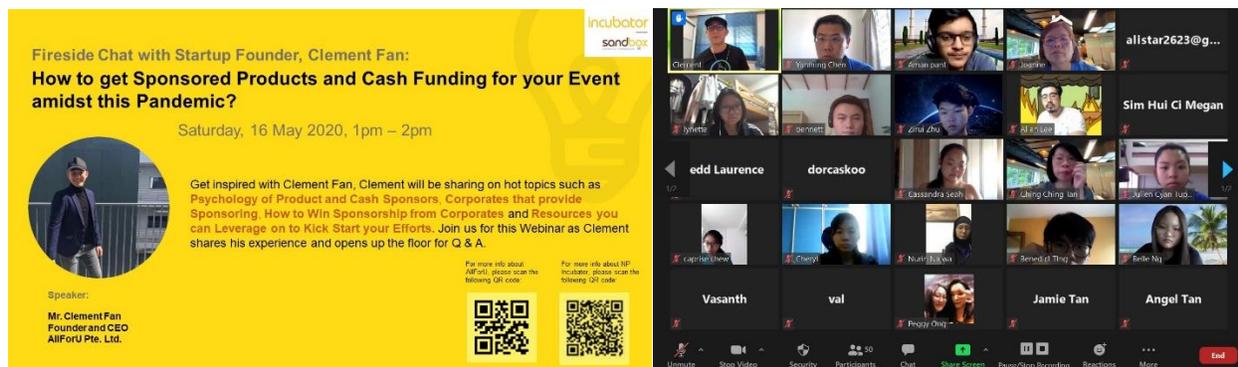


# What's Happening @ NP Incubator?

NP Incubator Events and Activities on May 2020

## Fireside Chat with Startup Founder, Clement Fan, AllForU Pte. Ltd.

Amidst the COVID-19 pandemic, many may find it increasingly challenging to find sponsors for their events. On 16 May 2020, NP Incubatee, AllForU conducted an hour-long virtual sharing session with 50 Advocates and Leaders of Student Toastmasters Club from Ngee Ann Polytechnic on sponsorships.



The Advocates & Leaders of Student Toastmasters Club learnt from Clement, his winning strategy in securing sponsorship, and the common pitfalls to avoid. Here are some key takeaways:

### 👉 How to get sponsorships:

- Find out the KPIs of the corporate and frame your sponsorship to meet those KPIs (e.g; getting a new product in front of new customers)
- Align your sponsorship request to the company (e.g; Redbull typically sponsors sports events and not concerts)
- Be attention-seeking (eg. the scale of the event) and concise in the pitch, as execs don't have the luxury of time to read lengthy decks
- Engage the corporate early (3 to 4 months in advance)

“Personal story sharing, and lessons learned.” - Mr. Zhu Zirui, President, NP The Sandbox Advocates

#COVID-19 #Sponsorship #Event Management

## On-Demand Fireside Chat with Digital Strategist

Since the onset of COVID-19 pandemic, more businesses are turning to digital marketing to reach out to new audiences. On 28 May 2020, NP Incubator conducted hour-long webinar on “Useful Strategies in Digital Marketing amidst COVID-19”.

The speaker, Niti is an experienced digital strategist and helped his company to clinch Southeast Asia Integrated Marketing Agency of the Year 2018. About 14 participants from more than 7 startups attended the session.

Niti shared practical tips and answered pertinent questions by the startups. The topics ranged from the Marketing Vs Digital Marketing, Understanding Intents, Digital Marketing Platforms (Google AdWords/Display Ads/YouTube Ads/Facebook Ads/LinkedIn Ads) to B2B and B2C Campaigns.

Compliments received from the startup co-founders:

“The experience of the other startups sharing their concern on the topic which in this case is digital marketing. Very good highlights on B2B aspects of digital marketing.”

-Mr. Lucus Liao, Co-founder & CEO, Tink Singapore

“Very detailed presentation. Great indept explanation about digital marketing.”

-Ms. Vanessa Tan, Co-founder & CEO, Position Five Private Limited



#Digital Marketing #New Normal #Startups

## **About NP Incubator**

NP Incubator has been playing the strategic role of supporting our alumni startup founders as they took their first steps before becoming global-savvy entrepreneurs. Since the NP Incubator's inception in 2013, it has supported over 30 startups, founded by NP alumni, which have collectively generated over \$15m in business and raised over \$7m of funds.

### **MEET THE INCUBATION TEAM**



**Joanne**  
Assistant Director  
(Startup Ecosystem)



**Yanming**  
Programmes and  
Operations

If you know any budding alumni entrepreneurs who would like to know how the NP Incubator could help to support your startup business, do reach out to the Incubator Team through the QR code or link below:



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

Thank you

Kind regards,

NP Incubator Team

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