

GSP401: Alibaba Cloud – SUSS Entrepreneurship Programme

Frequently Asked Questions:

1. Does Alibaba Cloud or SUSS take equity?

Neither Alibaba Cloud nor SUSS will take equity of the startups entering the Certificate/Minor in Entrepreneurship.

2. To apply to the programme, must my business be a tech startup?

No, but startups that show potential for growth beyond Singapore will be preferred. Alibaba Cloud's course on cloud computing, big data and AI is a mandatory component of this programme.

3. To apply to the programme, at which stage must my startup be?

Your team should be able to show a working prototype, with some traction gained. Startups at ideation stage will not be considered for this programme.

4. How many members from each team can the programme take?

Each team can only have a maximum of 4 members registered in the programme.

5. I have a bakery business / I am a wedding photography freelancer. Do I qualify?

Your proposal needs to be scalable and have the potential for development beyond Singapore. Businesses (including social enterprises) that meet pressing societal needs or cater to the bottom of the pyramid will be preferred.

6. Do I qualify if I'm not a SUSS student?

All individuals, who are at least 18 years of age, are invited to apply for this programme. This includes SUSS students, SUSS Alumni and Non-SUSS students. In addition, please make sure that at least one team member is either:

- Current SUSS student (Full-time, Part-time or CET) or
- Singaporean or PR

Please view the full eligibility criteria here. (<https://www.suss.edu.sg/courses/admissions/eligibility>)

7. I am already enrolled in other SUSS Minor programmes. Do I still qualify for this?

Yes. You may take the Certificate in Entrepreneurship and receive additional 40 cu if you pass, subjected to approval by your Head of Programme.

8. What is the cost of this Certificate/Minor?

There is no course fee, however there is a registration fee of SGD64.20 (inclusive of GST) **per person**. Registration fee is non-refundable.

9. Can I apply as an individual or group?

Both. However, please make sure that at least one team member is either:

- Current SUSS student (Full-time, Part-time or CET) or
- Singaporean or PR

10. When will I be able to register for this programme?

Do refer to our website for the updated intake dates every year. We encourage you to send in your application early so that we can help to review it as well.

11. How do I apply for the programme?

Simply email [this application form](#) to entrepreneurship@suss.edu.sg and we will get back to you within 5 working days.

12. What is next after application?

Your application will be reviewed and shortlisted teams will be invited to join the entry pitch, where they will share more about their startup. Applicants will have to pay a non-refundable registration fee of \$64.20 (inclusive of GST) if selected to pitch. After the pitch, teams that are accepted into the programme will be informed. Instructions will be given via email at each stage of the application process.

13. Who is part of the judging panel to enter the Certificate/Minor in Entrepreneurship?

The judging panel consists of representatives from Alibaba Cloud and SUSS who are also industry experts.

14. How many teams will be able to participate in this programme?

The panel will select teams based on presented ideas. There is no minimum or maximum number of teams for the programme.

15. Do I need to take any courses other than the Alibaba cloud computing course?

You may attend existing SUSS CET courses that interest you and meet your learning needs. These are on an opt-in basis and would not be examinable.

16. What is the duration of this Certificate/Minor?

For a Certificate in Entrepreneurship, the maximum duration is 2.5 years. For an Entrepreneurship Minor, the maximum candidature period will conform to the requirements of the major degree programme. You may complete it at a shorter duration, as long as you successfully meet all passing criteria of the programme.

17. What if I don't successfully get the funding at the end of the maximum duration?

You would not be awarded the 40 credits unit Minor/Certificate.

18. If I am not successful at my first pitch for funding, may I have another try?

As long as you have not exceeded the maximum duration, you may keep trying. Note that you should actively lookout for investors or grants on your own and seek funding from any of the eligible sources.

19. Will I need to approach investors / apply for grants on my own?

Yes. You would have to actively seek potential investors on your own. SUSS can connect you with Angels or VCs if you are ready for investment. On top of that, SUSS is also an Accredited Mentor Partner with Enterprise Singapore and will be able to recommend you for the [Startup SG Founder Grant](#) when you are ready.

20. What happens if I need to pivot my idea during the programme?

If there is a complete change of the problem statement, you may be required to re-enter the programme with the new idea by participating in the entry pitch again. Do always check with and update your account manager from the SUSS Entrepreneurship Team on such changes as they are assessed on a case-by-case basis.

21. How do I pass the programme?

You would need to attend the Cloud Computing Course by Alibaba Cloud, pitch to investors at the Demo Day in May, and send us proof of funding or revenue for your startup. Funding must be achieved after entering the programme to qualify as valid documentation.

22. Can my teammate who is not registered in the programme, join us for the different activities?

Your teammate **will not** be allowed to participate in any of our benefits or activities for our incubated startups, if they are not registered into the programme. He/she will however, be allowed to assist in the QnA portion ONLY, during the shortlisting pitch.

23. Can I join the programme without engaging SUSS as an AMP?

Yes you can. The Alibaba Cloud – SUSS Entrepreneurship Programme is an incubation programme to help all startups, even if you have gotten your Startup SG Founder Grant or are in other incubation programmes.

24. Can I engage SUSS as an AMP without getting into the programme?

The entry pitch into the programme is a pre-requisite for SUSS to be your AMP. All startups have to enter the programme before recommendation by SUSS for the grant. You are welcome to join the programme even if you are in other programmes.

25. Can I be part of other incubator/accelerator programmes while being in this programme?

Yes you can. You are welcomed to join the other programmes to expand your network and gain resources for your startup, as long as you are committed to the requirements of this programme.