

JUMPSTARTER 2027

Empowering Founders to Build, Scale, and Thrive Through Hong Kong



/// WWW.JUMPSTARTER.HK ///

From a moment on stage to a movement across Asia

Originally launched as a flagship startup conference and global pitch competition, JUMPSTARTER — an initiative by Alibaba Entrepreneurs Fund (AEF) — **has evolved into a comprehensive, year-round startup platform** helping founders build capability, scale ventures, and thrive through Hong Kong.

Every founder on the platform gains **direct access to Alibaba's technical infrastructure and global commerce networks**, backed by an active network of VCs, corporate mentors, and industry leaders.

ONE PLATFORM

THREE WAYS TO EMPOWER FOUNDERS

BUILD FOUNDERS

TARGET

Early-stage founders

PURPOSE

Build capability, get pitch- and investor-ready

FOUNDER'S JOURNEY

Learn → Build → Validate

SCALE COMPANY

FLAGSHIP

TARGET

Post-revenue, growth-stage companies

PURPOSE

Commercialize, scale, and go global via Hong Kong

FOUNDER'S JOURNEY

Commercialize → Scale → Expand

CONNECT PEOPLE

TARGET

Founders, alumni, mentors, investors, corporate partners

PURPOSE

Sustain relationships and long-term collaboration

FOUNDER'S JOURNEY

Connect → Collaborate → Grow

Built in parallel — from empowering individuals, to enabling companies, to strengthening the wider ecosystem.

SCALE

Program Overview

FLAGSHIP

SCALE brings growth-stage founders together with the investors, corporates and ecosystem partners who can help them take their next step — using Hong Kong as the springboard, not the destination.

TARGET

Scale-up companies with revenue or meaningful traction and a clear expansion ambition — not companies still seeking basic startup education.

SCALE

Commercialize.
Scale.
Go global.

CIRCLE · SPOTLIGHT · COHORT

Benefits that grow with every tier

One application opens the door to the wider JUMPSTARTER ecosystem. Each tier builds on the one below it — benefits are cumulative, and selection for each opportunity depends on founder fit.

JUMPSTARTER Circle

Rolling community

Stay connected to
relevant opportunities



JUMPSTARTER Spotlight

Biannual recognition

Gain visibility and
curated access



JUMPSTARTER Cohort

Annual cohort

Small group with
tailored support

Signature Experiences

Available across all tiers — depth of access depends on Circle, Spotlight, or Scale status

Ongoing Curated 1:1
Matching

Ongoing engagement

Executive Exchange
/ C-Suite Events

Ongoing engagement

Invite-Only Founder
Growth Workshops

Ongoing engagement

Trip opportunities &
destination
introductions

Showcase at HK Flagship
events, including JUMPSTARTER
and brand exposure

Who We're Looking For

Growth-stage companies with established revenue, a proven business model, and strong commercial traction – ready to scale internationally through Hong Kong.

Indicative Company Profile

- Established revenue with demonstrated growth;
- Established paying enterprise and evidence of repeat business;
- Proven business model with clear potential to scale;
- TRL 5+ where applicable.

Indicative benchmarks; assessed in the context of each sector and business model.

Vertical Fit



AI & DeepTech

Applied AI, infrastructure, robotics



Fintech & InsurTech

Banking, payments, risk and compliance



Health Tech & Impact Tech

Health, life sciences and inclusive solutions



PropTech & Urban Innovation

Buildings, mobility and smart-city solutions



Creative Industries & Media

Digital Entertainment



Consumer

Retail, E-commerce, Creator Economy (KOL/MCN platforms)



Apply Now

For enquiries, please contact
partnership@ent-fund.org



SCALE

Commercialize.
Scale.
Go global.

CIRCLE · SPOTLIGHT · COHORT

Benefits that grow with every tier

One application opens the door to the wider JUMPSTARTER ecosystem. Each tier builds on the one below it — benefits are cumulative, and selection for each opportunity depends on founder fit.

JUMPSTARTER Circle

Rolling community

Stay connected to
relevant opportunities



JUMPSTARTER Spotlight

Biannual recognition

Gain visibility and
curated access



JUMPSTARTER Cohort

Annual flagship cohort

Small group with
tailored support

Signature Experiences

Available across all tiers — depth of access depends on Circle, Spotlight, or Scale status

Ongoing Curated 1:1
Matching

Ongoing engagement

Executive Exchange
/ C-Suite Events

Ongoing engagement

Invite-Only Founder
Growth Workshops

Ongoing engagement

Trip opportunities &
destination
introductions

Showcase at HK Flagship
events, including JUMPSTARTER
and brand exposure

Who We're Looking For

Growth-stage companies with established revenue, a proven business model, and strong commercial traction – ready to scale internationally through Hong Kong.

Indicative Company Profile

- Established revenue with demonstrated growth;
- Established paying enterprise and evidence of repeat business;
- Proven business model with clear potential to scale;
- TRL 5+ where applicable.

Indicative benchmarks; assessed in the context of each sector and business model.

Vertical Fit



AI & DeepTech

Applied AI, infrastructure, robotics



Fintech & InsurTech

Banking, payments, risk and compliance



Health Tech & Impact Tech

Health, life sciences and inclusive solutions



PropTech & Urban Innovation

Buildings, mobility and smart-city solutions



Creative Industries & Media

Digital Entertainment



Consumer

Retail, E-commerce, Creator Economy (KOL/MCN platforms)



Apply Now

For enquiries, please contact
jumpstarter@ent-fund.org

