



Tiger Accelerator

Soft-landing Program by TGN



FOR THE NEXT GENERATION OF PIONEERS

www.tigeraccelerator.com

incl. OCT'18
program

508 million high-income Europeans

- ★ GDP: € 15,3 trillion (\$ 17,1 trillion)
- ★ Average salary: € 35.000 (\$ 41.339)
- ★ HDI: 0,874 (very high)
- ★ Nr. 1 global investor: \$ 9,1 trillion
- ★ Exports: \$ 1,9 trillion
- ★ Imports: \$ 1,7 trillion



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Jump high, land soft, succeed in Europe



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Your characteristics

- ★ ambitious entrepreneurial team
- ★ company is making revenue
- ★ team minimum of 2 co-founders
- ★ scalable business model and organization
- ★ Europe is your next destination
- ★ company is technology driven
- ★ company is well funded
- ★ innovative/creative product or service

Jump high, land soft in Europe

Accelerator program



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Accelerator Program



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	w	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7
PHASE 1 DESIGN	1	settle-in welcome dinner	BUSINESS EVENT business dinner	Lean Scale-up Bootcamp Europe			Culture program	
	2	Breakfast meetup market research	industry visits	Sales & Pitch training	DEMO DAY business party	evaluate		
PHASE 2 BUILD	3	Breakfast meetup kick-off workshop	industry visits	1-on-1 match	1-on-1 match evaluate	evaluate	Culture program	
	4	Breakfast meetup	mentoring	Investment & Pitch training	INVESTOR DAY investor party	evaluate		
PHASE 3 LAUNCH & SUCCEED	5	Breakfast meetup	Talent Day					
	6	Breakfast meetup	mentoring	EU fiscal workshop		evaluate	Culture	Brussels
	7	EC visit	Talent Day					
	8	Breakfast meetup	mentoring	EU legal workshop	LAUNCH PARTY	evaluate		
	9	Breakfast meetup	Talent Day					
	10	Breakfast meetup	mentoring	EU IP workshop		evaluate	Culture	
	11	Breakfast meetup	Talent Day					
	12	Breakfast meetup	mentoring	Success is a choice training	SUCCESS PARTY	evaluate		

Investment & Return



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€ 4.880 / person

- Know opportunity in Europe *for sure* in 1 month
- Access partners and *investment*
- *Succeed* in Europe

Explorer Program OCT'18



The Explorer Program is the ideal program for companies having their first try at tapping into an international market. It is a beautiful mix of information gathering, meeting potential partners and exposure. The combination of bootcamp, tradeshow and trade mission! On top of that 2 weeks follow-up coaching and guidance is included.

TIGER EXPLORER PROGRAM 01/10-12/10/2018

THEME: HEALTHY LIVING, HEALTHY AGING, MEDTECH

	w	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7
Design	1	* settle-in * welcome dinner	TAIWAN BUSINESS DAY * business lunch * Investor Dinner (invite only)	StartUp Fest Europe & DEMO @ Innovation Pavilion	Lean Scale-up Bootcamp Europe		Business Culture program	Free day
	2	* breakfast meetup * industry visit	1-on-1 match	Sales & Pitch training	INVESTOR DAY pizza party	* adapt plan * evaluate	culture program	
Launch	3 - 4	2 weeks ongoing coaching & guidance to support launch						

