

# FOUNDERS LAIR

Company Profile, 2024

FOUNDERS LAIR.

# Introduction

**FOUNDERS LAIR.**

# Empowering Innovation with Founders Lair

## Your Gateway to Global Startup Excellence

Founders Lair is the world's largest digital sci-tech innovation ecosystem and a leading digital startup ecosystem enabler, connecting innovators across the globe. We serve hundreds of governments, accelerators, and entrepreneurship competitions around the world every year. Specializing in startup scouting, ecosystem exploration, and curated startup connections, we transform challenges into opportunities for growth and innovation.

- Global Reach. Access to a diverse network across 100+ countries.
- Customized Solutions. Tailored services for government bodies, corporates, and startups.
- Proven Track Record. Successful collaborations with top-tier organizations and governments.
- Innovative Platform. Leveraging AI and community-driven insights for effective startup scouting and ecosystem analysis.

**3 Million+**  
Global Startup  
Reach

**100+**  
Startup Ecosystems  
Covered

**250+**  
Corporates and Organizations  
using the platform

**300+**  
Startup Ecosystem Experts in  
the Community

# Founders Lair Offices

## China Office, 2019

EN Founders Lair (Beijing) Technology Co., Ltd.

CN 北京创客说科技有限公司

ADD 北京市海淀区海淀西大街48号5层 (100080)

## Korea Office, 2021

EN Founders Lair Co., Ltd.

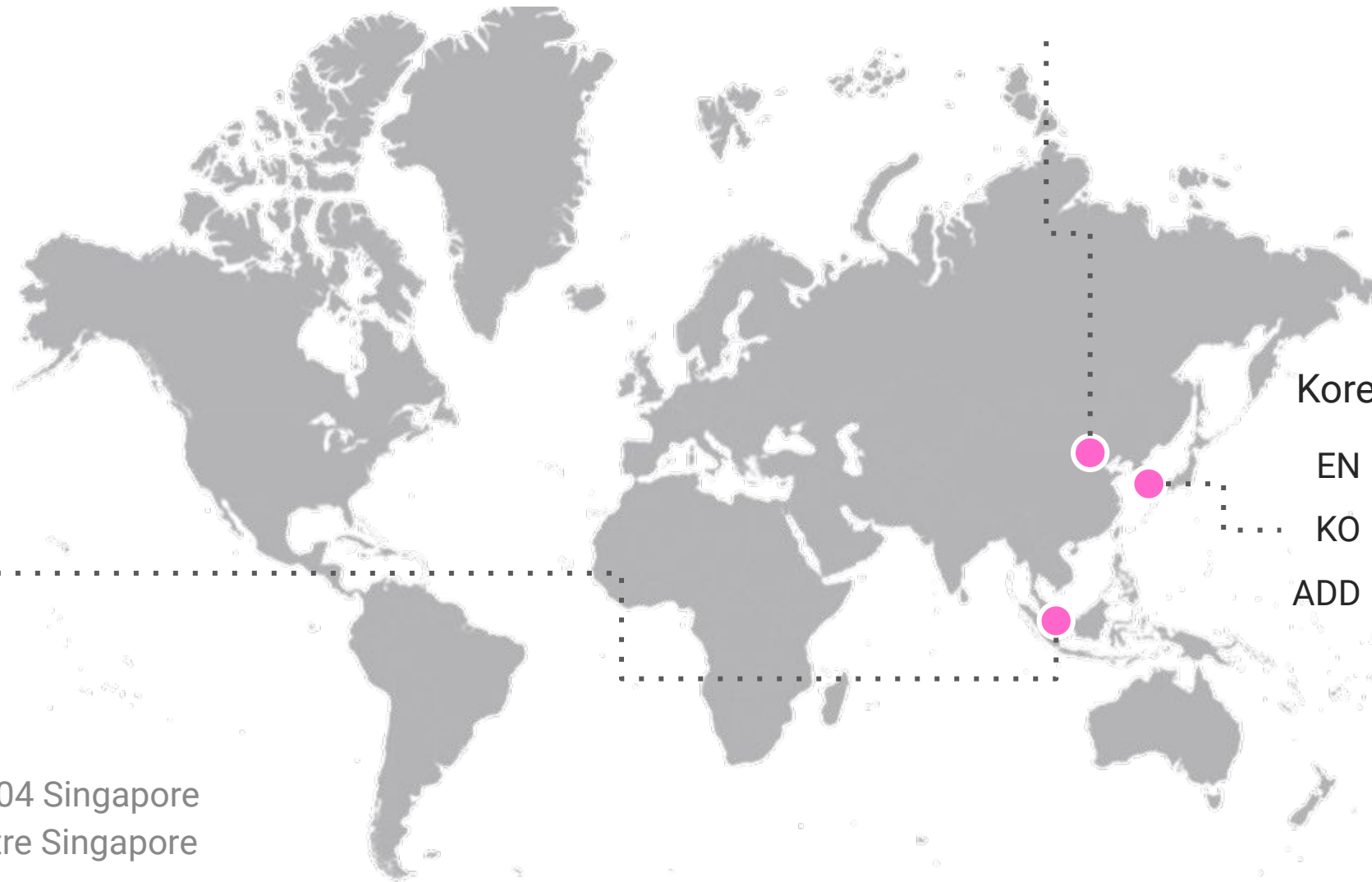
KO 주식회사 파운더스레이어

ADD 경기도 성남시 분당구 판교로 289번길 20  
스타트업 캠퍼스, 3동 1층

## Singapore Office, 2021

EN Founders Lair Pte. Ltd.

ADD 160 Robinson Road, #14-04 Singapore  
Business Federation Centre Singapore  
(068914)



# THE FOUNDING TEAM



**Jelte Wingender**  
**CEO**

#community #corpinnovation  
#businessdevelopment

**Innoway** *China*  
Senior Manager Corporate Innovation

**German Accelerator** *China*  
China Country Partner

**Startup Grind** *China*  
APAC Director

**Walmart** *China*  
Innovation Council Member



**Fabien Martin**  
**CTO**

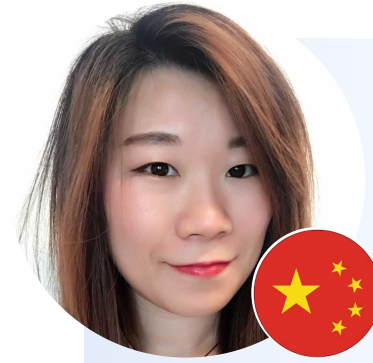
#tech #ai #web3

**Catcha Group** *Malaysia - Singapore*  
Venture Capital

**Founders Guild** *Singapore - Korea*  
Co-founder & CEO/CTO

**Startup Grind** *China*  
Chapter Director

**Mea Ovum, Event Connect** *Worldwide*  
Serial Tech Co-founder (AI, WebDev)



**Silu Cao**  
**COO**

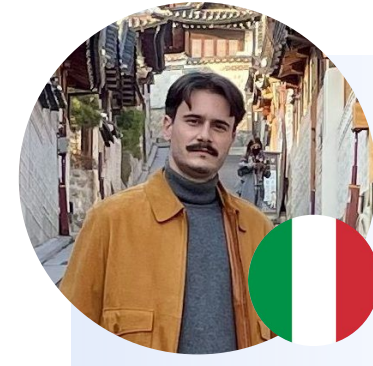
#finance #operations  
#corporateinnovation

**Innoway** *China*  
Corporate Innovation Consulting

**Founders Guild** *Singapore - Korea*  
Co-founder & CFO

**KPMG** *Singapore*  
Auditing & Corporate Finance

**London School of Economics (LSE)** *UK*  
B.S. Finance & Accounting



**Leonardo Balduzzi**  
**CXO**

#design #tech  
#community

**Innoway** *China*  
Marketing and Communications

**Trinket** *USA*  
Technical Advisor (User Experience)

**Startup Grind** *China*  
Chapter Director

**Mea Ovum, Event Connect** *Worldwide*  
Product Advisor

# Trusted by Industry Leaders - Accelerators, Incubators and Investors

Proudly collaborating with global leaders and innovators.

