



PRESS RELEASE

For immediate release

Meet the 19 New Startups Accepted into SMU Business Innovations Generator's Second Cohort of 2020

Equity-free incubator hits record high applications and welcomes its largest cohort

SINGAPORE, 2 July 2020 (Thursday) - Business Innovations Generator (BIG), the incubator managed by the Institute of Innovation and Entrepreneurship (IIE) at the Singapore Management University (SMU), has today unveiled 19 new startups accepted into its incubation programme. This is BIG's second cohort this year and its largest since its inception in 2009. *(More information about the 19 startups can be found in Annex A)*

The BIG Incubation Programme is an intensive four-month, equity-free programme that offers early-stage startups and student founders the opportunity to validate their business plans, as well as gain access to industry experts as advisors and grant opportunities. The programme accepts three cohorts of pre-seed and seed stage startups a year -- in January, May and September.

The 19 startups span diverse sectors such as e-commerce, cybersecurity, logistics, financial services, healthcare, and sustainability. Most of them are app-based and software platforms, and half of these companies already have initial sales. Due to COVID-19, the entire incubation programme for the 19 startups will be conducted virtually, a first for BIG.

"Despite the economic uncertainty, the BIG programme has continued to receive a high volume of applications on the back of a vibrant local startup community. Some of the most iconic global startups that we have today, such as Slack and AirBnB, were created during the last Great Financial Crisis. At IIE, we encourage aspiring entrepreneurs to leverage on our strong in-house expertise, network of partners, as well as the strong government support during this unprecedented period to build companies of tomorrow," said Mr HAU Koh Foo, Director of SMU IIE.

One of the startups accepted by the BIG Incubation Programme is Fluidlytix Asia founded by three SMU students, Ang Wan Loong, Darren Cheng and Adriel Ng. The company provides patented water efficiency valve to lower water wastage while preserving water resources. Another startup, UniStop Tech, is an automated vending store system supported by robotic technology, allowing easy maintenance on the owner and hassle-free transactions for consumers.

"It's great to witness a melting pot of startups with different founder profiles and operating in different industries being accepted into the new cohort of BIG Incubation Programme. This



highlights the role of BIG as an equitable partner to nurture entrepreneurship in the region,” said Sharon Lourdes Paul, Head of Payments at Xfers, and a member of the Incubation Selection Committee.

The incubation programme has been carefully curated and is planned with the aim to provide the startup founders with the support they need to achieve their growth milestones. The types of support include:

- Financial support, such as application for grants (i.e. SG Startup Founder’s Grant) and co-funding opportunities;
- A strong knowledge and support network, including strategic mentoring by a pool of world-class industry experts who are successful entrepreneurs, VCs, angels, corporate and government agencies;
- Regular mentoring by IIE’s Entrepreneur-in-Residence to guide them on moving the company forward;
- Community events, ranging from Office Hours where startups can consult and get advice from invited experts, Founders’ Updates, and other sharing sessions;
- Masterclasses which will equip the founders with knowledge on topics such as sales strategy, digital marketing, fundraising, and legal advisory;
- Access to The Greenhouse in SMU, a newly opened 700sqm workspace in the heart of downtown Singapore (*currently closed till further notice due to COVID-19*);
- Additional perks such as credits from corporate partners to offset the bills when the startups engage the services of these corporates, which include Amazon Web Services, Stripe, and more.

Started in 2009, BIG has accepted 237 SMU-affiliated and non-SMU affiliated startups.

From 2016 to 2019, BIG startups have collectively raised more than S\$75 million (excluding grants), with 2019 alone accounting for more than S\$54 million. Examples of these companies which have secured funding include:

- Homage, an online caregiver discovery platform;
- Golden Sunland, an agri-tech company producing and growing rice in Myanmar;
- Turtletree Labs, the world's first-cell based biotechnology company creating milk from mammalian cells; and
- Novocall, a sales call automation tool that improves conversion rates for businesses.

Startups interested to join the incubator in the upcoming September intake can apply via: <https://iie.smu.edu.sg/big-incubation-programme>. As a founder-centric programme, emphasis will be placed on the coachability, integrity, grit, and community-orientation of the founders.



