

A Web3 startup studio empowering the best builders on Tezos and Etherlink to become successful founders



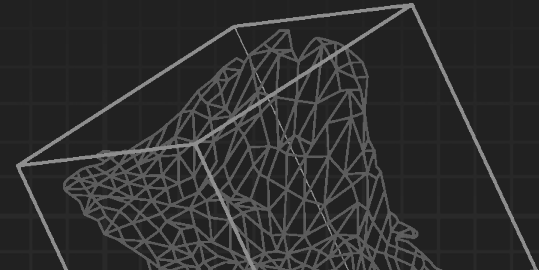
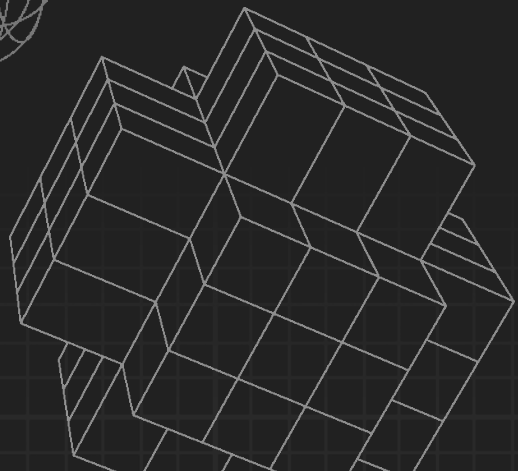
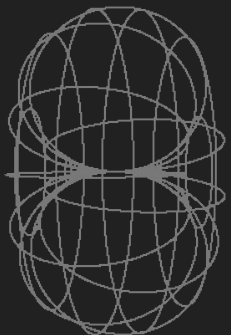
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Overview






Why build with us?

# Designed to power the Web3 revolution



Fortify  
Labs  
by TZAPAC

Build on **Etherlink**, an EVM-compatible blockchain that supports Solidity

-  Subsecond block times
-  Low fees
-  Non-Custodial Rollup

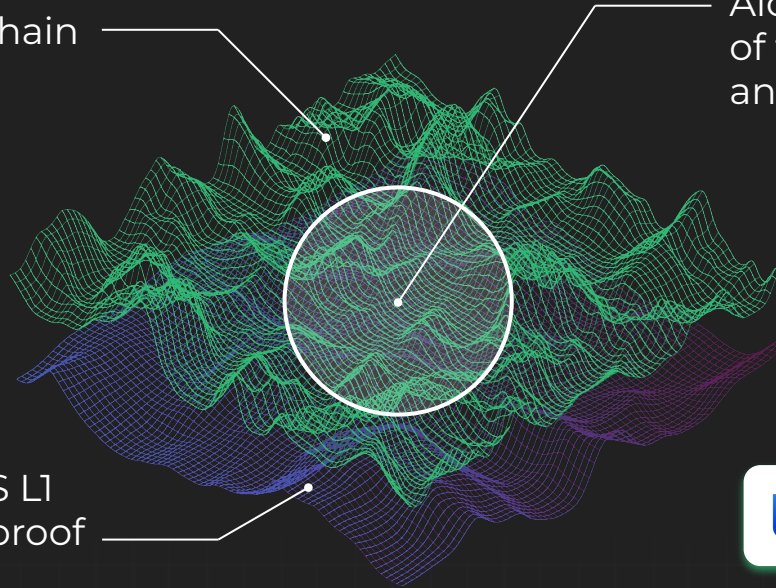
Learn more [here >>](#)

Powered by **Tezos**, a PoS L1 conceived to be future-proof

-  Secure
-  Scalable

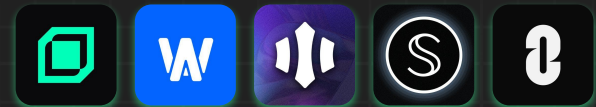
Learn more [here >>](#)

