

Google for Startups

Accelerator

Brazil

Canada

Europe

India

Japan

Korea

Southeast Asia

United Kingdom

United States



Three-month
hybrid program



Pre-series A to
Series B



Southeast Asia

**Applications
close on June 12**

Empowering startups to go further

To drive regional innovation, we are launching the Google for Startups Accelerator: Southeast Asia. This program helps the region's AI startups access Google's products and experts to scale their businesses. Amid a need for entrepreneurship, we're providing the tech and mentorship required to empower founders to lead in the rapidly evolving AI landscape across Southeast Asia.

Program benefits

The **Google for Startups Accelerator: Southeast Asia** provides high-potential startups with the strategic resources, technical expertise, and networking opportunities necessary to scale effectively. Below is a detailed overview of the core benefits available to program participants.

- **Expert Mentorship and Strategic Guidance**
 - Startups gain direct access to a global network of over 50 industry experts and world-class accelerator advisors
- **Google Technical Mentoring**
 - Leverage hands-on technical support across Google and DeepMind's specialized engineering mentors to optimize your product development and accelerate your technical roadmap
- **Subsidized Development Cost and Cloud Scalability**
 - Significantly reduce R&D overhead by utilizing subsidized Google Cloud infrastructure, building on a foundation of secure, high-performance tools designed to grow alongside your user base
- **Early Access to Emerging Products and Edge Technologies**
 - Stay ahead with exclusive, early-access privileges to Google's suite of upcoming products and experimental features, allowing you to be among the first to integrate and test new solutions within your own ecosystem
- **Strategic Tech Ecosystem Immersion Tour**
 - Explore the regional innovation landscape through curated tours of influential technology hubs and research facilities in Singapore, gaining a deeper understanding of one of the world's most vibrant startup ecosystems
- **High-Level Connections and Collaborative Community**
 - Engage with C-suite leadership, industry pioneers, and fellow founders, building lasting professional relationships within an elite peer group of innovators
- **Investor Showcase**
 - Present your vision, progress, and business model to a curated group of top-tier regional and global investors. Maximize your visibility during critical fundraising cycles
- **Access to Startup Capital Assistance from Program Partners**
 - Benefit from a streamlined pathway to evaluate and apply for capital assistance provided by program partners

Note: Certain benefits, such as the Tech Hub Tours and Startup SG Fund acceleration, involve collaboration with **Enterprise Singapore (ESG)**. Specific eligibility and participation details for these tracks will be finalized during the onboarding process.



What to expect

Three-month hybrid program with workshops and mentoring sessions followed by a graduation ceremony:

- Equity-free support from Google
- Exclusive invitation to a three-month high value program with other high potential startups
- Personalized mentorship and technical support from Google and Deepmind experts, Mentor Network
- Ongoing support beyond the program via global Accelerator Alumni community
- Google For Startups Cloud Program credits for eligible startups

Who should apply?

Google is looking for growth-stage startups, fulfilling the following criteria:

- Startups based in Southeast Asia with *GenAI* tech solutions solving a meaningful challenge
- Startups demonstrating traction, ideally between Pre-series A to Series B stage
- Building a scalable product or service with a significant total addressable market and defensible growth model
- Deeply technical, preferably leveraging technologies like machine learning and AI
- Commitment from CTO and/or technical roles to participate and engage in required program sessions



Key dates

2026	MAY	○	May 15	Applications open
	JUN	○	Jun 12	Applications close
	AUG	●	Aug 15	Program kick-off
	SEP	●	Aug 31 - Sept 4	In-person bootcamp Development Phase
	NOV	●	Nov	Graduation and Demo Day



Applications close June 12

Apply now