

**15 -ാം കേരള നിയമസഭ**

**13 -ാം സമ്മേളനം**

**നക്ഷത്ര ചിഹ്നം ഇല്ലാത്ത ചോദ്യം നം. 1999**

**03-03-2025 - ൽ മറുപടിയ്ക്ക്**

**കേരള സ്റ്റാർട്ട് അപ്പ് മിഷൻ**

ചോദ്യം		ഉത്തരം	
ശ്രീ. എൽദോസ് പി. കുന്നപ്പിള്ളിൽ		ശ്രീ. പിണറായി വിജയൻ (മുഖ്യമന്ത്രി)	
(എ)	സ്റ്റാർട്ടപ്പ് ജീനോം എന്ന അന്താരാഷ്ട്ര സ്ഥാപനം കേരള സ്റ്റാർട്ട് അപ്പ് മിഷനുമായി ചേർന്ന് പ്രവർത്തിക്കാൻ തീരുമാനിച്ചിട്ടുണ്ടോ; എങ്കിൽ എന്തൊക്കെ സേവനങ്ങളാണ് സ്റ്റാർട്ട് അപ്പ് ജീനോം കേരള സ്റ്റാർട്ട് അപ്പ് മിഷൻ നൽകാമെന്ന് ഉറപ്പ് നൽകിയിട്ടുള്ളത്; വ്യക്തമാക്കുമോ;	(എ)	<p>കേരള സ്റ്റാർട്ടപ്പ് മിഷൻ 2020 മുതൽ സ്റ്റാർട്ടപ്പ് ജീനോം എന്ന സ്ഥാപനവുമായി സേവന കരാർ ഒപ്പു വെച്ചിട്ടുണ്ട്.</p> <p>ഇത് പ്രകാരം താഴെ പറയുന്ന സേവനങ്ങളാണ് ലഭിക്കുന്നത്.</p> <ol style="list-style-type: none"> <li>1. GSER ൽ (ഗ്ലോബൽ സ്റ്റാർട്ടപ്പ് എക്കോസിസ്റ്റം റിപ്പോർട്ട്) നിശ്ചിത കാലയളവിലേക്കുള്ള അംഗത്വം.</li> <li>2, സ്റ്റാർട്ടപ്പ് എക്കോസിസ്റ്റത്തിന് അഗോള മാധ്യമ ശ്രദ്ധ നേടിക്കൊടുക്കുക.</li> <li>3. സ്റ്റാർട്ടപ്പ് ജീനോം വെബ് സൈറ്റിൽ പരാമർശം.</li> <li>4. ആഗോള സ്റ്റാർട്ടപ്പ് എക്കോസിസ്റ്റം പങ്കാളികളുമായി ബന്ധം മെച്ചപ്പെടുത്താനുള്ള അവസരം.</li> <li>5. സർക്കാർ നയങ്ങളും ആവാസ വ്യവസ്ഥ മെച്ചപ്പെടുത്തുന്നതിനുള്ള പ്രവർത്തനങ്ങളും അംഗങ്ങൾക്കും സ്റ്റാർട്ടപ്പ് എക്കോസിസ്റ്റം സ്റ്റേക്ക് ഹോൾഡേഴ്സിനും പരിചയപ്പെടുത്താനുള്ള അവസരം.</li> </ol>
(ബി)	പ്രസ്തുത അന്താരാഷ്ട്ര സ്ഥാപനവുമായി കേരള സ്റ്റാർട്ട് അപ്പ് മിഷൻ എം.ഒ.യു. ഒപ്പു വെച്ചിട്ടുണ്ടോ; ഉണ്ടെങ്കിൽ ആയതിന്റെ പകർപ്പ് ലഭ്യമാക്കാമോ;	(ബി)	ഇല്ല.
(സി)	സ്റ്റാർട്ടപ്പ് ജീനോം എന്ന അന്താരാഷ്ട്ര സ്ഥാപനവുമായി കേരള സ്റ്റാർട്ട് അപ്പ് മിഷൻ ഉണ്ടാക്കിയ എല്ലാ കരാറുകളുടെയും വ്യവസ്ഥകളുടെയും പകർപ്പ് ലഭ്യമാക്കാമോ?	(സി)	സ്റ്റാർട്ടപ്പ് ജീനോമുമായി ഒപ്പുവെച്ചിട്ടുള്ള സേവന കരാറിന്റെ പകർപ്പ് അനുബന്ധമായി ചേർത്തിരിക്കുന്നു.



## Services Agreement

This Services Agreement ("Agreement") is made on this day of 15/2/2023 ("Effective Date"), by and between Startup Genome LLC ("Genome"), having a place of business at 5 3<sup>rd</sup> St, Suite 717, San Francisco, CA; and, Technopark Technology Business Incubator (T-TBI) branded as Kerala Startup Mission, having a place of business at G3B, Thejaswini, Technopark Campus, Kariyavattom, Trivandrum, Kerala, India, referred to as "Member", and all parties hereof may individually be referred to as "Party" or collectively as "Parties").

