

# SWITCH MASTERCLASSES

7–11 December 2020  
Full Agenda

# SWITCH Masterclasses

Helping startups capture post-Covid opportunities

Our masterclasses covers **over 20 topics** from startup financing to helping foreign startups access Asia through Singapore, featuring over **40 speakers** who are industry experts in the respective fields.

They are catered for a spectrum of early to mid-stage startup life cycles, while deep-diving into steps to take in order to grow a startup, fundraise, improve efficiency, deliver tangible impact on bottom lines and capitalise on opportunities emerging from a post-COVID world.

## 3 THEMES

1.

**Level-up on Fundraising Series**

2.

**Tech-Up Series**

3.

**Expand to Asia Series**

# SWITCH Masterclasses

Working with 30 industry partners

## Level Up on Fundraising Series

- Pegasus Tech Ventures
- Wholesale Investor
- Deal Fridays with AngelCentral, East Ventures & Vision Group
- Dirk Lehmann & Partners
- Frank Smallegange, Technical Pitch Coach & Presentation Trainer
- Vulcan Capital & Wong Partnership
- B Capital Group

## Tech Up Series

- Facebook
- HubSpot
- Stripe
- Alicloud & NCS
- WingArc1st
- Google
- Amazon Web Services
- McKinsey Design

## Expand to Asia Series

- ACE with Mitsui Chemicals, H3 Dynamics
- EDB, Hawksford & Globalization Partners
- Temasek with Rainmaking, TechStars, & NUS Enterprise
- EY Foundry
- IPOS International
- Baker McKenzie

# SWITCH Masterclasses

Day 1, 7 Dec 2020

Time [SGT]	Programme
10.00 - 11.00	<b>Level Up on Fundraising Masterclass: The DIY Capital Raising Masterclass: A 5-Step Process to Raising Capital Virtually and Globally In 2021 (Pt 1)</b> <i>Hosted by Wholesale Investor, CRIISP</i>
12.00 - 13.00	<b>Level Up on Fundraising Masterclass: The DIY Capital Raising Masterclass: A 5-Step Process to Raising Capital Virtually and Globally In 2021 (Pt 2)</b> <i>Hosted by Wholesale Investor, CRIISP</i>
13.00 - 14.00	<b>Tech Up Masterclass: Facebook Marketing Masterclass for Startups</b> <i>Hosted by Facebook</i>
14.00 - 15.00	<b>Tech Up Masterclass: Accelerating Sales by pivoting to a remote sales strategy</b> <i>Hosted by HubSpot</i>
16.30 - 17.30	<b>Expand to Asia Masterclass: Connecting the Dots in the Singapore Startup Ecosystem, Regional Innovation Island of Asia</b> <i>Hosted by ACE &amp; Partners</i>
17.30 - 18.30	<b>Expand to Asia Masterclass: Harnessing your Business Expansion Strategy Masterclass: The Singapore Advantage</b> <i>Hosted by EDB, Hawksford &amp; Globalization Partners</i>

# SWITCH Masterclasses

Day 2, 8 Dec 2020

Time [SGT]	Programme
10.00 - 11.00	<b>Level Up on Fundraising Masterclass: The Top Ten VC Secrets You Need to Know (but VCs won't tell you)</b> <i>Hosted by Pegasus Tech Ventures</i>
13.00 - 14.00	<b>Tech Up Masterclass: Accelerate to Your Digitalized Future with China Gateway 2.0</b> <i>Hosted by Alibaba Cloud International, NCS</i>
14.00 - 15.00	<b>Tech Up Masterclass: Accelerate Business Growth by Harnessing the Power of Data</b> <i>Hosted by WingArc1st Inc</i>
15.00 - 16.00	<b>Level Up on Fundraising Masterclass: We've Got 99 Problems, But A Pitch Ain't One</b> <i>Hosted by Dirk Lehmann &amp; Partners</i>
16.30 - 17.30	<b>Expand to Asia Masterclass: Successfully Navigating the Investment Landscape in Singapore &amp; ASEAN</b> <i>Hosted by Temasek &amp; Partners</i>
17.30 - 18.30	<b>Expand to Asia Masterclass: Cross-border Tax Considerations and Intellectual Property (IP) Strategy</b> <i>Hosted by EY Foundry</i>