About SMU BIG: Singapore Management University (SMU) Business Innovations Generator (BIG) is a world-class university incubator that offers an equity-free programme. It is dedicated to help student founders and early-stage startups validate and refine their product and startup through a coaching-heavy and founder-centric incubation curriculum. Working out of BIG's downtown coworking space, founders have access to corporates and industry titans who could be their first clients, mentors or investors. For more information: <https://iie.smu.edu.sg/incubator>

About SMU IIE: The Singapore Management University (SMU) Institute of Innovation and Entrepreneurship (IIE) is a practice-oriented institute that nurtures changemakers and founders who aspire to make the world a better place. To achieve this mission, IIE focuses on its three areas of competencies which include customised training programmes, an equity-free incubation programme, and fostering a cohesive innovation and entrepreneurship community through activities such as its marquee event – the Lee Kuan Yew Global Business Plan Competition (LKYGBPC). For more information: <https://iie.smu.edu.sg>

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Annex A

Startup	Description	Website
Atsell	Atsell is an e-Commerce enabler that helps merchants and brands supercharge their online sales with a team of 30 across 2 cities in the region.	www.atsell.com
Beauty Undercover	Beauty Undercover matches discerning customers to quality salons by providing relevant information they can rely on to make better salon decisions.	http://www.beautyundercover.sg
Captive Interactive - Live	Captive Live+ is an E-commerce (EC) live streaming integrated service platform focused on bringing interactive, engaging, informative and entertaining shopper experience to attract high traffic, increase exposure, amplify consumer engagement and increase sales conversions for brands on EC platforms. By crafting sales promotion strategies and effective content planning, together with inventory management, product curation and content production, Live+ offers a holistic one-stop live streaming service hub.	www.captiveinteractive.sg
Feige	Feige is a digital identity and credit line marketplace for gig workers and freelancers.	www.feige.io
Fluidlytix	Fluidlytix Asia is a water intelligent management technology that helps reduce your water bills by up to 30% and reduce your water consumption by 6%.	www.fluidlytix.com
Ion Mobility	Designing, Developing & Selling all-Electric motorcycles in 110-250cc segment for Southeast Asia	http://ionmobility.global/
Kalpa	Kalpa is a peer to peer mobile platform where individuals can discover, connect and meet up to learn and share any skills, knowledge and experiences on a 1-to-1 basis.	www.kalpa.io
Mantheos	Mantheos is a Business Intelligence company providing accurate, clean and structured data intelligence on demand. We help businesses make data driven decisions	https://www.mantheos.com/



	and say goodbye to outdated and inaccurate data.	
ØRBIT-animal	ØRBIT-animal offers an innovative smart device that is able to detect vital health signals of animals by leveraging acoustic signals, and a community among caretakers, animals and vets which helps to monitor animal health as well as educate caretakers on how to better manage their pet's health.	
Paladium Technologies	Paladium seek to help B2C businesses earn up to 35% more revenue by using machine learning to match merchants' products and promotions to relevant potential new customers based on the consumer's preferences and historical purchase journey across other platforms and shops to drive higher conversions for them.	
Pogmothoine PGM	<p>Pogmothoine is the online shop and platform for the community of vintage-lovers.</p> <p>With a personally-curated range of authentic vintage pieces, Pogmothoine caters to the luxury and streetwear/hype fashion markets as well as to thrifters, fashionistas and collectors.</p>	
QuikChef	Converting individual F&B's store items into vacuum packed chilled products where consumers can easily store and reheat for subsequent consumption.	https://www.facebook.com/pg/QuikChefSG
Ridr	Ridr is a delivery aggregator, an all in one online parcel/food delivery search engine that comprises data from food services companies, SMEs, and online sellers.	https://hop.express/
Sealed	Sealed is a B2B learning company, a tech-enabled expert network platform that connects organisations with expert insights to plug knowledge gaps, serving investment funds, management consultants and corporations.	www.sealed.network



Sekoni Original	Sekoni Original aims to create fully-customisable watches which are incorporated with enabling technology to make them useful for everyday life while retaining their fashion and style appeal.	www.sekonioriginal.com
Twimbit	A tech based knowledge firm providing information and advisory to individuals and companies and aspires to change the way research is produced and consumed.	www.twimbit.com
Unistop Tech	Unistop Tech provides an automation vending store system that is based on robotic technology and information technology to help the retail industry save rental and manpower cost.	
Version22	Version22 helps companies get started with their digital transformation journey by automating repetitive, mundane and inefficient business processes through software.	https://www.version22.co/
Vita	Vita is a platform that allows a retrenched worker to objectively prove their resume claims through ex-employer feedback. It is designed to help great workers shine and seen for their actual work contributions, and performance, throughout their career.	http://vitaverify.me (coming soon)