

# FOUNDERS' WEEK

Business Exploration Mission to Singapore  
9 – 13 June 2014



## Introduction

**Founder's Week** is a week-long program for overseas companies to explore business opportunities in Southeast Asia. Our program consists of participating in local events and targeted meetups where companies get to pitch to investors, customers or partners based in Singapore and other parts of Southeast Asia. Please see our itinerary below for details.

## Application Process

Ideally, companies should always do some homework in order to maximize their trip. Hence, under our program and services, we work with overseas companies **one month in advance** to identify the business partners or investors they want to meet and do business with. We normally start with an initial Skype call to companies to get a better understanding of what they do. Then we will conduct a review of the company's business before the matching can effectively begin. Once a qualified match is made, they will be invited to our event to meet with the companies. For example, if a travel startup wants to meet with hotels, we will arrange for hotel representatives.

## Program Highlights

### **Echelon Conference 2014, 10-11 June** (<http://e27.co/echelon/>)

Echelon 2014 is one of the region's largest tech and business event held over two days in Singapore to celebrate Southeast Asia's emerging technology industry. It features 60 of the region's most promising startups, renowned global and regional speakers on Internet and Digital businesses

### **Six A Pitch, 12 June**

Watch awesome startups from Asia pitch to seasoned early stage investors hungry for the next big idea! Startups have 6 minutes and 6 slides to pitch. A demo can be arranged if requested. Investors will also be on stage to share their investment focus and what they think is the next big thing!

### **Walkabout Singapore, 13 June** (<http://www.walkabout.sg/>)

Walkabout Singapore is a city-wide open house event for technology startups. Check out the spaces, see how the companies work, and meet the people behind the innovative companies of Singapore.

Walkabout is open to everyone - you don't have to be a developer or a designer to enjoy the unique environments behind Singapore's biggest tech companies. Just come to meet, discover and learn!

## Take Action

Please write to [Kenny@entreport.asia](mailto:Kenny@entreport.asia) if you are keen to participate. We will send you a **business matching form** to be completed so we can better evaluate your needs and provide the right advice.

## SCHEDULE

(Tentative Program – Subject to Minor Changes)

<b>9 June, Monday</b>		
1430	Pick up from YMCA Orchard	
1500	SEA Access: Workshops (90 minutes) <ul style="list-style-type: none"> <li>• Setting up a company in Singapore by The Business Doctors</li> <li>• Trends in Asia <ul style="list-style-type: none"> <li>○ Panel Sharing Session by Startups, Bloggers &amp; VCs from Southeast Asia (Singapore, Malaysia, Vietnam, Thailand, Philippines, Indonesia, Myanmar, HK)</li> <li>○ Eco-systems of East Asia: Taiwan, Korea, Japan</li> </ul> </li> <li>• Q&amp;A / Networking</li> </ul>	(Venue to be determined)
1700	(A) Visit to Government Agencies  (B) Visit to a VC office in Singapore	For Government officials only  For Startups only
1900	Asian Startups Networking Event <ul style="list-style-type: none"> <li>• Meet Startups from Thailand, Taiwan, Vienna, Japan, Korea, Philippines, Malaysia</li> </ul>	Pay your own
<b>10 June, Tuesday</b>		
0815	Pick Up from YMCA Orchard	Breakfast provided
0900	<b>Echelon Conference – Day 1</b>	Pay your own
1830	End – Back to Hotel	
2030	echelon After Party	Pay your own
<b>11 June, Wednesday</b>		
0815	Pick Up from YMCA Orchard	Breakfast provided
0900	<b>Echelon Conference – Day 2</b>	
1700	Pick up from conference venue	
1900	Networking Event hosted by VC or Startup Community	
2100	Back to Hotel	
<b>12 June, Thursday</b>		
0830	Pick Up from YMCA Orchard	Breakfast provided
1000	<b>Taiwan Startup Showcase</b> <ol style="list-style-type: none"> <li>1) Welcome Note by Entreport Asia</li> <li>2) Welcome Address by VC</li> <li>3) Introduction to Taiwan startup and investment scene</li> </ol>	For invited guests only.

	4) Panel discussion on: <ul style="list-style-type: none"> <li>a. Raising funds from Singapore investors (3 investors)</li> <li>b. Successful startups in raising funds (2 startups)</li> </ul> 5) Startup pitching (6 minutes, 6 slides)	
1145	Networking Lunch	
1230	<b>Six A Pitch</b> (see details below) <ul style="list-style-type: none"> <li>1) Introduction</li> <li>2) Meet the Investors</li> <li>3) Startup pitching (6 minutes, 6 slides)</li> <li>4) Networking</li> </ul>	Startups to apply below.
1500	Private meetings between startups and investors and/or partners	On your own
1800	End	
<b>13 June, Friday</b>		
Office Hours	(A) <b>Walkabout SG</b> <a href="http://www.walkabout.sg">www.walkabout.sg</a> (B) Private meetings between startups and investors / partners	FREE and worth staying for!
1800	End	
<b>END</b>		

**Program Fee**  
**\$350 SGD**

Fee includes:

- Six A Pitch event on 12 June: 6 minutes pitch and an exhibition table
- Workshops on 9 June
- Transport for 9, 10, 11, 12 June

**Not included:**

1. Echelon tickets
2. Your own air tickets
3. Dinner/entry at Asia Startups Group Meeting (9 June)
4. Accommodation

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**Accommodation**

YMCA Orchard **\$162.43 SGD per night** (Twinsharing room)

See below for details.

\*Booking can be done through us because we do it for other companies as well.

### **Accommodation**

Nestled in the heart of Singapore's famed shopping district, **YMCA International House on Orchard Road** offers a charming haven from the busy city streets while having the convenience of the celebrated Orchard Road right at our doorstep. The nearest MRT stations are **Bras Basah** and **Dhoby Ghaut**.

Website: <http://www.ymca.org.sg/>

Address: YMCA of Singapore, 1 Orchard Rd, Singapore 238824

Map: <https://www.google.com.sg/maps/@1.297649,103.848116,17z>

Trip Advisor rating: [http://www.tripadvisor.com.sg/Hotel\\_Review-g294265-d310344-Reviews-YMCA\\_One\\_Orchard-Singapore.html](http://www.tripadvisor.com.sg/Hotel_Review-g294265-d310344-Reviews-YMCA_One_Orchard-Singapore.html)

