

Annex: Business Innovations Generator (BIG) JANUARY 2022 COHORT

| Company Name | Founder(s)/Representatives | Description |
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| 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 |

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| | | 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 |

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| | | 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, |

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| | | 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 |

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| | | 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 | 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. 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. |
| 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 |

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| | | 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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