

What's Happening @ NP Incubator?

NP Incubator Events and Activities on January 2020

One-to-one clinic session for Startup Branding and Publicity

Understanding the startups identity as a company and how their product fits the marketplace are part of brand strategy and positioning. Having a strong branding strategy drives most of business decisions and set them apart from their competitors.

Through the one-to-clinic session conducted by industry professionals, each incubatee can have the opportunity to ask the trainer pertinent questions related to their branding and publicity strategies. After the sessions, the incubatees have given positive feedbacks, including

“The 1-1 clinic for startup branding and publicity is helpful. As a young startup, we have limited funding but a long to-do-list. The trainer understands our target industry and has provided useful feedback on marketing tool needed and approach to use. He is also open-minded and willing to brainstorm strategies with me.”

“I have learnt about how to use LinkedIn to promote my business and personal branding :)”



#Branding #Startup Building #Lifelong Learning

Chinese New Year Networking Session

Communities often gather around a pot of bubbling broth and various steamboat ingredients to celebrate the Chinese New Year. At NP Incubator, we had festive get-together over dinner. Co-founders had a great time catching up with each other while sharing their ventures, knowledge and expertise. Wishing everyone a prosperous Lunar New Year 2020!



#Community #NP Startup Ecosystem #Co-founders

About NP Incubator

NP supports Innovation & Entrepreneurship. NP Incubator provides campus entrepreneurial community for startups founded by NP students or alumni. It has physical facilities such as office space, shared facilities and equipment and support programmes such as networking, mentorship and workshops. Since inception, more than 30 startups have been nurtured and graduated with sustainable businesses. It has helped match more than 90 interns to startups and helped startups raise more than S\$4 million in financing.



If you have a **business deck** and would like to know how NP Incubator could help to support your startup business, please leave your contact details by submitting through the QR code or link below:



Link: <https://tinyurl.com/pipeline7>

Thank you

Kind regards,

NP Incubator Team

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