

MasterCard's Start Path Global opens to South African entrepreneurs

MasterCard's Start Path Global is a one-of-a kind six-month partnership programme for startups and entrepreneurs that are developing the next generation of breakthrough commerce solutions. This global programme extends its footprint to include African markets, such as South Africa, Kenya and Nigeria, in order to help foster the development and realisation of startups and entrepreneurs locally.



Image via [123RF](#)

It is designed to put the startup first, focused on helping it scale faster and make meaningful connections with prospective partners from some of the largest brands across the banking, retail, technology and telecoms sectors. Applications for Start Path Global are currently being accepted until 18 September 2015.

The programme offers unique opportunities that other accelerator programs do not, such as:

- No need for startups to relocate, no equity taken (often extremely cumbersome requirements from other accelerators)
- Immediate access to more than 60 MasterCard experts, potential pilot opportunities with it or its customers and full ownership for any intellectual property (IP) developed
- Connections to Start Path Partners, a group of 20+ leading companies in banking, retail and technology including Samsung Card, Target, Bank of Montreal and Santander Innoventures, offering startups a direct line into these corporates to test their solutions
- Start Path Partners were created to provide them with a first look at unique technologies and to offer startups a direct line into these corporates to test their solutions

The extended programme builds Start Path's existing footprint in a greater number of countries globally across Asia Pacific, the Middle East, Africa, Latin America and Canada. It builds on Start Path's efforts over the past 18 months to provide a variety of operational support, partnership, or investment for over 40 commerce related startups, including Nymi, ZenCard, BillHop and Gone.

"Start Path thoughtfully connects the right partners with the right startups to build the future of commerce together," said Stephane Wyper, Global Lead of MasterCard Start Path. "Now, with our global expansion, we will be able to target a broader range of startups and help them achieve success."

"Working with MasterCard Start Path introduces us to disruptive, early stage companies that may have the answers to overcoming the critical pain points facing global commerce," said Mariano Belinky, Managing Partner at Santander InnoVentures. "Businesses graduating from the Start Path programme should all be well prepared, proven and ready to go to market. These are just the types of ambitious startup businesses we'd like to meet."

How to apply

The programme is open to all non-US based startups that meet the following criteria:

- Solution live in market
- Established and experienced team
- Targeting a sizeable market opportunity in the retail and financial technology space
- Seed or Series A investment recently secured

Up to 18 promising startups will be invited to pitch their solutions to the MasterCard Start Path team in London on 27-28 October 2015. From there, a final list of six to eight companies will be chosen for the class beginning in early November. The next class will also be invited to attend the first Start Path Global Partner Summit where they will have the chance to engage with prospective Start Path Partners and industry thought leaders.

For more information, go to www.startpath.com.

For more, visit: <https://www.bizcommunity.com>