WHEREAS, this Agreement is a standard one-to-many services agreement where more than 55 governments across more than 30 countries agree to a standard set of services at standard terms and conditions. Therefore, unlike a custom one-to-one services agreement, its main components cannot be modified nor can its Governing Law because this would create many different interpretations of the Agreement, making this project much more expensive if not impossible to manage.

WHEREAS, Genome is a provider of innovation policy advisory services, research services and content, and the creator of the Global Startup Ecosystem Report ("GSER").

WHEREAS, the Parties wish to enter into this Agreement to feature the Kerala ecosystem ("Member Ecosystem") in the GSER to amplify exposure to global investors, founders and talent, and help create a credible Ecosystem Identity.

NOW, THEREFORE, in consideration of the foregoing, the mutual covenants and agreements contained herein and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, it is agreed as follows:

### **I. Deliverables**

Genome proposes to deliver the services detailed in Section A of the attached proposal "Showcasing the Kerala Startup Ecosystem Globally" (see Appendix A) — in addition to the deliverables included below.

### **Ecosystem Branding Membership Deliverables**

1. Inclusion of Member Ecosystem in GSER
  - i. Genome will provide exposure to global investors, founders and talent and help create a credible Ecosystem Identity as part of the Global Startup Ecosystem Report 2023 and 2024. Genome will feature the following: success stories from Member Ecosystem, sub-sector strengths, high-level ecosystem metrics, quotations from local leaders, highlights of the region (such as notable programs or policies), and local organizations and stakeholders. Genome reserves the right to adjust this structure without prior approval of Member.
2. Inclusion Central Resource to Media
  - i. Genome will support Member by acting as an additional point of contact for global and local media, supporting journalists writing articles about the global startup ecosystem and/or Member Ecosystem, building on Genome's objective data, global brand recognition and credibility among media outlets.

3. Startup Genome Website Exposure
  - i. Showcase your key organizations, policies and programs and metrics on your ecosystem on <https://startupgenome.com/ecosystems/kerala>
  - ii. Generate organic traffic to and interest in your startup ecosystem through promotion by a trusted party of the global startup community

#### Startup Genome Global Network Deliverables

1. Global Connectedness and Networking with National Leaders
  - i. Global Member Meetings: Access to regular virtual and in-person meetings and peer learning with other Members and world-leading experts. These meetings are a significant part of the value provided by Genome as members meet to network and learn from each other. We encourage Member to immediately approve a budget for at least one leader to travel to the in-person Global Members Meeting. Upcoming meetings in 2023:
    1. *The Next Web Conference* in Amsterdam in June 2023. Join us for the launch of the GSER 2023, get insights from industry pioneers, and meet international tech executives, policymakers, startups, and scale-ups
    2. The *Global Entrepreneurship Congress (GEC)* in Melbourne in September 2023. Join and meet with ecosystem leaders from more than 150 startup ecosystems
2. Best-Practice Sharing: Exchange of best practices among Members and experts, typically at two levels:
  - i. Government policy and program design
  - ii. Ecosystem and community practices

## **II. Roles & Responsibilities**

1. Genome will be leading the work necessary to deliver the above services, including:
  - a. leading the development and global distribution of the GSER;
  - b. leading the development of the deep dive on the Kerala startup ecosystem;
  - c. organizing the global member meeting.
2. MEMBER will be guiding Genome in the content creation process; including:
  - a. suggesting key organizations, policies and programs, and startup success stories that are to be featured in the GSER;
  - b. drafting a quotation from a local opinion leader to be included in the GSER;
  - c. providing feedback to Genome's suggestions in an effective and timely manner.
3. MEMBER will be supporting Genome in maximizing global and local media reach
  - a. Member will locally promote the GSER through its PR channel or agency, by email, and through social networks and other means available to Member.
4. MEMBER will promote content developed by Genome through their national and local media networks

## **III. Intellectual Property**

1. Secondary Data. Data sourced from Genome's partner databases and instruments, such as but not limited to lists of startups, funding data and exit data from Crunchbase, Dealroom, Pitchbook and local organizations, are the sole property of Genome's partners and cannot be shared or reproduced without the prior written approval of Genome or the appropriate partner.
2. Media Communication. Any media communication or publication, whether online or offline (for instance but not limited to press releases, direct mail, email marketing and web pages), based in all or in part on Genome data, reports or content must prominently mention the Genome brand.

