

西济
Xiji Incubator
UNIVERSIDAD
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DE MADRID

Seed Program by Xiji Incubator

Universidad Politécnica de Madrid

HQ in Sino-Spanish Campus @ Tongji University (Shanghai)

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POLITÉCNICA

UNIVERSIDAD
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SINO-
SPANISH
CAMPUS | 中西
CAMPUS
SINO-
HISPÁNICO | 學院

Seed Program

Validate and Boost Your Startup from the Heart of Asia

- 4-month, full incubation program in Shanghai
- Practical methodology based on Lean Startup and Design Thinking, with workshops, mentoring and professional tools
- Privileged access to mentors, investors, accelerators, events and experts from both the Chinese and European ecosystems
- Advanced training with 16 structured modules, weekly sessions and individual follow-up
- Runs every Spring and Autumn • Limited seats

Seed Program

Seed Program

Duration
4 months, 2 cohorts per year (Spring and Autumn)

Location
Shanghai

Target
Pre-seed founders who want to validate their startup, develop their MVP and gain a competitive edge through China

The Seed Program consists of 16 modules delivered over 4 months, covering user validation, prototyping, finance, legal, growth, communication and the Chinese market, among others.

1	Ideation and Problem Identification	9	Prototyping, MVP and User-Centered Design
2	Lean Startup & MVP Strategies	10	Financial Planning and Budgeting
3	Customer Research and Validation	11	Leadership, Team Building & Development
4	Market Analysis, Market Sizing and Competitor Analysis	12	Marketing and Sales Strategies for Startups
5	Value Proposition Canvas	13	Company Incorporation and Shareholders' Agreement
6	Pitch Deck and Communication	14	Intellectual Property Protection and Legal Aspects in China
7	Business Model	15	Public and Private Funding Options
8	Fundraising and Investor Relations	16	Exit Strategies

Program summary

- Seats: 12
- Languages: English and Spanish
- When: 2 cohorts per year

Program structure

Weekly:

- 1 training module delivered by the Xiji team or guest experts
- 1 mentoring session with the Xiji team
- 1 event organised by Xiji or its partners
- 1 mentoring session with an external mentor / 1 on-demand office-hours session (Validation, Tech, Finance or Legal)

During the program:

- 4 events organised by Xiji, connecting founders with investors and industry professionals
- 1 company-visit day

After the program:

- Ongoing support from the Xiji Incubator community

Seed Program

Tuition

Participants enrol in the UPM degree **“Open Innovation & Entrepreneurship in Asia”**, a postgraduate Expert Degree worth 18 ECTS credits.

Their home university can recognise the work carried out by the entrepreneur as part of their studies, either as elective courses, internships, or the Master's thesis.

Cost

Tuition is **€2,880**.

It includes all program modules, mentoring with the Xiji team and external mentors, office hours, events and access to our co-working space.

It does not include flights, insurance or meals.

The program provides access to **on-campus accommodation at Tongji University**, to be covered by the participant (approx. €150 per month).

Funding Options

The university or institution can offer the student full sponsorship, a co-payment model, or leave the payment to the student.

1. Chinese Government Scholarship (CSC)

The program is eligible for the Chinese Government Scholarship (CSC), which amounts to 15,000 RMB per participant.

Link: <http://www.campuschina.org>

2. Erasmus+ Traineeship

If the home university recognises the student's project work as an internship, it may offer funding through traineeship support schemes in international entities, such as Erasmus+ Traineeship.

Link: <https://erasmus-plus.ec.europa.eu/opportunities/opportunities-for-individuals/students/traineeships-abroad-for-students>

3. Collaboration with Regional Governments

Financial support can also be offered in collaboration with regional governments.

