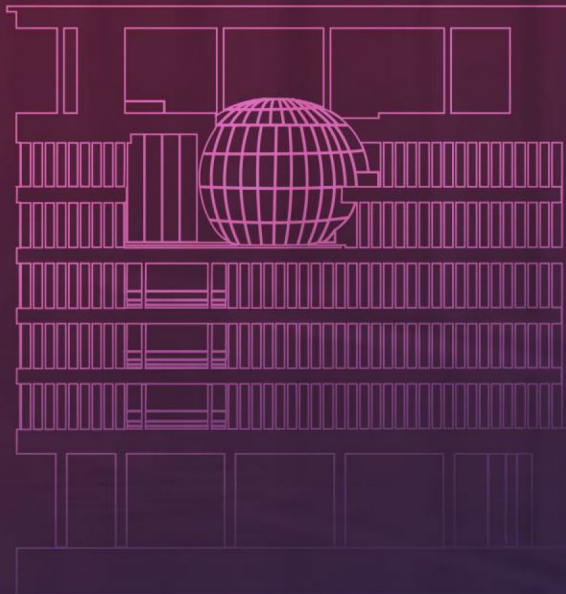
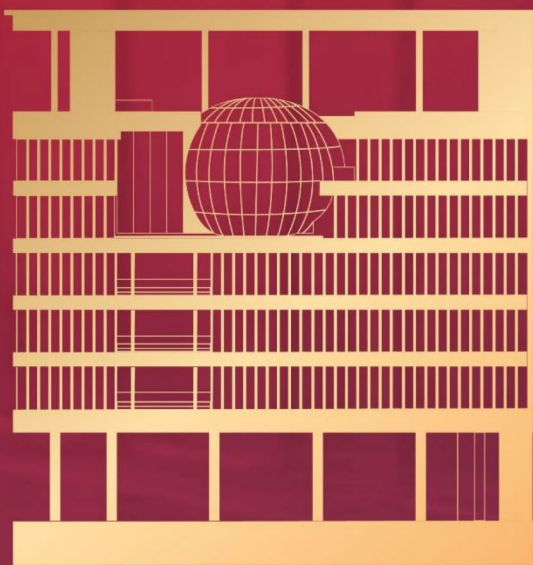




**NIA**  
สำนักงานนวัตกรรมแห่งชาติ



# THE NATIONAL INNOVATION AGENCY



# NATIONAL INNOVATION AGENCY

National Innovation Agency (Public Organization) or NIA, under the Ministry of Higher Education, Science, Research and Innovation was entrusted by Thai Government to act as a coregency to promote and facilitate creation, management, and exploitation of innovation in Thailand.

## VISION

**KEY AGENCY IN ENHANCING NATIONAL INNOVATION SYSTEM TOWARDS SUSTAINABLE VALUES**

## MISSION

- TO STRENGTHEN THAILAND'S NATIONAL INNOVATION SYSTEM
- TO CREATE OPPORTUNITIES AND INCREASE ACCESS TO INNOVATION INFRASTRUCTURE
- TO UPGRADE SKILLS AND INNOVATION CAPABILITIES

# NIA'S TOOLS AND MECHANISMS

(TO ENHANCE NATIONAL INNOVATION SYSTEM)



[www.nia.or.th](http://www.nia.or.th)

National Innovation Agency  
(Public Organization) or NIA,  
73/2 Rama VI Road, Ratchathewi,  
Bangkok 10400, Thailand

# High-Potential Technology Sector



**Agriculture  
Food and Herbs**



**Medical  
and Health**



**Energy  
Environment and EV**



**Travel**



**Soft Power**

# NIA SUPPORT MECHANISM



## GROOM



Logos for GROOM support mechanisms: NIA ACADEMY, STARTUP THAILAND, SPACE ECONOMY, ACBI TECH INCUBATION 2023, AGTECH AI INCUBATION, ARI TECH CAPABILITY.

