

PARTNERSHIPS

BUILDING INVESTOR AND FOUNDER ECOSYSTEMS



500



PROJECT DESCRIPTION

The Cambodian government partnered with 500 Global in a series of multi-year programs dedicated to training and increasing capital access for Cambodian entrepreneurs. The program was the first of its kind in the region and would be 500's inaugural program in the country. Direct stakeholders included the Cambodian government, founders, and investors in the region.

GOAL

Scout top quality entrepreneurs and investors to attend and engage with the program despite not having an established network and limited resources in the region.

APPROACH

1. Leverage existing networks, asking for investor and founder referrals.
2. Regular calls with the Cambodian government to strategize recruitment campaign.
3. Set up a multi-media campaign including website, email, and social content.

OUTCOMES

Over 300 entrepreneurs recruited, trained and introduced to over 100 local and international investors. Founders have gone on to start impactful businesses across the region, raising millions to support local job creation and technological advancement.