Seed Program Modules

By Xiji Team and Guest Experts



Joan Iglesias, CFO FICOSA Asia
Financial Planning and Budgeting



Enoch Tang, Co-Founder ZC Digitals
Prototyping and MVP



Chao Hou, Executive Coach, ex-EY, ex-IBM
Ideation and Problem Identification

Mentorship Sessions With the Xiji Team



Working Days Co-Working in Tongji University



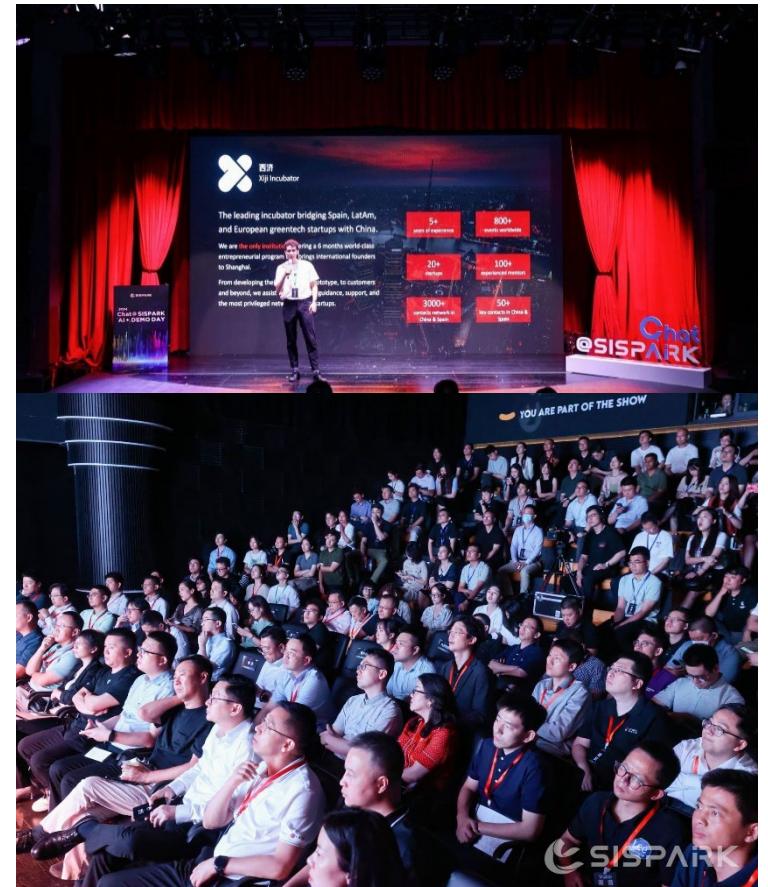
Events and Roadshows Organized by Xiji and its Partners



World Top Performing Incubator Forum 2024
Panel, connecting startup opportunities



5th HaiJu YingCai Global Innovation & Entrepreneurship Competition – Guangzhou
Xiji startups in national-level competitions



SIP Science & Technology Development - SISPARK
Connecting with Suzhou industry

Events and Roadshows Organized by Xiji and its Partners



Welcome Day & Demo Day
Connecting startups with mentors and investors



Moda y Tecnología con Instituto Cervantes Pekín
Mentors, experts, investors and startup pitches

AI Unleashed: Demystifying Artificial Intelligence for Beginners
Speaker: Enoch Tang co-founder of ZC digitals