PLUGANDPLAY



INNONATION  
POWERHOUSE

TusStar  
启迪之星



Stacks



Tenity



agorize

# Trusted by Industry Leaders - Governments or Government Related Organizations

Proudly collaborating with global leaders and innovators.



# Trusted by Industry Leaders - Corporates

Proudly collaborating with global leaders and innovators.

SAMSUNG

BCG

Walmart 



**LV**  
LOUIS VUITTON

HARTMANN 

 INNOSPOT  
A HYPE INNOVATION COMPANY



  
SKODA

SIEMENS  
Healthineers 

agora

  
HUAWEI

VISA

*Cartier*

 煤氣  
Towngas

  
EUREKA  
NOVA

IBM®

 EDF

fischer 



# Product & Services

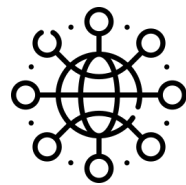
FOUNDERS LAIR.

# Marketing Package - Broad Reach in Startup Sourcing

## Maximize Outreach with Our Marketing Package

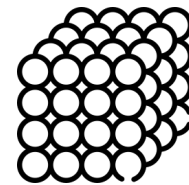
Our Marketing Package is expertly crafted for organizations seeking extensive exposure within the global startup community. This solution is ideal for your initiatives aimed at broadening your reach, engaging a diverse array of startups across various sectors and stages.

*'Founders Lair's Marketing Package significantly enhanced our startup engagement, bringing us a plethora of innovative solutions and opportunities.'* - [NIPA]



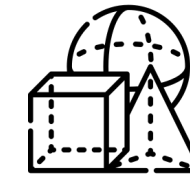
### Extensive Reach

Connect with a vast array of startups, expanding your visibility across multiple industries and geographies.



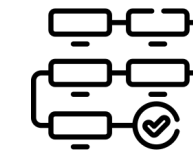
### Volume Focus

Designed to generate a high volume of applications, ensuring a wide pool of startups to choose from.



### Diverse Exposure

Gain access to a diverse range of startup profiles, from nascent innovators to established disruptors.



### Efficient Process

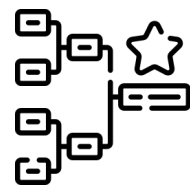
Streamline your scouting process with our efficient, technology-driven approach, saving time and resources.

# Comprehensive Startup Scouting Services

## Elevating Startup Discoveries with Precision and Scale

At Founders Lair, we specialize in connecting transformative startups with visionary organizations. Our Startup Scouting Services are meticulously designed to cater to diverse needs, offering a spectrum of solutions from broad-reaching marketing strategies to targeted, precision scouting.

*'Founders Lair's Target Scouting service was pivotal in identifying startups that were a perfect fit for our innovation goals.'* - [Tenity]



### Customized Matchmaking

Each startup is rigorously matched based on a tailored process, aligning with your unique needs and preferences.



### Quality Focus

A selective process ensuring only the most promising and aligned startups are shortlisted.



### Strategic Fit

We vet startups for their potential to synergize with your strategic objectives and innovation directives.



### In-depth Insights

Leverage our comprehensive analysis, combining AI-driven data and expert evaluation for each startup selection.

# Hybrid Scouting Approach - Balancing Quality and Reach

## The Best of Both Worlds: Hybrid Scouting

Our Hybrid Scouting Approach combines the extensive reach of our Marketing Package with the precision-focused strategy of Target Scouting. This integrated solution is ideal for clients who seek a balanced approach, ensuring both a wide pool of startups and a targeted selection of high-potential matches.

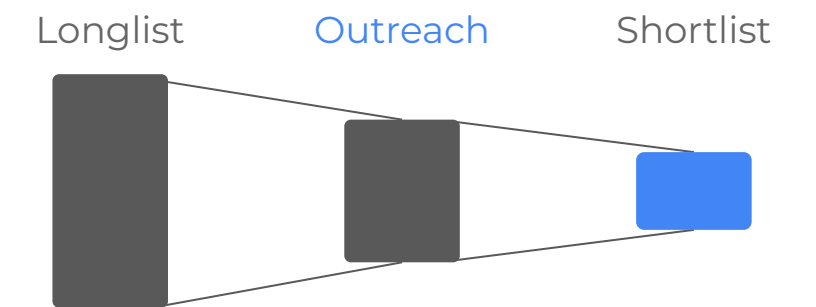
Customized Solutions: Pricing model tailored to your specific requirements.

*'The Hybrid Scouting service from Founders Lair was a game-changer for us. It provided the perfect mix of quantity and quality, introducing us to a diverse range of startups while ensuring each one was a potential strategic match.'* -  
[Towngas]

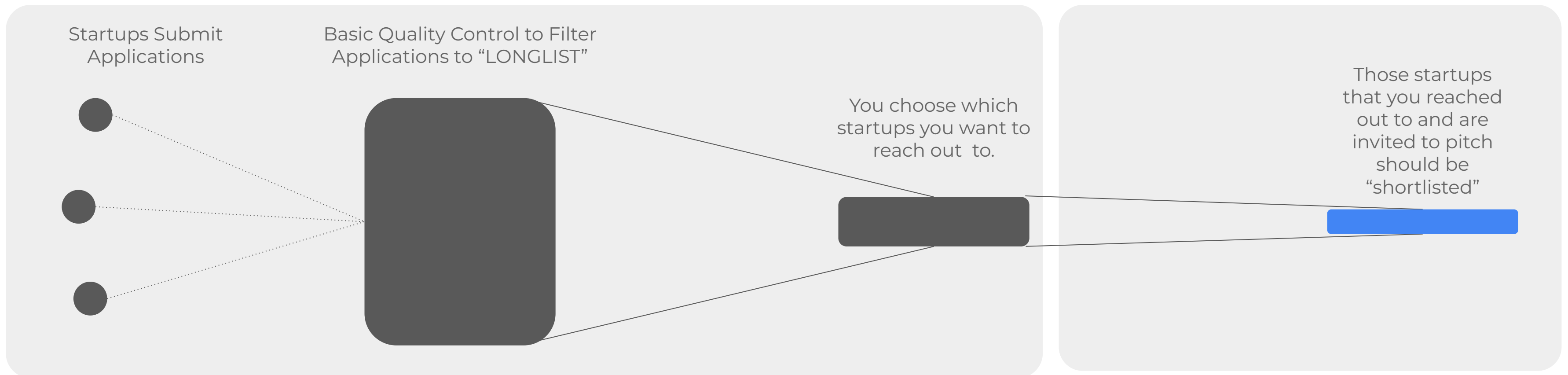
# Applications and Shortlisting Process on the Platform

A clear startup application process management tool.

