Shell
StartUp **Engine**

The **Singapore 2023** programme

Contents

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Introduction

Shell StartUp Engine is a global acceleration programme to equip start-ups with the skills, connections and industry insights needed to maximise their chances of success by linking them to mentors and global experts from Shell.

It relies on a structured and tested start-up support methodology that has already been deployed by Shell to support start-ups across our other programme locations.

In Singapore, we will be looking for start-ups that support Shell Singapore's Powering Progress strategy.

For our 2023 programme, Shell StartUp Engine Singapore will focus on start-ups looking to make a difference specifically in five focus areas:

- Low Carbon Fuels and Power
- Decarbonising through Digitalisation
- Carbon Capture, Storage, Utilization
- Decarbonisation in Mobility
- Circular Economy & Waste Reduction

Shell is committed to become a net-zero emissions energy business by 2050. Here in Singapore, we're also actively participating in multiple energy transition initiatives, collaborating and innovating to provide low-carbon and sustainable products and solutions.

From scaling up smart electric vehicle charging points across the island, driving decarbonisation efforts in sectors like maritime and aviation, to assessing opportunities for import of renewable electricity and being a key energy partner to Singapore, these demonstrate Shell Singapore's resolve to support the country in meeting its long-term climate commitments.

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Eligibility & selection

We are looking for entrepreneurs, founders, and teams who passionately believe in the power of technology to accelerate energy transition.

To be selected, your start-up must have solutions that are within one of our focus areas and also support the Singapore's Energy Transition goals. Your start-up should also satisfy the criteria below:

- Registered in Singapore or have significant business operations in Singapore

- Should be pre-series A

- Less than SGD$20 Million in annual sales turnover

- Group employment size below 50 employees

- Minimum of 30% local ordinary shareholding [This requirement applies only for purposes of the post-programme funding opportunity]

A successful applicant will have a clearly defined value proposition and point of differentiation in the industry, with an established mission and a story to tell.

The Shell StartUp Engine Singapore programme is a collaborative curriculum with learning modules, core start-up deliverables, workshops with experts, and mentorship.

Therefore, start-ups that apply should have in-depth industry knowledge, be open to mentoring and coaching, and be comfortable with presenting to make the most of the accelerator experience.

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Five focus areas for 2023

1

Low Carbon Fuels and Power
Low carbon fuels and power are needed to help lower carbon emissions from activities in our daily lives like transportation and cooling our homes. We're looking for solutions involving new fuels such as biofuels, hydrogen, electrification, renewables such as solar, wind and innovative ways to store the energy especially on a large scale.

2

Decarbonising through Digitalisation
Digitalisation combined with human capabilities is transforming the energy industry, by improving efficiency and safety as well as facilitating the use of renewable energy. We're looking for digital solutions that look at new ways to analyse and interpret data to improve energy efficiency, enhance grid resiliency, accounting and reporting of emissions etc, and innovations that empower the carbon market.

3

Carbon Capture, Storage, Utilization & Conversion
Carbon capture and storage offers a way to reduce emissions from sectors that are hard-to-decarbonise. We're looking for solutions which capture, store and utilize or convert carbon dioxide effectively, supporting a low-carbon future. This can include innovations which are engineered or nature based that enable decarbonisation.

4

Decarbonisation in Mobility
Shell Singapore is committed to decarbonising mobility on land, in the sea and air. Solutions and technologies that are revolutionising the way we move, while balancing efforts to reduce carbon dioxide and local emissions.

5

Circular Economy & Waste Reduction
Circular economy and waste is one of our priority topics included under our Respecting Nature goal as part of our Powering Progress strategy. We're looking for technologies that drive efficient use of resources and support zero waste, including but not limited to the energy industry.

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What the
programme offers

Help start-ups develop business models to better resonate with investors.

Our 6 month programme helps start-ups to:

- **Scale up their pitch, commercial, and investment readiness** via a global ecosystem that provides expertise, mentorship, and resources.

- **Build trust and validation** via endorsement that reliably indicates the business is critical to the future of energy.

