



PRESS RELEASE

For immediate release

Meet the 23 New Startups Accepted into SMU Business Innovations Generator's First Cohort of 2021

Technology enablers and marketplaces remain popular as business ideas for aspiring entrepreneurs

SINGAPORE, 18 February 2021 (Thursday) – The Business Innovations Generator (BIG) Incubation Programme offered by the Institute of Innovation and Entrepreneurship (IIE) at the Singapore Management University (SMU) has unveiled 23 new startups accepted into its first cohort for 2021 at its kick-off event on 8 February 2021 at The Greenhouse, located at SMU's newest building, SMU Connexion. (Please refer to Annex A for more information about the incubated startups in Jan '21 cohort)

43% of the 23 incubated startups were related to B2B and B2C technology. The companies in the new cohort span across services in the sectors such as marketplaces, urban solutions and sustainability, consumer products and tech platforms. Most of them are in the Minimal Viable Product (MVP) and Prototype stage.

"In BIG, it is a safe environment to learn and explore new ideas. The ideas shared and suggestions given by peers and mentors may or may not yield the desired solution to a problem, but the first step is to try it," said Shirley Wong, Entrepreneur-in-Residence at SMU IIE, during the kick-off event.

"I hope with all the resources given to support the startups, we can help bring their ideas to life, kickstart their business and equip our BIG startup founders with the quintessential tools to realise their dream," she added.

With a strong founder-centric focus, the BIG incubation programme is highly curated and is designed to provide the startup founders with the support they need to focus on their product development and to reach their development milestones. (More information about the list of support provided to the startups in Annex B)

One of the core programmes organised for incubatees include a series of BIG Masterclasses, which equip the founders with knowledge on topics such as sales strategy, digital marketing, fundraising, understanding term sheets, and Founders' equity.

"The BIG programme run-through got me really excited; I think it's a very well-structured programme, with masterclasses and mentorship sessions just to name a couple, as part of the comprehensive support infrastructure. I expect to set clear milestones as guided by the Experts-in-Residence and my Account Manager, learn and grow over the next 4 months, attain the milestones and at the same time build a meaningful network through this programme," shared Vernice Yap, Founder of newly launched dating app, Lovenn.

Started in 2009, BIG programme is an intensive four-month founder centric programme that offers early-stage startups and student founders the opportunity to validate their business plans, gain access to industry experts as advisors and grant opportunities.



The equity-free incubation programme is industry-agnostic and welcomes startups from a wide range of industries; however, there has been a more deliberate focus on digital and sustainable urban technologies in the recent years. This is in line with IIE's objective of nurturing future leaders to create meaningful impact on society.

Applicants have to clear three stages in the application journey before they pitch to an intake panel made up of industry experts and IIE's Entrepreneur-in-Residence. Applications will be assessed based on the viability of their business models, validated market needs and potential, as well as the attributes of the founding team. With a rigorous screening process, founders are assessed based on their coachability, integrity, grit and community-orientation.

With the latest intake, there are currently 286 startups under incubation at IIE.

A number of startups who have graduated from the BIG programme have gained significant achievements. One example is Magorium, founded by SMU student Oh Chu Xian, the startup turns the world's waste plastic into long lasting road additives with their patented technology. They recently emerged as winners in Waste 20/20 and ideasinc 2020.

The incubator will run its next call for applications for pre-seed and seed stage startups in July, applicants can be SMU affiliated or non-SMU affiliated.

Startups interested to join the incubator in the next cohort can fill up the interest form at: <https://iie.smu.edu.sg/apply-for-incubation>. They will be notified when applications open for the next cohort, and can read up about the application journey from the same link above.

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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 developing and providing experiential learning programmes that stand on our three pillars: Culture, Capability and Community. The institute also champions a cohesive innovation and entrepreneurship community anchored at its innovation hub – The Greenhouse and 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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Telegram: @SMUIIE (<http://t.me/smuiie>)



Annex A

Startup Name	Description	Website
Adonis Pacific Pte Ltd	Adonis Pacific Pte Ltd is incorporated to house Singapore born brands that champion health and wellness. Illumin is our first brand, born in 2020, by 3 socio-preneurs who have a shared passion on helping to improve the “wellness quotient” of Southeast Asians.	https://www.ilumin.co/
AllQuant	AllQuant is a private Investment company set up to provide hedge fund access to retail investors via online education, copy trading and robo-advisory services.	-
Altra Capital	Altra Capital provides investors with a centralized platform facilitating an open market for the trading of alternative investments. The key products offered would be products with low risk, short maturities and stable returns. This includes but will not be limited to the purchase of short term trade receivables (currently exclusive to banks & financial institutions). This would allow investors to obtain portfolio diversification, optimize stable returns with low risk, a short maturity and minimal monitoring.	-
Defi Lab	DeFi Lab empowers decentralised gateway protocol for Crypto and Financial Assets. Through on-chain smart contract functions, to ensure transparent, accountable, and secure transactions globally. With the support of smart contracts on-chain, users no longer need to use centralized transactions or over-the-counter transactions (OTC) to realize the free conversion between digital currency and legal currency, in a secure and compliant manner.	www.defitech.io
DRIVERIDE BUDDY	DRIVERIDEBUDDY (DRB) is a Singapore-based autotech startup serving both motorists and automotive related merchants and service providers. DRB aims to provide AI-driven app services to help motorists understand their vehicles and search for services and merchants a tech-driven digital presence to improve their business offerings and increase their customer experience.	www.driveridebuddy.com
Entsecure	Entsecure is a centrally managed endpoint management system that helps organizations simplify their corporate IT management while empowering end-users.	www.entsecure.com
FAMILI	Famili is a SaaS provider that aims to digitalise current healthcare workflow which give better visibility over the care provided in traditional care centres. It is designed to create seamless patient experiences during medical encounters and deliver proactive care at the shortest time possible.	-
FlockSupport	FlockSupport builds a centralised customer support suite designed to build better customer relationships by streamlining the support process .This is achieved through our omnichannel web application with seamless setup and API	-