## **IV. Publishing**

1. GSER downloads: Member agrees to respect and enforce the following, in order to keep a precise count of the number of downloads and capture the contact information of every user requesting the report.
  - a. Member will route report downloads through the startupgenome.com website. This shall be achieved by placing a link from the Member's website to the Genome GSER download page. Reports shall not be emailed on a normal basis.
  - b. Member is allowed to print and distribute copies of the GSER, provided they notify Genome for any production or distribution of more than 100 copies.
2. Each Party assumes its own printing and publishing costs, website and web publishing expenses, and any related costs associated with its specific needs.
3. Member has the right to have the GSER or any Genome content translated at its own cost into another language by a reputable translation agency. The publication and downloads of the translated report or content is subject to the Intellectual Property and Publishing sections.

**V. Compensation**

1. For the services rendered in this proposal the following indicates the price in \$USD:

Ecosystem Branding Membership (2-Years) \$ 30,000 USD

2. Payment Terms

- a. Year 1 - Payment (upon 30 days of signature)

i. 50% \$ 15,000 USD

- b. Year 2 - Payment (by January 15, 2024)

i. 50% \$ 15,000 USD

**Total Price: \$ 30,000 USD**

- c. To be made in USD by wire transfer to:

Startup Genome LLC

5 3<sup>rd</sup> St, Suite 717

San Francisco, CA 94103-3218

Account number: 325061972784

Domestic Routing number: 026009593

International Routing Code (swift): BOFAUS3N (for incoming wires in USD)

Bank of America, NA

222 Broadway

New York, New York 10038

## **VI. Term and Termination**

1. Term. The term of this Agreement ("Term") shall commence on the Effective Date and shall continue until March 31, 2025 with Section III, IV, VII, and VIII remaining in force.
2. Termination. Notwithstanding the foregoing, either Party may terminate this Agreement on written notice to the other Party upon the occurrence of a material breach by the other Party of any covenant, duty or undertaking hereunder, which material breach continues without cure for a period of thirty (30) days after written notice of such breach from the non-breaching Party to the breaching Party. Any payment made by Member to Genome is considered forfeited upon early termination except if the termination follows an uncured breach by Genome.

## **VII. Confidentiality**

1. Parties covenant to each other that neither Party shall disclose to any third party (other than its employees, officers, directors, agents, consultants, contractors, volunteers and advisors, in their capacity as such, and the employees, officers, directors, agents, consultants, contractors, volunteers and advisors of any affiliate on a need to know basis so long as they are bound by the terms of this Agreement) any confidential information except: (i) to the extent necessary to comply with any law or valid order of a court of competent jurisdiction (or any regulatory or administrative tribunal), in which event the Party so complying shall so notify the others as promptly as practicable (and, if possible, prior to making any disclosure) and shall seek confidential treatment of such information, if available; (ii) as part of its normal reporting or review procedure to its auditors or its attorneys, as the case may be, so long as they are notified of the provisions of this Agreement; (iii) in order to enforce its rights pursuant to this Agreement; (iv) in connection with any filing with any governmental body or as otherwise required by law; and (v) in a confidential disclosure made in connection with a contemplated financing, merger, consolidation or sale of capital stock of a Party.
2. Confidential Information shall mean any information which is (i) disclosed by a Party in any tangible form and is clearly labeled or marked as confidential, proprietary or its equivalent, or (ii) disclosed by a Party orally or visually, designated confidential, proprietary or its equivalent at the time of its disclosure, and reduced to writing and clearly marked or labeled as confidential, proprietary or its equivalent within thirty (30) days of first disclosure, and includes, but is not limited to, information about each Party's third-party partners and collaborators, services, or either Party's sales, cost and other unpublished financial information, product and business plans, projections, marketing data, advertisers and sponsors but shall not include information: (a) already lawfully known to or independently developed by a Party, (b) disclosed in published materials, (c) generally known to the public through no fault of a Party, (d) lawfully obtained from any third party or (e) required to be disclosed by law.

## **VIII. Representations/Authority**

1. Each Party represents that it has the authority to enter into this Agreement and to perform its obligations hereunder, that it has the right to grant the rights granted to the other Party hereunder.

## **IX. Amendment and Waiver; Successors and Assigns**

1. No failure or delay on the part of any Party hereto in exercising any right, power or remedy hereunder shall operate as a waiver thereof, nor shall any single or partial exercise of any such right, power or remedy preclude any other or future exercise thereof or the exercise of any other right, power or remedy. This Agreement shall not be amended, waived, modified, assigned

or transferred except by a written consent to that effect signed by the non-assigning Party, provided that either Party may transfer or assign this Agreement without the consent of the other Party in the event of a merger with, or a sale or all or substantially all of its assets to, a third party, a merger, consolidation, reorganization, spin off or other change of control transaction of that Party ("Change of Control").

2. This Agreement shall inure to the benefit of and be binding on the successors and permitted assigns of the parties hereto. Notwithstanding the foregoing, each Party agrees that if a Change of Control transaction occurs, it shall: (i) provide prior written notice of such Change of Control to the other Party; and, (ii) cause the successor, assignee, transferee, acquirer or other third party in such Change of Control to assume in writing all of its obligations hereunder. Any assignment, transfer, or assumption or Change of Control shall not relieve a Party of liability hereunder.

