

Enhancements to the Global Innovation Alliance **全球创新联盟**

What is it?

The Global Innovation Alliance (GIA) by Enterprise Singapore (EnterpriseSG) accelerates access to market and innovation opportunities for Singapore-based tech startups. Through the acceleration programmes run by GIA partners in 24 major innovation hubs¹, Singapore startups will get to understand the market landscape and co-innovate solutions with global corporates, research institutions and high-tech companies, accelerating commercial outcomes.

Since its inception in 2019, the programmes have supported over 600 tech startups, of which more than a quarter of projects achieved substantial business and market traction².

How is it enhanced?

To support tech startups in connecting to partners and commercialisation opportunities through different pathways, GIA will be enhanced to include new modes to accelerate market penetration and funding support for projects arising from the programmes.

GIA Discovery Programme

GIA Discovery is a cost-effective market access programme designed for startups in the early stages of market exploration. Spanning two to five weeks, the programme consists of virtual workshops and in-market immersion so startups can familiarise themselves with a new market through quick market insights and connections to in-market partners.

Through GIA Discovery, startups can evaluate product-market fit, test and validate opportunities for first-time market entry. Following this, startups seeking a deeper and more comprehensive understanding of the market opportunities can join a full GIA Acceleration Programme to further their expansion strategies³. Currently, GIA Discovery is available for Tokyo and Mumbai, with more to be rolled out subsequently.

¹ Melbourne and Sydney in Australia; Beijing, Shanghai, Shenzhen and Suzhou in China; Paris in France; Berlin and Munich in Germany; Mumbai and Bangalore in India; Jakarta in Indonesia; Tokyo in Japan; Amsterdam and Eindhoven in the Netherlands; Manila in the Philippines; Seoul in South Korea; Stockholm in Sweden; Bangkok in Thailand; Abu Dhabi in the United Arab Emirates; London in the United Kingdom; New York City and San Francisco in the United States; Ho Chi Minh City in Vietnam.

² Signed MOUs or commercial agreements, embarked on joint ventures, established in-market entity or received investment from market partners.

³ GIA Acceleration Programmes typically run for around 20 weeks.

GIA+

GIA+ supports startups that qualify for global acceleration programmes identified by EnterpriseSG. This enables startups to join global cohorts of best-in-class startups and access in-market mentors, resources and extensive networks to gain scale internationally.

It supports up to 50% of qualifying costs (such as programme fees, cost-of-living allowances and airfare)⁴, for accredited programmes by overseas acceleration partners such as Y Combinator, MassRobotics and MassChallenge. The list of applicable programmes can be found on the GIA website.

GIA Proof-of-Concept

GIA Proof-of-Concept (GIA POC) offers grant support to GIA participants embarking on overseas testbedding and pilot projects with corporates. It covers up to 50% of eligible expenses, capped at S\$50,000.

By defraying some of the costs involved, startups can expedite the transition from research and development to pilot projects, enhancing commercialisation outcomes abroad. This allows startups to establish initial market track record and in turn attract a broader customer base.

For more information on GIA, visit www.enterprisesg.gov.sg/gia.

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⁴ This is capped at S\$35,000 for General Tech and S\$50,000 for Deep Tech accredited programmes.