

Start with an idea
Graduate with a business
Change your future

What we offer:

More than just an education, incubator, or an accelerator programme:

We are an **integrated entrepreneurship platform** combining the knowledge-building of entrepreneurs, incubation of ideas and the acceleration of go-to-market strategies, supported by an ecosystem of co-working space and a highly-engaged community of peers, industry experts, learning coaches, mentors and investors.

Not just deep learning, but also transformative experiences:

We interleave **proven frameworks** and **practice-based learning** with engaged mentors and actual on-the-ground fieldwork to equip the entrepreneur with knowledge, skills and relevant experiences to be an entrepreneur leader in his own business as well as in organisations.

Self-discovery programme that ensures long-term success:

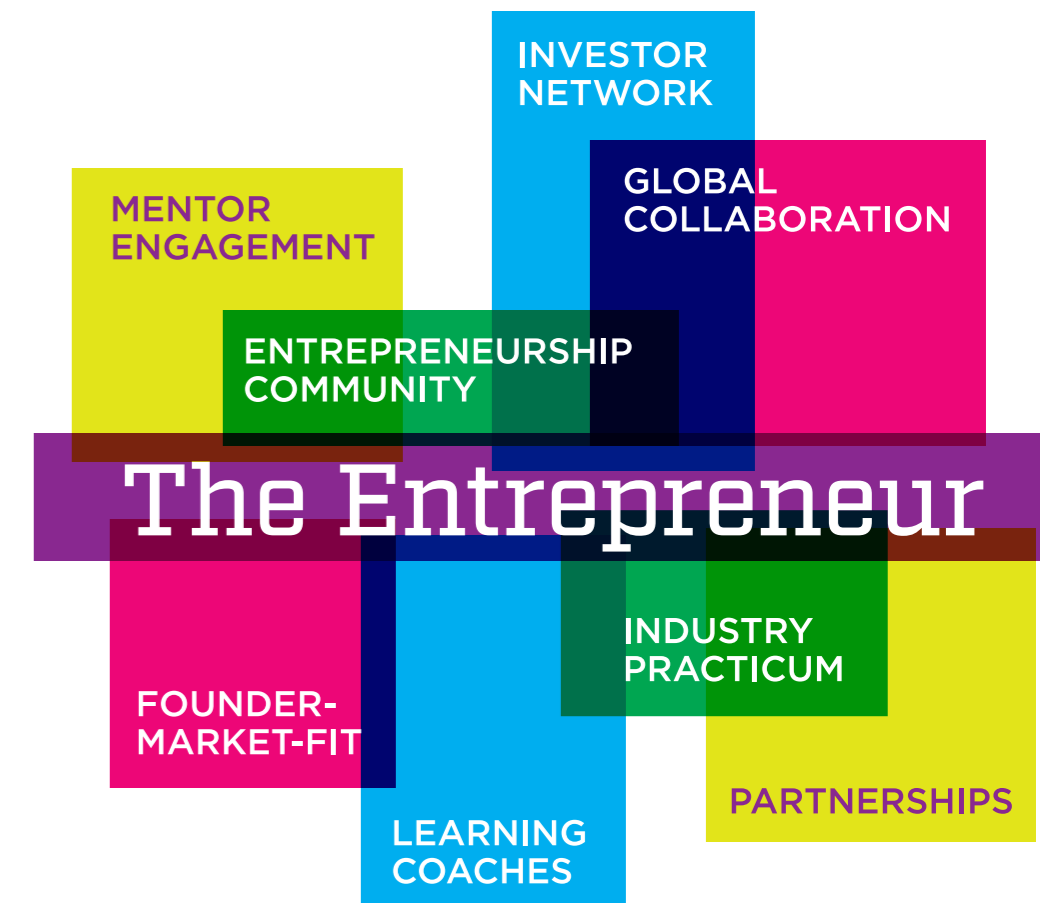
We nurture both the business idea and the entrepreneur. We offer a **rich self-discovery process** to equip the entrepreneur with the critical knowledge, skills and attitude to sustain success.

Long-term support of the entrepreneur in our ecosystem:

We take a long-term view in **supporting the entrepreneur and his/her start-up**. The entrepreneur can opt to stay in the ecosystem for another 6-12 months after completion of the programme to benefit from our continued guidance and support.

Better understanding of Founder-Market-Fit:

More than validating Product-Market-Fit, we focus on helping the entrepreneur achieve **Founder-Market-Fit** for deeper understanding of the intended market, as well as the matching of the entrepreneur's intrinsic motivation and qualities to this opportunity.



An Enterprise Ecosystem built around you

Entrepreneur as the focus

Every entrepreneur is different — which is why the Platform E ecosystem is built around you, as the entrepreneur.