# SWITCH Masterclasses

Day 3, 9 Dec 2020

Time [SGT]	Programme
10.00 - 11.00	<b>Level Up on Fundraising Masterclass: Mastering Valuation for Fundraising</b> <i>Hosted by B Capital Group</i>
13.00 - 14.00	<b>Tech Up Masterclass: Simplifying Cross-Border Payments to propel expansion into high-potential markets</b> <i>Hosted by Stripe</i>
14.00 - 15.00	<b>Tech Up Masterclass: Getting Your Business Online</b> <i>Hosted by Google</i>
15.00 - 16.00	<b>Level Up on Fundraising Masterclass: Virtual pitches as the new normal: how to power up on your remote presenting capabilities</b> <i>Hosted by Frank Smallegange, Technical Pitch Coach &amp; Presentation Trainer</i>
16.30 - 17.30	<b>Expand to Asia Masterclass: Leveraging on Intellectual Property (IP) to Globalise from Singapore</b> <i>Hosted by IPOS International</i>
17.30 - 18.30	<b>Expand to Asia Masterclass: The Future of Technology – Protect your Data &amp; Leverage on M&amp;A</b> <i>Hosted by Baker McKenzie</i>

# SWITCH Masterclasses

Day 4, 10 Dec 2020

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Time [SGT]	Programme
10.00 - 11.00	<b>Level Up on Fundraising Masterclass: Navigating Early-stage Term Sheets: Insights from a Legal and Commercial Perspective</b> <i>Hosted by Vulcan Capital &amp; Wong Partnership</i>
13.00 - 14.00	<b>Tech Up Masterclass: Help! How do I make Cloud Decision today?</b> <i>Hosted by Amazon Web Services</i>

# SWITCH Masterclasses

Day 4, 10 Dec 2020

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Time [SGT]	Programme
10.00 - 11.00	<b>Level Up on Fundraising Masterclass: How do VCs measure traction for tech startups?</b> <i>Hosted by East Ventures</i>
13.00 - 14.00	<b>Tech Up Masterclass: Design Thinking</b> <i>Hosted by McKinsey Design, Design Singapore</i>

# SWITCH MASTERCLASSES

7–11 December 2020  
Highlights and Synopsis

# SWITCH Masterclasses

## Level Up on Fundraising Series Highlights

Title	<b>The DIY Capital Raising Masterclass: A 5-Step Process to Raising Capital Virtually and Globally In 2021</b>
Synopsis	<p>In 2021, 75% of founders globally will be raising capital without external help, while juggling challenges of accessing investors and distraction from the core business from the time-consuming process. Join us at this 2-part DIY Capital Raising session, which aims to cover foundational elements to accelerate your capital raising process and approach the COVID investment landscape with confidence.</p> <p>In Part 1, we will walk you through the process:</p> <ul style="list-style-type: none"><li>• The 5 step process to a successful capital raise in 2021</li><li>• How to increase your potential investor to investor conversion ratio</li><li>• 3 common myths about raising money</li><li>• The psychological aspects to the capital raising process, investors and post-capital raise aspects</li><li>• How to turn investor rejection into future opportunities</li><li>• How to launch your capital raise with investors already interested</li></ul> <p>In Part 2, we focus on the promotional aspect of capital raising:</p> <ul style="list-style-type: none"><li>• “Agile Capital Raising” - what it is and why it may be your ideal capital raising strategy</li><li>• International markets and your opportunity for capital</li><li>• How you can use software to save time, save money and raise capital more efficiently</li><li>• A simple technique to save you hours of answering the same questions</li><li>• Where to discover and how to attract potential investors to your capital raising</li><li>• How long it really takes to raise money</li><li>• The 4 common mistakes founders make and how to avoid them</li><li>• 6 psychological factors investor experience when making a decision on an investment</li></ul>
Speaker	Steve Torso, Managing Director, Wholesale Investor   Founder, CRIISP (AU)

# SWITCH Masterclasses

## Level Up on Fundraising Series Highlights

Title	<b>The Top Ten VC Secrets You Need to Know (but VCs won't tell you)</b>
Synopsis	A lot of the common wisdom about what venture capital investors look for is wrong. So what really goes on inside the minds of global investors? In this masterclass, Silicon Valley veteran Bill Reichert gives entrepreneurs an understanding of what it takes to get a VC to invest.
Speaker	Bill Reichert, Partner, Pegasus Tech Ventures (US)

Title	<b>Mastering valuations for fundraising</b>
Synopsis	Valuation is a critical aspect of the fundraising process, and is said to be more of an art than science. So how can founders best value their startup, especially in the early stages? In this masterclass, Kabir Narang, General Partner and Co-Head of Asia from B Capital Group, will cover different valuation methods & principles and analysis frameworks on selecting the best model to help founders bridge valuation gaps with potential investors.
Speaker	Kabir Narang, General Partner and Co-head of Asia, B Capital Group (SG)

