



# AJWELP

ASEAN-Japan  
Women Entrepreneurs'  
Linkage Program

## Guideline for Independent Participants

AJWELP is a program to empower ASEAN startup women entrepreneurs by linking them with companies, mentors and other women entrepreneurs from ASEAN and Japan. It is designed for startups whose business was launched after 2014.

Finalists or country representing participants, one per country, will be selected among nominees from relevant organizations to deliver business presentation during AJWELP. However, we also welcome additional participants as Independent Participant to join AJWELP on self-financed basis to meet other entrepreneurs from ASEAN and Japan to exchange ideas, experiences, and values.

### **AJWELP Independent Participants are eligible to join following programs free of charge:**

- Workshop on entrepreneurship and presentation skills (2 days), we may have online workshop starting middle of January 2020.
- Mentors' session followed by lunch (half day)
- Business presentation event by finalists as an observer
- Networking reception
- Company visit (full day / optional)

In addition, if you are also a startup entrepreneur whose business is 5 years or less (business launch after 2014), the organizer will arrange an occasion where you can introduce and promote your business during AJWELP (details will be informed in due course).

### **Expenses to be shouldered by Independent Participants**

Travel and other expenses necessary to attend AJWELP should be shouldered by each participant, including airfare, lodging, local transportations, meals, travel insurance and so on.

**Itinerary of participants;**

|                |          |   |
|----------------|----------|---|
| 9 Feb. (Sun.)  |          | Arrive in Bandar Seri Begawan   |
| 10 Feb. (Mon.) | Full day | Orientation   |
| 11 Feb. (Tue.) |          | Workshop on entrepreneurship and leadership by World Startup Festival trainers  |
| 12 Feb. (Wed.) | a.m.     | Session with AJWELP mentors   |
|                | Noon     | Lunch with AJWELP mentors   |
|                | p.m.     | Business Presentation Event<br>*You will be an audience of presentation by country representing participants (finalists)  |
|                | Evening  | Networking reception  |
| 13 Feb. (Thu.) | Full day | Company visit (optional)<br>*We plan to visit successful startup companies.<br>*Light lunch will be provided by AJC.<br>*Please participate the whole program.<br>(Partial participation is not allowed). |
| 14 Feb. (Thu.) |          | Leave Bandar Seri Begawan   |

**Application:**

1. Please fill up and send the attached application form by 7 January 2020.
2. Please also read, sign and submit the attached consent form together with the application form.

The organizer limits a number of self-funded participants (independent participants) up to 5 persons per country on first come first served basis. However, those who applied to country representing participant (finalist)'s slot and were not chosen will be prioritized. In case a country's slot of five becomes full and other country/ies still have some room, we may reallocate the slot and accommodate more than 5 persons from one country. We will coordinate this after we close application.

**Thank you and we look forward to receiving your registration.**

**Inquiries:**

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