

Startup SG Founder Accredited Mentor Partners (AMP) Call-For-Partnership

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11 Feb 2019



Startup SG Founder

Objective

- Encourage first-time entrepreneurs to start their own businesses through **mentorship** and financial support

Grant Amount: \$30k over 12 months

- Grant will be divided into at least 2 tranches, tied to developmental milestones

Works through Accredited Mentor Partners (Private sector)

- Appointed for 3 years
- Identify, assess and recommend eligible startups to ESG
- Develop appropriate milestones with startups
- Provide mentorship and guidance over approved SSG Founder startup's 12 month incentive period

Qualifying Criteria

- Startups must meet eligibility criteria
- Must also propose a business idea with strong differentiation, feasible business model, good market potential and a strong management team

Eligibility Criteria

Main Applicant(s)

- Be a first time entrepreneur, Singapore Citizen/ PR
 - **Profile on ACRA** should only have 1 entity under applicant's name (if he has registered his startup)
 - 0 entity (if he has yet to registered his startup)
- Hold $\geq 30\%$ equity
- Approved applicants must be a **key decision maker** and **commit full-time** to the company and **not be in any other employment** from the time they accept the terms and conditions of Enterprise Singapore's offer.

Startup Company

- Be operating within **6 months of incorporation** at the point of application to AMP
- Have **minimum Singapore Citizen/PR shareholding of 51%**
- Have business activities conducted wholly or mainly in Singapore
- Have not received any funding for the proposed business idea from another government organisation

About Role of AMP

Leverage private sector to grow the startup ecosystem

Before award to startup

- Involved in identification, assessment and recommendation
- Recommend milestones
- Check eligibility criteria

After award to startup

- Provide mentorship & resources to catalyse growth of startup for at least 12 months

28 Accredited Mentor Partners have been appointed

1. ACE	11. TNB Ventures	19. Flextronics Manufacturing
2. TechStars	12. Trendlines Medical	20. ImpacTech
3. Advanced New Technology Incubator	13. Trive Ventures	21. Mistletoe Singapore
4. FocusTech Ventures	14. August Global Asset Management	22. SiFood
5. JCS Venture Lab	15. Polytechnic Consortium Led by Ngee Ann Poly, the consortium comprises members including Singapore Poly and Temasek Poly and will support startups through Pollinate, a Joint Polytechnic Incubator initiative	23. A*STARTCENTRAL
6. NTUitive		24. BWG Services
7. NUS		25. Found8
8. Quest Ventures	16. Innosparks	26. Cheng Yew Heng Candy Factory
9. SMU	17. Mencast Innovation Centre	27. Startup-O
10. Spaze Ventures	18. Singtel Telecommunications	28. Budding Innovations

Tighten partnerships with private sector players by appointing AMPs



Startups **approach AMPs** with an innovative business idea



AMPs will identify startups that have met the eligibility criteria and passed the evaluation criteria.

They will work with startups to **refine and sharpen** business proposals and **develop appropriate milestones**.



AMPs will work with ESG to **evaluate startups and recommend suitable ones** to ESG

ESG will evaluate and approve surfaced recommendations. Applicants will be informed of the result **within 5 working days**.

Applicants that do not meet eligibility and evaluation criteria will be rejected.

Applicants may refine their application and reapply through an AMP if they wish to.



When approved applicants meet milestones, **AMPs will work with them to submit a progress update.** Upon verification of milestones, **ESG will disburse grant** to startups



ESG issues Letter of Offer to applicants. AMP mentors and assists approved applicants in their developmental process over **12-month incentive period**.

Call-For-Partners to be AMPs

- Looking for partners who are able to strengthen support for startups with differentiated and viable businesses
- Applicants for AMP will be evaluated based on track record and ability to support startups
- Appointment will be for a duration of 3 years, during which there will be annual performance reviews
- AMPs will be reviewed annually based on
 - 1. Quality of startups recommended*
 - 2. Success of Startup SG Founder startups after 1 year of support

*Specific targets will be set between ESG and AMP after the award

Call-For-Partners (CFP) ends 8 March 2019

Evaluation Criteria to be an AMP

- Track record of management team
- Number of successful startups groomed
- Pipeline of startups

Programme Comprehensiveness and Quality

- Incubation programme and strategy
- Access to quality mentors
- Access to local and international markets (including existing and potential clients, other internal business lines within the corporate)
- Access to funding
- Co-innovation and test bedding opportunities (for corporates)
- Potential adoption of innovative solutions (for corporates)

Timeline

Launch of Call-For-Partnership

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



Information Session

Interested partners can attend an information session on **11th Feb 2019**.



Application Submission

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



Evaluation and Appointment

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

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.

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Thank You

www.enterprisesg.gov.sg