#### **X. Severability**

Should one or more provisions of this Agreement be or become invalid, the parties hereto shall substitute, by mutual consent, valid provisions for such invalid provisions which valid provisions in their economic effect are sufficiently similar to the invalid provisions that it can be reasonably assumed that the parties would have entered into this Agreement with such valid provisions.

#### **XI. Dispute Resolution**

1. In case of any dispute or controversy arising under or in connection with this Agreement and/or relating to the payments between Parties to this Agreement, the Parties shall agree to attempt to settle and resolve same amicably and in a spirit of Good Faith and compromise before availing themselves of any action at law. If such efforts fail to resolve such dispute(s), such dispute, controversy or claim arising out of, relating to, or in connection with, this Agreement, or the breach, termination or validity thereof, shall be settled by first by mediation, and, if mediation fails, by arbitration.
2. Mediation shall be conducted by a Mediator jointly agreed upon by the Parties hereto. Genome and the Members shall each pay 50% of the Mediator's fee.
3. If necessary, arbitration shall be conducted before a single arbitrator in accordance with the Commercial Arbitration Rules of the American Arbitration Association then in effect. Arbitration shall take place in San Francisco, California. Judgment may be entered on the arbitrator's award in any court having jurisdiction, and the parties irrevocably consent to the jurisdiction of such courts for that purpose.
4. The parties waive personal service in connection with any such arbitration; any process or other papers under this provision may be served outside the home state of either Party by registered mail, return receipt requested, or by personal service, provided a reasonable time for appearance or response is allowed.
5. All decisions of the arbitrator shall be final and binding on the parties.
6. The parties shall equally divide all costs of the American Arbitration Association and the arbitrator. Each Party shall bear its own legal fees in any dispute. The arbitrator may grant injunctive or other relief, but arbitration shall not prevent either Party from seeking injunctive relief in an appropriate court to enforce its rights hereunder.



**XII. Publicity**

Each Party authorizes the other Party to issue a press release in relations to the signing of the Agreement, provided the press release receives the prior approval of the other Party (which approval shall not be unreasonably withheld or delayed).

**XIII. Governing Law**

This Agreement shall be governed by and construed in accordance with the laws of the State of California applicable to contracts made and performed therein, without regard to principles of conflicts of laws.

**XIV. Notices**

1. All notices required or permitted to be given hereunder shall be in writing and either hand-delivered, faxed, mailed by certified first class mail, postage prepaid, or sent via electronic mail to the other Party or parties hereto at the addresses first set forth above.
2. A notice shall be deemed given when delivered personally, when the faxed notice is transmitted by the sender, three business days after mailing by certified first class mail, or on the delivery date if delivered by electronic mail.

**XV. Entire Agreement**

This Agreement constitutes the entire agreement and supersedes all prior agreements of the Parties with respect to the transactions set forth herein and, except as otherwise expressly provided herein, is not intended to confer upon any other rights or remedies hereunder.

**XVI. Counterparts**

This Agreement may be executed in counterparts, each of which shall be deemed an original and all of which together shall constitute one and the same document.

IN WITNESS WHEREOF each Party executes this Agreement by an officer duly authorized to bind such Party as of the Effective Date.

Startup Genome LLC

By:   
(signature)

Name: JF Gauthier

Title: Founder & CEO

Kerala Startup Mission

By:   
(signature)


Name: Anoop Ambika

Title: CEO

# Appendix A

## Presentation

Positioning Kerala as a top startup  
ecosystem globally



# Showcasing the Kerala Startup Ecosystem Globally

## Ecosystem Branding Membership - 2-Year Proposal

Submitted on: December 29, 2022

Prepared By:

Marc Penzel, Founder and President, Startup Genome

Sama Siddiqui, Member Relationship Lead, Startup Genome



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## A. Deliverables

### Deliverables:

This document constitutes a proposal tendered by Startup Genome to address the challenges you face, with the following deliverables.

#### 1. Global Startup Ecosystem Report Exposure

- i. **Excite** local and global audiences with broad exposure of your startup ecosystem, its highlights and your organization in our Global Startup Ecosystem Report 2023 and 2024 for a duration of 24 months (2-Year Membership)
- ii. **Propel** your startup ecosystem, its performance and key local stakeholders onto a global stage to 500,000+ members of the global startup community of founders, talent, investors, corporate leaders, policymakers and journalists;
- iii. **Highlight** your startup ecosystem in local and global media, thanks to the wide media reach of Startup Genome publications;
- iv. **Profile** your ecosystem in the Global Startup Ecosystem Report (GSER) 2023 and 2024 (2-Year Membership). Create an Ecosystem Identity around success stories and sub-sector strengths based on our proprietary sub-sector analysis and quotations from local leaders.

