

## CONTENTS

<b>PROGRAM ELIGIBILITY</b>	<b>2</b>
Who can apply for this program?	2
What verticals of startups are eligible to apply?	2
What stage of maturity should my startup be to be considered for the program?	2
Who can participate in the program?	2
Is there a program fee?	3
Can this program be applied by non-founders of the company?	3
What language will the programme be delivered in?	3
<b>SELECTION &amp; INTERVIEW PROCESS</b>	<b>3</b>
What does the interview process look like?	3
Who will be assessing our application?	3
<b>PROGRAM DESIGN</b>	<b>4</b>
Who is HighTechXL?	4
Who is the Singapore Deep-Tech Alliance (SDTA)?	4
Do I have to be based in Singapore / Netherlands for the program?	4

## PROGRAM ELIGIBILITY

### WHO CAN APPLY FOR THIS PROGRAM?

This program has two tracks:

- 1) **Expand to Eindhoven:** For Singapore-based deep-tech ventures to expand and enter Eindhoven, The Netherlands
- 2) **Expand to Singapore:** For Dutch-based deep-tech ventures to expand and enter Singapore

Accordingly, startups need to be incorporated in Singapore or the Netherlands to apply for this program.

### [SUBMIT YOUR APPLICATION HERE](#)

### WHAT VERTICALS OF STARTUPS ARE ELIGIBLE TO APPLY?

The program welcomes deep-tech startups built on science and research innovation. We have particular interest in innovative solutions tackling large-scale problems in:

- Health / Med Tech
- Energy / Clean Tech
- Advanced Manufacturing
- Semiconductor Equipment
- Data / Telecom
- Agriculture, Water and Food

\*Innovative to us means products and solutions that are new and novel, emerging in / new to the market, have strong differentiation to existing products/solutions in the market, and employ new technologies or development / production methods.

### WHAT STAGE OF MATURITY SHOULD MY STARTUP BE TO BE CONSIDERED FOR THE PROGRAM?

Due to the program being designed to accelerate startups' market entry in a new market, it is most suitable for startups that have already achieved some traction:

- Seed stage or beyond
- Have raised \$1M or more in funding / grants
- Have revenue indicating product-market-fit

### WHO CAN PARTICIPATE IN THE PROGRAM?

Each selected team is required to commit 2 main participants to the program. These main participants need to be the founders/co-founders of the startup who are actively involved in the strategic and day-to-day management of the business. The main participants will be required to attend all program sessions. This is our preferred participant profile as it would maximize the value that can be created from your participation. Alternatively, 1 founder/co-founder and another C-suite (or equivalent, e.g. Country Head) may participate in the program.

Where there are thematic / topical sessions where you think an additional member of the team, e.g. Head of Marketing, would benefit from, they are welcome to participate along with the main participants. The additional member attending the session(s) will be expected to uphold the same program values such as psychological safety and active engagement.

**Note:** You should ensure that the day-to-day operations of your startup will not be affected by your full attendance and commitment to the program.

## IS THERE A PROGRAM FEE?

**This program is entirely free of charge.** Selected startups will not be required to pay any program fees for participation. However, participants are responsible for covering their travel, accommodation, and transportation expenses for the mandatory residential visits to Singapore and the Netherlands.

## CAN THIS PROGRAM BE APPLIED BY NON-FOUNDERS OF THE COMPANY?

Where non-founders are applying to the program, it will be assessed on a case-by-case basis based on factors including but not limited to

- The strength and suitability of the business and application, independent of the ownership structure
- The autonomy and seniority of the main applicants/participants
- The stake the main applicants/participants have in the startup

## WHAT LANGUAGE WILL THE PROGRAMME BE DELIVERED IN?

The entire program will be delivered in English and the founder/main participants should possess minimally professional working proficiency in English to be able to fully participate in the program and reap the maximum benefits. The team will also need to deliver an investor pitch to a large audience during Demo Day.

## SELECTION & INTERVIEW PROCESS

### WHAT DOES THE INTERVIEW PROCESS LOOK LIKE?

If you are selected for the next round of evaluation, you will be notified around December 2024.

The interviews are slated to happen in December 2024. The Interview format will consist of

- 7 min pitch (here's a suggested pitch structure of what you should cover)
  - Problem
  - Solution and business model
  - Market opportunity
  - Competitors and unique value proposition
  - Traction to date
  - Team
  - Growth aspirations and targets for the next 12 months
- Be prepared to share about fundraising plans
- 30 min Q&A from the judges (comprising of HighTechXL, SDTA and occasionally a Subject Matter Expert)

Note 1: The dates and format of the interview shared above are subject to changes.

Note 2: Due to the volume of applications, we are unfortunately unable to provide an update on your application if you have NOT been shortlisted for an interview or provide individual feedback on your application. Be assured that if you have been shortlisted, you will hear from us via email (or phone in case we were unable to reach you via email).

### WHO WILL BE ASSESSING OUR APPLICATION?

Your applications will be evaluated by the HighTechXL and SDTA team as well as any appointed program partners (e.g. third-party Subject Matter Experts).

## PROGRAM DESIGN

### WHO IS HIGHTECHXL?

HighTechXL is a deep-tech venture builder that builds teams of entrepreneurs and tech talents around the most advanced technologies in the world. We merge the unique skills of our global ecosystem with deep tech and entrepreneurship. We support teams with essential resources, such as investors, advisors and customers. Our ecosystem includes HTXL founding partners Philips, ASML, TNO, BOM and High Tech Campus Eindhoven as well as startup centers, tech experts, business leaders and stakeholders across the globe, including HighTechXL partner Singapore Deep-Tech Alliance, Rise Europe and technology partners in the Netherlands, Switzerland, France, Canada, Poland and beyond.

### WHO IS THE SINGAPORE DEEP-TECH ALLIANCE (SDTA)?

SDTA is a deep-tech innovation platform and venture builder that aims to help entrepreneurs bring advanced technologies to market and support foreign deep-tech companies to successfully penetrate the Singaporean and SEA markets.

SDTA is HighTechXL's appointed program partner for

- 1) Recruitment of Singapore-based startups accelerating to Eindhoven; and
- 2) Delivery of the program for Dutch-based startups accelerating to Singapore

Find out more about [SDTA here](#).

### DO I HAVE TO BE BASED IN SINGAPORE / NETHERLANDS FOR THE PROGRAM?

The program is hybrid by design to accommodate the global nature of our participants' businesses. The majority of the sessions will be conducted virtually via Zoom, Google Meets or other conferencing platforms. However, there are 2 mandatory residential visits to Singapore / Netherlands, towards the start and finale of the program

#### **Immersion Week 1: Early February 2025 (1 week)**

During this week, you will deep dive into your business and expansion strategy, gain tailored business connections, and get connected with the local ecosystem.

#### **Immersion Week 2: Late June 2025 (1 week)**

During this finale week, you will be pitching at the Demo Day to an audience of ~100 investors, corporates and industry stakeholders, and deepening local networks via tailored connections and other events.

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If you have further questions, please reach out to us at [singapore@hightechxl.com](mailto:singapore@hightechxl.com), referencing your query regarding the "Dutch-SG Program".