



# **2017 Taiwan Startup Gateway**

**International Incubation & Entrepreneurial Accelerator Ecosystem Project**

## **Application Guideline**

Organizer: Small and Medium Enterprise Administration, Ministry of Economic Affairs

Implementer: National Chiao Tung University, Institute for Information Industry

2017/03/29



## A. Project Overview

The 2017 Taiwan Startup Gateway Project (known as International Incubation & Entrepreneurial Accelerator Ecosystem Project) is organized by the Small and Medium Enterprise Administration, Ministry of Economic Affairs (SMEA) and implemented by National Chiao Tung University (NCTU) and the Institute for Information Industry (III). It provides 3 to 6 months of short term incubation and acceleration assistance, including mentorship, early funding, field testing, and international networking.

This project has accumulated almost 400 accelerated startups since 2013. Through the implementation of the domestic entrepreneur ecosystem this year, the project can provide customized incubation counseling, promote partnerships between small and medium enterprises and large enterprises, accelerate funding and globalization, guide interdisciplinary product verification, and grant quick access to the global market and the industry supply chain.

Benefits of startup participating in this project:

1. **Endorse manufacturer orientation:** Facilitate partnerships with medium and large enterprises to introduce products and technologies into their supply chains effectively, expanding business opportunities.
2. **Promote globalization of small and medium enterprises:** Provide mentorship on adopting international standards, guide the development of local marketing functions, and facilitate global management logistics.
3. **Accelerate product innovative application:** Provide interdisciplinary innovative application integration, development, and field verification. Accelerate interdisciplinary partnerships, link business opportunities, and increase the chance to be funded.
4. **Increase early investment opportunities:** With the help of experienced mentors, establish business development strategies and value estimations to strengthen fund-raising capabilities and increase investor motivations for partnerships.



## **B. Mentorship Program Description**

This project combines the entrepreneurial resources of NCTU and III to establish a mentorship system with four major features: CEO investment matchup, international incubation, interdisciplinary product verification, and global market networking. The mentor service will last 3 to 6 months after approval. This project's mentorship program is as follows:

### **1. Expert Mentors**

High-level managers are invited as mentors to facilitate incubation matches, assist the import of industry products and technologies to medium and large supply chains, provide company business strategies, and market networking resources.

### **2. CEO Funding Matchup**

Meet with high-level managers of renowned domestic public companies to match partnership possibilities, assist case selection, train, and mentor. This increases the chances of a successful partnership.

### **3. Interdisciplinary Product Verification**

Link resources from districts, local industry advantages, and industry-government-university research roundtables. Match and mentor entrepreneur companies or industries with innovative application integration, interdisciplinary partnerships or innovative application verification. Meanwhile, import mentoring resources to accelerate products, service markets, or field verification.

### **4. Establish International Networking and Soft Landing**

- i.** Invite foreign innovative advisors to Taiwan and setup boot camps. Recommend outstanding and willing companies to attend international business networking events.
- ii.** Promote companies to link with incubator platforms such as InBIA, EBN, AABI, and AAN. Rapid developments of local market services to facilitate globalization and soft landings for markets.

### **5. International Marketing Expansion**

Assist outstanding and willing companies to participate in various events like marketing speeches, international innovative competitions, and trade fairs to increase global recognition and expand global strategy partner networks. Examples are the AAN international forum, international exhibitions (InnoVEX and MeetTaipei), and business opportunities conference.

#### **6. Media Promotion**

Select outstanding companies for media (Business Next, NTD, Economic Daily News) exposure and SMEA journal publishing.



## C. Accelerated Targets and Features

This project recruits outstanding small and medium enterprises, including cloud, Internet of Things, biomedical technology, green energy, digital contents, precision machinery, and technology application industries.

### 1. Targets for Acceleration

- i. Developed or aggressively developing small and medium enterprises with excellent potential products/services.
- ii. Products or services with foresight, innovation, high growth, high potential, and market value.
- iii. Basic profit capabilities or products in the process of going public.
- iv. Priority to those who received incubator recommendation, domestic or international awards, government project recommendation, venture capital, or angel investors.

### 2. Accelerating Service

- i. **Bridging business resources:** Assist in the linking of business resources through expert advice, OISP mentorship, and CXO consultation. Guide entrepreneurs through strategic developments.
- ii. **Match domestic and international funding:** Fight for and match domestic and international enterprise leaders, angel investors, venture capital, or government funding. Expand funding means.
- iii. **Connection to the global market:** Obtain help from local resources via ANN to quickly enter the global market.
- iv. **Reach out to potential customers:** Reach out to domestic and international enterprise service chains or supply chains.
- v. **Field testing:** Assist innovative service integration, connect business resources, interdisciplinary product verification, expand interdisciplinary partnerships, and accelerate service expansion.



## D. Application Procedure

This project's application has three major steps: registration, verification, and notification.  
Important dates to note:

### 1. Registration

#### i. Timetable

First batch: Present to 4/30

Second batch: 7/1 to 7/31

On-arrival review: Those recommended by government institutions or incubators, who received domestic and international innovative competition awards, and international innovative teams are exempt from the registration timetable. The final recommendation date is 9/20.

#### ii. Registration method

Please register online or contact the project window.

Registration link:

<https://goo.gl/forms/BWJyNQ4AKUgRxFSs1>

Registration QR code:



### 2. Verification

The applicants or recommended will undergo a verification process to be evaluated.

### 3. Notification

#### Notification timetable:

1. First batch: before 5/15.
2. Second batch: before 8/15.



## **E. Participation Rights and Obligations**

### **1. Rights**

- i. Can participate in the project's entrepreneur mentorship, international incubation, funding matchup, business opportunity matchup, connection to global markets, etc.
- ii. Receive domestic and international entrepreneur skill development training such as business management, technology, intellectual property, and presentation skills.
- iii. Receive domestic and international media promotions, participate in domestic and international business conferences, physical/ online business opportunity and funding matchups, provide demo exhibition opportunities.
- iv. Connections to domestic and international medium and large enterprise value chains/ supply chains, international business production/ orders/ dealership/ co-development, or assist in applying for domestic and international government fundings/ acceleration opportunities.

### **2. Obligations**

- i. Comply and participate with organizer/implementor's acceleration and mentor programs, including events like funding/business opportunity matchups, discussion panels, performance presentations.
- ii. Comply with providing the performance publication, video recording material, team success experience, and participate in promotional events.
- iii. Agree to supply development progress (confidential information are exempt) to the organizer/implementor for statistics and analysis, such as contact information, investment amount, orders data, and consequent related information.
- iv. Provide truthful data according to the good faith principle. If the data is verified as false or against the rules of this project, the implementer has the right to reject or terminate service.

## F. Contact Information

Feel free to call or write to the implementer for any questions.

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