On our program management platform called “Dealflow” all startup applications are managed and tracked. Ensure to shortlist the startups that you want to reach out to for the next pitching session.

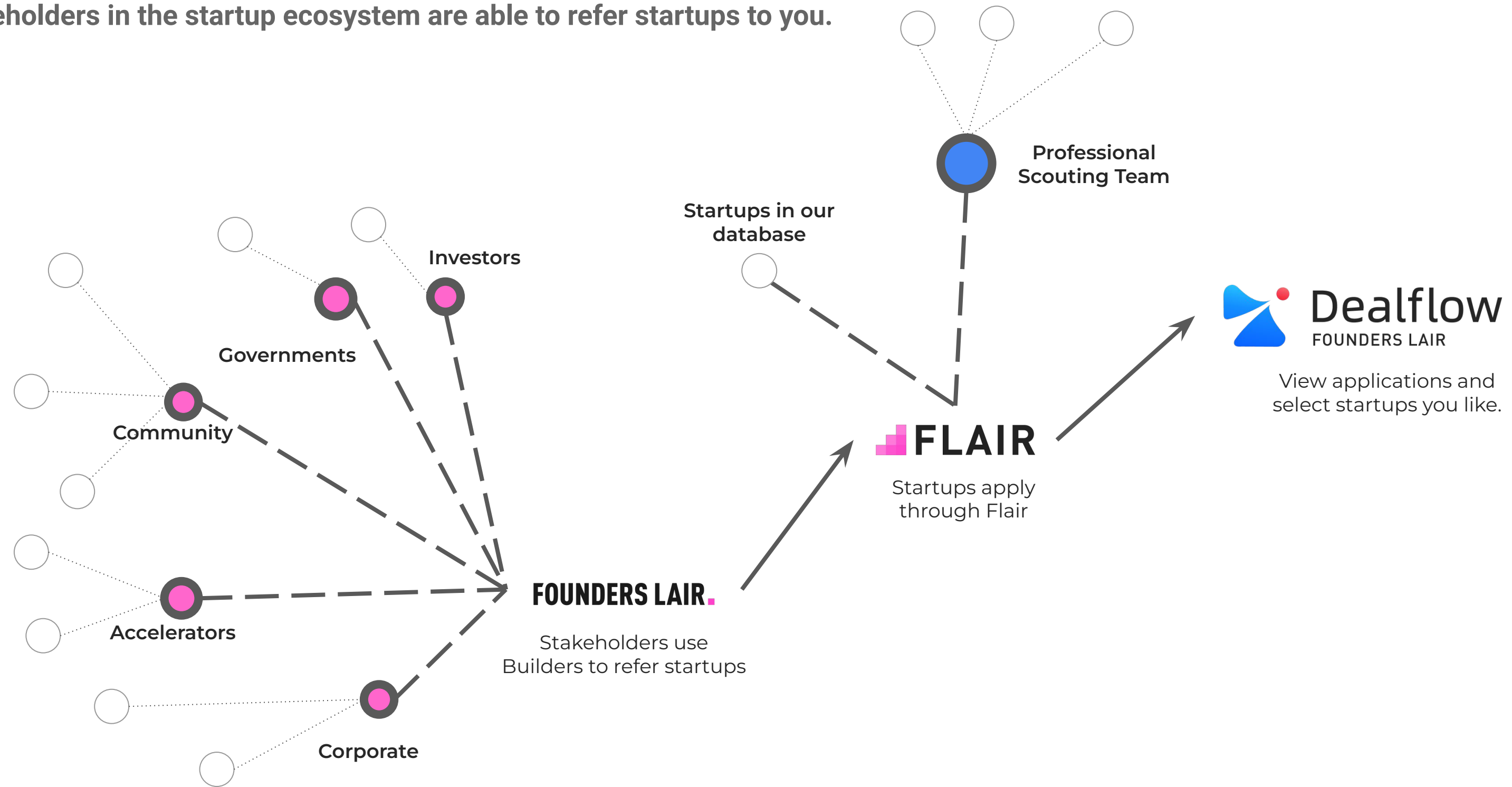


Off Dealflow



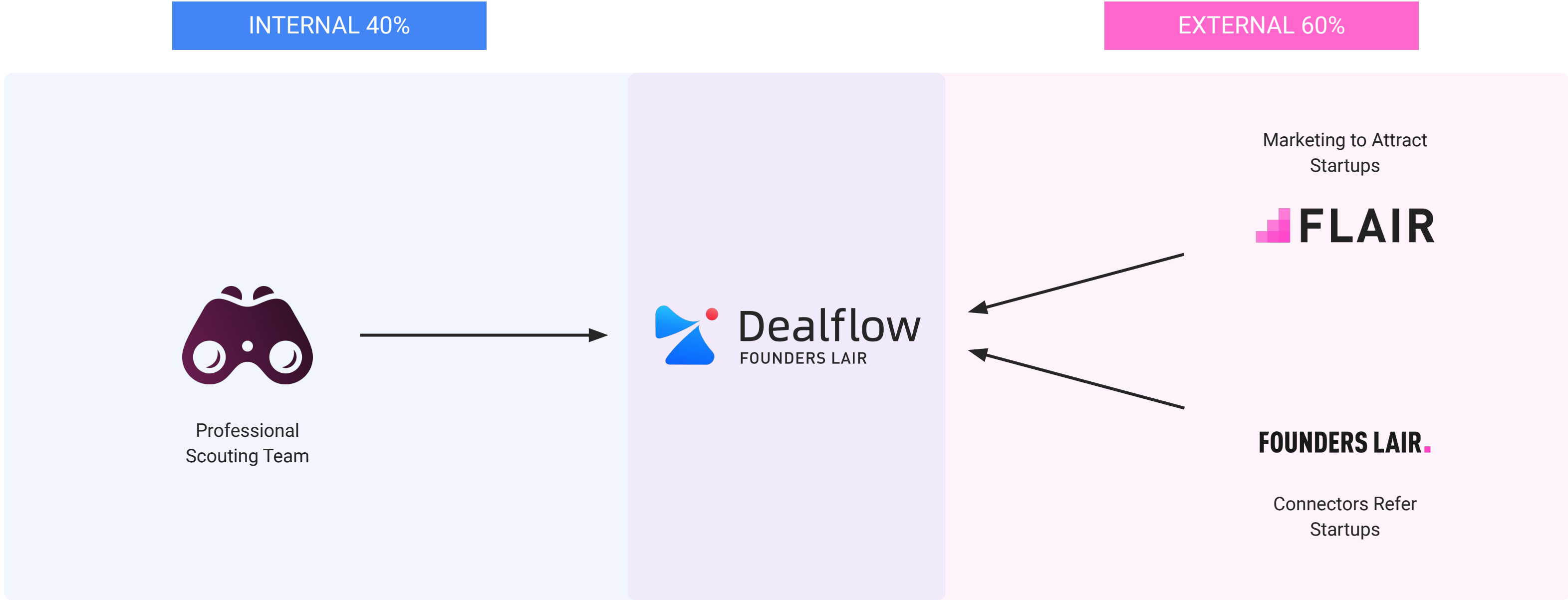
# We use AI & Community to Increase Efficiency in Startup Sourcing

All stakeholders in the startup ecosystem are able to refer startups to you.



