

EU-South Asia Start-Up Help Desk- Announcement Result of Top 5 selected start-ups

The helpdesk received an overwhelming response with 55 enquiries for the EU-South Asia Start-up Helpdesk and 29 applications from Europe and Sri Lanka for the EU-South Asia Start-up Helpdesk Hands on Support Call.

After a thorough discussion on the applications, the helpdesk has selected 5 start-ups that will be supported for the EU-South Asia Start-up Helpdesk Hands on Support. The result of the EU-South Asia Start-up Helpdesk Hands on Support Call are as follows:

1. Pulz Technologies (Sri Lanka) – www.pulztec.com
2. SenzMate (Sri Lanka)-www.senzmate.com
3. BoardPAC (Sri Lanka)- www.boardpac.co
4. Protein Brewery (Netherlands)-www.theproteinbrewery.nl
5. CMYK Ingredients (Bulgaria)-www.cmykingredients.com

The helpdesk will provide the hands-on support and support the selected start-ups in the following manner:

1. Market and technology validation – secondary and primary research

The start-ups will get market and technology validation through secondary and primary research

2. Mentorship and support to develop a roadmap for a sustainable market entry

The helpdesk will be providing mentorship and support to develop a roadmap for the start-ups market entry

3. Assist in internationalization, cross border co-creation, market access and development.

The helpdesk will assist the start-ups in internationalization, cross border co-creation, market access and development.

4. Eco-system development and Stakeholder identification – mentors, universities, networks, investors, clients, partners, governmental and non-governmental organizations

The helpdesk will do market validation for partners and customers as per the start-up's requirements.

5. Online marketplace and Virtual connect with potential partners / stakeholders

The helpdesk can also help the start-ups to connect to other companies virtually through the GTI platform.