, mentors and talents to generate growth and scale up their operations from Singapore to global markets.

Our mission is to identify and accelerate companies that have truly innovative and scalable ideas to gain multiple markets through the provision of a structured program, support and networking opportunities to widen their knowledge and network circle to increase their brand awareness and at the same time, to forge potential business partnerships.

Unlike other incubators and accelerators, S.P.A.R. is not the usual months-long, mass production, pitch training program that concludes with a single demo day. S.P.A.R. core offering is its market accessibility program that integrates individualised mentoring, education, investment, and networking with a focus on global market growth. S.P.A.R. also offers intensive training, co-working spaces, business consulting, and special business networking events.


Leveraging on S.P.A.R. network of industry mentors and business partners, startups can gain valuable insights of many markets. S.P.A.R. will continue to expand its international resources and partnerships and remain committed to its mission of supporting the global community of innovators and entrepreneurs.

PROJECT S.P.A.R. invites highly motivated and passionate entrepreneurs, who wish to venture into the space of the 17 United Nations Sustainable Development Goals (commonly known as SDGs), to apply to join our intensive 4-days Bootcamp to help startups accelerate growth and gain market accessibility.


We strongly believe in creating both Profits and Purposes in business. If you are selected to participate in this Bootcamp, you will meet some of the brightest and most talented and passionate industry mentors from Singapore and ASEAN+ in small groups and one-on-one session.




Objectives of this Program






To provide a flagship programme to assist new and young innovative businesses accelerate growth in the space of the 17 United Nations Sustainable Development Goals (commonly known as SDGs).



To allow entrepreneurs and startups to connect with other successful businesses and partners in the ecosystem to learn and explore potential business partnership opportunities.



To allow start-ups to gain visibility across multiple markets through our platform that is based in Singapore.





Highlights



Small Breakout Group Workshops

Topics include business model transformation, product/market fit, competitive advantage, go-to-market strategies, storytelling, fundraising strategies, and more.



Customised One-on-One Sessions



Meeting with tech professionals and serial entrepreneurs for in-depth discussion in regards to participants' challenges to refine your business models and execution strategies.



Pitch Training

Participants will be equipped with the tools and practice to prepare business pitchings for different situations.




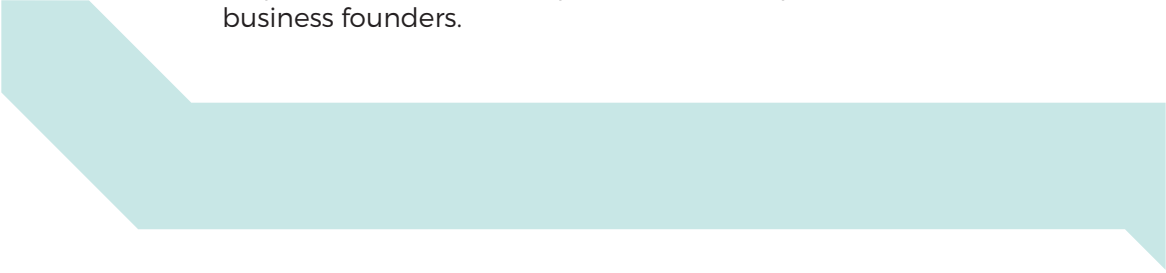
Fireside Chats

Serial entrepreneurs will share their success and failure stories first-hand.



Access & Networking

Opportunity to connect with an international group of investors, corporate leaders, tech experts, serial entrepreneurs and business founders.





Workshop Itinerary

First Day — 10am - 7pm

Welcome
Entrepreneurial Mindset
Ideation
Reception

Second Day — 9am - 7pm

Business Model Design
Financial Modelling
Growth Marketing

Third Day — 9am - 7pm

Fundraising Strategies
Pitch Deck Construction
Pitching Techniques
Business Networking

Fourth Day — 9am - 3pm

Demo Day
Prize Presentation
Closing

***Itinerary is subject to changes without prior notice.**





Investment



Singaporeans — USD1200

ASEAN — USD1500

Worldwide — USD1800


Full Programme Cost — USD2950



Accommodations & Visa Requirements

Affordable accommodation and other personal requirements can be arranged upon request.

Participants must have a valid Visa for the duration of the program.





Judging Evaluation Criteria for Participants



Market Validation

The capacity to identify the problem and resolve them. They must be able to identify who their direct competitors are and how they could be differentiated from them.



