



WSF-D'Academy Accelerator Bootcamp

Plugging Startups to Funding and Market Expansion

www.worldstartupfestival.com

About the Bootcamp

The WSF-D'Academy Accelerator Bootcamp is dedicated to startups that already have a marketable idea and some traction in the market. The Bootcamp provides a fast-track learning for startups across the globe in different industries, to prepare them for funding and market expansion. The Bootcamp consists of 3 compulsory modules which form the prerequisite for startups to be eligible for seed funding from WSF's Venture Fund. To acquire seed funding, startups need to complete all these modules, and make satisfactory progress in their respective businesses.

MODULE TWO

UNDERSTANDING INVESTMENTS

This module is an intermediary course introducing you to the world of investment. In this course, you will learn about the intricacies of investment, what are the different types of investment and the different types of investors. It enables you to understand your funding need, whether you actually need the investment and how to engage with investors. The course also introduces you to the concept of growth hacking to jumpstart your business progress, and synergy as a means to work with different personalities and unique strengths towards a common goal. The course ends with an introduction to pitching basics to engage investors.

Course Learning Outcomes

- Find effective ways to work in a team of different people
- Identify the different types of investments and investors
- Determine whether you need funding and what it entails
- Implement growth hack strategies to jumpstart your business
- Pitch effectively in front of investors

DAY 1

UNDERSTANDING THE DIFFERENT & THE ART OF LISTENING

Introduces the basics of team management in business, shedding light on the different personality traits and how to work around it. Day 1 also sheds light on team communication paying special attention on the art of listening and how to negotiate your ideas in an effective manner. The day ends with sharing best practices of how successful teams manage conflicts and achieve synergy.

DAY 2

GAME-BASED SIMULATION ON TEAM MANAGEMENT

Involves participants embarking on a game-based simulation to highlight the importance of team work and team management. It focuses on several scenarios that puts you on a spotlight and how to respond to pressure and conflict within the team. The day ends with reflections on how we can better manage teams and the most effective way to negotiate an idea, form a consensus and move forward as a team.

DAY 3

DO I NEED FUNDING?

Introduces you to the different types of investment available out there, its specific benefits and limitations. It also explains the different types of investors and what they are looking for in a startup business. The crucial part of the day focuses on whether you need funding for your business. In this part, you will be able to share about the current status of your business, whether you really need funding, how much do you need and what is a reasonable equity percentage that you can give out for the funds that you receive.

DAY 4

BRAINSTORMING ON INVESTMENT DECISION

Intense day where startups brainstorm with their team, following their recent learning on investments the day prior, and decide whether they want to proceed with taking up funding and the investment arrangements. On this day, several guest investors will come in to advise startups on their decisions, before they make their final conclusion.

DAY 5

BOOTSTRAPPING YOUR BUSINESS

Brings in mentors to talk about business scaling, focusing on what are the steps needed to grow your business exponentially. It introduces the concept of growth hacking and how this can be used to jumpstart your business in a short period of time. The last part of the day focuses on the idea of bootstrapping, as a means to prolong your business runway and avoid overdependence on funding.

DAY 6

SECRETS TO PITCHING EFFECTIVELY & CREATING AN AWESOME PITCH DECK

Imparts crucial lessons on effective pitching, the tonal variations, the focus on personality and charisma, pitch 'stickiness' which includes innovative communication strategies, and important details to focus on to attract investors' attention. Day 6 also introduces to you the best practices on creating an awesome pitch deck that is simple, concise and memorable. The final part of the day trains you to pitch according to different audiences and what each of them are looking for in a pitch.

DAY 7

MOCK PITCH

Hosts a mock pitch by each participating startup in front of a panel of judges. The judges will be giving scores on each pitch on various aspects, from which you can learn from and improvise. The day ends with a final debrief with the WSF trainer, and information about Module 3 which startups can apply to.

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D'Academy, the licensed accelerator for WSF, is an end-to-end accelerator programme focusing on pre-seed, seed and post seed startups worldwide. We nurture technopreneurs with business support, mentorship, talent development, funding, market access, and facilitate the development of cutting-edge technologies that define the next ear of innovation.

D'ACADEMY TRAINERS



Richard Dacalos,
Philippines



Dick Lim,
Malaysia



Ng Yeen Seen,
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