- **Facilitate impact** via opportunities for partnership and collaboration with other other ecosystem partners who share the same vision and values.

The programme offers potential opportunities for start-ups to interface with Shell businesses and/or other relevant industry partners for future deployments or follow-on investments and/or funding after graduation.

Expertise & opportunities

Best-in-class structured business acceleration across core modules for start-ups at different stages and needs.

Access to specialists in the energy field assembled to deliver the curriculum

Opportunities to interface with programme partners for future deployments or investments.

Global mentoring & networking

Access to wider Shell networks and partners.

Access to a global network of industry/partner mentors, experts, and coaches.

Access to the global network of alumni and energy start-up community.

Access to PR contacts to help set businesses up for success.

Trust & validation

Selection and participation in our programme lends credibility to your business.

Validation and proof of concept support for your start-up.

Demo Day – curated industry event will show case start-ups to a wider audience.

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Curriculum:
Structure & delivery

Programme structure

Pitch readiness (How to pitch)	**Commercial readiness** (Proof of concept and proof of value)	**Investment readiness** (Process and products)
Start-ups will learn what a great pitch needs and how to deliver it with confidence. In the lead up to the Demo Day start-ups will participate in investor simulation sessions with real investors to put learnings into practice and hone their skills in telling a clear story.	Start-ups will assess market viability, value proposition, and business model. They will identify the required infrastructure support, understand industry norms, legal frameworks, and regulations, and initiate minimum viable product validation.	Start-ups will prepare a go-to-market strategy, identify opportunities and potential deployments. They will understand investor process, jargon, term sheets, and how to pitch and connect with investors.

Example outputs:

- How to pitch in 30 seconds
- Sales pitch
- Customer pitch, media pitch, investor pitch
- Product demo pitch
- 5 years ahead pitch

Example outputs:

- Developing the business case
- Proof of concept
- Statement of work development
- Decision and business approval process
- Legal, procurement, HSSE, IT, insurance infrastructure

Example outputs:

- Understanding how much money you need (min/max)
- Knowing your meaningful valuation metrics
- Producing an investment pack
- Building a pipeline for potential investors
- Getting your documentation in order - constitution, NDA, stocks and register

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Programme components

Learning
A masterclass is held to emphasise key learning points from the chapters released each week. The curriculum modules will help start-ups shape, build, and sell their business.

Mentorship
Start-ups will be matched with mentors (via speed dating) and will have dedicated 1-on-1 mentoring sessions throughout the programme.

Pitch practice
Pitch practice will start right at the beginning of the programme, preparing start-ups to pitch to a range of stakeholders.

Deliverables
Start-ups will be expected to complete key deliverables (e.g. business model canvas) to be presented and discussed for feedback during the course of the curriculum.

Demo Day
The programme culminates in public pitch event or Demo Day.

This curated event showcases start-ups to the wider industry.

Last year, the 2023 Singapore Demo Day saw seven start-ups pitch in person to a select number of guests and was broadcast digitally to audience members around the world. You can learn more about the day by watching the Shell StartUp Engine Singapore Demo Day video.

Watch the 2023 Singapore Demo Day

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Core curriculum overview (example)

Similar to many business school courses, the programme offers a blended learning experience. Every month, 6 hours of self learning chapters are released online via the Shell StartUp Engine digital platform, followed by collaborative workshops to solidify learnings and share experiences.

	SHAPE		BUILD		SELL		
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	
Themes	Lean Start-up Mentality	Customer Development	Business Development	Enterprise Sales	Investment	Media & PR	
Weekly Learning Modules	Mentor management Lean start-up Business model design Pitching & Storytelling	OKRs Energy landscapes Market size Value proposition design Customer development	Product-market fit Design principles Experiment design Customer feedback loops Enterprise sales	Technology & infrastructure Go-to-market Corporate start-up collaboration	Investment readiness Digital marketing Legal Cash management	People & HR PR & Media Ethics and Compliance Safety	**DEMO DAY**
Operating Rhythm	Monthly workshops and group pitch practice co-delivered by programme manage and subject matter experts. Monthly guest speakers and networking events. 1-1 coaching sessions delivered by programme manager. Weekly/monthly 1-1 with mentors and product owners.						

