GROW

ASIA FOOD BOWL 2024
PROGRAMME FAQS

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PROGRAMME ELIGIBILITY

Startups from which countries can apply for this programme?

This is a Singapore-based programme and startups incorporated in Singapore as a Private Limited entity are eligible to apply.

What verticals of startups are eligible to apply?

The programme welcomes startups operating across the food, agri, fibre and aqua value chain to apply. We have particular interest in the following verticals that leverage technology to advance our food system, but are also interested if you are building innovative* solutions tackling other aspects along the value chain:
- AI & ML
- Alternative Protein
- Animal Health
- Aquaculture
- Bio-materials
- Carbon Management
- Controlled Environment Agriculture
- Farm Tech & Digitisation
- Novel and Innovative Foods & Ingredients
- Marketplace
- Robotics, Automation & Mechanisation
- Upcycling

Innovative to us means products and solutions that are new and novel, emerging in / new to the market, have strong differentiation to existing products / solutions in market, and employ new technologies or development / production methods.

Elaborating on some specific solutions that have been asked about:
- Beverages: innovative beverages are eligible
- Packaged snacks: innovative snacks are eligible
- Waste management and upcycling: startups in this category focusing on agricultural, food, or food packaging waste are eligible
- Livestock technology: startups in this category focusing on improving the welfare and management of livestock, and reducing the negative environmental impact of livestock farming are certainly eligible. Technologies can include animal monitoring, genomics, vaccines, and more.

If you are still unsure whether your solution might be eligible for the programme, please feel free to reach out to hello@gogrow.co to clarify, providing a simple introduction (just 1 short paragraph would be sufficient). Please note that our response on your eligibility is not a guarantee of your selection for the programme.

What stage of maturity should my startup be to be considered for the programme?

This is an early-stage programme and we welcome startups early in your journey. You should minimally have progress in the form of deep market research / understanding, customer validation, expertise and experience in the sector / technology or progress in other comparable forms. Having an MVP or prototype (with some form of market feedback) will be advantageous to your application.

Note: the duration since the incorporation of the business is not a factor of consideration.

Who can participate in the programme?

Each selected team is required to commit up to 2 main participants to the programme. These main participants need to be the founders/co-founders of the startup who are actively involved in the strategic and day-to-day management of the business. The main participants will be required to attend all programme sessions. This is our preferred participant profile as it would maximise the value that can be created from your participation.

Alternatively, 1 founder/co-founder and another C-suite (or equivalent, e.g. Country Head) may participate in the programme.

Where there are thematic / topical sessions where you think an additional member of the team, e.g. Head of Marketing, would benefit from, they are welcome to participate along with the main participants. The additional member attending the session(s) will be expected to uphold the same programme values such as psychological safety and active engagement.

Note: You should ensure that the day-to-day operations of your startup will not be affected by your full attendance and commitment to the programme.

Can this programme be applied by non–founders of the company?

As this is an early-stage programme, applications submitted by non-founders will not be considered.

What language will the programme be delivered in?

The entire programme will be delivered in English and the founder/main participants should possess minimally professional working proficiency in English to be able to fully participate in the programme and reap the maximum benefits.

APPLICATION PROCESS

I'm not sure which of GROW's programmes is suitable for me. What should I do?

In the general [GROW Programme Application cum Interest Form](#), you may apply for multiple programmes. The GROW team will assist in assessing you for all selected programmes, in the order of the programme(s) we are currently in active recruitment for at the point of submission, to upcoming recruitments.

Note: You will not be penalised in any form for selecting multiple programmes.

SELECTION & INTERVIEW PROCESS

What does the interview process look like?

Applications for the programme are assessed on a rolling basis. If you apply early, you may be notified for interviews as early as February 2024.

The Interview format will consist of
- 5 min pitch (here's a suggested pitch structure of what you should cover)
    - Problem
    - Solution and business model
    - Market opportunity
    - Competitors and unique value proposition
    - Traction to date
    - Team
    - Growth aspirations and targets for the next 12 months
- 15 min Q&A from the judges (comprising of GROW and occasionally a Subject Matter Expert)
- You may also use the time to find out more about the programme

A follow-up interview may be scheduled on a case-by-case basis.

Note 1: The dates and format of the Interview(s) shared above are subject to changes.

Note 2: Due to the volume of applications, we are unfortunately unable to provide an update on your application if you have NOT been shortlisted for Interview or provide individual feedback on your application. Be assured that if you have been shortlisted, you will hear from us via email (or phone in case we were unable to reach you via email).

Who will be assessing our application?

Your applications will be evaluated by the GROW team as well as any appointed programme partners (e.g. third-party Subject Matter Experts).

PROGRAMME DESIGN

What is the programme design?

This is a 2-phased programme. The 1st phase comprises a 5-day bootcamp designed to supercharge your startup and prepare you for a pitch day (on the final day of the bootcamp).

During pitch day, you will pitch your startup to a panel of judges comprising GROW and industry experts for feedback.

The 2nd phase comprises a 6-month investment advisory focused on investment support to prepare your startup to be investor-ready. This comprises 1:1 strategy support, office hours with AgFunder, investor introductions, showcase opportunities and more.

Will the programme help me build my team?

In the second-phase of the programme, there may be content and mentoring that will educate you on the ways to hire, build and manage your team. However, we will not be actively finding employees for you.

PROGRAMME LOCATION

Do I have to be based in Singapore for the programme?

The programme will be fully in-person in Singapore. At least 1 participant from each startup is expected to be present at all sessions. Session dates will be provided to startups at least 3 weeks in advance, and participants are expected to schedule other meetings around these to the best of their ability.

GROW reserves the right to terminate your programme participation at any time if the startup consistently fails to show commitment to the programme to ensure a fair and conducive learning environment for the other startups.

FEES

What are the fees involved for this programme?

This is a 2-phased programme.

For Phase 1: Startup Bootcamp, there are no fees involved. The bootcamp is completely free for selected participants and the benefits are fully sponsored by GROW.

For Phase 2: Investment Advisory, there will be a 3.5% capital introduction fee for successful fundsraised.

If you have further questions, please reach out to us at hello@gogrow.co, referencing your query to be regarding the "Asia Food Bowl".