



Upgrade Manual V.1

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What is Upgrade?

A support program to help students transform their graduation projects to Startups. It is a competition-based program where the best graduation projects qualify for special incentives to assist the transformation into startups

Who benefits from Upgrade?

Graduating students in specific and the nation at large

Can any graduation project participate?

We recommend determining a shortlist of 4 to 5 graduation project topics. This will keep the program focused and manageable.

What are the typical support services required to transform graduation projects into startups?

Transforming graduation projects to startups requires several incentives and support services such as business coaching, business incubation, technical coaching, seed funding and others. The type and level of support service required varies from project to another.

What are the eligibility requirements for projects to be enrolled in Upgrade?

Participating project should be a graduation project with a Minimal Viable Product (MVP)

What are the evaluation criteria used to select the best graduation projects?

Typical evaluation criteria include clear competitive advantage of the idea, good team formation and achievable business model canvas.

What are the typical evaluation phases?

There could be a series of evaluation phases to filter out applications. We recommend evaluating the technical aspects of the projects first. Projects with solid technical foundation can qualify to the subsequent round which can focus on business and commercial aspects.

I want to start Upgrade in my country, How?

You are making the right decision! To begin with, you should be a legitimate entity in your country affiliated with academia or startup ecosystem. Please write to us your intention to start Upgrade in your country and include a summary of the program details such as the area of focus, eligibility requirements, evaluation criteria, support services to be provided to winning teams, etc. Please submit your request to upgrade@trc.gov.om. When approved, you can utilize the brand of Upgrade in your program in addition to other benefits of becoming a member of Upgrade Network.

Why join Upgrade Network?

By joining Upgrade Network, you are joining a community of passionate individuals and organizations enthusiastic about graduation projects and startups. Members of the network support each other in mentoring, marketing, program execution, knowledge transfer and possible inter-country Upgrade competitions.

Who is there in the Upgrade network?

Currently, the only member of the Upgrade network is www.upgrade.om from Oman. Watch this space as more members are expected to join the network.