Alongside a vibrant ecosystem of trailblazing brands, dApps, and infra partners



fx(hash)

objkt.com





# The Fortify Labs Ethos

Small cohort size. Bespoke care for each startup. Hands-on support.  
We provide:

Essential  
Resources

Guidance &  
Mentorship

Access to LI  
Ecosystem

Community  
of users

Strategic  
Connections

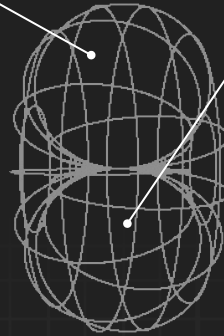
Investment  
Opportunities

## What you're in for

7 months remote program,  
with 3 in-person offsites in Singapore:

- Onboarding Offsite
- Growth Sprint Offsite
- Showcase during TOKEN2049 week

Full timeline [here >>](#)



## What you get

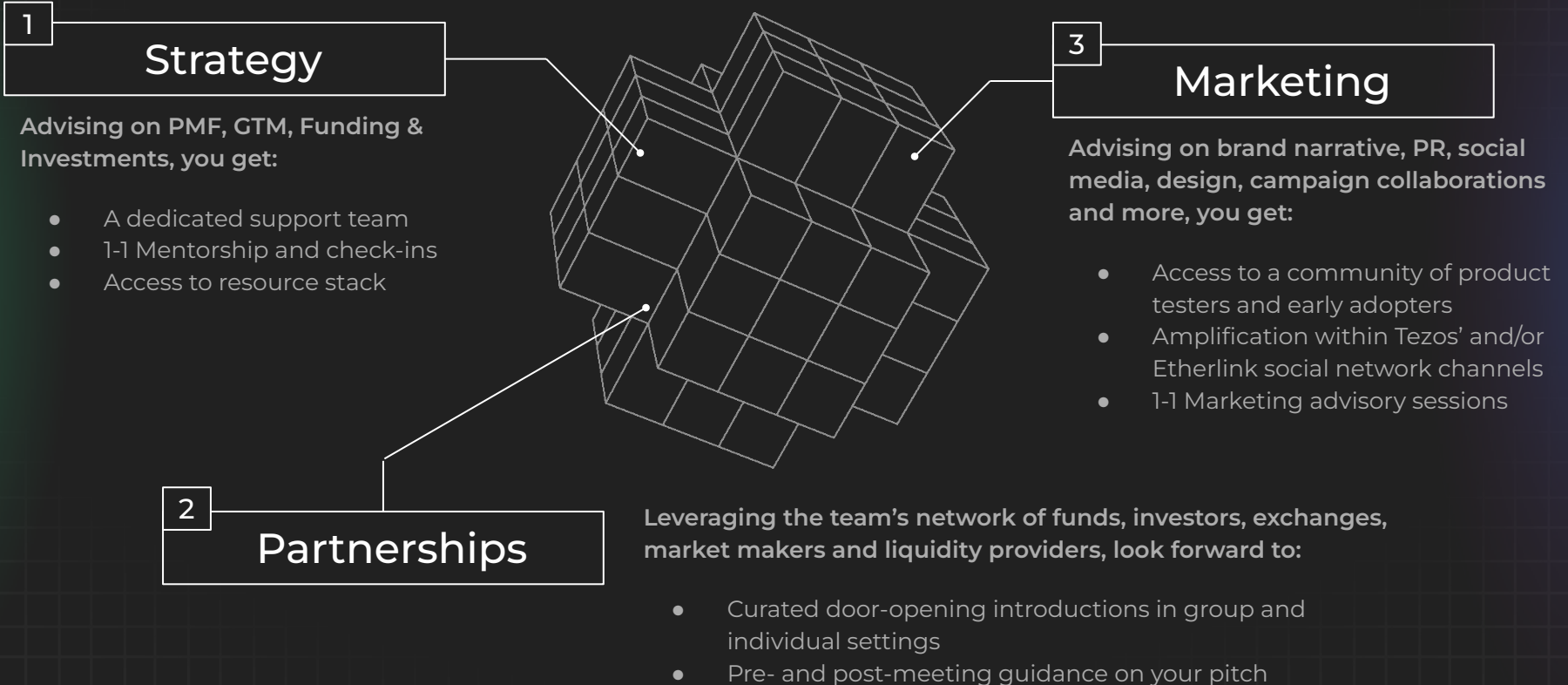
Support Packages in Strategy, Partnerships,  
and Marketing, including:

