

November 11-18, 2017
Hsinchu Science Park, Hsinchu, R.O.C.



Connecting UK-based IoT startups and SMEs with Taiwanese multi-national technology companies.

Welcome to the Taiwan Startup Gateway

Thank you for your interest in the Taiwan Startup Gateway Project. This project aims to identify **eight UK-based Internet of Things (IoT) startups and SMEs** in order to connect them with large, Taiwan-based technology companies for business development purposes.

The Taiwan Startup Gateway will help innovative UK technology companies leverage Taiwan's position as a world leader in high-tech manufacturing and design. Participants will be taken through an intensive introduction to the Taiwanese ecosystem. **The main focus of the programme is the establishment of valuable commercial connections (potential customers, joint venture partners and supply chain), with one-to-one meetings with relevant corporate partners.** Feedback will be provided by the Startup Gateway team to improve the negotiating and partnership-building skills of cohort participants.

The partnership has the ability to engage with over 480 technology companies located in Taiwan, providing a bespoke matchmaking and immersion experience for the UK cohort. Technology companies participating in the project include FoxConn, Advantech, Zyxel, MediaTek and Phison, among many others.

Though the programme is open to any UK-based startup or SME with **proprietary hardware technology**, the Taiwan Startup Gateway is particularly interested in companies that focus on the following technology categories:

- Smart transportation
- Automotive and autonomous vehicle technologies
- Smart cities
- System integration technologies
- Medical devices
- Connected digital health
- IoT
- Smart home technologies

The Taiwan Startup Gateway is a Taiwan Ministry of Economic Affairs project and will be hosted at the Hsinchu Center of Industry, Acceleration and Patent Strategy (IAPS), located on the Hsinchu Science and Industrial Park. Strodtbeck & Company Limited, a UK-based innovation and entrepreneurship consultancy, will serve as project partner in the UK.

To apply for the programme, go to www.strodtbeck.co.uk/tsg. Applications must be completed by Monday, September 25, 2017. Winners will be notified by Friday, September 27.

Programme Schedule: November 12-18, 2017

Sunday 12th	Arrive at Taipei International Airport; travel by train to Hsinchu
Monday 13th	Introduction to the Startup Gateway Introduction to Strategy and Business Development Partners Meetings with Corporate Mentors and Business Coaches
Tuesday 14th	Introduction to Taiwanese Regulations Coaching and Mentoring on Taiwanese Business Culture Meetings with Taiwan Corporate Partners
Wednesday 15th	Banking, Insurance and Taxes in Taiwan Meetings with Taiwan Corporate Partners
Thursday 16th	Taipei Pitch Event
Friday 17th	Meetings with Taiwan Corporate Partners
Saturday 18th	Return to the United Kingdom

About the Taiwanese Innovation Ecosystem¹

Taiwan is strategically located at the heart of the Asia Pacific region. Its economy is now the 26th largest in the world according to the International Monetary Fund (IMF) *World Economic Outlook Database*. Taiwan has averaged 6% annual growth in Gross Domestic Product (GDP) over the last 3 decades.

Taiwan is the 19th largest trading power in the world, according to the World Trade Organisation (WTO), with an economy founded on high-tech and creative industries. The Economist Intelligence Unit (EIU) ranks Taiwan as the 13th best place in the world to do business in 2017.

Benefits for UK businesses exporting to Taiwan include:

- Major platform for business with China
- Liberalisation of banking, insurance and securities sectors
- Offshore centre for the renminbi (RMB), China's official currency
- High levels of consumer disposable income
- Sound legal environment with comprehensive protection of Intellectual Property Rights

Strengths of the Taiwanese market include:

- 19th in the World Bank's annual "Ease of Doing Business" rankings
- World's biggest manufacturer of computer related products and semiconductors
- Logistics hub for the Asia Pacific region
- Modern infrastructure
- Skilled workforce, abundant capital, and excellent innovation capabilities
- More RMB deposits than anywhere else except Hong Kong

¹ *Doing Business in Taiwan: Taiwan trade and export guide*, UK Department for International Trade.
<https://www.gov.uk/government/publications/exporting-to-taiwan/doing-business-in-taiwan-taiwan-trade-and-export-guide>

General Information for Participants

Who Qualifies for the Taiwan Startup Gateway Mission?