# SWITCH Masterclasses

## Level Up on Fundraising Series Highlights

Title	Decoding & navigating early-stage term sheets: Insights from a legal and commercial perspective
Synopsis	<p>This masterclass aims to help participants understand the importance of a term sheet in early-stage venture capital fundraising deals. With the term sheet being the very first document to be presented to the founders and its use as a road-map to the eventual investment, parties should be mindful of the common terms and rationale behind them, as well as the concerns and issues which may arise in order to start off the partnership on the right foot.</p> <p>Led by Tommy Teo from Vulcan Capital and Kyle Lee from WongPartnership, the masterclass will bring the perspectives of a VC investor and legal adviser to the discussion in order to share the market practices, sticking points and pitfalls which may arise<sup>2</sup> as well as the various methods to balance these competing commercial considerations.</p>
Speaker	<ul style="list-style-type: none"><li>• <b>Tommy Teo</b>, Managing Director &amp; Head of Southeast Asia, Vulcan Capital (SG)</li><li>• <b>Kyle Lee</b>, Partner, WongP (SG)</li></ul>

# SWITCH Masterclasses

## Level Up on Fundraising Series Highlights

Title	<b>We got 99 Problems but a Pitch ain't one</b>
Synopsis	Delivering successful pitches is one of the biggest challenges of entrepreneurship. Dirk Lehmann will show you in this masterclass how you can create a winning pitch with the right framework and a trusted process in a few hours instead of days, in order to get the results you seek.
Speaker	<b>Dirk Lehmann</b> , Pitch Coach & Innovation Advisor, Dirk Lehmann & Partners (DE)

# SWITCH Masterclasses

## Level Up on Fundraising Series Highlights

Title	<b>Virtual pitches as the new normal: how to power up your remote presenting capabilities</b>
Synopsis	<p>With the rise of Zoom calls and online events, presenting in front of a camera is now the norm. But keeping an audience engaged is a lot harder online. So how can startups make the most out of this medium, especially when pitching? How can jargon-filled B2B solutions be brought to life with short and succinct storytelling?</p> <p>As an experienced pitch coach for (technical) startups, Frank shares his insights and experiences in grabbing the attention of an online audience. In this masterclass, he will practice what he preaches and deliver a compact keynote with practical tips and tricks for speakers in the online world!</p>
Speaker	<b>Frank Smallegange</b> , Technical Pitch Coach & Presentation Trainer (NL))

# SWITCH Masterclasses

## Tech Up Series – by Stripe

Title	Simplifying Cross-Border Payments to propel expansion into high-potential markets
Synopsis	<p>Getting cross-border payments right is a critical success factor for international growth, and in this masterclass we'll explore some of the fundamentals - how to identify high-potential expansion markets, set up your payments function correctly, and maximise your conversion rates. We'll also touch on best practices to mitigate fraud and improve the buying experience for your global customers. This is especially important since the internet connects an estimated 3.2 billion users, or more than half of the world's population. It allows virtually any business, no matter how large or small, to reach customers anywhere, and 70% of online businesses are already selling internationally today. Learn how a modern approach to cross-border payments can create a better experience for your customers and boost your profitability.</p>
Speakers	<ul style="list-style-type: none"><li>• <b>Jon Stona</b>, Head of Marketing, Stripe Asia-Pacific</li><li>• <b>Cindy Wei</b>, Strategic Accounts, Stripe SE Asia &amp; HK</li><li>• <b>AJ Lewen</b>, Strategic Accounts, Stripe SE Asia &amp; HK</li></ul>

# SWITCH Masterclasses

## Tech Up Series – by WingArc1st

Title	Accelerate Business Growth by Harnessing the Power of Data
Synopsis	<p>WingArc1st is a dynamic Japanese software firm with powerful suite of products that help users make timely data-driven decisions that underpin business growth mainly through visualization.</p> <p>In this Masterclass we will share how startups and SMEs can accelerate their businesses exponentially by harnessing the power of data. Business growth hacks from the effective usage of WingArc1st software, practical demos with real use cases, and a live testimonial by a WingArc's partner (Singapore data analytics company Azendian) are guaranteed to offer a fresh perspective and generate useful insights for business leaders looking for a competitive edge.</p>
Speakers	<ul style="list-style-type: none"><li>• <b>Taisuke Asada</b> (Executive Officer (Strategy &amp; Data Alliance), head of CEO office)</li><li>• <b>Guest Speaker: Bill Lee</b>, Group Managing Director, Azendian Solutions Private Limited</li></ul>

# SWITCH Masterclasses

## Tech Up Series – by HubSpot

Title	Accelerating Sales by pivoting to a remote sales strategy
Synopsis	<p>As an early-stage startup, nailing your customer experience is key to your growth as you scale your venture in 2020 and beyond. The way your prospects and customers like to buy and engage has tremendously changed, and you'll need to adapt quickly to build out effective and scalable processes.</p> <p>Accelerating Sales: In times of uncertainty, sometimes the initial vision has to make way for something new. But startups are flexible and perhaps the time has come to put that skill to work. This session will dive into what it takes to effectively to pivot to a remote sales strategy.</p> <p>The session will include:</p> <ul style="list-style-type: none"><li>● How to build your sales process and the best practices of inbound selling</li><li>● What has changed in the buyer's experience and how to build trust</li><li>● CRM Tools to help you track prospecting and your customer's journeys to sell with insights and data</li></ul>
Speakers	<b>Aditya Kumar</b> , Head of Growth and Partnerships for SEA and India, HubSpot