# How do we Guarantee Delivery?

As a crowdsourcing platform that uses AI & Community to source startups , we deliver projects by combining internal scouting and referrals from external connectors.



# Startup Ecosystem Exploration - Uncover Global Opportunities

## Navigating Global Startup Landscapes with Expertise

Embark on a journey of discovery with our Startup Ecosystem Exploration service. Designed for clients aiming to delve into new markets, this service offers a comprehensive analysis of startup ecosystems around the globe. Whether exploring opportunities in established hubs like Silicon Valley or emerging markets, we provide the insights you need to make informed decisions.

*'Founders Lair's exploration service was instrumental in expanding our reach in India. Their insights and on-ground support in Bangalore, Mumbai, and Delhi enabled us to meet valuable partners and understand the local startup dynamics.'* - [Head of Innovation], Fischer Group



### Detailed Ecosystem Reports

Receive in-depth reports covering key multipliers, vital statistics, and notable startups within specific industries.



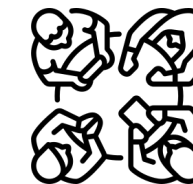
### Customized Analysis

Tailored reports to suit your strategic focus areas, whether it's tech, healthcare, fintech, or any other sector.



### On-Ground Insights

Leverage our local networks for real-world insights and updates on evolving market dynamics.



### Meeting and Networking

#### Facilitation (Optional)

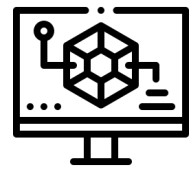
Option to arrange meetings with key ecosystem players, providing direct engagement with potential partners, investors, and innovators.



# Detailed Ecosystem Reports - Your Insightful Guide

## In-Depth Analysis for Strategic Decisions

Gain a comprehensive understanding of your target startup ecosystems with our detailed reports. These reports are more than just data compilations; they are a synthesis of insights and trends that can drive your strategic planning and investment decisions.



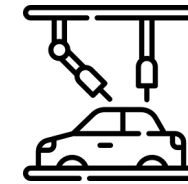
### Market Dynamics and Trends

Uncover the latest trends, growth patterns, and market dynamics specific to the ecosystem.



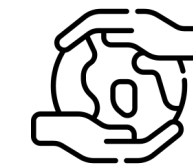
### Key Players and Multipliers

Identify influential players, including startups, investors, accelerators, and other ecosystem builders.



### Sector-Specific Insights

Receive detailed analysis on sectors of interest, highlighting leading startups, innovation trends, and investment opportunities.



### Regulatory and Cultural Context

Understand the regulatory environment and cultural nuances that could impact your approach to the ecosystem.

# Meeting and Networking Facilitation - Connecting You with Key Ecosystem Players

## Enhancing Ecosystem Exploration with Tailored Networking

Deepen your ecosystem exploration with our Meeting and Networking Facilitation service. Designed to complement our Ecosystem Reports, this service offers personalized introductions and meeting arrangements with key players in your target ecosystems, ranging from startups and investors to local accelerators and industry experts.

### Why Choose This Service:

Maximize the impact of your ecosystem exploration by directly engaging with the right contacts. Our facilitation service not only saves you time and resources but also opens doors to potential partnerships and opportunities that are aligned with your objectives.



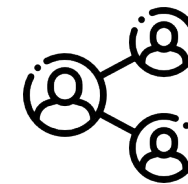
### Personalized Introductions

Get introduced to a curated list of influential ecosystem players, tailored to your strategic interests and goals.



### Meeting Arrangements

We handle the logistics of setting up meetings, whether virtual or in-person, ensuring productive and meaningful interactions.



### Networking Events

Gain access to exclusive networking events, conferences, and workshops, enhancing your understanding of the local market.



### Local Insights and Support

Benefit from our team's local knowledge, providing you with valuable cultural and business insights for successful engagements.

# Monthly Startup Curation - Continuous Insights and Opportunities

## Stay Ahead with Curated Startup Insights

Our Monthly Startup Curation service offers you a regular, up-to-date stream of startup profiles. Tailored to your specific interests and sectors, this service ensures you're always informed about emerging startups and market trends relevant to your strategic goals.

### Engagement Benefits:

Stay constantly updated on the startup landscape without investing significant time and resources. This service is ideal for maintaining a pulse on innovation and preparing for future collaborations or investments.



### Customized Curation

Each month, receive a carefully curated list of startups aligned with your interest areas, whether it's technology, healthcare, fintech, or other sectors.



### Insightful Profiles

Detailed profiles provide insights into each startup's background, market position, and potential for collaboration or investment.



### Flexible Subscription

Adjust your subscription preferences as your focus areas evolve over time, ensuring the curation remains relevant and valuable.



### Report and Dashboard Access

Along with the CSV list, gain access to our interactive platform for deeper insights and direct connections with the startups.

# Events

**FOUNDERS LAIR.**



# Events

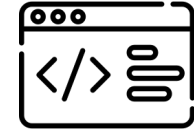
## Engage with your target audience

Founders Lair excels in meticulously planning and seamlessly operating events across various formats. Whether you're in need of an online or offline event, whether it's on a small or large scale, we have the expertise and experience to make it a success. Our portfolio includes an array of event types ranging from intimate fireside chats to dynamic hackathons, interactive forums, or even comprehensive exhibitions. We pride ourselves on our versatility and adaptability, ensuring that every event, regardless of its nature or size, is executed with the utmost precision and professionalism. Founders Lair is your go-to partner for creating impactful and memorable events tailored to meet your specific needs and objectives.



### Roadshows

We organize entire startup roadshows in your location or any location of your choice. We invite judges and audience as well.



### Hackathons

We are experienced in running multiple day Ideathons or Hackathons in various industries with participant size up to 200 people.



### Speaker Invitations

We will invite the speakers for you with the right background and profile to attract the right audience.

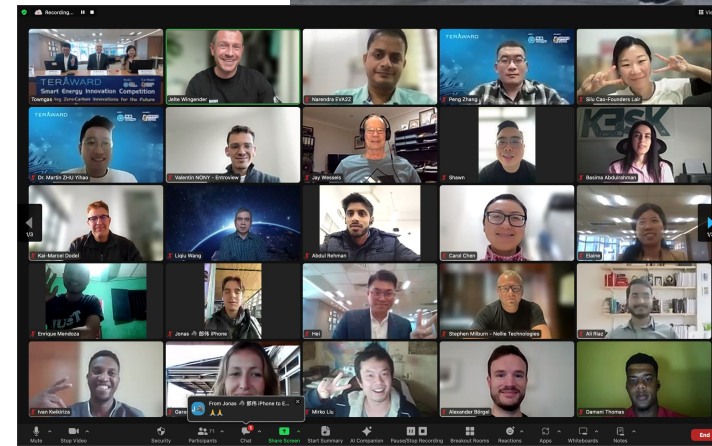


### Audience Management

No matter if you do an online or offline event, we ensure a high participation rate of the right audience.

Currently, we have curated over **200 events** through Founders Lair and under the leadership of our CEO. These events primarily center around international entrepreneurship and innovation. Our profound experience makes us adept at building a compelling global influence for you, utilizing a hybrid approach that combines both online and offline strategies.