## GRANT



Logos for GRANT support mechanisms: ECONOMY INNOVATION, INNOVATION, THEMATIC INNOVATION, SOCIAL INNOVATION, REGIONAL MARKET VALIDATION, MIND, STANDARD TESTING, YOUTH STARTUP FUND, MARKET EXPANSION, CORPORATE CO-FUNDING, WORKING CAPITAL INTEREST.

## GROWTH



Logos for GROWTH support mechanisms: Digiens REALITY, AGTECH CONNEXT, GROWT4, SPACE F, INNO MALL, Corporate SPARK, AGROWTH AGTECH ACCELERATOR.



# GROOM

2 TARGETS

20 HIGHLIGHT COURSES

กลุ่มเยาวชน  
**YOUTH**

กลุ่มผู้ใหญ่  
**ENTREPRENEUR**

**ENTERPRISE**  
 องค์กร

**EXECUTIVE**  
 ผู้บริหาร

STEAM4INNOVATOR

STARTUP THAILAND LEAGUE

**INNO4FARMERS**  
 (AGTECH INCUBATION PROGRAM)

**AGTECH AI-SYNERGY FOR AGRIFUTURE**

**AGROWTH**  
 (GLOBAL AGTECH ACCELERATION PROGRAM)

**SPACE-F**  
 (GLOBAL FOODTECH INCUBATOR AND ACCELERATOR PROGRAM)

**ARI TECH CAPABILITY**

**SPACETECH**

**NIA DEEP TECH INCUBATION PROGRAM@EEC**

**GROWTH REGULAR PROGRAM**

**ANGEL INVESTOR NETWORK IN ACTION**

**SID FOR SE**  
 (SOCIAL INNOVATION DRIVING UNIT FOR SOCIAL ENTERPRISE)

**CERTIFIED INDUBATOR**

**IP NEXT WORK**

**PIN**  
 (PIONEERING INNOVATOR NETWORK)

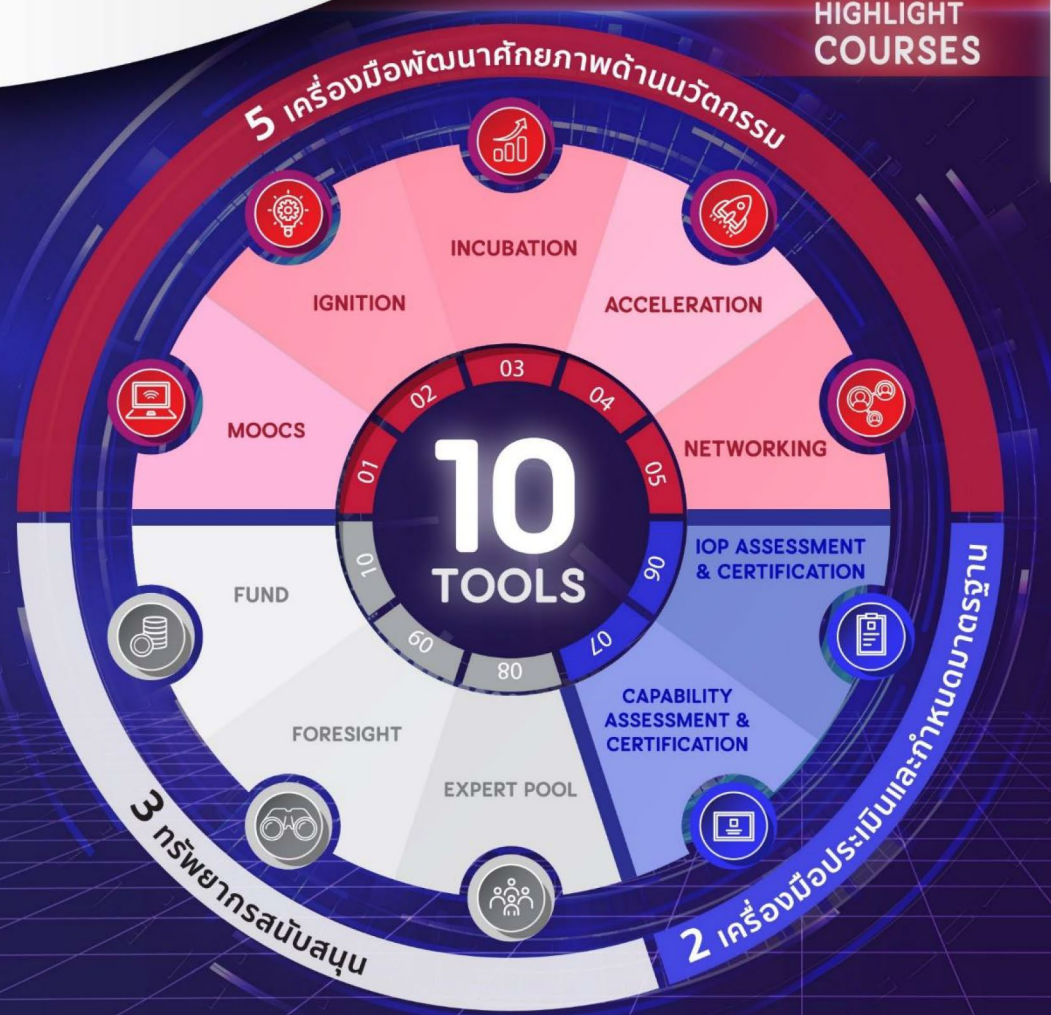
**IOP**  
 (INNOVATIVE ORGANIZATION PROGRAM)