Product/Idea

Ability to define their product/s to enable the judges to understand how, in an innovative way, their product/s can be used or implemented to solve current market problems. It is crucial to include a functional market value proposition (MVP) to support the idea.



Business Model

Strong understanding and clarity on the revenue model, the cost of acquiring a customer and their Life Time Value. Ideally, the business model should be scalable regionally or globally.



Soft Skills

Displays clarity and assertiveness when presenting about their start-up idea/s and "selling" the vision of the company.




Founder(s)

The Founder(s) should be multi-disciplinary and complementary, with the capacity to implement and execute the idea.

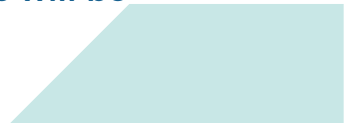


Scoring System

Peer voting: 40%
Judges scoring: 60%



The winning teams will compete with other winning teams from around Asia in the Grand Finals that will be held in Singapore. Details of the Grand Finals will be disseminated to all finalists.



Why Singapore is a perfect venue for Startups?

Thriving Economy

Singapore's economy is highly developed. It is one of the richest nations in Asia (based on GDP per capita S\$52,932). Individuals have access to financial services (96.5% have bank accounts). Additionally, it boasts excellent internet access where more than 4 out of 5 individuals use the internet. These factors benefit consumer-focused and tech startups.

Capable Workforce

Singapore is regarded as one of the most highly educated nations globally. In 2015, 79.3% of adults had at least a secondary education, while 42.9% had a tertiary education. This is particularly helpful for start-ups that require skilled labor. This contrasts with some of its neighboring countries in Asia, some of which have secondary education attainment rates of less than 50%.

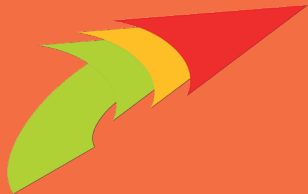
Supportive Government

While Singapore is typically among the most expensive places to live, the government offers tax incentives for startups to make it an attractive location to start a business. The Start-up Tax Exemption Scheme (SUTE) exempts 75% of a businesses first S\$100,000 chargeable income and 50% of the next S\$100,000. Additionally, the government partners with local banks to offer business grants to small businesses. These government-backed loans provide SMEs with financing ranging from short-term micro loans to large venture loans. Singapore's public institutions are well-regarded; the World Economic Forum ranked them second, globally.

Easy Access to Capital

Finally, start-ups in Singapore have good access to various financing for their businesses. The World Economic Forum ranks Singapore #4 for availability of venture capital, globally. There are other financing options available that are not prohibitively expensive. For example, interest rates (10-year government bond: 2.3%) in Singapore are the fourth lowest among the Asia Pacific countries. This is crucial for startups that require business loans to start or grow their businesses. There are also many alternatives to traditional business loans in Singapore, with many crowdfunding platforms that have launched and prospered in the country.

Source: <https://www.valuechampion.sg/2018/05/4-reasons-singapore-great-startups>



ForwardLeap Training Lab
Driving Changes, Impacting Lives

About ForwardLeap Training Lab

ForwardLeap Training Lab is a corporate training company focused on innovation and entrepreneurship. It aims to help entrepreneurs, start-ups and businesses continuously improve their operations and ideas through the latest business knowledge and skills. It works with diverse business partners to provide affordable, focused, bite-sized "quick-fix" training workshops, educational seminars, networking forums and mentorship to add value to the business community. We strongly believe that through entrepreneurship, we are Driving Changes and Impacting Lives.



About Asia Gateway Pte Ltd, Singapore

Asia Gateway is one of the leading companies that provides business consulting services in Singapore. We offer a full spectrum of business consulting services that are beneficial for companies to face challenges associated with performance, growth and governance. Our business consulting services bring qualified and experienced professionals together in multidisciplinary groups to provide the best assistance to our individual or corporate clients' variety of needs. Together with our clients, we work efficiently and effectively to conduct a wide range of consultations.



www.gwaiyan.com

About Gwaiyan Pte Ltd, Singapore

Established in 2018, Gwaiyan Pte Ltd is a platform where a group of business owners help business owners to connect, build and scale their businesses to the next level through collaboration and leveraging, building businesses and relationships.

Our aim is to be the preferred APAC business networking partner for business owners. As we grow, we aim to foster business and networking partnerships across Asia Pacific to widen the business playgrounds of our members.

Together we can grow as One Unique Empire of Businesses.

Enjoy our life.

Enjoy our family life.

Enjoy our entrepreneur journey.

At Gwaiyan, we do things differently.