#### 2. Global Sub-sector Articles / Reports

- i. **Promote** your ecosystem in at least 1 or more of our Global Sub-Sector Edition Articles / Reports per 12 months of Membership
- ii. Potential sub-sectors include: LifeSciences, Cleantech, Edtech, AI, Advanced Manufacturing and Robotics, Blockchain and more.

#### 3. Startup Genome Website Exposure

- i. **Showcase** your key organizations, policies and programs and metrics on your ecosystem on <https://startupgenome.com/ecosystems/kerala>;
- ii. **Generate** organic traffic to and interest in your startup ecosystem through promotion by Startup Genome, the trusted party of the global startup community.



#### 4. Global Network

- i. ***Virtual Member Meetings:*** Access to regular virtual meetings with leaders from 50+ peer organizations and world-leading experts. Network Members are given the opportunity to pose a key ecosystem challenge they are facing and gain feedback, advice and best practises from fellow Global Members.
- ii. ***In-person Member Meetings:*** Access to in-person meeting and peer learning with other Members and world-leading experts. These meetings are a significant part of the value provided by Genome as members meet to network and learn from each other. We encourage Member to immediately approve a budget for at least one leader to travel to the Global Members Meeting. Upcoming meetings:
  1. *The Next Web Conference* in Amsterdam in June 2023. Join us for the launch of the GSER 2023, get insights from industry pioneers, and meet international tech executives, policymakers, startups, and scale-ups
  2. *The Global Entrepreneurship Congress (GEC)* in Melbourne in September 2023. Join and meet with ecosystem leaders from more than 150 startup ecosystems
- iii. ***Best-Practice Sharing:*** Exchange of best practices among Members and experts, typically at two levels:
  1. Government policy and program design
  2. Ecosystem and community practices
- iv. ***Global Partnerships:***
  1. Build Global Connectedness and partnerships with Startup Genome Members from all over the world
  2. Access to Startup Genome Member Directory Booklet - a private Directory Booklet with detailed contact information of 400 plus individuals from Network Members in an open networking environment



## B. Global Report and Network

### 1. About The Global Startup Ecosystem Report

Since 2012, Startup Genome (formerly Compass research) has been publishing the world's most popular startup ecosystem reports, with hundreds of thousands of readers annually plus millions reached through hundreds of articles in major and local media. Today, more than 100,000 founders, investors, policymakers and journalists are among our research subscribers.

- The Global Startup Ecosystem Report has become the definitive, trusted source on startup ecosystems on a global scale;
- It is the most widely-read research on the external environment of tech startups reaching millions of global investors, entrepreneurs and government leaders;
- The Report has been quoted in the Harvard Business Review, Bloomberg, the New York Times, Wall Street Journal, Financial Times, The Economist plus many more.

Global Startup Ecosystem Report 2022: Global Reach

**The Global Startup Ecosystem Report GSER 2022**

**Launch event at London Tech Week with more than 100 policy and community leaders**

**45,000+ total readership in the first two weeks & 140,000+ impressions on LinkedIn**

**550 media citations in local, national and international media**

*"Required reading for any entrepreneur" - Kate Mitchell, Wall Street Journal*

The 2022 Global Startup Ecosystem Report can be found [here](#), ranking 140 startup ecosystems and showcasing more than 50 of them with a curated 3-page Ecosystem Page. Included in the GSER are rankings of ecosystems across various dimensions of performance but also rankings of Member ecosystems by region, success factor, and other indicators.

The Global Startup Ecosystem Report is not only the most widely-read report on startup ecosystems, it is also the most important one. Every year, Startup Genome organizes a major Launch Event and convenes top leaders to discuss the state of the global startup economy.





## 2. The Global Startup Ecosystem Report Launch 2020, 2021 and 2022

In 2022 Startup Genome launched the Global Startup Ecosystem Report at London Tech Week in partnership with the Global Entrepreneurship Network. This edition ranks the top 30 and 10 runner up global ecosystems and includes a top 100 ranking of emerging ecosystems.

The 2021 GSER launched at London Tech Week, presented by JF Gauthier of Startup Genome and Jonathan Ortman of the Global Entrepreneurship Network. The report presented insights gathered from over 280 entrepreneurial innovation ecosystems and over 3 million startups analyzed.

In 2020, Startup Genome launched the Global Startup Ecosystem Report in partnership with The Financial Times, The Next Web and fDI Intelligence. The Event brought together 1,500 top leaders from more than 100 countries to discuss the state of the global startup ecosystem and its vital importance to economic prosperity over the next decade.