# SWITCH Masterclasses

## Expand to Asia Series - Highlights

Title	Successfully Navigating the Investment Landscape in Singapore & ASEAN
Synopsis	<ul style="list-style-type: none"><li>• Global Connectivity of Singapore</li><li>• Financial Landscape and Trends</li><li>• Challenges and how to adapt to the diverse region of ASEAN</li></ul>
Speakers	<ul style="list-style-type: none"><li>• <b>Sang Shin</b> – Temasek, Director Digital Innovation (Host)</li><li>• <b>Dhritiman Hui</b> - Techstars Singapore, MD (Accelerator)</li><li>• <b>Samuel Hall</b> – Rainmaking, Partner (VC)</li><li>• <b>Gang Chern Sun</b>, NUS Enterprise Senior Associate Director (Incubator)</li><li>• Moderator: <b>Kevin Lim</b>, Temasek, Associate Director, Investment (Blockchain)</li></ul>

# SWITCH Masterclasses

## Expand to Asia Series - Highlights

Title	Leveraging on Intellectual Property (IP) to Globalise from Singapore
Synopsis	<p>For businesses, IA/IP are likely to be critical business value drivers. It is therefore essential to establish, protect and enforce the legal rights that come with these strategic assets and leverage them for business growth. In this workshop, you will learn about:</p> <ul style="list-style-type: none"><li>Various types of intangible assets (IA), and how they can impact businesses and help them gain a competitive edge</li><li>Why register your IP and hold your IP in Singapore?</li><li>Available programs and support for enterprises</li></ul> <p>The Singapore IP Hub Master Plan has guided Singapore's development as a global IP hub since 2013. Today, our global economy is increasingly driven by innovation and intangible assets (IA) – technology, brands, trade secrets, data, know-how, etc. Singapore is presently working on the Singapore IP Strategy (SIPS) 2030, which will enable Singapore to remain relevant and capture new opportunities in the future economy.</p>
Speakers	<b>Mr Eric Khoo</b> , Deputy Director, Global Engagement, Business Development, IPOS International

# SWITCH Masterclasses

## Expand to Asia Series - Highlights

Title	The Future of Technology – Protect your Data & Leverage on M&A
Synopsis	<p>With digitalization accelerating as a result of the pandemic, privacy and cybersecurity risks are increasing. The continued convergence of the tech industry is expected to be a trend in the post pandemic world and M&amp;A is expected to help facilitate recovery. In this panel, our experts in Japan, Vietnam and Indonesia will share with you their top tips on how to spot the key issues and on getting the deal done. They will also share their insights on the biggest privacy and cybersecurity risks companies are facing and provide tips for managing those risks</p>
Speakers	<ul style="list-style-type: none"><li>• <b>Stephanie Magnus</b>, Singapore</li><li>• <b>Adrian Lawrence</b>, Australia</li><li>• <b>Daniel Pardede</b>, Jakarta</li><li>• <b>Kensaku Takase</b>, Tokyo</li><li>• <b>Seck Yee Chung</b>, Ho Chi Minh</li><li>• <b>Safari Watanabe</b>, Tokyo</li><li>• <b>Le Thi Thanh</b>, Senior Associate, Ho Chi Minh</li><li>• <b>Adhika Paramartha Wiyoso</b>, Associate Partner, Jakarta</li></ul>

# SWITCH Masterclasses

## Expand to Asia Series - Highlights

Title	Harnessing your Business Expansion Strategy Masterclass: The Singapore Advantage
Synopsis	<p>Why have major tech leaders such as Twilio, Stripe, Snap and Zoom chosen Singapore as their market entry location to Southeast Asia, and what advantages does Singapore offer to tech companies? In this masterclass, learn more about how to leverage Singapore's business friendly environment, strong network of free trade agreements, competitive IP and taxation regime and skilled talent pool to pursue your next billion-dollar opportunity in the region. Speakers from Globalization Partners, Hawksford and the Singapore Economic Development Board will share best practices for market entry into Asia, and discuss how to incorporate your business, navigate the regulatory landscape, and onboard talent effectively in an evolving business environment</p>
Speakers	<ul style="list-style-type: none"><li>• <b>Brandon Chew</b>, Regional Vice President, International Marketing, Singapore Economic Development Board</li><li>• <b>Charles Ferguson</b>, General Manager, Asia Pacific, Globalization Partners</li><li>• <b>Dario Acconci</b>, Managing Director, Southeast Asia, Hawksford</li><li>• <b>Salvatore Di Chiara</b>, Head of Account Management, Hawksford</li></ul>

**END**

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