

#1 MAY-JUNE 2024

S L P
SOFT-LANDING PROGRAM

國際新創洽商與落地培訓計畫

Instructed by |



經濟部中小及新創企業署
SMALL AND MEDIUM ENTERPRISE AND STARTUP ADMINISTRATION
MINISTRY OF ECONOMIC AFFAIRS

Organized by |



Executed by |



Taipei Computer Association

SUMMARY



MAY. 20th to JUNE. 7th, 2024



Taipei, Taiwan



Startups established within 8 years = after 2016 (10 seats available only), and legally registered in countries other than Taiwan.

Focus Area: Green Tech



- ✓ Travel reimbursement for round-trip flight ticket (see P.9)
- ✓ Free accommodation
- ✓ 7/24 co-working space access
- ✓ Access to Startup Terrace facilities
- ✓ Transportation support (to event venue)
- ✓ Full training courses on doing business in Taiwan
- ✓ Real-site tours to businesses & institutions
- ✓ Matchmaking & networking events
- ✓ Exhibition visit & Demo pitch



Fill in online application by Mar 4th, 2024

Preliminary selection result will be released on Mar 18th, 2024

Final list of admitted teams will be released on Apr 8th, 2024

WHY

Taiwan is the best gateway to Asia,
and YOU CAN NOT MISS IT!

- ✓ Easiest access to Taiwan startups eco-system with gateway to explore Taiwan/Asia markets
- ✓ Get first-hand info & resources you need
- ✓ No-brainer in local logistics & events
- ✓ Full support in matchmaking & connections



ABOUT US



Largest startup hub in Taiwan
Funded by Ministry of Economic Affairs since 2019

WHAT YOU WILL EXPERIENCE



Guidance to Taiwan market
Intro to industry trends
Starting business in Taiwan
Local talents
Public resources
Manufacturing platforms



Real-site visits & Business tours
Advantech Linkou Intelligent Park
Hsinchu Science Park
Urban Intelligence Center



Targeted Matchmaking
Investor dialogue
Explore marketplace
1-1 Customized matching
Networking events



Demo Day & Tradeshows
Demo pitch
InnoVEX
(largest startup fair in Asia)
Afterparty networking

*The content and activities are subject to changes

AGENDA

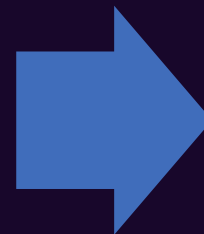


	W1 (May. 20-25)	W2 (May. 27-31)	W3 (June. 3-7)
Mon.	Arrival at Taiwan	Investor Dialogue & Mentoring	Cultural Tour InnoVEX Set up
Tues.	Orientation & Welcome Party	Business visits & seminars for Green tech fields	InnoVEX Day1: Pitch Demo CrossFlash Marketplace (1-on-1 business meetings)
Wed.	Lecture & Workshop: Starting business in Taiwan Business laws & roadmap	Real-site tour to TSMC museum/Hsinchu Science Park	InnoVEX Day 2: InnoVEX Night
Thurs.	Lecture & Workshop: Find local talents Intro to industries	Customized matching sessions	InnoVEX Day 3
Fri.	Real-site tour to Urban Intelligence Center & Advantech Linkou Intelligent Park	Customized matching sessions	InnoVEX Day 4

*All the content and the activities are subject to changes. Startup Terrace reserves the right to interpret and revise the agenda.

HOW TO SIGN UP

Fill in & submit online application



WAIT FOR RESULT

↑ [CLICK TO SIGN UP](#)

Announced on ST website & sent to your email

The application deck should be your company's introduction that is more or less covered with the following points:

No.	Review points	Ratio
1	Innovation/ Feasibility of your products/solutions	30%
2	Business model/ Competitive advantage	20%
3	Problem being solved/ Success stories	20%
4	Plan or potential to work with Taiwan businesses or to develop in Taiwan Market	15%
5	Next Steps - plans for expansion	15%

TIMELINE



Mar 4
Deadline for
online
application



Mar 18
Preliminary
selection
result
(document
review)



Mar 27
Final
selection-
online pitch



Apr 8
Admission
announce-
ment



May 20
Landing in
Taiwan

SIGN UP HERE NOW!

LOGISTICS SUPPORT



A. Travel reimbursement for 1(one) person per company

Only ONE representative attendee of the selected startup will enjoy the travel reimbursement of 1 round-trip flight ticket to and from Taipei on an accountable basis. The ticket price maximum varies with the attendee's region:

- (1) Southeast Asia/ East Asia: USD1,000
- (2) South America: USD2,500
- (3) Other regions: USD2,000



B. Accommodation

Each selected startup will be assigned to stay at 1(one) room at Startup Terrace (Linkou) from Oct. 30(in) to Nov. 17th(out). If there are more than one person from one startup, you will have to share the room or be charged for a second or more rooms.



C. Venue Transportation

Attendees are offered to take the bus arranged by the organizer with other attendees to the event venue before any activities by the organizer.

2023 RECAP



[2023 Softlanding & FLASH Program
\(March\) Recap](#)
@YouTube



[2023 Startup Terrace FLASH Program
\(OCT-NOV\) Recap](#)
@YouTube

2023 REVIEW

1st Batch: MARCH
2nd Batch: NOVEMBER



25 teams from 12 countries
18+ events in 3 weeks/per batch

16+
Contracts/
MOUs

81+
biz cases

USD8.1M
Generated biz value

140+ TW companies
320+ meetings

2.03M
Fundraising

3.01M
business
collaborations



1-on-1 matching



Business visits



Networking events



Smart City Summit & Expo
(SCSE)



Lectures & workshops



ST Day Pitch Show



Speed-date investors

OBLIGATIONS & NOTICES

1. The representative attendee of each startup is expected to fully participate in all Startup Terrace activities according to the agenda.
2. Startup Terrace will NOT make any refunds for any items if the admitted attendees cancel or suspend the trip before or during the visit to Taiwan.
3. The attendees are required to submit all necessary documents for travel reimbursement and the completed program survey requested by the organizer within one month after the visit ends.
4. Unless specified in the LOGISITCS SUPPORT, the attendees are responsible for any other expenses including but NOT limited to the accommodation arranged NOT by the organizer, or NOT within the specified dates, meals NOT during the activities, airport transfer and other transportation for personal agenda, and other personal costs.

If the attendee fails to fulfill the above obligations, the organizer reserves the right to decline offering any support in this Program during and after the event.

SECURE YOUR SPOT NOW!

STARTUP
TERRACE



Contact:
Vivian Pu
+886 2 2577 4249 ext. 514
vivianpu@mail.tca.org.tw