October 25th 7:00-8:30 pm

Innovation and Entrepreneurship in China from LatAm and Spain

DEMO DAY

Tech Couture: Unveiling the Future of Fashion

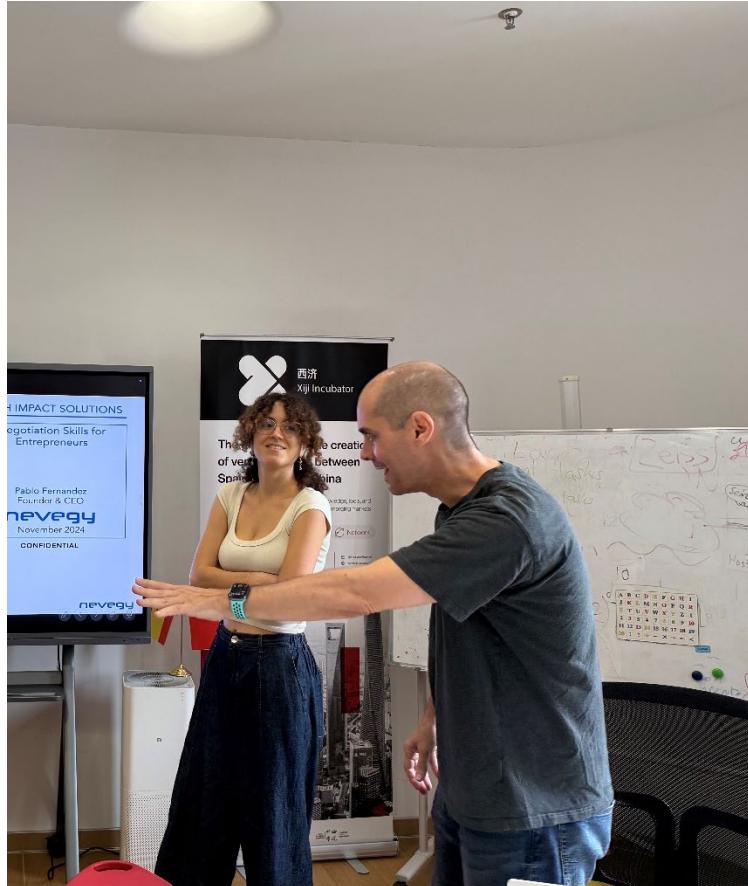
Speed networking for entrepreneurs

Event held in English
208 Andu Rd, Xuhui District, Shanghai
徐汇区安都路208号

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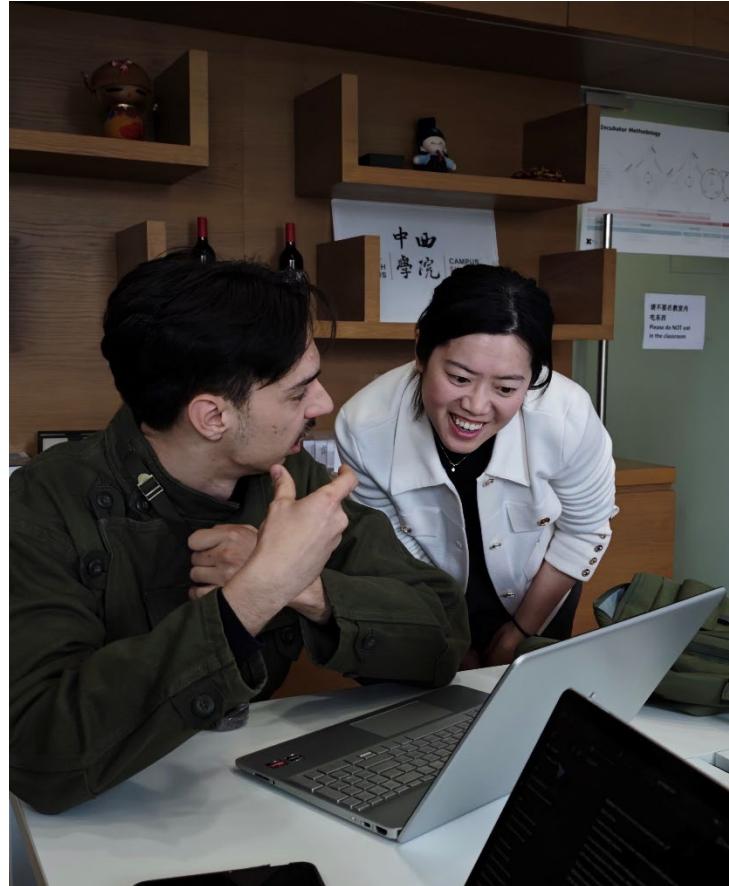
9

