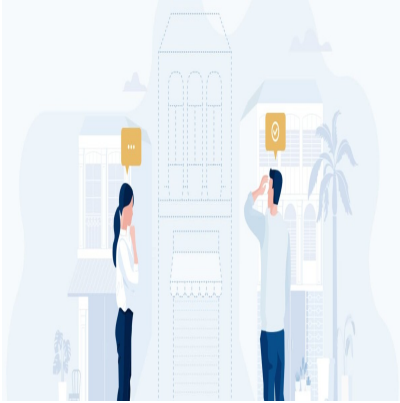




Startup SG Founder: Take the AMP Route Before Applying

Description

Startup SG Founder is not a direct form-first grant. A startup must first secure a Letter of Recommendation from an Accredited Mentor Partner. Under the current scheme, support ranges from S\$20,000 to S\$50,000 at a 1:1 support ratio. This guide is for a first-time singapore entrepreneur deciding whether to pursue startup sg founder support and resolves one task: screen the venture, choose an Accredited Mentor Partner and build the evidence needed for a recommendation. The material claims were checked against [Enterprise Singapore Startup SG overview](#) and [Startup SG Founder programme page](#).

Choose the route that matches your case

Situation	What to do
No tested customer problem yet	Validate the problem before grant paperwork
First-time founding team with an innovative model	Shortlist suitable AMPs
AMP issues a Letter of Recommendation	Proceed to the programme application
Business needs only ordinary working capital	Compare non-grant financing instead

Begin with the recommendation gate

The current application page says startups must have a Letter of Recommendation. That makes the AMP's venture assessment a real gate, not a ceremonial reference. According to [Enterprise Singapore Startup SG overview](#), the controlling detail for this branch is the specific rule or service condition cited here.

Study each AMP's sector focus, programme structure, fees and selection process before applying.

Understand the matching arithmetic

A 1:1 support ratio means the startup must match the grant support under the programme's accepted funding structure. According to [Startup SG Founder programme page](#), the controlling detail for this branch is the specific rule or service condition cited here.

For a S\$30,000 grant, plan for S\$30,000 of qualifying founder commitment and verify the exact disbursement conditions with the AMP.

Build evidence around four tests

Enterprise Singapore highlights the business concept, feasibility of the model, strength of the management team and potential market value. According to [Enterprise Singapore Startup SG overview](#), the controlling detail for this branch is the specific rule or service condition cited here.

Organise the pitch file around those tests instead of treating the deck as a product brochure.

Show customer proof honestly

A waitlist, pilot, paid test or documented interview can demonstrate learning, but invented traction destroys trust. According to [Startup SG Founder programme page](#), the controlling detail for this branch is the specific rule or service condition cited here.

State sample size, date, method and limitations for every claimed validation signal.

Choose mentorship fit

AMP support can include pitch training, investor and corporate networks, and business-function help. The best fit depends on the venture's gaps. According to [Enterprise Singapore Startup SG overview](#), the controlling detail for this branch is the specific rule or service condition cited here.

Compare promised support, mentor access, programme cadence and alumni outcomes using verifiable evidence.

Plan milestones before disbursement

Grant cash is not a substitute for a runway plan. Map the recommendation, application, matching funds, approved milestones and second-tranche conditions. According to [Startup SG Founder programme page](#), the controlling detail for this branch is the specific rule or service condition cited here.

Do not incur costs on the assumption that approval is guaranteed.

Run the numbers or sequence

At a S\$40,000 grant amount and 1:1 support ratio, the founder should plan for S\$40,000 of matching commitment, subject to the approved programme terms. A S\$10,000 cash buffer is not enough simply because the grant headline is larger.

The calculation or sequence above is an LBRD working example. Replace every example input with the amount, date, access condition or document from your own case. Keep the official rate or threshold beside the working so another person can reproduce the answer.

Build a verification note another person can check

Before acting, create a one-page case note headed with the task, the date checked and the person responsible. Copy only the facts that affect your decision, then attach the statement, booking, application, receipt, map record or screenshot that supplies your own input. This separates a published rule from a personal assumption. If the official page changes, keep the earlier dated record but rework the decision with the live version.

Controlling source	What to verify	What to retain
Enterprise Singapore Startup SG overview	Founder programme purpose, AMP mentorship and evaluation dimensions.	Record the page date, the exact rule used and the case input it governs.
Startup SG Founder programme page	Current application route, Letter of Recommendation and S\$20,000 to S\$50,000 1:1 support ratio.	Record the page date, the exact rule used and the case input it governs.

Read the source in context, including definitions, exceptions and effective dates. A relevant page is not proof by itself: the cited passage must contain the particular rate, deadline, eligibility condition, access rule or warning used here. Where two official channels appear inconsistent, pause and ask the authority about the exact case rather than choosing the more convenient answer.

Use the guide with its limits

For a business, the person who knows the rule is not always the person who controls payroll, Bizfile, the bank guarantee or the grant file. Assign an owner and reviewer, preserve the submission acknowledgement and schedule a check after the external system has processed the change.

No interview, personal use, fresh field visit, survey result or price check is claimed unless explicitly stated. Availability, fees and procedures can change. Reopen the linked authority page immediately before payment, travel, filing or emergency use.

Before you act

1. Confirm first-time-founder eligibility
2. Define the customer problem
3. Collect dated validation evidence
4. Compare AMPs
5. Obtain the Letter of Recommendation
6. Model the 1:1 commitment
7. Submit only after the route is confirmed

Mistakes that change the outcome

- Applying without an AMP recommendation
- Calling interest proof of revenue
- Ignoring matching funds
- Choosing an AMP by logo
- Spending before approval

Continue with the relevant LBRD guide

Next, [avoid starting funded work too early](#). You can also [understand another grant's evidence discipline](#).

Questions readers ask

Can I apply directly first?

The current programme page says a Letter of Recommendation is required.

How large is the grant?

The published range is S\$20,000 to S\$50,000.

What does 1:1 mean?

Plan for matching support or commitment of the same amount, subject to the approved terms.

Date Created

09/08/2026

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