Some of the key attendees included:

- Martina Larkin, Member of the Executive Committee, World Economic Forum;
- Rajesh Agrawal, Deputy Mayor for Business, London City Hall;
- Lindsay Greene, Chief Strategy Officer, NYC Economic Development Corporation;
- Jonathan Ortman, President, Global Entrepreneurship Network;
- Prof. Eugene Kandel, CEO, Startup Nation Central;
- Eui-Seung Kim, Deputy Mayor, Seoul Metropolitan Government;
- Margrete Vestager, Executive Vice-President, European Commission;
- Werner Vogels, CTO, Amazon;
- Samia Melhem, Global Lead, Digital Capabilities, The World Bank;
- Lacina Koné, Director and CEO, Smart Africa;
- Anette Kroeber-Riel, Head of Government Affairs & Public Policy, Google;
- Edwin Chow, Assistant CEO, Enterprise Singapore;
- Irene Arias Hofman, CEO, IDB Lab;
- ...and many more



## Global Startup Ecosystem Report Launch 2020: Opening Panel Discussion



## 2021 Global Launch Event



Watch [here](#)

## 2022 GSER launch at London Tech Week by JF Gautheir





The Global Launch at London Tech Week followed by key presentations at the likes of The Next Web, Web Summit as well as the exclusive policymaker and innovation leader event [Startup Ecosystem Acceleration in a Post-Covid World](#), bringing together such leaders including:

- Manabu Miyasaka, Vice Governor, Tokyo Metropolitan Government, Tokyo
- Wensheng Wu, General Manager, Greatwall Enterprise Institute, Beijing
- Bo Youn Hwang, Deputy Mayor for Economic Policy Office, Seoul Metropolitan Government, Seoul
- Gerard Grech, Chief Executive, Tech Nation, London
- Constantijn van Oranje-Nassau, Envoy, Techleap, Amsterdam
- Kjell-Hakan Närfeldt, Chief Strategy Officer, Vinnova, Stockholm
- Maya Gour Arie, Head of Research and Rankings, Tel Aviv Global & Tourism, Tel Aviv
- Lance Greyling, Director: Enterprise and Investment, City of Cape Town, Cape Town
- William Sonneborn, Senior Director, International Finance Corporation, Washington, DC
- Francisco Cepeda, CEO, iNNPulsa Colombia, Bogotá
- Rocio Fonseca, Executive Director, InnovaChile, Santiago-Valparaíso
- Sandiaga Salahuddin Uno, Minister, Ministry of Tourism and Creative Economy, Indonesia
- Dr. Pham Hong Quat, Deputy Director General, National Agency for Technology Entrepreneurship and Commercialization Development, Vietnam
- Edwin Chow, Assistant CEO, Enterprise Singapore, Singapore



### 3. The Global Startup Ecosystem Report 2023 and 2024

Our team is dedicating a lot of resources to ensure that The Global Startup Ecosystem Report and Rankings 2023 and 2024 will be our most popular and impactful editions to date.

Startup Genome will promote the Global Startup Ecosystem Report to its rapidly growing global audience through various communication channels. GSER 2023 and 2024 will also be promoted through the networks of all of our Global Partners, for example Global Entrepreneurship Network and Crunchbase, as well as more than 300 local partners and clients, including NYC Economic Development Corporation, Tel Aviv Global and Startup Amsterdam.

Your organization is kindly requested to work with local partners to distribute the Global Report through your communication channels.

Global Startup Ecosystem Report Launch 2019: Main Stage Presentation, The Next Web Conference



(The video can be accessed [here](#))

This way, more than 50,000 people from all over the world are made aware of the report already on Launch Day. In the months following its release, it will be referenced in hundreds of articles by leading business and technology media, including our own standing columns with *Forbes* and *Inc.* It gives international ecosystem leaders and journalists a first idea of the multiple advantages of your region and effectively shapes your Ecosystem Identity.






#### 4. Startup Genome Global Member Network

The organizations we work with directly in each ecosystem join our Global Network as Members. This brings together like-minded leaders and organizations from 50+ startup ecosystems, addressing similar challenges in different parts of the world. Our leadership, data, and analytics serve as the foundation for discussions and a clear focus on driving action.

##### Selected Members of the Startup Genome Global Network

### Selected Members of the Startup Genome Global Network



- Abu Dhabi - Abu Dhabi Global Markets
- Amsterdam-Delta, The Netherlands - Techleap.NL
- Bahrain - Tamkeen
- Bangalore, India - Bangalore Bioinnovation Centre
- Belgrade & Novi Sad, Serbia - Cabinet of the Minister for Innovation and Technological Development & Digital Serbia Initiative
- Biscay Startup Bay, Bilbao, Spain - Diputación Foral de Bizkaia
- Bogota, Colombia, Invest in Bogota and iNNpulsa Colombia
- Calgary, Canada - Calgary Economic Development and Platform Calgary
- Cape Town, South Africa - City of Cape Town
- Chile - CORFO, CORFO, Chilean Economic Development Agency
- Edmonton, Canada - Edmonton Economic Development Corporation
- Cairo, Egypt - Information Technology Industry Development Agency of Egypt
- Copenhagen and Western Denmark, Denmark - Digital Hub Denmark
- Dubai, United Arab Emirates - Dubai Expo, D2020
- Ethiopia - International Financial Corporation
- Frankfurt, Germany - Tech Quarter, Startup Hessen and Hessen State Government
- Gambia - ITC, United Nations
- Helsinki, Finland - Helsinki Business Hub, City of Helsinki
- Houston, United States of America - Houston Exponential
- Hyderabad, India - T-Hub
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### Selected Members of the Startup Genome Global Network



