



# XIJI INCUBATOR

Do you have a product or an idea that you would like to validate? Are you interested in learning about emerging markets? Do you want to complement your studies with a practical experience?

## **Unlock Your Potential with Xiji Incubator.**

Elevate your business in the vibrant hub of Shanghai. Gain expert mentorship, investor access and an extensive network. Join a community of thousands of entrepreneurs, ground-breaking startups, and accelerate your journey to success!



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Xiji Incubator

## SCHOLARSHIP IN SHANGHAI: 3 MONTHS HANDS-ON EXPERIENCE FOR EARLY STAGE ENTREPRENEURS

2 batches: September 2024 and February 2025

Xiji Incubator is the UPM entrepreneurial program in Shanghai, supporting start-ups since 2018.

The program gives students and young professionals an immersive hands-on experience in Shanghai while working in their own projects. Xiji offers guidance and support from its extant network. The goal is to understand the Chinese & emerging markets from a practical approach, trying to validate assumptions and launching the product!

Students can take some subjects of their interest in Tongji University and/ or work in their degree's final thesis (TFM / TFG)

For further information visit:  
<https://www.xijiincubator.com>



**For further information visit [xiji.incubator.com](https://www.xiji.incubator.com)**

## **METHODOLOGY**

Xiji Incubation Program in Shanghai follows the Lean Start-up Methodology. Our hands-on approach is one of the core strengths of our program. We believe that the best way to learn is by doing, so we provide participants with the tools, resources, and mentorship they need to turn their ideas into reality.

## **PROGRAM DESCRIPTION**

The program consists of several modules covering topics such as entrepreneurial foundations, marketing in China, legal aspects investment, digital prototyping, manufacturing, communication, mentoring, Chinese culture, the Chinese market, and regional support. By the end of the program, entrepreneurs will have developed the skills and knowledge needed to grow their businesses and secure funding, as well as valuable connections within the local startup ecosystem.

## **EVALUATION AND CERTIFICATES**

All participants that successfully complete the incubation program will be awarded a certificate. The evaluation will be based on the performance and it will follow the criteria: Progress towards goals, adaptability and pivoting, engagement with mentors, community involvement, pitching skills.

## **PROGRAM REQUIREMENTS**

- You need to have a business idea that is relevant, and provide a description of the project in English in maximum three pages.
- Certificate of English language proficiency (minimum B2), obtained no earlier than 2019.
- Curriculum vitae in English, maximum two pages.
- Motivation letter in English.
- Proof of UPM enrollment (*carta de pago*).

## **TIMETABLE**

Our program is divided into short, focused modules because we know that founders have businesses to run. We want startups to get the resources they need when they need it, not on a schedule convenient to us. In Xiji Incubator, entrepreneurs become permanent members of a community of in-house experts, mentors, founders and corporate partners who help them 1:1 on all facets from idea validation and prototyping to customer acquisition. All the modules and an example of a month schedule are provided

## **SCHOLARSHIPS**

UPM offers 5 scholarships per batch for participation in the program. Scholarship holders receive:

- Scholarship of 2000 €.
- Free accommodation in Tongji University dorm.

Please note that participants are expected to organize their own travel and acquire OnCampus health insurance.

**More information:** [https://www.upm.es/Estudiantes/Movilidad/Programas\\_Internacionales/Asia](https://www.upm.es/Estudiantes/Movilidad/Programas_Internacionales/Asia)



## SCHEDULE

The program is structured to suit the needs of the entrepreneurs so we adapt it each batch. The program usually focuses more educational resources at the beginning of the batch, followed by further support in entering the ecosystem and validating. During the last months of the program mentoring plays the key role.

### Tentative program

Welcoming session & introduction to the program	Elevator pitch	Foundation on entrepreneurship I	Working day	EQ Vertical mentors
Mentoring	Chinese Culture: understanding cultural context	Foundation on entrepreneurship II	Hands on practice: Interviews and validation	Legal aspects in China: IP protection
Mentoring	Foundation on entrepreneurship II: Validation and learnings	Regional support and organisms	Chinese Market	Foundation on entrepreneurship III: BM
Mentoring	Foundation on entrepreneurship III: Financials	Marketing basics: E-commerce ecosystem	Legal: Strategies to mitigate risk	Vertical: Sustainable and green technology
Mentoring	Company visits	Communication: How to Pitch	Chinese Market II	Prototyping I

NB: This is a tentative program. The topics are indicative. Program might be modified depending on the needs of the entrepreneurs and about the fields covered, on the level and depth of the discussion, and on the availability of the possible invited lecturers.

In addition to the sessions and modules, participants will be encouraged to join other start-up competitions and related events that will be announced during the classes.

## REGISTRATION

### Online registration UPM

[https://www.upm.es/Estudiantes/  
Movilidad/Programas\\_Internacionales/  
Asia](https://www.upm.es/Estudiantes/Movilidad/Programas_Internacionales/Asia)

### Registration Period

Until February 9th, 2024

## CONTACT

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China

## PROGRAM DATES

Fall batch  
September 2024

Spring batch  
February 2025



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