



About the program

Chinaccelerator program is a 3 + 3 months program and is 90% customized for every startup. Below are the general phases and timeline for the program. Note that the program focus in each month might be changed according to the startups progress during the program.



MONTH 1

- Align shared vision
- Elevator pitch
- Mentor matching
- Product-market fit & Product localization

MONTH 2

- Product pitch
- User acquisition, retention and conversion optimization
- Converting outcomes from experiments to traction

MONTH 3

- Growth hacking
- Define traction metric and create momentum
- Fundraising prep
- Media readiness
- Demo day pitch



MONTH 4 TO 6

- Offboarding
- Fundraising
- Portfolio support

Batch 13 key dates

The startup team can be absent from the office when it's necessary. However, the core team is required to be present on the following days:

- 12-14 Mar: **Orientation**
 - 13 Mar: Meet and Greet with Shanghai Mentors
- 15-16 Mar: First weekly Check-in
- 15 Mar: First Community Happy Hour (Event with previous batches and mentors)
- 23-29 Mar: **GOAT - Geeks On A Train**
 - 24th Mar: **8x8 Beijing**, event in Shanghai with 300 attendees in person, last year 1.3 Million via livestream
- 7 Apr: **8x8 Shanghai**, event in Shanghai with 300 attendees in person, last year 1.6 Million via livestream
- 14 Apr: **+30**, First Demo Day rehearsal
- 12 May: **+60**, Second Demo Day rehearsal
- 9 June: **+90**, Third and last Demo Day rehearsal
- 13 June: **Demo Day**
- 14-22 June: Program offboarding



Accommodation

IMPORTANT: China requires that all foreigners, upon arrival in China, must register with the local police station. To avoid this hassle, stay in a hotel for at least the first night before checking out Airbnbs and/or moving into an apartment.

Area & Cost

Chinaccelerator's office is located in 静安. You can choose to find an apartment nearby for convenience sake. However, rents around this district are quite expensive as it is considered the downtown area. Cost: 8k rmb - 15 rmb for an apartment that comes with two bedrooms, one living room, one kitchen and one bathroom.

Alternatively, you can find apartments in the cheaper districts that are slightly further away. (徐汇 or 普陀区). Cost: 6k rmb - 12k rmb for an apartment that comes with two bedrooms, one living room, one kitchen and one bathroom.

How to look for houses?

1. Property Agent

Look for a Property Agent (e.g. LianJia/链家) located at the area of choice (e.g. if you want a house at 徐家汇), go to a Property Agent located in 徐家汇 because only they will have access to the houses there). Just walk in and tell them what you are looking for.

Pros:

- Agents might have good houses on their hand, depends on your luck.

Cons:

- This option might not be the most ideal for you because home owners are less willing to accept short term rents (anything < 1 year).
- You have to pay a 35% commission to the agent and they might bring you to houses that they urgently want to rent out.

2. Ziroom

Ziroom purchases apartments, renovates and refurbish it with basic necessities before renting it out. Ziroom houses come with cleaning, repair services and Wifi (not free though, the prices are all included in the monthly rental you pay). If you are interested, go to their website (<http://sh.ziroom.com/>) or download the ZiRu/自如 APP and you can start browsing for suitable houses.

Types of Ziroom houses:

- 合租(HeZhu): You are basically renting a single room in an apartment and sharing common facilities like toilet and kitchen with strangers. Good option if you want to stay alone. If you are lucky enough, you may be able to get apartments where all rooms are empty which is the same as renting one apartment by itself. Cleaning services in the common area twice a month.



- 整租(ZhengZhu): You rent the whole apartment from Ziroom. Good if you choose to stay together with a few people. Cleaning services once a month.
- 自如寓(ZiRuYan): This is like renting a serviced apartment. More expensive.

In the future, you can also use the 自如 APP to check your contract (我的合同), set number code to your house door (智能门锁), engage repair services (在线保修), book cleaning services (预约保洁) and pay your rental fees (在线交租).

Note: You need a China phone number to register an account with 自如 so you will not be able to book appointments before getting a China number. You can just go and get a rough feel of the price range per district.

Pros:

- Wifi, Repair services, Cleaning provided (Not free!).
- No need to pay property agent commission.

Cons:

- Contract is fixed by 3-months periods so you have to pay 12 months of rental but you can get back 30% / 70% of the last month rental depending on whether Ziroom can find a new tenant.

3. Personal Connections / Wechat groups

Good option if you have existing contacts with available houses for rental. As opposed to the other options above, it would be easier to get contracts of shorter length. Alternatively, you can ask the Chinaccelerator team to connect you to housing chat groups on Wechat where people frequently sublet their houses.

Pros:

- Better price and better deal.

Cons:

- Hard to find.

4. Other Online Platforms

You can consider other online platforms like Airbnb or 爱屋及屋 (iwjw.com) or 巴乐兔租房 (similar to Ziroom). Do NOT trust 58.com.



Chinaccelerator address

- Office address in English
Yuyuan East Road, Number 28, Donghai Plaza
We are at Building 3, Floor 1. There's receptionist to direct you to Chinaccelerator.
- Office address in Chinese
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- Office Mailing address to receive letters/documents
上海市静安区愚园东路28号3号楼1层 中国加速
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* The front desk only receives letters. For bigger packages, the delivery person will call you to receive it personally.

* We have tables, chairs, and printers. Storage space is limited, so please do not move big objects here.