



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 THREE

SECURING INVESTMENTS

This module is the final course introducing you to the technical details and step-by-step process when you receive your first investment. In this course, you will learn about technical concepts such as the investor agreement, term sheet, subscription agreement and articles of incorporation. It also sheds light on important components of your business that maximizes your chance of getting funding, and how you should communicate it to your investors.

Course Learning Outcomes

- Understand and prepare all the necessary documents that investors want to see
- Identify and prepare the crucial numbers that investors want to see
- Communicate effectively to prospective investors
- Establish a sound business model that is able to scale

DAY 1 BUSINESS AND FINANCIAL MODELING

Introduces the basics of business and financial modeling, allowing you to create a sustainable monetization strategy for your business to scale fast. Day 1 consists of a series of simulations where you can test several business model scenarios with feedback from industry experts. The day ends with a recap and fine tuning of your business and financial models.

DAY 2 INVESTMENT LEGALITIES

Introduces all the necessary jargons and documents that a startup seeking funding needs to prepare in order to face investors. Day 2 includes term sheet, investor agreement, subscription agreement, article of incorporation and others.

DAY 3 PREPARING THE CRUCIAL NUMBERS & DINNER WITH INVESTORS

Focuses on your financial projection in the next 5 years, your burn-rate and business runway that will be of interest for your investor. Day 3 will train you to share accurate predictions of your projection, as well as identifying your real burn-rate and runway. The day ends with a networking dinner with investors, during which startups get to ask pertinent questions about investment.

DAY 4 APPEASING INVESTORS

Role-playing day that enables you to pitch your message and pitch deck to a group of judges who will be identifying the shortcomings and pitfalls of your pitch, according to what you have learnt in the previous days. By the end of the day, you will be able to understand what the strong points in a pitch are, what are the critical areas to look out for, and how to close the deal at the end of the pitch.

DAY 5 EMOTIONAL MANAGEMENT & ENGAGING THE MEDIA

Brings startups into the media world, where you will get trained in public messaging, elevator pitches, and communicating effectively to a broad range of audiences. Day 5 also trains you on emotional management, during which you will be placed in a situation of tense and difficult conversations and how you can talk your way out of it. After a full day of intense exposure to communication exercises, Day 5 ends with a relaxed night of WOLO-style speed networking where startups get to meet other startups in the community where they can exchange ideas and views. to reflect on yourself and the real reasons you are doing this business.

DAY 6 DEMO DAY

The final preparation and the actual demo day in front of real investors who will potentially invest in your business. At the end of this day, you will get to know firsthand whether your business is worth investing in for now, at a later stage, or does it still need reworking. For those who are not successful in funding at this stage, the WSF media team will plug you in for media exposure and potential business collaboration in other markets where you can potentially scale your business.

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Locally, Delivering
Globally.



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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



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