Matchmaking 1:1 with Mentors | Office Hours



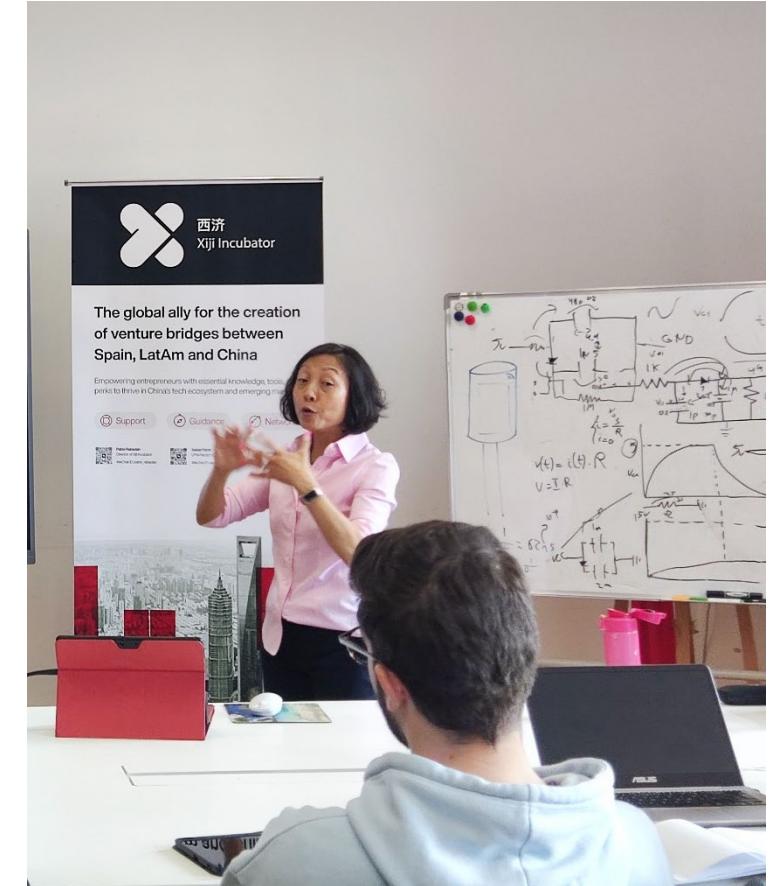
Pablo Fernández, CEO Nevegy

Negotiation, fundraising and investor relations | 1:1
mentor



Grace Liyu, Senior Associate CapitalLand

User segmentation and marketing campaigns |
Validation mentor



Qing Meyerson, Operating Partner CBC Group | CFO

Finance mentor

Company Visits

Corporates, Startups, Tech & Industrial Parks

Microsoft
FLUVIQ Founders sign a collaboration agreement



Port of Shanghai
Visit to fully remote-operated port facilities



Seed Program Calendar | Month 1

Week 1

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Seed Program Modules: Ideation and Problem Identification	Mentoring Sessions (Xiji team)	Work Day Co-working space	Welcome Day with experts and mentors (Organized by Xiji)	Mentoring Sessions (Xiji Partner Mentors)		

Week 2

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Seed Program Modules: Lean Startup & MVP Strategies	Mentoring Sessions (Xiji team)	Work Day Co-working space	Partner Event: S-Tron	Office Hours with Experts: Validation		

Week 3

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Seed Program Modules: Customer Research and Validation	Mentoring Sessions (Xiji team)	Work Day Co-working space	Partner Event: Startup Grind Shanghai	Mentoring Sessions (Xiji Partner Mentors)		

Week 4

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Seed Program Modules: Market Research, Sizing and Competitor Analysis	Mentoring Sessions (Xiji team)	Work Day Co-working space	Partner Event: Founders Breakfast	Office Hours with Experts: Validation		

Reference calendar, subject to change. Dates, speakers and activities may vary depending on availability and program needs.

Seed Program Calendar | Month 2

Week 5

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Seed Program Modules: Value Proposition Canvas	Mentoring Sessions (Xiji team)	Work Day Co-working space	Partner Event: La French Tech	Mentoring Sessions (Xiji Partner Mentors)		

Week 6

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Seed Program Modules: Pitch Deck and Communication	Mentoring Sessions (Xiji team)	Work Day Co-working space	Roadshow #1 with investors and corporates (Organized by Xiji)	Office Hours with Experts: Tech & Product		

Week 7

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Seed Program Modules: Business Model	Mentoring Sessions (Xiji team)	Work Day Co-working space	Partner Event: Codebar Shanghai	Mentoring Sessions (Xiji Partner Mentors)		

Week 8

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Seed Program Modules: Fundraising and Investor Relations	Mentoring Sessions (Xiji team)	Work Day Co-working space	Partner Event: OCEA HUB	Office Hours with Experts: Tech & Product		

Reference calendar, subject to change. Dates, speakers and activities may vary depending on availability and program needs.

