



PwC Singapore's Venture Hub launches new Scale Programme

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PwC Singapore's Venture Hub launches new programme aimed at helping foreign startups enter the Southeast Asian market

- To help startups across the world to accelerate business growth and expand into the Southeast Asian region, PwC Singapore launches a new in-bound programme.
- The Scale Programme will span across 5 days and will include hands-on masterclasses, mentorship and networking sessions.

Singapore, 9 October 2020 – PwC Singapore launches a new programme to help startups across the world enter the fast-growing Southeast Asian market. The Scale Programme enables startups to gain insights from PwC’s panel of experts across specialisations and provides them with the tools and resources they need to accelerate their growth journey to avoid common pitfalls.

Patrick Yeo, PwC Singapore’s Venture Hub Leader comments:

“Against the backdrop of matured markets getting increasingly saturated, Southeast Asia’s rapid growth makes it an attractive market for startups looking to scale up.

“Singapore being a global wealth management hub with strong regional connectivity and a business-friendly environment will be attractive as a regional hub for startups to expand into Southeast Asia.”

Across the five days, participants will be equipped with knowledge ☒ in areas such as market landscape, global growth strategy and fundraising ☒ and connections to rapidly scale in Singapore and across Southeast Asia.

The Scale Programme comprises three core components:

- **Support and mentorship** - Each company will be assigned a dedicated advisor who will walk alongside the participants throughout the programme. Each participating company will also have the opportunity to attend a series of one-to-one workshops with subject matter experts across a range of topics where they can address challenges, find opportunities and work on their growth plans.
- **Hands-on masterclasses** - Masterclasses conducted by PwC’s experts will provide insights and will allow an opportunity for the cohort to learn from shared peer experiences.
- **Networking** - Participants will get the opportunity to build the right relationships in the ecosystem, be it potential investors, customers or key government agencies to drive commercial opportunities.

The first batch of participants will begin on 12 October 2020 virtually, due to COVID-19 restrictions. Startups who are interested to enrol in the programme

can visit www.pwc.com/sg/scale-programme to sign up for the programme.

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