- Grant & Investment Opportunities
- Resource Stack
- Curated Connections
- Access to product testers

Max benefit per team, up to

**USD 650,000+**

# Fortify Labs support packages



# Strategy



Keeping you on track with:

- Bi-weekly check-ins
- Mentorship & Advisory with internal and external advisors
- Resource deployment with Fortify Labs' preferred vendors and Etherlink infra partners

Official Vendors & Offerings					
Tezos India	GVRN	Mashify	Nethermind	AWS	GCP
Technical Support from experienced developers via consultation sessions or build hours on request	Legal Support specialising in Web3 regulations	UX/UI Design support	Security Audits and Consultation	Cloud Compute <b>Activate</b>	Cloud Compute <b>Scale Tier</b>

Preferred Etherlink Infra Partners	Magic Link	ThirdWeb	Secret	The Graph	Pyth	Redstone	idOS
Offering	Wallet Infra	Development SDK	Confidential Computing	Organizing and Accessing Blockchain Data	Price Feed Oracle	Decentralized Identity Solution	

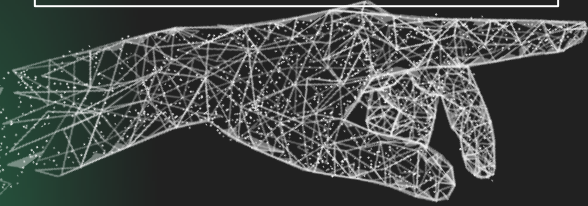
Max value per team

# USD 296,000

# Partnerships



Get connected to



50+

Fund and Investor Network

15+

Exchanges Relationships

5+

Market Maker and Liquidity Provider Network

Curated introductions with interest-matching, customized for each project, such as:

- 1-1 Virtual introductions
- 1-1 In-person coffee chats
- In-person VC Dinner with networking opportunities

2024

**Fortify Labs**  
by TZAPAC

Partnerships M.O.

For [redacted], more than 30 VC calls were arranged for them during the program. After more than 5 deck iterations following advisors and network's input:

- 1,303% increase in X followers
- Next funding round to be led by a global leader in early stage investments in blockchain companies after introduction by the FL Partnerships team

# Marketing



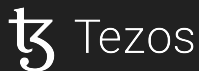
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## Community Functions

Access > 1,000 product testers and early adopters

Reach our **curated community** for product feedback, or schedule **in-depth feedback sessions** with ambassadors in the Tezos and Etherlink ecosystems:

- Focus group format possible
- Community participation is incentivised through TZ APAC's existing rewards programs



You

2

## Branding

### Collaborative Campaigns

Build brand exposure to the Tezos and Etherlink communities and audiences

### Marketing Advisory

Book advisory sessions as needed with the TZ APAC team on:

- Community building
- Campaign management
- Public Relations
- Brand design  
..and more

3

## Invite-only Showcase

Showcase at a hallmark event held during TOKEN2049 in Singapore attended by investors, industry leaders and end users

- **Guaranteed** exhibition space
- Dedicated project manager

Max value per team, up to

# USD 116,000



# Our commitment to you



## Fortify Labs by TZAPAC Grant

USD 10,000

### Guaranteed upon completion of:

- Milestone 1: 50%, start of Build phase  
Complete onboarding into Fortify Labs
- Milestone 2: 50%, end of Build phase  
Completion of integration on Tezos and/or Etherlink, and upon successful evaluation of GTM strategy for Growth phase

Fund distribution in 2 phases within the duration of the program.