Seed Program Calendar | Month 3

Week 9

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Seed Program Modules: Prototyping, MVP and User-Centered Design	Mentoring Sessions (Xiji team)	Work Day Co-working space	Partner Event: Yangpu District	Mentoring Sessions (Xiji Partner Mentors)		

Week 10

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Seed Program Modules: Financial Planning and Budgeting	Mentoring Sessions (Xiji team)	Work Day Co-working space	Partner Event: German Accelerator	Office Hours with Experts: Finance		

Week 11

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Seed Program Modules: Leadership, Team Building & Development	Mentoring Sessions (Xiji team)	Work Day Co-working space	Roadshow #2 with investors and corporates (Organized by Xiji)	Mentoring Sessions (Xiji Partner Mentors)		

Week 12

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Seed Program Modules: Marketing and Sales Strategies for Startups	Mentoring Sessions (Xiji team)	Work Day Co-working space	Company Visits	Office Hours with Experts: Finance		

Reference calendar, subject to change. Dates, speakers and activities may vary depending on availability and program needs.

Seed Program Calendar | Month 4

Week 13

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Seed Program Modules: Company Incorporation & Founders' Agreement	Mentoring Sessions (Xiji team)	Work Day Co-working space	Partner Event: Startup Grind Shanghai	Mentoring Sessions (Xiji Partner Mentors)		

Week 14

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Seed Program Modules: IPP and Legal Aspects in China	Mentoring Sessions (Xiji team)	Work Day Co-working space	Partner Event: Commercial Office of Spain	Office Hours with Experts: Legal		

Week 15

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Seed Program Modules: Public and Private Funding Options	Mentoring Sessions (Xiji team)	Work Day Co-working space	Partner Event: Tongji University	Mentoring Sessions (Xiji Partner Mentors)		

Week 16

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Seed Program Modules: Exit Strategies	Mentoring Sessions (Xiji team)	Work Day Co-working space	Office Hours with Experts: Legal	Demo Day with Investors (Organized by Xiji)		

Reference calendar, subject to change. Dates, speakers and activities may vary depending on availability and program needs.

Seed Program Module Contents

1. Ideation and Problem Identification

Teams learn to precisely define the problem they aim to solve, applying Design Thinking approaches such as the 5 Whys and the Empathy Map.

Result: founders formulate a real problem connected with a specific user segment.

Deliverable: Pitch Deck v0 (Problem Definition & Early Vision).

Guest Experts: Chao Hou (Executive Coach, ex-EY, ex-IBM), John Cai (former ED at Microsoft Accelerator).

2. Lean Startup & MVP Strategies

Introduction to Lean Startup principles and agile experimentation through the Build-Measure-Learn cycle. Teams use tools such as the Lean Canvas or Experiment Board to design hypotheses and validate them with real data.

Result: participants gain the ability to design and run experiments that reduce business-model uncertainty.

Deliverable: Lean experiment plan and validation roadmap.

Guest Experts: Enoch Tang (Co-Founder of ZC Digitals).

3. Customer Research and Validation

Training on gathering insights through Customer Discovery techniques. Founders run structured interviews/conversations and translate behavioural patterns and findings into product decisions.

Result: definition of the Ideal Customer Profile and early problem validation.

Deliverables: Customer Conversation Reports, ICP (Ideal Customer Profile), Customer-Problem Fit Statement.

Guest Experts: Grace Liyu (Senior Associate at CapitaLand).

4. Market Analysis, Market Sizing and Competitors

Teams study their sector using frameworks such as Porter's Five Forces and SWOT Analysis, and estimate their opportunity using TAM, SAM and SOM calculations with verified data sources.

Result: understanding of opportunity size, positioning and competitive intensity.

Deliverables: Market Size Report and Competitive Landscape Map.

Guest Experts: N/A – delivered by Xiji team.

5. Value Proposition Canvas

Using the Strategyzer model, teams connect customer "pains" and "gains" with product features. Based on research results, they refine their value narrative and validate problem-solution fit.