- Hungary, National Research, Development and Innovation Office
- Indiana, United States of America - Indiana Economic Development Corporation
- Istanbul, Turkey - Istanbul Development Agency and Presidency of the Republic of Turkey, Investment Office
- Japan - Japan External Trade Organization (JETRO)
- Kerala, India - Kerala Startup Mission
- Kuala Lumpur, Malaysia - Malaysia Digital Economy Corporation
- Manila, The Philippines - Department of Trade and Industry
- Meath Region, Ireland - Meath Enterprise
- Melbourne, Victoria, Australia - LaunchVic, State Government Innovation Agency
- Mississippi, United States of America - Mississippi Development Authority and Innovate MS
- Moldova, Moldovan Association of ICT Companies (ATIC)
- Miami, United States of America, Knight Foundation
- Montreal, Canada - Bonjour Startup Montreal, La Fondation Montreal, OSMO Foundation, Real Ventures and Ville de Montreal
- New York City - New York City Economic Development Corporation and Tech:NYC
- Pittsburgh, United States of America - Pittsburgh Regional Alliance, InnovatePGH and Innovation Work
- Portugal - Startup Portugal
- Quebec City, Canada - Quebec International
- Ras Al Khaimah, United Arab Emirates, Ras Al Khaimah Ruler's Office, Strategic Affairs
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## Selected Members of the Startup Genome Global Network



- Riyadh, Saudi Arabia - The Saudi Venture Capital and Private Equity Association (SVCPEA)
- Rhineland/Düsseldorf, Germany - North Rhine - Westphalia State Government
- Seoul, South Korea - Seoul Metropolitan Government and Seoul Business Agency
- Sharjah, United Arab Emirates - Sharjah Entrepreneurship Center - Sheraa
- Singapore - Enterprise Singapore
- Sri Lanka - Information and Communication Technology
- Sweden - Vinnova, Innovation Agency of Sweden
- Sydney, New South Wales, Australia, Investment NSW
- Tel Aviv, Israel - Tel Aviv Global
- Toronto-Waterloo, Communitech Corporation and MaRS Discovery District
- Tokyo, Japan - Tokyo Metropolitan Government
- Tunisia - Smart Capital and Caisse des Dépôts et Consignations (CDC)
- Turin, Italy - Intesa Sanpaolo Innovation Center and Compagnia di San Paolo
- Palestine - DAI Development Alternatives Incorporated
- Philadelphia, United States of America - University City Science Center, Drexel University and Ben Franklin Technology Partners of Southeastern Pennsylvania
- Western Balkans - German Society for International Cooperation (GIZ)
- Ontario, Canada - Ministry of Economic Development, Job Creation and Trade
- + More

Your ecosystem will immediately be part of a broad global network of public and private organizations dedicated to helping startups and sharing lessons. Once a month we come together as a global community for the Startup Genome Virtual Member Meeting.

In this virtual format, our Members have the opportunity to introduce themselves and discuss some of their most important challenges with global peers. This has brought about new perspectives, innovative solutions as well as countless cross-border collaborations.

Post-COVID-19, we are going to continue bringing our Members together in person at some of the world's largest entrepreneurship and technology events. Our partnerships with leading media and event organizations allow us to provide special benefits to our Members and highlight their ecosystem in special ways.



World's Leading Entrepreneurship and Technology Events

Startup Genome | San Francisco • Berlin • London • New Delhi



These include The Next Web Conference, the Global Entrepreneurship Congress, Web Summit, and Collision. Videos and testimonials of our Members about their participation in these events and the global connections they build can be found [here](#).

2019 Startup Genome Members Meeting at TQ Tech Hub, Amsterdam



Video footage from our 2019 In-Person Member Meeting in Amsterdam can be found [here](#).



## C. Fees

For the services rendered in this proposal the following indicates the price in USD:

Ecosystem Branding Membership - 2-Year (24 Months)	\$15,000 USD per annum
<b>Total</b>	<b>\$ 30,000 USD</b>





## D. Startup Genome

### 1. Senior Leadership

**JF Gauthier is Founder and CEO.** Silicon Valley serial entrepreneur, JF has founded five businesses on two continents, with two successful exits, two ongoing, and one miserable failure, a source of much learning. He is also an active angel investor, founded a coworking space, and advised VCs on investment decisions. He started in banking then worked in tech strategy and corporate innovation, advising IBM, Cisco, Agilent/ HP, J&J, Abbott and others, for the firm of Kim Clark (former dean of Harvard Business School) alongside Clayton Christensen and other thought leaders. Harvard MBA.