You will be supported by a network of learning coaches, mentors, industry experts and investors, all of whom have expert knowledge of their industry and market, and hands-on experience in start-ups.

Platform E's programmes are designed by successful entrepreneurs for entrepreneurs — people who are familiar with the needs and challenges facing start-ups.

Co-working Space

Platform E has 25,000 sq ft of co-working space providing a vibrant habitat for you to work with like-minded entrepreneurs, to germinate and cross-pollinate ideas, as well as test solutions and business propositions. You will have access to all the business services needed to start and run a business.

Global connections

We collaborate with global partners to provide you with access to markets beyond Singapore, as well as bring in entrepreneurs who are interested in partnering you.

Backed by SIM

Platform E is powered by the Singapore Institute of Management (SIM) with its 50 years of experience and reputation in education and professional development, extensive alumni community and strong industry networks.



Contact Us:

Our Programmes

IntenseE Track

A comprehensive programme for aspiring entrepreneurs offering a full suite of experiences in a 12-month journey. The IntenseE Track interleaves three four-month cycles of learning and reflection with hands-on practical work on the ideation and development of business ideas, as well as industry practicum to ensure a solid grounding and real-world exposure.

Benefits

- Learn, apply and deepen entrepreneurship and leadership skills, whilst working on your start-up.
- Benefit from 36 intense courses and workshops led by experienced entrepreneurship faculty who are domain experts in their own fields.
- Be guided by industry mentors who will advise you on idea validation, product- and founder-market assessments and pitching to investors.
- Undertake relevant internships for real industry knowledge and validation of your idea in actual context and build up social capital in industry.
- Be plugged into a robust ecosystem with work spaces and business services, and access to potential investors and opportunities to pitch your business idea at the end of the programme.

Fees

12-month programme at SGD \$12,000 inclusive of incubation space for 12 months.

Admission Criteria

Minimum A-levels or diploma preferred, with good command of English. However, academic requirements may be waived if you show intent, passion and drive to succeed.

Scholarships

A limited number of scholarships which covers 50% of programme fees will be granted to participants deserving of support. Applicants will be interviewed by our Platform E scholarship panel for eligibility.

IncubatE Track

A fast-track programme for the more experienced or mid-journey entrepreneurs which is customised to suit specific needs. We will review with the entrepreneurs where their start-ups are at, followed by the joint development of a customised programme to match the start-ups' and founders' needs. This will help address the areas of focus needed to provide a breakthrough to the next stage of business development.

Benefits

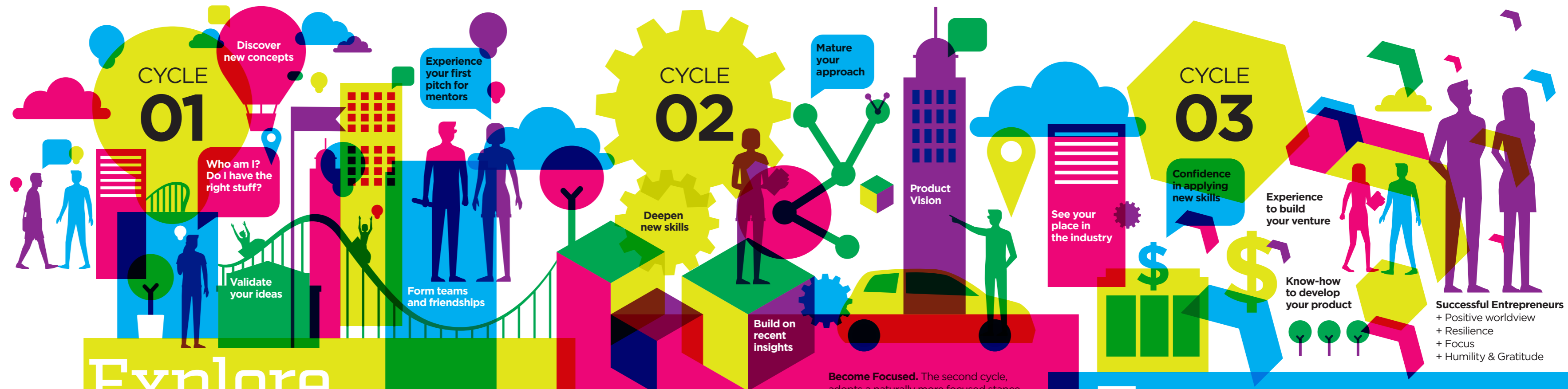
- Acquire needed skills to run your business.
- Gain access to experienced start-up founders, business service providers and potential investors through our community events and vibrant ecosystem
- Get help to address roadblocks and identify strategies for breakthrough.
- Learn strategies to scale up for greater productivity and profitability.
- Customised to give you the most benefits relevant to your stage of development in the most efficient timeframe.