TIGER EXPLORER PROGRAM details OCT2018

OCT 1 Monday	OCT 2 Tuesday	OCT 3 Wednesday	OCT 4 Thursday	OCT 5 Friday	OCT 6 Saturday	OCT 7 Sunday
SETTLE IN DAY	TAIWAN BUSINESS DAY	STARTUP FEST EUROPE	LEAN SCALE UP EUROPE BOOTCAMP		CULTURE PROGRAM	FREE
<p>13:00 Settle-in meeting * introduction program * getting to know * company presentations * feedback & tips on presentations</p> <p>15:00 Present & Relate workshop * how to build relations in Europe? * help to prepare networking & demo</p> <p>18:00 Welcome dinner * welcome by Economic Board director * introduction of participants & supporters</p>	<p>11:45 reception</p> <p>12:00 lunch</p> <p>13:30 Welcome + Visiting Demos by Dutch and Taiwanese companies</p> <p>13:40 Seminar: Understanding global opportunities of Healthy Urban Living between Netherlands and Taiwan</p> <p>15:30 Matchmaking with Taiwanese & Dutch experts</p> <p>17:00 Networking</p> <p>18:00 Taiwan Business Dinner</p> <p>20:00 Prepare Demo at Taiwan Innovation Pavillion</p>	<p>8:00 setup demo at Taiwan Innovation Pavillion (all day)</p> <p>9:00 StartupFest Health - plenary</p> <p>10:45 Gearing up to go abroad (workshop)</p> <p>12:00 lunch</p> <p>13:00 Silver Economy in Europe (panel & workshop)</p> <p>14:00 Active Matchmaking</p> <p>15:30 Closing session</p> <p>17:00 Network drinks</p>	<p>9:00 Introduction program # Pim de Bokx * warming up session</p> <p>10:00 The European market essentials # Maarten van der Dussen * internal market structure * European consumers</p> <p>11:30 European Legal & Patent # Peter Dorr</p> <p>12:30 Lunch</p> <p>13:30 Design Thinking Workshop # Arne van Oosterom * rethink your market strategy</p> <p>15:00 Lean Scale Up basics # Pim de Bokx * introduction * where your company is * how to advance?</p> <p>16:30 Prepare for next day</p>	<p>9:00 Introduction Go Europe # Pim de Bokx</p> <p>9:30 Develop Product-Market fit * use value proposition * expert feedback</p> <p>11:00 Develop Organisation * use business scale-up canvas * expert feedback</p> <p>12:30 Lunch</p> <p>13:30 Funding expansion # intro: René Reijtenbagh * use finance canvas model * expert feedback</p> <p>15:00 Expansion business model * use business scale-up canvas * prepare pitch</p> <p>16:30 Pitch for jury</p> <p>17:30 Networking drink</p>	<p>10:00 Cultural Program Guided Bike Tour Utrecht City</p> <p>13:00 Lunch at Pancake House Utrecht</p> <p>14:00 Domtoren & Church visit</p> <p>15:00 Rietveld Schröderhuis visit</p> <p>16:00 Botanical Garden</p> <p>17:00 University Campus walk</p>	



TIGER EXPLORER PROGRAM details OCT2018

OCT 8 Monday	OCT 9 Tuesday	OCT 10 Wednesday	OCT 11 Thursday	OCT 12 Friday	OCT 13 Saturday	OCT 7 Sunday
ECOSYSTEM DAY	MATCHING DAY	TRAINING DAY	INVESTOR DAY	WRAPP UP DAY	CULTURE PROGRAM (optional)	FREE
8:00 Breakfast Meetup with local business people * exchange stories & business cards	* up to eight 1-on-1 meetings with potential partners	9:00 Expansion Plan session # Pim de Bokx	9:00 Investors' view on the world # René Reijtenbagh	10:00 Evaluate insights	9:00 pick-up at hotel	
9:00 Industry Visit * THINC health innovation		10:00 Visualisation session * building perfect visuals with students or Art Academy	10:30 Pitch preparation # Pim de Bokx	11:00 Adapt Expansion Plan	10:00 boat tour Amsterdam	
10:00 Industry Visit * Startup Inc		12:00 Lunch	12:30 Lunch	12:30 Lunch	11:30 Van Gogh museum	
11:00 Industry Visit * Genmab		13:00 Market research * How to capture fast what customers are looking for in your product/service * do your research	13:30 Pitch Training # Edo van Santen	13:30 What's next? * structure follow-up support	14:00 storytelling tour inner city	
12:30 Lunch			16:00 Angels' Den # René Reijtenbagh * pitching for Investors * presenting for Partners	15:00 Free	18:00 back at hotel	
13:00 Industry Visit * Atos Healthcare		15:00 Sales Pitch training # Erik Eversma * relate, impress, adapt and convince	17:30 Networking			
14:00 Industry Visit * Dutch Game Garden			19:00 Partner & Investor dinner			
15:00 Industry Visit * Active Cubes (Tovertafel)						
17:00 networking with scale-ups						



Explorer Program OCT'18



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€ 2.880 / person

- Introduction in European Business
- Access partners and *investment*
- *Gateway to Europe*

We are ready, are you?



Tiger Accelerator

Soft-landing Program by TGN

- Themed Accelerator program twice a year
- Fast Track approach to access European market
- Soft landing service and facilities in scale-up hub in The Netherlands
- Field office in Taipei
- Huge business network all over Europe
- Access to partners, accelerator programs and investors
- English, Dutch & Chinese speaking staff experienced with landing new businesses from Asia in Europe
- Equity free accelerated soft-landing service

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Team



Tiger Accelerator

Soft-landing Program by TGN



Valerie Hsu
director



Pim de Bokx
program manager

TGN soft-landing bridge



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The mission of TGN is to build bridges between innovation ecosystems in Far East Asia and Europe, offering an attractive internationalization alternative for innovative companies traditionally focused on the US. TGN has established a soft-landing bridge between Utrecht in The Netherlands and Kaohsiung and Taipei in Taiwan. Through events, awards, missions and guidance, the TGN network stimulates and activates both policy makers and entrepreneurs to use the network for the benefit of innovative products and services.