**Stephan Kuester is Head of Ecosystem Strategy,** Stephan works with clients in government and private industry consortia all around the world, advising on the creation and the acceleration of tech and innovation clusters. Prior to his role at Startup Genome, Stephan headed up the International Consulting practice at UK ecosystem agency Tech Nation (fka Tech City UK) in London, served as Managing Director of digital switzerland and executive director for professional services firms Arthur Andersen and Ernst & Young.

**Marc Penzel is Founder and President,** leading global growth and impact. Prior to founding Startup Genome, Marc co-led the startup ecosystem development unit at Silicon Valley-based Startup Compass. At PwC, KPMG and Bayer Group's internal management consultancy, he advised top executives across various sectors. Marc also founded a Nonprofit organization to catalyze social innovation and was appointed Expert in Entrepreneurship, IT and Future of Economic Progress by the World Economic Forum. He holds a U.S. Visa for Individuals with Extraordinary Ability or Achievement.

**Tricia Whitlock, Chief Operations Officer,** runs operations and content at Startup Genome. Most recently she led communications and marketing at the BridgeCommunity corporate commercialization accelerator and helped Georgia State University expand their entrepreneurial efforts through opening an incubator and building a resource directory. Tricia previously served as the Director of Marketing at TechSquare Labs incubator and seed fund and kickstarted Hypepotamus as a publication — the largest tech blog in the Southeast U.S.



## 2. Global Innovation Policy Forum

Our Global Innovation Policy Forum is made of leading ecosystem development experts from our Members across the world, with a mix of officials from different levels of government and leaders of public/private innovation and ecosystem development agencies.

Please find select examples below.

### North America:

- **United States**, New York City - Justin Kreamer, Vice President of Partnerships  
[NYC Economic Development Corporation](#)
- **Canada**, Montréal - Patrick Gagné, CEO  
[OSMO Innovation Agency](#)

### UK, Europe & MENA:

- **United Kingdom**, London, Gerard Grech, CEO  
[Tech Nation](#)
- **Netherlands**, Amsterdam - Ruben Nieuwenhuis, Founder and CEO  
[Startup Amsterdam](#)
- **Israel**, Tel Aviv - Eytan Schwartz, CEO  
[Tel Aviv Global](#)

### Asia-Pacific Region:

- **Singapore** - Edwin Chow, Assistant CEO  
[Enterprise Singapore](#)
- **Australia**, State of Victoria, Melbourne - Kate Cornick, CEO  
[LaunchVic](#)
- **Malaysia**, Kuala Lumpur - Surina Shukri, CEO  
[Malaysia Digital Economy Corporation](#)

### Africa:

- **Rwanda**, Kigali - Jean Philbert Nsengimana, former Rwandan Minister of ICT  
[Ministry of ICT & Innovation](#)



### 3. Global Partners

Our Global Partners have been identified and recognised as world leaders within their fields in accelerating and fueling the development of startup ecosystems:



- [Bella Private Markets](#), led by Co-founder [Professor Josh Lerner](#), Harvard Business School (Boulevard of Broken Dreams, Why Public Efforts to Boost Entrepreneurship and Venture Capital Have Failed - and What to Do about It, Lerner, 2012)



- [Tech Nation](#) (formerly known as Tech City UK), led by CEO, [Gerard Grech](#)



- [Angel Resource Institute](#), led by --Chair-- of The Board of Directors, [Gwen Edwards](#) and Board Member, [Susan Preston](#) (Angel Investment Groups, Networks, and Funds: A Guidebook to Developing the Right Angel Organization for Your Community, Preston, 2004)



- [Global Entrepreneurship Network \(GEN\)](#), led by GEN President, [Jonathan Ortmans](#)



- [Crunchbase](#), led by CEO, [Jager McConnell](#) and Director of Strategic Research, [Gené Teare](#)



- [Dealroom](#), led by Founder and CEO, [Yoram Wingaarde](#)



- [The Next Web](#), led by Strategy Directory, [Pieter Paul van Oerle](#), and Commercial Director, [Arno Nijhof](#)

The first part of the report deals with the general situation of the country. It is a very interesting and informative study of the country's development. The second part of the report deals with the specific details of the country's development. It is a very detailed and thorough study of the country's development. The third part of the report deals with the specific details of the country's development. It is a very detailed and thorough study of the country's development.

The fourth part of the report deals with the specific details of the country's development. It is a very detailed and thorough study of the country's development. The fifth part of the report deals with the specific details of the country's development. It is a very detailed and thorough study of the country's development. The sixth part of the report deals with the specific details of the country's development. It is a very detailed and thorough study of the country's development.

The seventh part of the report deals with the specific details of the country's development. It is a very detailed and thorough study of the country's development. The eighth part of the report deals with the specific details of the country's development. It is a very detailed and thorough study of the country's development. The ninth part of the report deals with the specific details of the country's development. It is a very detailed and thorough study of the country's development.