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FAQs

1. What is Shell StartUp Engine Singapore programme?

The Shell StartUp Engine Singapore programme is an acceleration programme that supports energy related start-ups which address energy transition. This programme helps start-ups develop their capabilities and succeed as a business, and/or pivot and scale.

Focus for 2023

This year our focus areas will be:
1. Low Carbon Fuels and Power
2. Decarbonising through Digitalisation
3. Carbon Capture, Storage, Utilization
4. Decarbonisation in Mobility
5. Circular Economy & Waste Reduction

2. Who is eligible to join this programme?

To be eligible, start-ups must be:
- Registered in Singapore or have significant business operations in Singapore
- Should be pre-series A
- Less than SGD$20 Million in annual sales turnover
- Group employment size below 50 employees
- Minimum of 30% local ordinary shareholding [This requirement applies only for purposes of the post-programme funding opportunity]

The start-up must also have solutions that are within one of our five focus areas and support the Singapore's Energy Transition goals.

3. When do applications close?

Applications close on July 31st 2023, 2359 Hrs Singapore time (GMT+8).

4. What are the selection criteria to join this programme?

Submissions will be reviewed by experts from Shell StartUp Engine and any other relevant organisation deemed relevant by Shell.
The selection criteria will be based on the following: (i) Team & Ability (ii) Execution Power (iii) Market & Product (iv) Program Benefit (v) Relevance of Technology to Singapore and Regional Context.
Shortlisted applicants will be notified within 1-2 months after applications close and invited to a selection day, where they will have the chance to meet other teams, pitch to a judging panel, and receive feedback on their business model from industry experts. A cohort of start-ups will then be selected for the programme.

5. How many start-ups will be selected for this programme?

We aim to select up to 10 start-ups, but this is also dependent on the number and quality of applications received.

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FAQs continued

6. What time commitment is required of participating start-ups?

The programme is a 6 month part-time commitment involving weekly touchpoints with programme coaches and mentors. At least one member of the start-up's founding team will need to actively participate throughout the duration of the programme. This is to ensure start-ups receive the full benefits of the programme.

7. Where will the programme take place?

The programme will be run in person in Singapore.

8. How is Energy Market Authority (EMA) involved?

EMA is the official partner for the Shell StartUp Engine programme in Singapore. EMA's involvement includes participating in the selection of start-ups and providing post-programme funding opportunities to promising start-ups, where relevant.

9. How is Startupbootcamp involved?

Startupbootcamp is the delivery partner for the Shell StartUp Engine programme globally. Startupbootcamp is a global network of industry-focused accelerators, helping start-ups to grow and scale internationally.

10. Does Shell retain the Intellectual Property (IP) developed during Shell StartUp Engine programme?

Shell does not retain any IP that is developed during the Shell StartUp Engine programme. The IP developed by a participating start-up/enterprise is retained by the start-up or any other party as specified in the start-up's relevant agreements or applicable law.

For more details please refer to the Terms and Conditions.

11. Will Shell retain equity in my start-up?

Shell StartUp Engine and its partners will not retain any equity in the start-ups through the programme.

12. Will there be a pilot/proof-of-concept or investment opportunities with Shell or the partners through the programme?

There is no guarantee of a pilot, proof-of-concept or investment opportunity with Shell or any of Shell's partners by participating in the programme.

13. Will funding/investment be secured as a part of this programme?

There is no cash seed/grant funding or investment as part of this programme.

14. How does selection to the Shell StartUp Engine Singapore programme influence selection to other start-up programmes run by Shell, or its partners?

Admission into the Shell StartUp Engine Singapore programme does not automatically guarantee admission to any other start-up programme run by Shell.

Have further questions?
Please get in touch with us at contact@shellstartupengine.live

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Discover more at
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