Result: a coherent and differentiated value proposition.

Deliverable: Updated Value Proposition Canvas.

Guest Experts: N/A – delivered by Xiji team.

6. Pitch Deck and Communication

Entrepreneurs learn to structure and communicate their story effectively, applying storytelling principles and Y Combinator's pitch flow logic. Successful pitch examples are analyzed and visual presentation is refined.

Result: mastery of narrative and the ability to convey vision and traction to investors and partners.

Deliverable: Pitch Deck v1.

Guest Experts: Charley Chen (former CEO of a machinery company sold to Coca-Cola Company, investor), Joanne Wood (CEO Capital Eight).

Seed Program Module Contents

7. Business Model

Development of the Osterwalder Business Model Canvas to understand how the project creates and captures value. Teams define key resources, channels, revenue streams and cost structure, typically using collaborative tools like Miro or Lucidchart.

Result: a viable, replicable business model aligned with the market.

Deliverable: Business Model Canvas.

Guest Experts: N/A – delivered by Xiji team.

8. Fundraising and Investor Relations

Participants learn the basics of venture capital, financial instruments (SAFE, equity, convertible notes) and funding stages. They practise negotiation simulations and analyse real term sheets and cap tables.

Result: full preparation for fundraising processes and effective communication with investors.

Guest Experts: Pablo Fernández (CEO of Nevegy).

9. Prototyping, MVP and User-Centered Design

Development and testing of prototypes using Design Sprint and User-Centered Design methodologies. With tools like Figma or InVision, teams build functional prototypes, test them with real users and gather qualitative metrics.

Result: validation of problem–solution fit through structured feedback.

Deliverables: Prototype Testing Report and Problem–Solution Fit Statement.

Guest Experts: N/A – delivered by Xiji team.

10. Financial Planning and Budgeting

Teams build their first financial projections using unit economics, break-even analysis and cashflow management. Structured spreadsheets are used to model scenarios.

Result: clear understanding of costs, margins and funding needs.

Deliverable: Basic Budget Sheet.

Guest Experts: Qing Meyerson (Operating Partner at CBC Group, CFO), Joan Iglesias (CFO FICOSA Asia-Pacific).

11. Leadership, Development and Team-Building

This module covers entrepreneurial leadership and team management fundamentals. Frameworks such as Belbin Team Roles, the Tuckman model and OKRs are applied to define responsibilities and ensure strategic alignment.

Result: cohesive teams with clear roles and effective communication processes.

Guest Experts: Janine Jakob (Executive Coach).

12. Marketing and Sales Strategies for Startups

Go-to-market strategy design using the AARRR funnel and growth-marketing tactics. Entrepreneurs define acquisition channels, content, and key conversion metrics, integrating digital tracking and automation tools.

Result: a data-driven, scalable commercial strategy.

Guest Experts: Olivia Plotnik (Founder of wai social), Diego López (Client Director at 5 Star Plus Retail).

Seed Program Module Contents

13. Company Incorporation and Founders' Agreement

Founders learn the legal aspects of forming a company, including equity split, vesting mechanisms and shareholders' agreements. Real cases are analysed and the basic structure of a founders' agreement is covered.

Result: understanding of the governance legal framework and the impact of equity decisions.

Guest Experts: multiple Spanish law firms.

14. Intellectual Property Protection and Legal Aspects in China

Review of IP protection paths for trademarks, patents and copyrights in China, including registration strategies with CNIPA and WIPO. NDAs and technology licensing contracts are also addressed.

Result: reduced legal risk and greater control over intangible assets.

Guest Experts: Anna Lukina (Senior Consultant at A&Z).

15. Public and Private Funding Options

Teams explore funding opportunities in Europe and China, including grants, participative loans and blended-finance programs. Entities such as ENISA, CDTI, HICOOL or Lingang grants are analysed.

Result: understanding of the funding landscape and access routes by stage and market.

Guest Experts: Albert Farré (Business Manager Spain at FI GROUP).

16. Exit Strategies

The final module addresses growth planning and exit scenarios, from internationalisation to M&A or IPO.

Result: a clear roadmap towards startup sustainability and scaling.

