



Press Release

For Immediate Release

SMU's Business Innovations Generator welcomes its January 2022 cohort

- 28 start-ups across multiple industries have been accepted into BIG's January 2022 cohort
- This cohort attracts serial entrepreneurs



Singapore, 17 February 2022 - Singapore Management University's (SMU) Institute of Innovation and Entrepreneurship (IIE) today welcomed the January 2022 cohort of its flagship Business Innovations Generator (BIG) incubation programme. A total of 28 early-stage start-ups have been accepted into the programme's first intake for the year.

As a testament to the reputation and success of firms emerging from the BIG incubation programme, the January 2022 cohort boasts seven serial entrepreneurs, who have prior experience of building businesses from the ground up.

"I am really looking forward to learning from other founders in BIG's robust community. I think peer-to-peer feedback and community support is really important for young start-ups as these invaluable and honest insights can truly help refine your products or services to cater to market needs", said Mathieu Van Giel, Co-founder of Wasna, his second start-up.



Seasoned entrepreneurs like Sherritze Lew and Jeremy Koh, co-founders of Aerealm who have been operating their business for three years, enrolled themselves into BIG incubation programme with the intention to seek additional support and expertise to further develop their current business model.

"Having been on our start-up journey for three years, we've always been navigating the world of entrepreneurship on our own. We're extremely excited to now be part of a bigger community at BIG to connect with like-minded young entrepreneurs, mentors and for our own personal development to grow as business owners."

All applicants to the BIG programme are assessed based on the qualities of their businesses, including the viability of their business models, current market needs, and positive traits of the founding team which includes integrity, grit, and coachability. Intake to the BIG programme is highly selective, with an acceptance rate of around 15 percent. Application to the programme is open to all SMU students, alumni, and staff including aspiring entrepreneurs or founders who are not affiliated with SMU. The BIG programme takes no equity from startups and is industry-agnostic.

Commenting on the January 2022 cohort of the BIG programme, Shirley Wong, Entrepreneur-in-Residence at SMU IIE said, "We are honoured to be able to contribute positively to the development of Singapore's vibrant start-up ecosystem. Through the BIG incubation programme, we aim to provide a launchpad to groom and nurture the entrepreneurs of the future, providing them with useful resources and the support that they need to thrive in today's market."

All participants in the BIG programme will receive a host of benefits which include access to a co-working space at SMU IIE's innovation facility located at the heart of Singapore's city centre, The Greenhouse, access to the university's faculty expertise, opportunities for funding, grants, and various other resources.

In accordance with SMU IIE's focus on the traits of all entrepreneurs and founders within its programmes, the BIG programme implements a 'Founders First' approach to its curriculum where all founders are required to undergo mandatory Founder's Ethics classes, sharing sessions on established entrepreneurs' journeys, as well as, a scheme to incentivise contributions back to community or society with a purpose.

As a personification of the programme's firm industry-agnostic belief, the January 2022 cohort is diverse, consisting of start-ups across various industries and sectors including insurtech, fintech, blockchain, sustainability, and travel, among others. For more information regarding the start-ups making up the January 2022 cohort, please refer to the Annex.

For more information on SMU IIE's BIG programme, visit here: <https://iie.smu.edu.sg/big-incubation-programme>

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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/>

About the BIG incubation programme:

First launched in 2009, the BIG incubation programme is an equity-free four-month long incubation programme for entrepreneurs and start-ups, designed to provide valuable assistance for early-stage start-ups and their founders to validate their product and prepare for seed investment. The programme is also industry-agnostic, welcoming start-ups across all industries to apply.

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Annex: Business Innovations Generator (BIG) JANUARY 2022 COHORT

Company Name	Founder(s)/Representatives	Description
Aerealm	Jeremy Koh Sherritze Lew	Aerealm is a one-stop digital marketing platform that offers affordable leads generation packages and marketing services for individuals and the self-employed.
Ambient Systems	Ivan Damnjanovic	Ambient Systems is a deep-tech spin-off from the National University of Singapore (NUS) that develops AI-driven solutions for real estate owners with a unique value proposition for sustainability and the urban farming sector.
Biophilic Private Limited	Zhao De Wu	Biophilic is a comprehensive one-stop solution for companies seeking to integrate sustainability and to reduce environmental impact. Biophilic's specialty is in Agri-Tech and environmental engineering consulting services for homes, offices, commercial and township landscaping and horticulture practices.
BuzzSG	Afiq Jumahat	BuzzSG offers easy access to transportation services for blue collared workers, migrant workers and uniformed personnels.
cysense	Carlos Leyva Salas	cysense is a platform for start-ups and SMEs to adopt cybersecurity and manage their cyber regulatory requirements (e.g., ISO27001) in one place.
Dare to Finance	Darren Lee	Dare to Finance aims to empower individuals to take charge of their finances with their AI-powered personal financial advisor app. Dare to Finance advocates sharing of financial knowledge and provides bite-sized educational content through their app to build communities..
Doctrina	Galton Saputra	Doctrina aims to standardize Indonesia's



