

FUEL UP 20 BOOTCAMP 25

Ready to ignite your entrepreneurial journey?





WHO WE ARE

Tencent WeStart (Hong Kong) stands as a dynamic creative hub since 2015. Serving as a pivotal gateway to China and a launchpad to the global stage, we connect with a vibrant local and regional community of Startups & Digital Entrepreneurs.

Proudly co-established by Tencent, K11, and VS MEDIA, our collaborative space is geared towards amplifying opportunities and fostering the next wave of startup success.



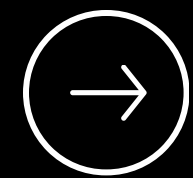


VISION



Now entering its third year, Fuel Up has become a well-known program dedicated to fostering startup growth and exposure.

This year, we're taking Fuel Up in an exciting new direction by offering a valuable bootcamp for startups and entrepreneurs. Building on the successful collaboration with HICOOL Beijing, we're thrilled to continue our partnership and deliver a fresh and inspiring journey for startups and young entrepreneurs





About HICOOL BEIJING

More Than 200 Winning Projects

100 Million RMB Prize Money

The HICOOL brand, launched in 2020 by the Beijing Overseas Talents Association, is a comprehensive startup ecosystem supporting entrepreneurial talents. Its flagship Competition and Summit focus on empowering tech startups and driving innovation.

By 2021, HICOOL expanded to include six key units: Competition/Summit, Business College, Industrial Park, Service Manager, Investment Fund, and HICOOL@ON-LINE Digital Platform, offering diverse resources for startups to thrive in Beijing.

This year, HICOOL features 200 prize awards ranging from RMB 200,000 to RMB 2,000,000 per team.



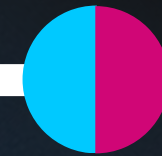
Dual Enrollments



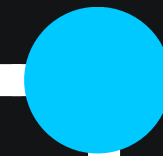
Application Period
Mar 1 - Mar 31

Online Assessment
Apr 1 - Apr 15

Meetup Day & Top 30 Teams Reveal
Apr 23

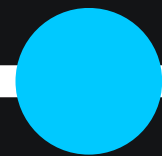


Elevation Stage
(4 - 6 Practical Trainings)
Apr 28 - May 16



Preliminary Round (Online)
Start from 1st week of May

Top 5 Teams Reveal
May 21



Elite Stage & 1 on 1 Mentorship
May 26 - Jun 9

Final Pitch Night & Award Ceremony
Jun 13

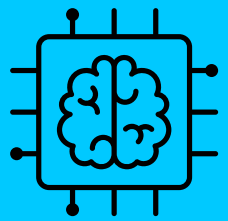
Semi - Final Round
July

Final Competition
Aug





Tech Verticals



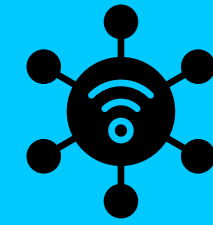
AI / ROBOT



Medical Service /
Medical Device



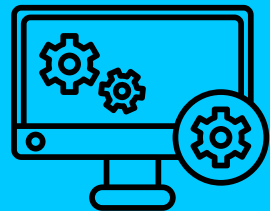
Biotechnology /
Health Service



5G / 6G / IoT /
Smart City



Cultural Creativity / Pet /
Film / Games



Software & Information



Blockchain /
Fintech



Food Technology /
Agriculture



New Energy /
New Materials /
Environmental Protection



SCREENING & ONLINE EVALUATION

Qualified applications for the dual Fuel Up Bootcamp and HICOOL Competition 2025 are now open!

ELEVATION STAGE

Our workshops and training programs are designed to intensively enhance and develop your ideas

Max. 30 TEAMS

ELITE STAGE

Receive a valuable prize that will help you accelerate your startup's growth.

Top 5 TEAMS

ACCESS TO CAPITAL

Access to funding and investment opportunities to scale your business.

Grand Champion & Social Impact Award



THE JOURNEY

ELEVATION STAGE - 30 TEAMS

CLASS ELE 1

From Ideation to MVP, Scaling Your MVP

Move beyond MVP with product-market fit strategies and scalable growth tactics.

CLASS ELE 2

Business Model Validation

Refine your model to ensure scalability and investor appeal

CLASS ELE 3

Value Proposition & GTM Strategy

Stand out with a strong value proposition and market strategy

CLASS ELE 4

Financial Planning & Fundraising

Master finances essentials and secure funding for your growth

CLASS ELE 5

Market Expansion & Global Strategy

Develop strategies for entering new markets and scaling internationally

CLASS ELE 6 & Closing

Partnerships & Collaboration Strategy

Leverage strategic partnerships to accelerate growth, expand your reach



THE JOURNEY

ELITE STAGE - TOP 5 TEAMS

Turning Your Ideas into Reality

Investment Opportunities

Connect with potential investors and explore funding opportunities for your venture.

Market Validation

Receive expert feedback and insights on your business model and market potential.

1 On 1 Mentorship

With experienced C-level executives provides tailored insights and strategies for startup success and winning in Pitch Night

Pitch Competition

Showcase your innovative ideas and pitch your startup to a panel of experienced judges.





WHO CAN APPLY

- Must have started your idea for more than 6 months.
- Single start-ups or SMEs (including spin-outs).
- All stages of start-ups are welcome, but preference will be given to those in the Early to Growth Stage.
- Must fall into one of the 9 designated Tech Verticals.
- Open to teams of any nationality.
- Willing to apply for dual competitions (Fuel Up 2025 & Hicool 2025).

WHAT YOU NEED

- Pitch Deck (in PDF format, not more than 8 pages)
- Business Plan (in PDF or Word format, not more than 1 page)
- Optional – Presentation Video (Uploaded to YouTube or provided via a shareable URL, not more than 5 min)





JOIN NOW

hello@westarhk.com

manson.chan@westarhk.com

<https://www.westarhk.com/>