Guest Experts: Regino Serrano (Head of Tech, Entrepreneurship & Innovation at the Spanish Commercial Office in Shanghai).

Seed Program: Key Dates

Date (Autumn 2026 Cohort)	Date (Spring 2027 Cohort)	What happens	Why it matters
September 2025	January 2026	Call opens	Allows the institution and startups to be included in communication materials and joint planning for the delegation. Start of application period.
May 2026	October 2026	Call closes and startups are selected	Defines the startups in the program and triggers preparation and visa processes.
June 2026	November 2026	Official announcement and media dissemination	Startups are included in international program communications and press releases.
September – December 2026	February – June 2027	Seed Program delivery	Program execution: 4-month development with training, mentoring, connections with companies, experts and mentors. Access to residence and co-working.
From December 2026	From June 2027	Entry into alumni network & results published	Impact follow-up, visibility in institutional reports and ongoing support after the program.

About Xiji Incubator

About Us

Xiji Incubator is the leading incubator bridging Spain and LatAm tech startups with China.

From short, intensive immersions to full incubation programs in Shanghai, Xiji supports founders according to the stage of their startup. We combine senior mentoring, hands-on execution and direct access to partners, customers and investors to validate and scale by leveraging China's innovation ecosystem.

Our Mission

To provide our entrepreneurs with the necessary knowledge and tools to meet China's entrepreneurial challenge and thrive in emerging markets.

Our Vision

To become the global reference ally for the creation of venture bridges between Spain, LatAm and China; planting seeds for a sustainable future.

What we Provide to Global Founders

Guidance

We offer two flagship programs: the Seed Program, a 4-month journey to validate your idea and build your startup in Shanghai; and the China Launchpad, a 7-day immersion designed for established startups and companies exploring partnerships, funding, and expansion in China.

Support

We provide our entrepreneurs with legal resources, business coaching, 1:1 mentoring, and facilities-based services such as office space, among others. A unique set of resources to help them meet Shanghai's entrepreneurial challenge.

Network

With more than 100 experienced mentors from different verticals, more than 3000 contacts in our network in Spain and China, and more than 50 corporate partners, we provide our entrepreneurs with a key network to develop a global impact.



Part of the UPM Startup & DeepTech Ecosystem

Xiji is part of the Universidad Politécnica de Madrid ecosystem, which operates multiple incubators, accelerators, tech transfer centers, and venture builders.

+20
years of experience

+330
startups & deep tech ventures
(+20 yearly) (+65% survivability
after five years)

+6,100
new business ideas

+13,600
participation of
entrepreneurs &
researchers (+1,000
yearly, 28% of total UPM
community)

+200
startups incubated / accelerated
(+30 in Series funding)

+255
M€ investment raised (+20
M€ yearly)



Incubator

Incubator

Forum

Workshops

EU Accelerator

EU Platform

**EU Universities
Cooperation**

**LatAm Entrepreneurship
Alliance**

Xiji Incubator @ Shanghai

22 ed – Creation of startups + incubation

9 ed - UPM2T – Licensing and spin-off
creation

10 ed – Thematic: eHealth, AI, Quantum...

Clean Cities Spain ClimAccelerator – Climate
KIC – Startups & Public Sector

Innovation Capacity Building for Higher
Education

EELISA Unfolds and EELISA 2.0

Network for Innovation and Entrepreneurship

Xiji Incubator in numbers

2018
year of foundation

40+
startups

100+
experienced mentors

800+
events worldwide

3000+
contacts network in
China, Spain & LatAm

50+
key partners in China,
Spain & LatAm

Our Team



Xavier Ferré

Chairman of Xiji Incubator

Xavier is a Computer Engineer and PhD in Computer Science. He is an Associate Professor at Universidad Politécnica de Madrid (UPM), where since 2021 he has served as Director for Asia-Pacific and Co-Director of the Sino-Spanish Campus at Tongji University (China). His research activity is based at the Ageing Lab of the UPM Centre for Biomedical Technology, focusing on usability and user experience (UX) in mobile applications for older adults. He is co-founder of a spin-off that offers IoT solutions through mobile phones to monitor the health of geriatric patients.

