

ENTERPRISE SINGAPORE CALL-FOR-PARTNERSHIP FOR STARTUP SG FOUNDER ACCREDITED MENTOR PARTNERS

Introduction

Startup SG Founder was launched as part of Enterprise Singapore's (ESG) continual efforts to encourage entrepreneurship and catalyse the growth of differentiated startups.

Startup SG Founder provides a capital grant to eligible first-time entrepreneurs with innovative business ideas to develop their ventures. As part of our efforts to enhance mentorship and access to resources for tech startups, ESG will appoint Accredited Mentor Partners (AMPs) to identify, guide and recommend suitable startups to receive Startup SG Founder funding.

Through the 2019 Call-For-Partnership (CFP), ESG is looking to engage partners such as corporates, venture capital firms, incubators, accelerators and venture builders. Bringing financial and industry knowledge, these private sector partners will value-add with mentorship, connections to business networks, and advice to help innovative startups accelerate their learning curves and enhance their go-to-market strategies.

Role of a Startup SG Founder Accredited Mentor Partner (AMP)

AMPs will have the opportunity to identify and evaluate¹ tech startups with innovative ideas. The AMP is encouraged to work together with the startup to refine its business proposal, as well as to develop funding milestones.

AMPs will then recommend these startups to ESG for support with a Startup SG Founder grant. Upon grant award, AMPs will work with its startups to achieve its milestones.

AMPs are appointed on a three-year term.

Assessment Criteria

Applicants will be assessed on the criteria below:

- a. Management Team
 - i. Track record of management team
 - ii. Number of successful startups groomed
 - iii. Pipeline of startups

- b. Programme Comprehensiveness and Quality
 - i. Incubation programme and strategy
 - ii. Access to quality mentors
 - iii. Access to local and international markets (includes existing and potential clients, other internal business lines within the corporate)
 - iv. Access to funding
 - v. Co-innovation and test bedding opportunities (for corporates)
 - vi. Potential adoption of innovative solutions (for corporates)

¹ Startup eligibility and evaluation criteria will be provided by ESG.

- c. Business Model
 - i. Operational sustainability²
- d. Others
 - i. Focus sectors or markets

Application Submission

Call duration

This CFP is open from **1 February 2019** to **8 March 2019**. Early submissions are highly encouraged. The deadline for submission is **8 March 2019, 5pm**. Late submissions will not be entertained.

Briefing session

Interested partners are invited to attend an information session in order to better understand the roles of AMPs.

Date: **11 February 2019**

Time: 10am-11am

Location: Pinnacle Room, 1 Fusionopolis Walk, #01-02 South Tower, Solaris, Singapore 138628

Please register for the information session via email at SSGFounder_CFP@enterprisesg.gov.sg with your name, designation and organisation.

Submission procedure

The application form for AMPs is available on the Startup SG Founder website: <http://ssg.startupsg.net/startupsg-founder>

Please submit the application form together with the following supporting documents:

- **One (1) signed hardcopy of the application form**
- **One (1) programme proposal*** (no more than 5 pages, font size 11)
**Programme proposal should include the long-term plans of the corporate, deal flow sources/strategy, incubation programme, business sustainability, market access, etc.*

Above hardcopy documents should be submitted in a sealed envelope to:

Attention:

Lee Ying Ying (Development Partner, Startup Development Division)
Enterprise Singapore
1 Fusionopolis Walk
#01-02 South Tower, Solaris
Singapore 138628

Corresponding softcopies should be sent to SSGFounder_CFP@enterprisesg.gov.sg. Please indicate the following in the email subject: "Submission for CFP 2019 (Startup SG Founder) – *Organisation name*". For more details, please refer to the submission and evaluation timeline in Annex A.

Contact details

For further enquiries regarding this CFP, please contact:
SSGFounder_CFP@enterprisesg.gov.sg.

¹ For non-Institute of Higher Learning Applicants

Timeline

Launch of Call-For-Partnership

Call-For-Partnership commences on **1st Feb 2019**.



Information Session

Interested partners can attend an information session on **11 Feb 2019, 10-11am**.



Application Submission

Partners are to submit both hardcopy and softcopy application forms. All documents are to be received by ESG on **8th March 2019, 5pm**.

Interested partners are reminded to use the application form provided on ESG's website. Incomplete submissions will be rejected.

Any submission received after the deadline will **not** be accepted.



Evaluation and Appointment

All partners will receive the outcome of application by **the mid of April 2019**.