		grade school (Gr 1-6) educational quality by providing an accessible educational solution to underprivileged children. Its solution consists of a platform that provides a Learning Management System and Content Management System that is, stored offline within a palm-size device without the need for internet connectivity.
Explorie	Haishi Weng	Explore is a Cardano based blockchain NFT platform that provides marketing solutions to SMEs. Similar to the viral VR game Pokemon Go, users collect Geo-tagged NFT vouchers or collectibles via their app. Businesses can leverage on Explorie to drive traffic to their stores by issuing NFTs relating to their products or services.
Findependent	Kriti Dang Evelyn Teoh	Findependent is an EdTech platform focused on empowering individuals to gain financial independence through financial literacy.
Garden Genesis	Hui Qi Low	Garden Genesis specialises in providing science-and-evidence based genetic testing services and personalised learning programmes to help every child succeed in learning and life. Through a personalised approach, Garden Genesis aims to help educators and parents to maximise their children's potential during the optimal developmental window.
GoBike	Laurent Christiansen Van Keegel Misso	GoBike is an all-in-one app that provides cyclists with transportation, rentals, repairs, marketplace, and insurance. Currently based on Telegram, GoBike aims to develop its own Web-App in the coming months.
Hale Smoothies Pte Ltd	Mukul Bhardwaj	Hale Smoothies is an early-stage startup that aims to make healthy food options more affordable and accessible to consumers. First of its kind, Hale



		Smoothies offers a fully automated smoothie vending machine that crafts fresh, healthy and delicious blends on-demand.
Hububble	Kirby Teo, James Jerin Akash	Hububble is a mental wellness social media app that connects people with others who are facing emotional distress, mental issues or who are in need of a safe place to share thoughts..
Inquisico	Ween Jiann Lee	Inquisico aims to address the complexity and problem of developers who wish to bring their multi-tenanted cloud applications to the market quickly and effectively. With Inquisico, developers can now have more time to focus on their core and get a speed boost to the market.
JoyfulPerson	Wei Lin Ting	JoyfulPerson offers a solution to enterprises to onboard and train their frontline staff three times faster, keep them engaged and increase employee retention.
Marylebone Pte Ltd	Sieh Mei Eng	Marylebone specialises in coconut oil and coconut-based food products. Marylebone has won multiple awards with its the first of its kind spreadable coconut oil that focuses on quality, natural and healthy ingredients.
Mersa	Madhusudan Murali	Mersa's trading platform enables companies with subscription revenues to sell their monthly contracts as multi-year bonds to institutional investors.
Mirai Leading Solution	Adeline Chua	Mirai Leading Solutions is a B2B platform service (SaaS) that extracts the value of real-time alternative data to create customized solutions for insurance, education and health industry players . Mirai Leading Solution's technology increases cost efficiency for customers,



		turns CAPEX into OPEX and enables access to more values from alternative data without compromising on data/privacy preservation.
Nomopai	Inna Yao	Nomopai empowers impactful interpersonal training for customer service and inside sales professionals by serving as a training companion, providing feedback based on A.I. powered analysis of training and operation performance.
Pawtner	Haley Ong	Pawtner is Singapore's first algorithm-driven pet service platform. It strives to bring social and community impact by using algorithms to connect users to animal adoption and other pet care services. Pawtner is helping shelters and pet business providers to establish a sustainable pet ecosystem with its end-to-end, automated pet service platform.
PineConnector	Iskandar Bin Ja'afar	PineConnector is a user-friendly trading automation tool for retail traders, specifically bridging TradingView and Metatrader 4 and 5.
Questeon	Mulyadi Syariffudin	Questeon is a city discovery app that enables users to discover their cities by going on quests created by people around them. At Questeon, anyone can be a creator, creating quests for different target groups with different interests to discover cities and interact with places, people, and local communities.
Ransack SG Pte Ltd	Elbert Ho	Ransack is an award winning creative agency which specializes in Gamification. Its mission is to transform average daily activities into a fun and immersive experience that anyone can enjoy. From crafting puzzles to curated fascinating



		stories of Singapore, Ransack offers a fresh perspective that combines learning & play with a unique twist.
Serial Communication	Tan Jung Kang	Serial Communication is a digital art collective and inter-media studio comprising digital natives who produce and develop art projects, products and services that is founded on decentralisation, provenance and ownership on the blockchain. Serial Communication believes that the future is collaborative and it aims to connect both the physical world and the Metaverse.
Solana.fm	Fathurrahman Bin Muhammad Faizal	Solana.fm helps Solana ecosystem developers build and integrate their applications by providing a tool that extracts insights or creates GraphQL queries seamlessly.
Trally Pte. Ltd.	Kylie Chim	<p>Trally is a livestreaming tour platform that offers online outdoor experiences around the world. Guests explore different parts of the world without leaving their home through the international hosts who livestream the world around them.</p> <p>Unlike travel vlogs, Trally provides authentic and affordable live virtual tours that makes exploring the world much more convenient. Trally's vision is to inspire global citizenship by bridging cultural differences.</p>
WAN	Vicky Tian	WAN is a one-stop payment platform for cross-border e-commerce merchants globally with taking care of ALL their payment needs.
Wasna Pte Ltd	Mathieu Van Giel	Wasna produces animal-free growth serum that is safe, ethical and cost-effective. Wasna's patent pending solution offers cost reduction of growth medium by 95% in cell culture medium formulations



		and is the only solution that provides a cost-effective and full spectrum serum alternative without relying on animal-sources blood components.
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