



## Annex A

Startup	Description	Website
<b>Atsell</b>	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.	<a href="http://www.atsell.com">www.atsell.com</a>
<b>Beauty Undercover</b>	Beauty Undercover matches discerning customers to quality salons by providing relevant information they can rely on to make better salon decisions.	<a href="http://www.beautyundercover.sg">http://www.beautyundercover.sg</a>
<b>Captive Interactive - Live</b>	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.	<a href="http://www.captiveinteractive.sg">www.captiveinteractive.sg</a>
<b>Feige</b>	Feige is a digital identity and credit line marketplace for gig workers and freelancers.	<a href="http://www.feige.io">www.feige.io</a>
<b>Fluidlytix</b>	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%.	<a href="http://www.fluidlytix.com">www.fluidlytix.com</a>
<b>Ion Mobility</b>	Designing, Developing & Selling all-Electric motorcycles in 110-250cc segment for Southeast Asia	<a href="http://ionmobility.global/">http://ionmobility.global/</a>
<b>Kalpha<sup>1</sup></b>	Kalpha 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.	<a href="http://www.kalpha.io">www.kalpha.io</a>
<b>Mantheos</b>	Mantheos is a Business Intelligence company providing accurate, clean and structured data intelligence on demand. We help businesses make data driven decisions and say goodbye to outdated and inaccurate data.	<a href="https://www.mantheos.com/">https://www.mantheos.com/</a>



<b>ØRBIT-animal</b>	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.	
<b>Paladium Technologies</b>	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.	
<b>Pogmothoine PGM</b>	Pogmothoine is the online shop and platform for the community of vintage-lovers.  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.	
<b>QuikChef</b>	Converting individual F&B's store items into vacuum packed chilled products where consumers can easily store and reheat for subsequent consumption.	<a href="https://www.facebook.com/pg/QuikChefSG">https://www.facebook.com/pg/QuikChefSG</a>
<b>Ridr</b>	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.	<a href="https://hop.express/">https://hop.express/</a>
<b>Sealed</b>	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.	<a href="http://www.sealed.network">www.sealed.network</a>
<b>Sekoni Original</b>	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.	<a href="http://www.sekonioriginal.com">www.sekonioriginal.com</a>



<b>Twimbit</b>	A tech based knowledge firm providing information and advisory to individuals and companies and aspires to change the way research is produced and consumed.	<a href="http://www.twimbit.com">www.twimbit.com</a>
<b>Unistop Tech</b>	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.	
<b>Version22</b>	Version22 helps companies get started with their digital transformation journey by automating repetitive, mundane and inefficient business processes through software.	<a href="https://www.version22.co/">https://www.version22.co/</a>
<b>Vita</b>	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.	<a href="http://vitaverify.me">http://vitaverify.me</a> (coming soon)

<sup>1</sup> Update on 16 July 2020: Kalpha has withdrawn from the programme.