Furthermore, we have established successful partnerships with prominent global organizations such as Y Combinator, 500global, SOSV, Walmart, Intel, Airbus, and various others, extending our collaborative reach.



Towngas online event



Event with Innovation Director of Intel.

Our CEO, with Eric Migicovsky, partner of Y-Combinator.



Huawei Ideathon

# Scope & Outcome

## Engage with your target audience

Our overseas event will serve the purpose of promoting you through offline and online events. With the reach to our extensive network of global startup ecosystems, we are able to bring the strong awareness to your company and program in different regions with the highest efficiency.

---

### What to Expect

- 01** Offline events in **100+** overseas ecosystems
- 02** Overseas exposure **100,000+** view



# Potential Ecosystems for Offline Events

## Global Reach at your Fingertip

Below are some of the ecosystems that Founders Lair is currently covering. Ecosystem that is highlighted are the ones that we recommend.

Europe		Asia	Africa	North America
Hungary	Lithuania	Vietnam	Egypt	<b>USA</b>
Slovakia	Finland	Taiwan	Uganda	Jamaica
<b>Russia</b>	Switzerland	Sri Lanka	Morocco	Mexico
Greece	Sweden	<b>India</b>	Rwanda	Canada
Cyprus	Montenegro	Mongolia	Mozambique	<b>Middle East</b>
Spain	<b>Germany</b>	China	Gambia	<b>United Arab Emirates</b>
Serbia	Czech Republic	<b>Israel</b>	<b>Kenya</b>	Lebanon
Albania	Denmark	<b>Malaysia</b>	Ghana	<b>Oceania</b>
Estonia	Romania	Bangladesh	Tunisia	New Zealand
Croatia	Andorra	Turkey	Ethiopia	Australia
Ireland	Italy	<b>Singapore</b>	Malawi	<b>South America</b>
Latvia	United Kingdom	Indonesia	Cameroon	Bolivia
Belgium		Thailand	Senegal	Ecuador
<b>France</b>		<b>HongKong</b>	Congo	Peru
Poland		Nepal	Tanzania	Panama
Austria		Maldives	Zimbabwe	<b>Brazil</b>
Armenia		<b>Japan</b>	Benin	Argentina
Norway		<b>South Korea</b>	Nigeria	Chile
Bulgaria		Philippines	Botswana	
Netherlands		Pakistan	Sudan	
Ukraine		Kazakhstan	South Africa	
Portugal		Cambodia	Zambia	

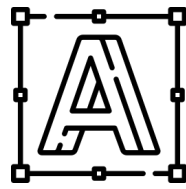
# Website Development & Design

FOUNDERS LAIR.

# Website Development and Design

## We develop and design your startup program page from scratch

Our team at Founders Lair boasts extensive experience in developing and designing entire landing pages specifically tailored for startup programs, particularly for government initiatives and prominent accelerators. Our expertise lies in crafting web pages that are not only professional and visually appealing but also uniquely distinguished in their design. We focus on creating landing pages that resonate with your program's identity and goals while ensuring they are user-friendly and easy to maintain. If you're seeking a landing page that stands out with its individuality and professional flair, coupled with straightforward maintenance and management, Founders Lair is your ideal partner. We're committed to delivering quality and distinctiveness in every project.



### Professional Design

We have an experienced team of designers who will make your program look professional, innovative and impressive.



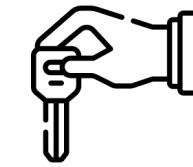
### Development

We develop the entire page for you, either conveniently through wordpress, or other tools.



### Hosting

We take care of the hosting if needed. You provide us simply the content and we do the rest.

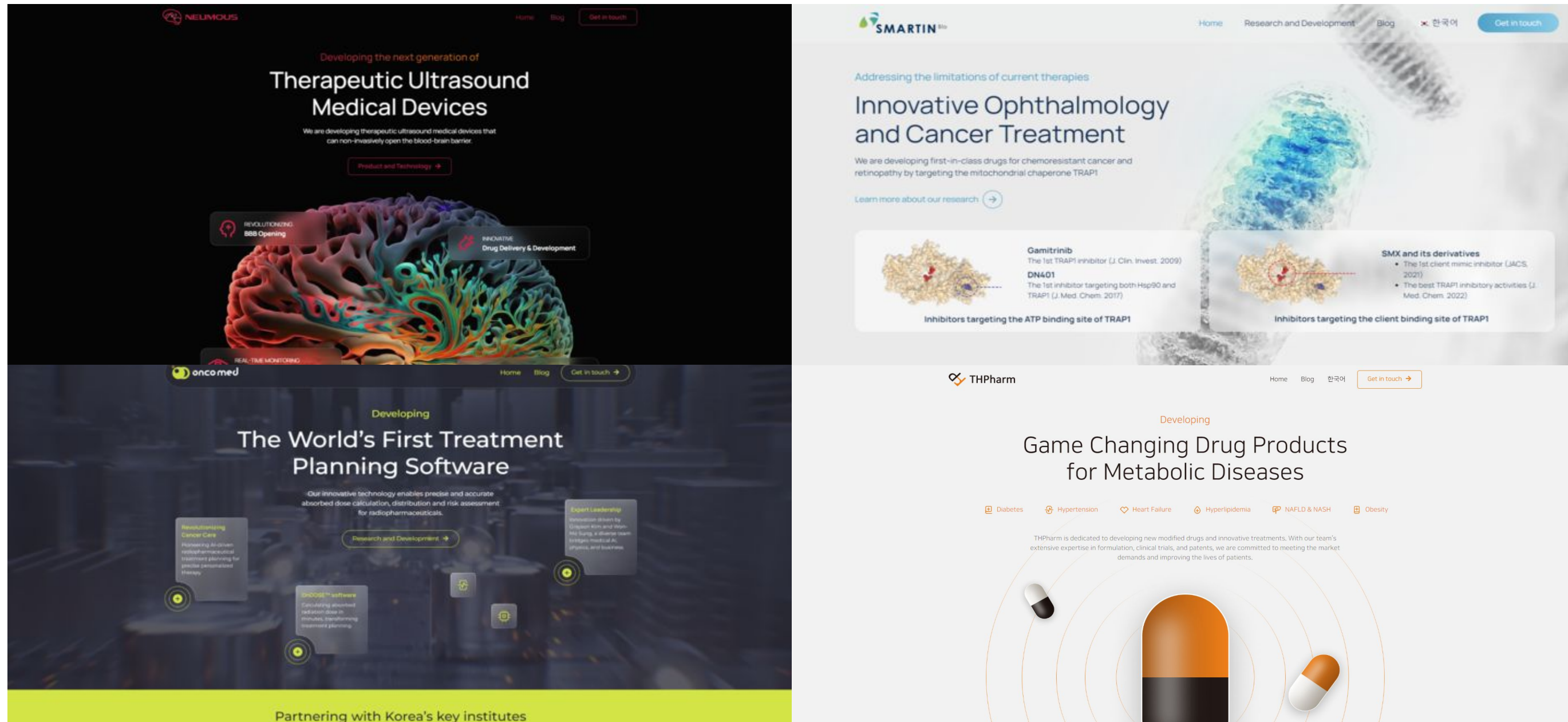


### Handover

We do a professional handover that you and your team can take over the page by yourselves.

# Website Development and Design

Below are some of some of the website examples we have developed and designed for Korean startups as a request from the Korean government.