Fees

Module-based programme at SGD \$4,000 inclusive of 12 offered courses (your choice) or 4 offered courses and 1 special tailored 3-hour workshop, in addition to access to knowledge resources.

Admission Criteria

Existing start-ups can join at an appropriate point of the programme. Application timeline: One month before the start of their first module.



Explore

Get Excited. Expect cycle one to be a rollercoaster of emotions — taking you from excitement right through to frustration, as you begin to explore your unique path of entrepreneurship. By the end of the first cycle you would have a stronger sense of what you want, how your idea holds up and how you operate with your team.

Extend

Become Focused. The second cycle, adopts a naturally more focused stance as you begin to grow in maturity both in terms of knowledge and your approach to entrepreneurship. Real industry exposure can be both humbling and invigorating; more importantly it forces you to re-evaluate how your product fits with the market, and how you as a founder, fit in with your chosen industry.

Emerge

Feel Affirmed. As you come in to your third and final cycle, you should feel charged with confidence — having learnt deeply about yourself, having developed resilience, and having established an innate awareness of your own ability to spot opportunities and rise to the challenges of your very own business idea.



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| WEEK 01 | Orientate |
| Programme Orientation & Entrepreneur Attitude Orientation | |
| New Venture Creation | |
| Introduction to the Lean Start-up | |
| Competitor Analysis, Beach Head, and Market Sizing | |
| Self-discovery: | |
| How do I stack up as an aspiring entrepreneur? | |

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| WEEK 02 | Knowledge |
| Introduction to Innovation & Disruptive Innovation | |
| Digital Economy | |
| Innovation Risk Cube | |
| Brand Building in the Digital Age | |
| Self-discovery: | |
| How do I fit in the Digital Economy? | |

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| WEEK 03 | Workshop |
| Design Thinking | |
| Designing a Robust Business Model | |
| Customer Discovery: Qualitative Interview Techniques | |
| GTKM1 – Mentor and the Entrepreneur | |
| Self-discovery: | |
| Am I a learning person? | |
| Am I coach-able? | |
| Am I ready to take the first step? | |

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| WEEK 01 | Self-discovery: |
| Have I found my mentor? | |
| Who are the customers? | |

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| WEEK 01 | Reflect |
| Reflection from Customer Analytics Data | |
| Problem-Market-Fit Reflection | |
| Insights | |
| Customer Validation Insight | |
| Testing & Measuring Venture: Key Success Factors & Metrics | |
| Self-discovery: | |
| Is this idea a real market opportunity? | |
| Do I have quantitative reasoning? | |

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| WEEK 02 | Knowledge |
| Minimum Viable Product & Basic IP | |
| Industry Structure/Sales & Distribution | |
| GTKM2 – Industry Internship | |
| Advanced Digital Marketing | |
| Self-discovery: | |
| Do I know what the product looks like? | |

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| WEEK 03 | Workshop |
| New Product & Service Development | |
| Advanced Digital Marketing Part 2: Harnessing the Power of Email Marketing | |
| Advanced Digital Marketing Part 3: Highly Effective Inbound Marketing Strategies to Attract Quality Leads | |
| Advanced Digital Marketing Part 4: Mastering Facebook and Instagram for Lead Generation | |
| Self-discovery: | |
| Does the team still work? | |
| Do I have the right team to build this? | |
| Do I know how to market this product? | |
| Do I have the necessary know-how to be a marketing specialist? | |

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| WEEK 01 | Self-discovery: |
| What do I want to do next? | |
| What do I want to learn from this industry? | |

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| WEEK 01 | Reflect |
| Individual Reflection from Industry Internship — One-On-One with Learning Coach | |
| Team Reflection from Industry Internship — Product-Market-Fit | |
| Insights | |
| Marketing Insights — from Industry Internship | |
| Industry Insights — Big Takeaways and Next Steps | |
| Self-discovery: | |
| Do I have Product-Market-Fit? | |

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| WEEK 02 | Knowledge |
| Financial Tools for Scaling the Entrepreneur Journey | |
| Architectural Reasoning for Entrepreneurs | |
| Business Plan Development | |
| Venture Funding | |
| Self-discovery: | |
| Do I still want to do this? | |
| Do we have a team? | |

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| WEEK 03 | Workshop |
| Building A Winning Company Culture | |
| Creating Life-long Customers: The New Paradigm for Customer Experience | |
| Go-to-Market Plan that Builds Traction Fast | |
| Pitching Your Venture & Term Sheet Mechanics | |
| Self-discovery: | |
| What else do I need to create a real business? | |
| Are we investor-attractive? | |
| Can we pitch this? | |

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| WEEK 03 | Self-discovery: |
| Do I have Founder-Market-Fit? | |
| Am I ready to launch? | |

The Platform E Journey