

# Startup SG Founder Application Form

## **Required to be completed in this form:**

PART I : APPLICANT(S) INFORMATION AND DECLARATION

PART II: COMPANY PROFILE

## **Instructions:**

1. This is the application form for Startup SG Founder. Information provided through this form will enable Accredited Mentor Partners (AMPs) to make an assessment of your proposed business idea. To help the AMP and SPRING expedite the processing of your application, please provide complete information, and ensure that all fields in the form are filled.

2. If the space provided is insufficient, a separate sheet may be used. Where information is not yet available or not applicable, please indicate accordingly.

3. You may also want to consider attaching more information such as the CV of the management team, business plan and other supporting information to substantiate your business idea.

- ALL INFORMATION PROVIDED WILL BE HELD IN THE STRICTEST CONFIDENCE -

## PART I - APPLICANT(S) INFORMATION

[next>>](#)

Please enter your inputs in the green cells only

Please provide personal profile information of ALL shareholders of company. You may duplicate this page to fill in the first portion for each individual.Role Name  Date of Birth Nationality  IC No. 

Please state nationality, if the individual is not a Singaporean/PR

 Gender Home Address Mobile  Email 

Have you started a business before?\*

 No  Yes

If yes, please provide details :

\*\* This includes being a business partner, director, shareholder etc. in Singapore AND overseas.

I declare that the information provided in this application form and the documents submitted with it are true and correct to the best of my knowledge and belief, and that I have not wilfully suppressed any material fact. SPRING reserves the right to request for additional information and I am aware that any failure to supply such information will affect this application. I am further aware that in the event of any failure to comply with the above or should any declaration or information given found to be false or untrue, SPRING may withdraw the grant and recover all disbursed amounts.

Signature/Date

## COMPANY INFORMATION

Proposed Name of Company Company Address (if any) ROC/B/UEN Ref No. (if any)  Date of incorporation 

## Shareholding

Name of shareholders (Company or Individual)	Nationality/ Place of incorporation (for company)	Contribution towards co-matching commitment to Grant (S\$)	% Share-holding <sup>^</sup>	Designation
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

<sup>^</sup> Total Shares should add up to 100%.

Have the applicant(s) or company applied, received or pending to receive incentives\* from sources other than the shareholders?

 No  Yes

If the answer is Yes, please indicate the source, date received and amount (S\$).

\*Includes grants, funding, incentives and/or loans etc. from any organisation or government agency.

**PART II - COMPANY PROFILE**[<< back](#)

Please provide the requested information in the green cells, adding new rows/sheets if necessary. "Refer to proposal" is NOT an answer.

**C COMPANY PROFILE****Nature of business/ Proposed business idea**

In less than 200 words, outline the services and/or products that your business will be offering and the unique selling point.

**Differentiated business**

*How does the company differentiate itself from competition? How different/ novel is the business idea compared to what is available in the market? Who are your Top 3 competitors? How are you better and why would you succeed where they fail?*

**Feasibility of the business model**

*What is the company business model? How is the revenue model sustainable? How does the company manage its cashflow? Does the business have potential to be scalable?*

**Potential market opportunity**

*What market(s) is the business idea targeting? How big is this targeted market(s)? How does the company reach out to its targeted market(s)? What would it cost and how long would it take to capture the market?*

**Management team**

*What role does each member of the management team play? What relevant expertise/ experience does each member bring to the business?*