**PPCIL**  
 (PUBLIC AND PRIVATE CHIEF INNOVATION LEADERSHIP)

**SME TO IBE**  
 (SME TO INNOVATION BASED ENTERPRISE)








**CCIO**  
 (CHIEF CITY INNOVATION OFFICER)

**IDE TO IPO**  
 (INNOVATIVE DRIVEN ENTERPRISE TO INITIAL PUBLIC OFFERING)



# GRANT

# New Financial Support Mechanisms

Mechanisms	RU Stage	Budget Framework	Use of Fund	Outcome
	Market Validation & Testing	Matching Grant Max 75% of the project's value Max 1,500,000 THB per each project period not exceeding 1 year	<ul style="list-style-type: none"> <li>➤ Market validation</li> <li>➤ Improving innovative products or services in order enhance commercial outcomes and consumer bases to increase competitive capability.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Income/value of real use from new market</li> <li>➤ Outcome of sales/market testing from new market</li> </ul>
	Market Validation & Testing	Matching Grant Max 75% of the project's value Max 5,000,000 THB per each project period not exceeding 3 year	<ul style="list-style-type: none"> <li>➤ Market validation</li> <li>➤ Product developments</li> <li>➤ Evaluate the economic and investment value</li> </ul>	<ul style="list-style-type: none"> <li>➤ Innovation Process, Product, and Service</li> <li>➤ Income/value from real use</li> <li>➤ Outcome of sales/market testing</li> </ul>
	Launch & Beyond	Technical Assistance Max 50% of the project's value Max 1,000,000 THB per each project period not exceeding 1 year	<ul style="list-style-type: none"> <li>➤ Funding for consulting services fees</li> <li>➤ Improving internal organization procedures in business strategy, marketing, intellectual property, accounting, finance and investment, and global trade.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Income/value from real use</li> <li>➤ Improving business procedures following the sale of innovative products or services</li> </ul>
	Launch & Beyond	Matching Grant Max 50% of the project's value Max 1,500,000 THB per each project period not exceeding 1 year	<ul style="list-style-type: none"> <li>➤ Funding for consulting services fees</li> <li>➤ Improving manufacturing procedures and products</li> <li>➤ Test analysis for product registration</li> <li>➤ Product standard assessment and certification</li> </ul>	<ul style="list-style-type: none"> <li>➤ New product registration in new target markets</li> <li>➤ New production site standards and new standards for new target markets</li> </ul>
	Launch & Beyond	Technical Assistance Max 50% or 100% of the project's value Max 2,000,000 THB per each project period not exceeding 1 year	<ul style="list-style-type: none"> <li>➤ Product or service user testing among target customers</li> <li>➤ Evaluation of economic and business operations worthiness</li> </ul>	<ul style="list-style-type: none"> <li>➤ Real uses among target customers</li> <li>➤ Evaluation of economic and business operations worthiness</li> </ul>
	Launch & Beyond	Matching Grant Max 75% of accrued interest and fees Max 1,500,000 THB per each project period not exceeding 1 year	<ul style="list-style-type: none"> <li>➤ Increasing liquidity supports innovation-based enterprise grow</li> </ul>	<ul style="list-style-type: none"> <li>➤ Financial liquidity for the growth of innovation-based enterprise</li> </ul>
	Launch & Beyond	Recoverable Grant Max 50% of investment value Max 10,000,000 THB per each project period not exceeding 5 year	<ul style="list-style-type: none"> <li>➤ Activities related to business development such as product development, marketing, increasing production capacity, team expansion, and intellectual property management. *Only for accredited investors</li> </ul>	<ul style="list-style-type: none"> <li>➤ More funding in joint venture mechanisms to promote business growth</li> </ul>



