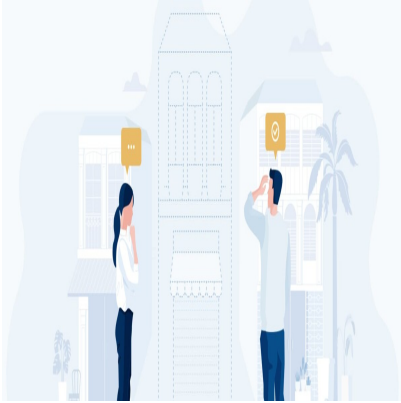




Startup SG Founder: Take the AMP Route Before Applying

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.

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. Study each AMP's sector focus, programme structure, fees and selection process before applying. ([Enterprise Singapore Startup SG overview](#))

A 1:1 support ratio means the startup must match the grant support under the programme's accepted funding structure. For a S\$30,000 grant, plan for S\$30,000 of qualifying founder commitment and verify the exact disbursement conditions with the AMP.

Situation	What changes
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

Related: [avoid starting funded work too early](#)

Build evidence around four tests

Enterprise Singapore highlights the business concept, feasibility of the model, strength of the management team and potential market value. Organise the pitch file around those tests instead of

treating the deck as a product brochure. ([Startup SG Founder programme page](#))

A waitlist, pilot, paid test or documented interview can demonstrate learning, but invented traction destroys trust. State sample size, date, method and limitations for every claimed validation signal.

Example: 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.

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

Grant cash is not a substitute for a runway plan. Map the recommendation, application, matching funds, approved milestones and second-tranche conditions. Do not incur costs on the assumption that approval is guaranteed.

Related: [understand another grant's evidence discipline](#)

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