## Fortify Labs by TZAPAC Investment

Up to USD 200,000

### Contingent upon evaluation during growth phase, assessed on criterias such as, but not limited to,:

- Revenue Growth
- WAUs
- Volume
- Community

Preference for SAFE with Token Warrants.



# Application & Timeline



# Program Timeline

## Application Phase



**Applications Open**  
4 Nov 2024



**Applications Review**  
Rolling Basis



**Application Close**  
10 Feb 2025



**Selection**  
Successful applicants  
will be notified via email  
by 24 Feb 2025



Select projects who are keen to get started with integration/growth before the program start date will be **FAST TRACKED** and able to access some of the resources of the program prior to the start date.

## Program



**Program Starts**  
10 Mar 2025

Onboarding  
Offsite



**Build Phase**  
10 Mar - 10 Jun 2025



**Growth Phase**  
11 Jun - 10 Oct 2025

Growth Sprint  
Offsite

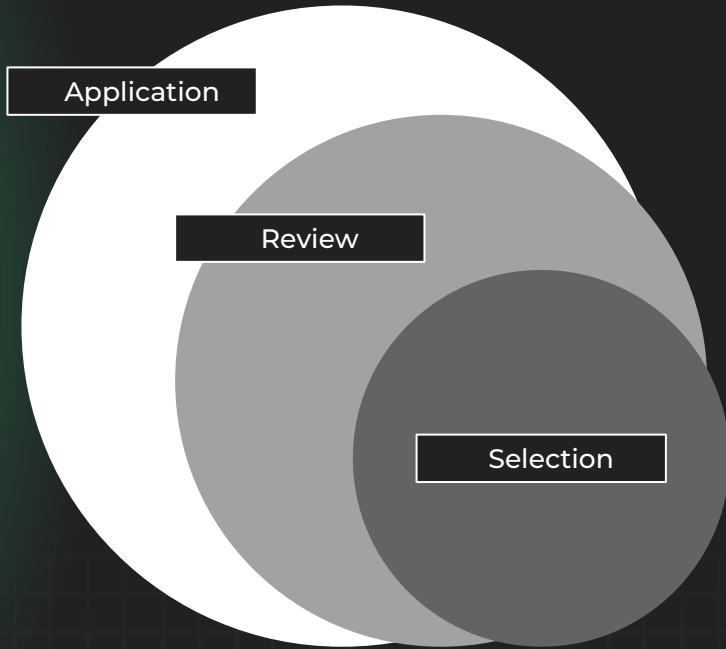


**SHOWCASE**  
**@ TOKEN2049**  
Week of 29 Sep 2025



**Program Ends**  
31 Oct 2025

# Application Process



## ● Application

Apply via the form [>>> HERE <<](#) by 10 Feb 2025.

## ● Review

Applications will be reviewed within 5 business days. Upon initial qualification, interviews will be arranged within two weeks of application submission date which includes:

- Round 1: Pitch and AMA session
- Round 2: Final round with all co-founders present, founder-program fit assessment

Select projects may be fast tracked.

## ● Selection

Successful applicants will be emailed by 24 Feb 2025 with:

- Agreement Signing
- Onboarding Handbook

# Considerations of a successful application

## dApp Type

While there are no category restrictions:

- Consumer apps with user rewards are preferred
- Must be live within 3-4 months upon onboarding
- Issuance of FT or NFTs are preferred

## Key Focus

- Viability of revenue generation within the course of the program
- Founders' considerations:
  - Crypto native founders who understand market trends and gaps
  - Mission-driven founders who aim to make a big impact on the onchain economy
  - Founders who want to establish themselves and contribute to a growing ecosystem

## Chain Utilisation

Integration on Tezos or Etherlink is **required**.