# Selected Clients & Case Studies

**FOUNDERS LAIR.**

# Trusted by Industry Leaders

Proudly collaborating with global leaders and innovators.



# Fischer, India, ConstructionTech



**Objective** Fischer, a leading construction company from Germany was planning a visit of the APAC innovation Director to India. The goal was to connect with the major multipliers in Bangalore, Mumbai and Delhi and to arrange meetings with leading construction tech startups in the city.

**Result** Founders Lair helped to connect the Fischer team with over 12 local multipliers from leading VC companies, accelerators and government organizations. Additionally a total of 20 offline meetings were arranged.



55

Startups Sourced



15

Shortlistings



12

Connectors



1

Regions Covered

# Innospot, China, Data Intelligence



**Objective** Innospot is a technology company from Germany focusing on providing startup intelligence. However, they have no penetration on the Chinese market. They have clients that require monthly reports and intelligence on Chinese deep tech startups.

**Result** Founders Lair provides constantly a list of 50 deep technology startups per month for Innospot to explore market trends.



# Innospot, China, Data Intelligence

## Objective

Innospot is a technology company from Germany focusing on providing startup intelligence. However, they have no penetration on the Chinese market. One of their clients required a detailed report of the deep tech startup scene in China. They wanted a market research to understand the trends and players.

## Result

Founders Lair provided a list of over 2000 deep technology startups. 300 of these were analyzed in on a basic level, 80 on an extended version and 30 on a deep level. Additionally a landscape overview was created over the relevant deep tech investors, accelerators and incubators.

# LVMH, Global, RetailTech



**Objective** LVMH digital innovation center was looking for startups from 5 sectors, including metaverse, customization, in-store interactive experiences, product discovery and anti-counterfeit solutions. Selected startups will be able to work directly with them to foster their business collaborations within the Group.

**Result** 99 startups from 17 regions applied and among that, 56 startups are selected to explore potential PoC with LVMH.



99

Startups Sourced



56

Shortlistings



14

Connectors



17

Regions Covered



# WALMART, USA + CHINA, Supply Chain Solution

**Objective** Walmart has the goal to contribute with innovative solutions to the ease of the global pandemic and climate change. Under the Walmart Food Safety Collaboration Center, the company is looking for global startups to join their innovation pipeline to develop joint POCs and participate in their Acceleration Program. It is important to Walmart to get the highest quality of startups to participate in the program. Walmart focuses on top startups in the area of “Post Pandemic Food Delivery Methods”, “Temperature Monitoring and Cold-Chain Risk Management”, and “Safer, Healthier, Greener” Solutions for Consumers.

**Result** Founders Lair has joined the Innovation council of Walmart next to 40 other leading players. We have been able to activate connectors all around the world to source top technology solutions in the area. Founders Lair provided a large selection of innovation solutions to each challenge.



28

Startups Sourced



2

Shortlistings



15

Connectors



4

Regions Covered



# TOWNGAS, Hong Kong, EnergyTech

**Objective** As a leading energy enterprise, Towngas (The Hong Kong and China Gas Company Limited, the listed company for towngas in Hong Kong) and SPIC (State Power Investment Corporation Limited) strives to reduce its carbon emissions in its operations.

The TERA-Award Smart Energy Innovation Competition aims to empower the development of a green economy, with an objective to identify innovative technologies and solutions for a future with smart energy. Through the competition, the organisers will offer the application scenarios, funding opportunities and resources to the entries with potential, helping them to bring their innovative ideas to fruition and achieve commercial success.

**Result** By identifying energy-tech startups from our database, Founders Lair has sourced in 2022 73 energy-tech startups for Towngas with 77% of them being shortlisted for the next round. In 2023 we have increased this to 290 applications, of which 200 startups were shortlisted.



290

Startups Sourced



200

Shortlistings



23

Connectors



65

Regions Covered

# AGORA, Global, Real-time Engagement Solutions

**Objective** Agora, Inc. is a pioneer and global leader in Real-Time Engagement Platform-as-a-Service, or RTE-PaaS. SuperSonic is a three-month startup program by Agora and 5Y Capital for the entrepreneurs working in RTE(Real-Time Engagement), two batches per year. Support and resources include free credits for real-time voice and video usage, perks, technical support and consultation for fundraising strategies etc. The mission of SuperSonic is to enable the developer founders to build brilliant startups in a more cost-effective and efficient way.

**Result** Agora is happy with the result since the 2 out of 3 Chinese applications they shortlisted got in their 2022 Autumn Cohort in China (only 20 startups for each cohort).



73

Startups Sourced



29

Shortlistings



21

Connectors



32

Regions Covered

# SOSV - NextAge Accelerator Program, CHINA, Italy, Silver Age Technology

**Objective** NextAge, run by global venture capital firm SOSV, is Europe’s first accelerator focused on the growth of startups in the booming Silver Economy. Shortlisted startups will get investment and 4-month acceleration in Italy.

**Result** Founders Lair has successfully sourced 105 tech startups from 28 countries, with 34 connectors making the referrals.



105

Startups Sourced



28

Shortlistings



34

Connectors



28

Regions Covered

# The Draper University -VeChain Web3 Accelerator, United States, Web3

**Objective** The Draper University x VeChain Web3 accelerator is a 12 Week Accelerator Program delivered virtually for global high-growth blockchain companies.

**Result** Dealflow has sourced 64 blockchain startups across the globe, 16 of them are shortlisted to join the accelerator program and 10 of them got 100k USD investment secured.



64

Startups Sourced



16

Shortlistings



18

Connectors



31

Regions Covered



## HICOOL, CHINA, High-end Technology

**Objective** HICOOL is a leading program from the Beijing city government to attract top global startups to participate in the Global Entrepreneurship competition and land in Beijing. The startups must be Pre-Seed to Series B and focus on AI & FinTech, Healthcare & Medicine, New Generation Information Technology, High-end equipment, New Energy, New Materials, Energy Conservation and cultural creativity.

**Result** In 2021, Founders Lair has successfully sourced over 100 leading technology startups from US, Europe & Asia. Two of the startups we have introduced won second and third place, outcompeting over 4000 other startups.

In 2022, Founders Lair has successfully sourced 253 leading technology startups from 48 countries, with 32 connectors making the referrals and created around 20,000 views on the project page.

In 2023, we have reached 720 startups from over 80 countries, with 50 connectors referring.



720

Startups Sourced



700

Shortlistings



50

Connectors



80

Regions Covered





## IBM & CALLFORCODE, CHINA, Hackathon

**Objective** IBM and CallforCode organize global hackathon concepts to address climate change and sustainability. IBM wanted to activate innovators in 3 cities in China, namely Beijing, Chengdu and Ningxia. The teams are meant to create prototypes and work on ideas they develop over 48 hours. All solutions are impact driven, and focusing on ESGs (environmental, social and governance).

**Result** Founders Lair helped to activate in each city over 100 innovators to participate in the hackathons. The experienced team headed operations and event management during each event, ensuring a smooth and professional experience for both IBM and the participants.

# Event Examples and Cases

**FOUNDERS LAIR.**

# ITEC (Formerly OTEC) 2023, Beijing



## Background

We organized the "International Entrepreneurship Gathering" as part of the Beijing Chaoyang District International Talents Entrepreneurship Competition (ITEC competition) and showcased 23 top-notch science and technology projects from 15 different countries during the roadshow.