The Taiwan Startup Gateway is looking for startups and scaling companies with proprietary hardware technologies that have plans to expand into international markets over the next 12 months.

Eligible companies will have a device or hardware component with applications in the following categories:

- Smart transportation
- Automotive and autonomous vehicle technologies
- Smart Cities
- System integration technologies
- Medical devices/digital health devices
- IoT
- Smart Home technologies

We will accept applications from both pre and post-revenue companies. Pre-revenue companies will need to demonstrate proof-of-concept and proof-of-market, and have an operating prototype, in order to participate in the program.

Each UK-based technology company will need to provide:

- A business case explaining why you wish to engage the Taiwan market
- Demonstration of your business' ability to support expansion into Taiwan

Delegates must be a director, senior manager, or other decision maker who has the authority to enter into agreements if such a need arises as part of this mission.

Companies interested in participating in the Taiwan Startup Gateway mission need to complete an online application, detailing the company, technology and rationale for participation. The deadline for applications is **September 15, 2017**.

Additional Information

Selected UK technology companies will be reimbursed for return airfare (up to £750), payable after programme completion. The Taiwan Startup Gateway will also provide six nights' accommodation for one member of each selected company. Each company can extend their stay, or send one additional representative who may participate fully in the programme once in Taiwan, though this will be at their own expense.

It is a mandatory requirement of the programme that all UK companies participate in all parts of the programme and that the UK representative be a senior decision-maker and/or director.

Pre-Trade Mission Delegate Briefing

All successful applicants will be required to participate in a pre-event briefing. The briefing will take place online at least six weeks prior to the event and will give each delegate invaluable information about the economic, political and cultural backdrop to doing business in Taiwan

Terms and Conditions

Application

To apply for a place with Taiwan Startup Gateway, visit www.strodtbeck.co.uk/TSG. You'll need the following information to complete the application. ***Please note, we are only considering applications for companies with proprietary hardware and component technologies; no software companies are being considered at this time.***

- Full Company Name, Address and Companies House Registration Number
- Year established and number of employees
- If you are trading, turnover in your most recent financial year
- If you are not trading, your estimate of when you will launch
- A description of your company and its proprietary technologies
- A biography of mission participants
- A short business case outlining your engagement goals in Taiwan.

Contacts

Your contacts in the United Kingdom are:

- Tom Strodtbeck, Managing Director, Strodtbeck & Company Limited, tom@strodtbeck.co.uk
- Amanda Lennon, Managing Director, Innov8tive Minds, amanda@innov8tiveminds.com

Other Terms and Conditions

- Places in this programme are limited and these will be allocated according to the wishes of the Startup Taiwan Gateway and partners.
- Successful applicants will be notified within two weeks of the closing date.
- Engagement and full participation in the Taiwan Startup Gateway programme is an essential part of this project. Companies invited to participate in the programme will be expected to take part in all Taiwan Startup Gateway activities.
- The partners of Taiwan Startup Gateway are not responsible for the conduct and safety of those invited to participate in the programme.
- Acceptance of your place in the programme and signing the application form means you agree to participate in all PR and communications relating to this programme.
- Participants will be reimbursed up to £750 towards airfare, upon completing the Taiwan Startup Gateway Programme and presentation of receipts.
- Hotel accommodation will be provided by the Startup Taiwan Gateway (single occupancy). Incidental charges will be the responsibility of programme participants.
- Participants are responsible for arranging for all insurance related to this trip.
- The organisers of the Taiwan Startup Gateway make no warranty in regard to any advice or services provided by partner organisations during this programme.

Organisers:



Strodtbeck & C^o L^{TD}