- Core smart contracts must be live and trackable
- Multichain applications are accepted, but:
  - Primary visibility in dapp UX will be considered during investment assessment
  - Feature Parity is a must - any features added to other chains must also be added on Tezos/Etherlink

# In-person attendance

Successful applicants are expected to attend all offsites, with **at least 1 key decision maker** in attendance. These offsites will be held in Singapore at the TZ APAC Tezos Developer Hub, with the exception of the Showcase.

There will be a travel stipend available to offset costs for flights and accommodation for the duration of these offsites.

1

## Onboarding

10 - 20 Mar 2025

- Meet the Cohort
- Strategy and Goal Setting
- 1-1 Mentorship Sessions
- Workshops

2

## Growth Sprint

7 - 11 Jul 2025

- Investment Pitch to Tezos Foundation
- VC Dinner
- Progress Review
- 1-1 Mentorship Sessions
- Workshops

In 2024, an intimate dinner was organised with **26** VCs in attendance from the likes of ABCDE, Hashkey, Hashed, Spartan, DWF Ventures, Signum and NGC.

3

## Showcase

Week of 29 Sep 2025

- Product showcase at Tezos Realm held during TOKEN2049 week

“The VC Dinner significantly broadened our network, connecting us with higher-quality clients and expanding our resource base.”  
- TaskOn, Fortify Labs 2024

# Expected commitment

While your focus will be on building your product, getting it live and generating revenue, here are some **key expectations** during the program to ensure you are on track to showcase in the week of 29 Sep 2025.

1

## Product Launch

Live on Tezos or Etherlink mainnet by 10 July 2025

2

## Monthly Reporting

Provide monthly report on key metrics and traction

3

## Bi-weekly Check-ins

Check-in session with the Strategy team to ensure you are on track with goals set during onboarding

4

## Attend all Offsites

To be present at all in-person offsites with at least 1 key decision maker representing the project

5

## Commitment to Chain

Your main focus will be building on Tezos and/or Etherlink and Fortify Labs throughout the course of the program

6

## Your Time

Highly preferred if at least 1 key decision maker is committed full-time to the project and its launch to growth

“The marketing and PR support is unmatched. OnChainVision Labs now has a strong online presence thanks to publications in several news outlets, as well as improved discoverability. TZ APAC has also been instrumental in helping us gain users and website visitors.”

- **OCV Labs**, Fortify Labs 2024

“TZ Apex (TZ APAC’s Community Rewards Program) is a good way to engage users, increase followers and boost adoption. The number of followers has increased since the launch of the program, and we saw lots of results on our main campaigns shared on X. TZ APAC Trailblazers have been active and supportive on our social channels.”

- **Akaswap**, Fortify Labs 2024

“The mentorship sessions were personalized, tailored and offered useful feedback.

We also benefited from good connections to local companies and well-known VCs.”

- **YourD**, Fortify Labs 2024

## Here’s what the 2024 cohort has to say..

“This is the best startup program, very different from other incubators and accelerators. The preparation and design of Fortify Labs in every aspect were meticulous and flawless. The TZ APAC team has clear departments, so you can get marketing, design and management support from the right teams. Every individual in the team made me feel genuinely supported, sincerely helping TaskOn grow step by step. ”

- **TaskOn**, Fortify Labs 2024

“We joined Fortify Labs initially to get a deeper understanding to build out the Web3 side of our products. It's the longest startup program to attend, and that has been helpful as we have enough time to tweak things. Fortify Labs is also the most active startup program in terms of help provided.”

- **Questflow**, Fortify Labs 2024

“The developer support that Fortify Labs provided helped us with building a DeFi infrastructure, and Athalia (from the TZ APAC partnerships team) has been very supportive and proactive in making introductions with potential partners as well as investors. We also benefited from the legal support as a resource, which helped us from a compliance standpoint.”

- **Renora**, Fortify Labs 2024





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[tzapac.com/fortifylabs](https://tzapac.com/fortifylabs)

## Further questions?

Join our [Telegram group >>](#)

Stay tuned for the [AMA session >>](#)

Visit our [website >>](#)

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