

Start-Up Accelerator

Invest in the Future Today

NDN2 is dedicated to incubating promising start-ups in Hong Kong. Past success stories of founders include the IPO, exit and fund raising for multiple startups, spanning from consumer technologies to fintech to digital marketing.

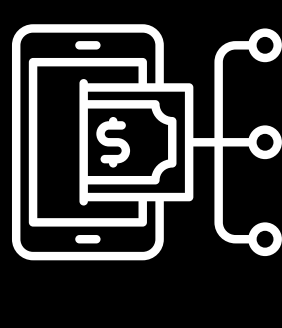
We look for promising start-ups and will like to help them to reach their fullest potentials.

In this program, we aim at providing participants with a solid foundation through workshop, talks, and market testing to build a successful startup. Participants will also get a chance to have a candid insight of past successes and failures of other startups.

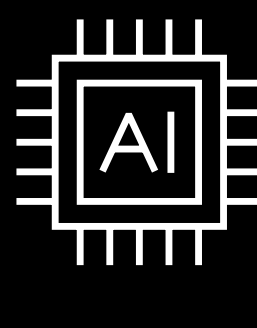
Area of Interests



Insurance-Tech



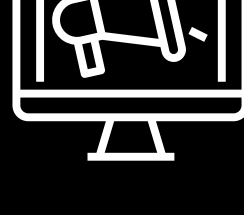
FinTech



Artificial Intelligence



Big Data



Digital Marketing



Consumer Technologies

Benefits to Participants

- No program fees
- \$5,000 credit on digital marketing
- One-on-one mentoring session
- Focus on both business model validation and technology model validation
- Practice the latest “Design Thinking” process for quick prototyping and feedback
- Group Pitch Practices
- Assistance in applying for regional funding
- In depth access and knowledge sharing with all NDN2 Vision Fund investees
- Access to conference rooms in Central and Wan chai
- Focus on leveraging resources and opportunities locally in Hong Kong and GBA
- Access to NDN2 Knowledge Base

Duration and Deadline for Applications

Duration of each program is 3 months. Each calendar year, the NDN2 Accelerator Program will recruit 2 cohorts, roughly 6 months apart from one another.

Upcoming Cohort: Deadline for Application is **September 24th, 2021**

Apply NOW!

info@ndn2.com

Program Details

Events will be held on a bi-weekly basis.

Week 1 to 4 (Set Week)

- Bi-weekly Greet and Meet with fellow cohort members and other NDN2 investees
- Assignment of one technical advisor and one business scope advisor
- Speaker Series on Startups
 - Past examples of early-stage challenges and outcome
 - Discussion of expectations
 - Definition of milestones and KPIs
 - Introduction to Design Thinking and 7T Marketing Approach
- Design Thinking Phase 1 (Emphasize and Define)
 - Understanding stakeholders' needs through survey and observations
 - Using the 5 Why's and PEST methodologies
 - Use of software to assist in this phase

Week 5 to 8 (Ready Week)

- Bi-weekly Greet and Meet with fellow cohort members and other NDN2 investees Speaker Series on Fund Raising Options
- Pitching practices
- Design Thinking Phase 2 (Ideate and Prototype)
 - Workshop on digital marketing
 - Rapid prototyping of mobile apps, logo design to reach out to potential stakeholders

Week 9 to 12 (Go Week)

- Bi-weekly Greet and Meet with fellow cohort members and other NDN2 investees Speaker Series
 - 7T Marketing Approach
- Design Thinking Phase 3 (Test)
- Final VC Pitch with invited judges

Obligations to Participants

Mandatory attendance to the bi-weekly meeting

Termination:

Either the participant or NDN2 Accelerator can terminate the program. Materials should be returned and used funds will be terminated according to pre-agreed milestones achievements.

Apply NOW!

info@ndn2.com