150+

Attendees



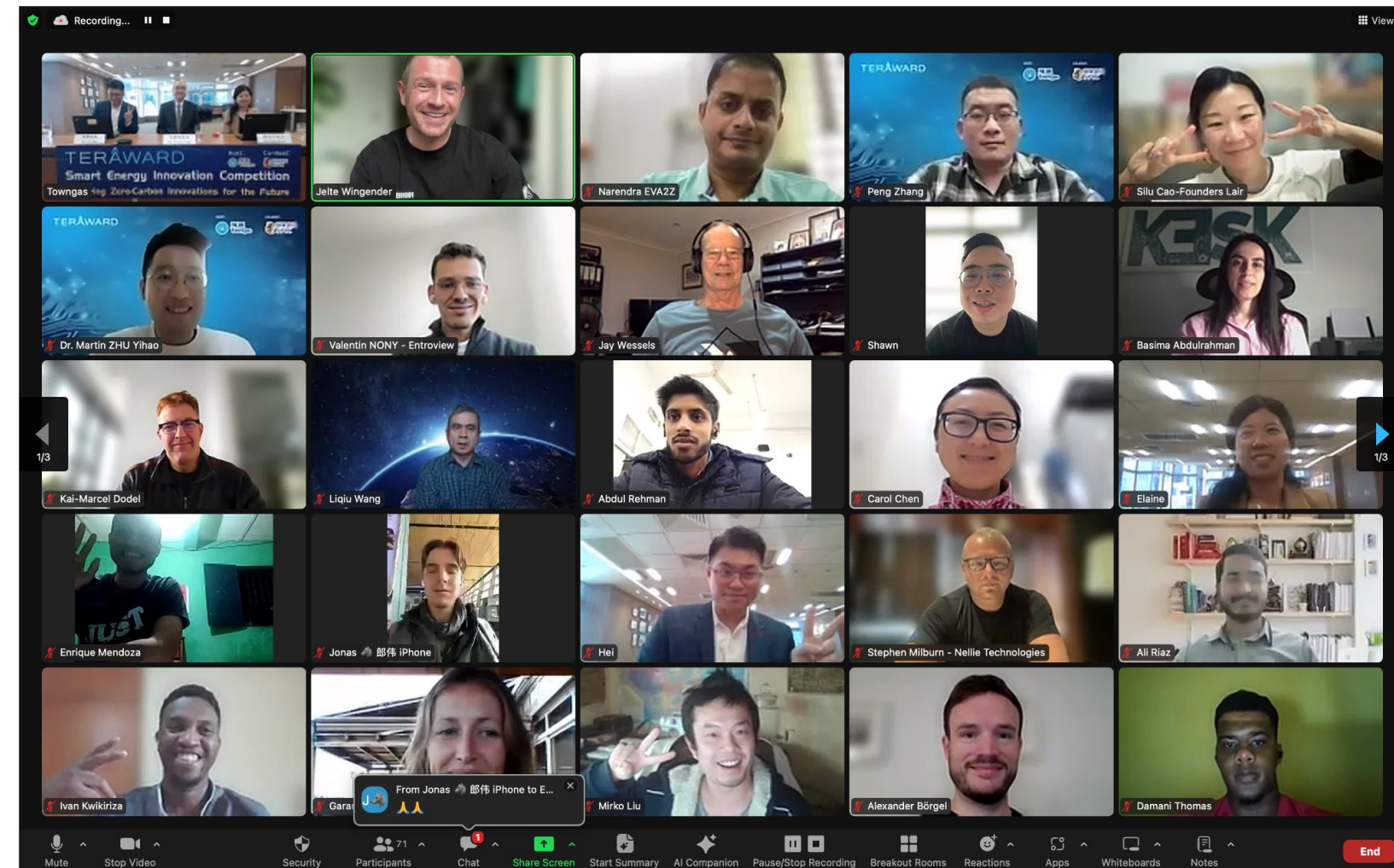
37,000+

Exposure

# Towngas TeraAward 2023, Online Sharing

## Background

Founders Lair is a strategic partner to Towngas since 2022 and has been in charge of startup scouting for global startups. In 2023 Towngas invited Founders Lair to organize an online sharing to invite global startups to attend. We managed to invite over 90 startups to attend from 35 countries.