He currently teaches Strategic Management and Entrepreneurship in an MBA programme at the School of Economics and Management of Tongji University. He has carried out research stays at the Human-Computer Interaction Lab at the University of Maryland (HCIL), at CERN and at Tongji University, where he was appointed High-Level Foreign Expert by the Chinese government (2015–2017). He applies more than 10 years of experience in the innovation ecosystem in China and Asia-Pacific to support entrepreneurs interested in this region.



Pablo Rabadán

Executive Director of Xiji Incubator

Pablo Rabadán is the Executive Director of Xiji Incubator in Shanghai, a global ally for the creation of venture bridges between Spain, LatAm, and China. Pablo has collaborated with companies like Capgemini (Frog) and Moredi, and helped global leaders such as LG, Fujitsu, IKEA, and Siemens launch new products and services.

He holds two Master's Degrees, one in Organization Engineering and another in International Leadership, with studies in joint programs at MIT and Cambridge University, and a Bachelor's Degree in Industrial Design Engineering from the Technical University of Madrid.

As a TEDx speaker in Shanghai, he contributed to the global discourse on purpose and entrepreneurship with his talk "Lose the Fear to Lose".



UPM Entrepreneurship

10+ team members

The UPM Entrepreneurship team drives the creation of high-growth companies from the university's central campus in Madrid. Its work revolves around four key pillars that shape the birth of each project: team building, scientific-technological knowledge, support resources and business model. It also provides the necessary links in Spain for the success of the startups.

Xiji Incubator in the Media

ABC
Ciencia

Sánchez participa en coloquio en el Campus Sino-Hispánico e incubadora de empresas de la Universidad Tongji

Shanghái (China) 10 sep (EFE).- El presidente del Gobierno español, Pedro Sánchez, participó este ma...



ABC, Sep10, 2024 | [Link](#)

“Spain’s Prime Minister takes part in a colloquium at the Sino-Spanish Campus and business incubator of Tongji University”

National coverage highlighting Xiji Incubator's role as a business bridge between Spain and China.



EL MUNDO

Actualidad Económica

EMPRESAS

Xiji Incubator: el gran proyecto español de startups en Shanghai: "La tecnología va mucho más rápido aquí en todos los sentidos"



El Mundo, Nov 28, 2024 | [Link](#)

“The Major Spanish Startup Project in Shanghai”

Feature story about our Seed program and entrepreneurship opportunities in China.

informáticos
Telecinco

Lo último España Local Sociedad Internacional Salud Economía Ciencia y Tecnología

Ciencia y Tecnología IA

De Madrid a Shanghái para crear startups: "El aprendizaje que da salir de la zona de confort no tiene límites"



Telecinco News, Feb 6, 2025 | [Link](#)

“From Madrid to Shanghai to Create Startups”

Article highlighting the program's impact on young tech entrepreneurs from Spain and Latin America.

Success Stories



MOVO, 2018

Urban mobility platform with electric scooters and bikes

- More than €40M raised
- Integrated into Cabify
- Expanded to 8 countries in LatAm and Europe

OIMO, 2019

Compostable and marine-biodegradable packaging solutions

- Operations between Barcelona and Hainan
- Leveraged global plastic-free policies to innovate in bioplastics



FLUVIQ, 2024

AI-IoT solutions to optimize crops with affordable soil sensors

- Participated in ClimAccelerator, receiving €50,000
- Closed agreements with manufacturers in China
- Partnership with Microsoft AI Co-Innovation



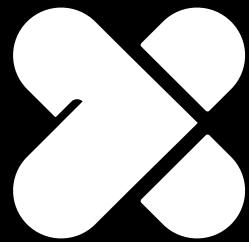
"I come from a small town in La Mancha. Being able to come to China and have all the support, resources, and necessary facilities, as well as networking opportunities, has been a unique opportunity to turn an idea into a real startup."

– **Santiago Rodrigo, Co-Founder of FLUVIQ**



"An entrepreneurial environment as competitive as Shanghai has been a major change. It has taught me to move fast and anticipate market demands, and it has helped me become more strategic and disciplined."

– **Javier Martínez, Co-Founder of GEOSOLVE**



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