# GROWTH

# GROWTH

## SCALEUP CAPABILITY



### Thailand InnoBiz Champion

Nation-wide Innovation Tournament program with TV broadcast



### E-Commerce By NIA x Amazon

Short training course for Thai entrepreneurs who want to introduce their products through a worldwide platform

## MARKET ACCESS



### Connext Series

B2B Business Matching & POC Projects for startups and IDEs



### Market Innovation

The mechanism for supporting entrepreneurs to expand their opportunities and distribution channels through various tools such as Innovation Catalogs, Domestic & International Innovation Marts.



### InnoMall

The B2C E-Commerce platform that gather the most innovative products.



## INVESTMENT LINK



### Growth Program

3-month preparation program for early-growth startups who want to raise capital



## ACCELERATOR (CUT-ACROSS)



### AGROWTH

Global AgTech Accelerator Program



### SPACE-F

Global FoodTech Incubator and Accelerator Program



### F1

Global Space and Aerospace Incubator and Accelerator



### Corporate SPARK

International collaboration program that empowers Thai Innovation-Based Enterprises (IBE) by bridging them with global deeptech startups





# NETWORKING



# CONSULTATION SERVICE

## 1. LEGAL

such as company registration in Thailand, laws, rules and regulations related to startup enterprises, Term Sheet Work Permit, other legal information, accounting, tax preparation, etc.

## 2. INVESTMENT

such as raising funds from Angel Investors and VCs, negotiating with investors, preparing pitch decks, presenting business plans to investors.

## 3. MARKET ACCESS

such as market analysis, business scaling up, techniques for accessing domestic and international markets.

## 4. MARKETING STRATEGY

such as how to reach target customers, business promotion and various platforms that can be adapted to business.

## 5. INTELLECTUAL PROPERTY – IP

such as rules and regulations that should be known for startup to apply for intellectual property registration.



**EXPERT PARTNER**

# INTERNATIONAL COLLABORATION



## GLOBAL PARTNERS

We have global partners, both public and private, totaling more than 25 agencies, with plans to share useful information, promote activities or projects, and future collaborative activities.



## EVENT COLLABORATION

We hosted a pitching and business matching event with some of our network's global partners. We invite Thai and international startups to participate in the event so that they can meet with each side of organization support and explore more expertise in another country. We also bring together venture capitalists from both the Thai and international sides to form strengthen investor networks



**NIA**  
สำนักงานนวัตกรรมแห่งชาติ

# THANK YOU

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