90+

Attendees



5,000+

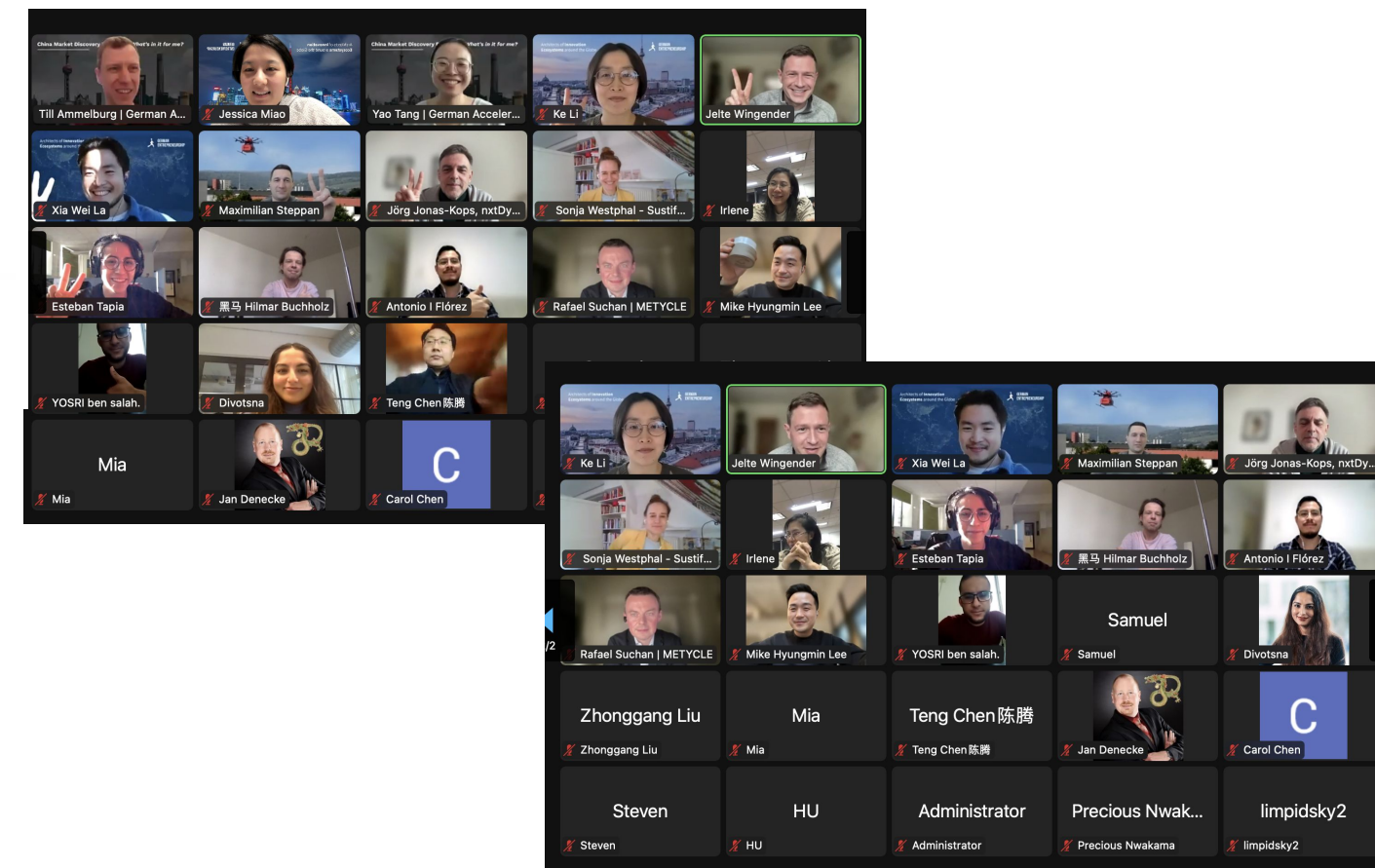
Exposure

# German Accelerator, Online Sharings



## Background

Founders Lair organizes regularly online events for German Accelerator. These events are panel discussions or expert keynotes about various topics, like how to enter the Chinese market, market opportunities for automotive companies, or how to attract investors in Asia. Founders Lair has organized already more than 30 online sharings, each event with an attendee of an average of 70 people



2100+

Attendees at over 30 events



60,000+

Exposure

# Huawei, Ideathon in Beijing, 2023



## Background

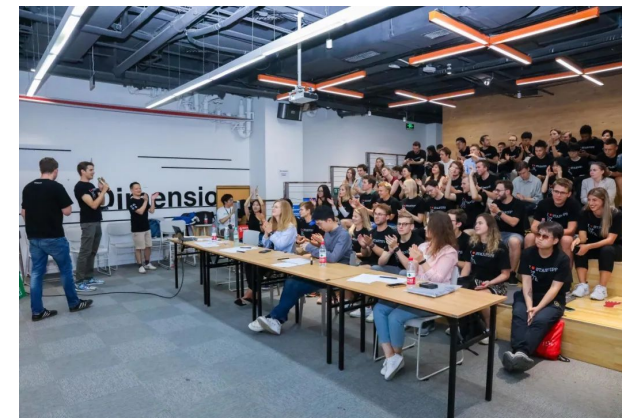
In 2023 Huawei Germany led again a delegation of 80 student entrepreneurs from Germany, Austria, and Switzerland to Beijing, to explore China's innovation ecosystem. Founders Lair organized a creative marathon for the students, bringing them together with local entrepreneurs and international talents to collaborate on sustainable development projects. This two-day event involved over 15 mentors, 6 judges, and 15 teams participating in pitch sessions.



150+  
Attendees



11,000+  
Exposure



# apexBrasil, Sharing Sessions, 2023



## Background

apexBrasil brought a larger delegation of leading technology startups to Beijing, Founders Lair was invited to organize a the sharing on the local startup ecosystem and go to market strategies. In total there were over 200 participants attending the event.



200+

Attendees



5,000+

Exposure

# OTEC 2019, Beijing



## Background

We jointly organized a two-day event with OTEC, where we were responsible for the roadshow area for international startups and the International Day activities on the second day. We also handled the awards, judging, and voting for top startups. We also brought in a volunteer team of over 20 people from 14 different countries.



14,000+

Attendees



500+

Exposure



# IBM Hackathon, Beijing, Chengdu, and Ningxia



## Background

Founders Lair, in collaboration with IBM and Codeathon, facilitated the organization and management of a global hackathon focused on climate change and sustainable development. Their role involved coordinating with IBM to invite innovators from Beijing, Chengdu, and Ningxia in China. The event, under Founders Lair's guidance, provided a platform for teams to create solution models within 48 hours, emphasizing environmental, social, and governance (ESG) aspects. This involvement showcases Founders Lair's capability in efficiently managing significant and impactful initiatives.



160+

Attendees in 3 locations

13,200+

Exposure

# Startup Grind, Summer Party in Beijing, 2019



## Background

The event was co-organized by our CEO, Jelte, and the local Startup Grind Beijing team. We conducted a half-day event with over 200 participants, which included local startup exhibitors, pitch sessions, panel discussions, and networking activities.



200+

Attendees



8,000+

Exposure

# Huawei, Ideathon in Beijing, 2019



## Background

Huawei Germany led a delegation of 60 student entrepreneurs from Germany, Austria, and Switzerland to Beijing, to explore China's innovation ecosystem. Founders Lair organized a creative marathon for the students, bringing them together with local entrepreneurs and international talents to collaborate on sustainable development projects. This two-day event involved over 20 mentors, 6 judges, and 15 teams participating in pitch sessions.



200+

Attendees



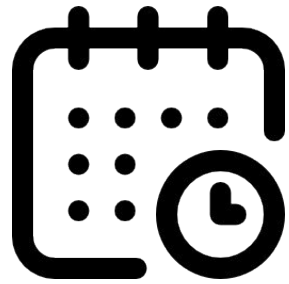
15,000+

Exposure

# Internship Opportunity

**FOUNDERS LAIR.**

# Join our team!



6 months full time availability



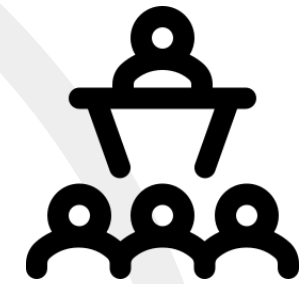
Paid Internship



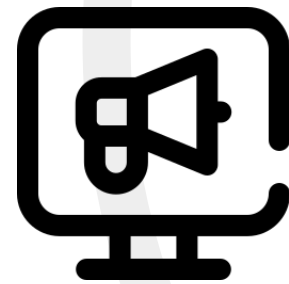
Startup Ecosystem Research



Client Communication



Event Management



Marketing



Marketing Report Creation



Startup Assessment



Strategic Collaboration with SDC

## Join our team!



**Shirley**

*I got the greatest internship experience from Founders Lair. Everyone treated me like their own student, and I really learned a lot from them. Founders Lair provided me with a really warm, encouraging and free atmosphere, which allows me to develop my own thinking and working style. In short, I really cherished the moments we spent together, and I had a wonderful experience here!*



**Jessica**

*Working at Founders Lair is awesome! We're all based in different countries, but our communication is super efficient. Plus, we get to work remotely from wherever and whenever we want (as long as we get our stuff done). And let me tell you, we work hard but play even harder! The team culture is really fun and inclusive. And what's really cool is that we're trusted to try out our own ideas and see if they work (or don't). I'm so lucky to be part of this dynamic team!*



**Mint**

*"As someone who has been in the startup industry for years, this has undoubtedly been the best journey yet. Founders Lair has provided me with an environment where I can continuously challenge myself and learn new things. I have had the chance to work with a supportive team that has made me feel valued and appreciated.*

*What makes Founders Lair stand out is the company's commitment to growth, not just as a company, but also as individuals. The opportunities for personal and professional development have been endless, and I look forward to continuing to grow together with the company. I truly feel that I am part of something great, and I cannot wait to see the incredible things we will accomplish together."*

## GET IN TOUCH WITH US



Jelte Wingender

Co-Founder & CEO

[jelte@founderslair.com](mailto:jelte@founderslair.com)

+86 13011852389



**FOUNDERS LAIR.**