	integrations as well as FlockSupport mobile, a unified solution bringing together hundreds of brands all accessible within a single platform.	
haohaoguo realty	Haohaoguo is the first one stop virtual property agency platform.	www.haohaoguo.com/
Jaztip	Jaztip is a social commerce app that combines the ease & discoverability of social media with e-commerce function & feature with the mission to open up access for more people to enjoy digital commerce benefit & opportunity. Jaztip aims to achieve it by combining the best of both digital social and commerce features, and make it simpler & easier for everyone to participate.	www.jaztip.com
KASEE Batik Activewear	KASEE designs and produces batik activewear, aimed at preserving an Indonesian culture tradition (batik - recognized by UNESCO as culture heritage), by redefining the tradition for the modern lifestyle. Through this, KASEE aims to provide visibility for batik artisans and bring the tradition closer to the heart of urban dwellers.	www.kasee.id
Kind Citizen	Kind Citizen is an all-in-one digital platform to Pay-it-forward efficiently. Retail merchants list their essential services and food for Kind Organisations and Citizens to complement the Community programs in a holistic way. In a world where you can be anything - Be Kind.	www.kindcitizensg.com
Localtopia	Localtopia is a one stop business solution to help foreign beauty brands penetrate the China market. Our mission is to create a world where consumers, distributors and beauty brands can trust each other hassle free. They focus on creating a platform to help the Chinese consumers and the foreign brands understand each other in the simplest and most sustainable way.	-
Lovenn	Bridging the massive gap between traditional matchmakers and existing ineffective time-consuming dating apps, Lovenn is delivering the time-saving aspect and convenience of matchmaking services in an app. As a result, with affordability and network effect, Lovenn presents the best quality matches to its users in the most time-efficient manner. Incorporated in June 2020, Lovenn has been awarded SG Founder Grant by Enterprise Singapore and been featured by 8 media outlets including CNA, Yahoo News, TODAY, CNA938, etc.z	www.lovenn.co
Maiden	Maiden is a one-stop platform for agencies, employers and helper that connects and simplifies the matching and selection experience of domestic helpers by infusing technology, providing agencies, employers and helpers with a smarter and more transparent process. As a key part of their mission, Maiden aims to empower women and their families across Southeast Asia.	-



Matchin	Matchin is a personalised digital mentorship platform that seeks to guide, teach, and recommend students at the beginning of their career search journeys, using our unique gamified and interactive platform.	-
Quest	<p>Quest is a request-based P2P platform where users can seek help from others to do different gigs, and simultaneously offer their services.</p> <p>It is where heroes from all over come together, on one single app, connecting heroes with the citizens who need them and reimagine the future of work. Quest, Hire a Hero for pretty much anything.</p>	www.quest-inc.co
Rice Inc	Rice Inc is the world's first global impact rice brand focused on fighting hunger, with a mission to build an ethical, sustainable zero waste supply chain for rice. Their work has been recognized by President Clinton, the United Nations and the International Rice Research Institute. Through innovative technologies that we install in farming communities, they have saved over 1,800,000 bowls of rice from being wasted.	www.riceinc.com
Skilio	Skilio is a personalised digital mentorship platform that seeks to guide, teach, and recommend students at the beginning of their career search journeys, using our unique gamified and interactive platform. They leverage on AI to identify soft skills growth of the users through their reflections and crowdsourced feedback done in various school activities.	www.skilio.co
Smplrspace	Smplrspace powers visual and virtual home buying interactions by letting realtors market properties in 3D in under 10 minutes. Our affordable and easy-to-use web application allows realtors to create interactive 3D listings by sketching from 2D floor plans, no training required. 3D listings can be sent to clients instantly using shared links, or embedded in any website / listing platform. Home buyers can modify layouts and furnish the units of their choice online, hence aiding the process of elimination and selection. This helps home buyers attend home viewings more selectively, saving both realtors and buyers time.	www.smplrspace.com
The Victoria Project	The Victoria Project (TVP) wants to build communities through online and offline content for local Elite Athletes. TVP is a new initiative that aims to help athletes achieve recognition and funding.	www.thevictoriaproject.sg
Trabble (Tripping Pte Ltd)	<p>Trabble aims to consolidate the fragmented travel industry by providing a Guest Engagement solution that is transferable and revolutionary to travel businesses globally. They help businesses leverage technology to upskill staff, automate operations and level the competitive landscape for smaller industry players especially post-COVID19.</p> <p>The Automated Self Check-In and Guest Engagement SaaS platform provides guests with a contactless experience</p>	www.trabble.co



	<p>throughout Enquiries, Bookings and Services, via chat. Trabble automates and streamlines business operations, unifying multiple chat platforms onto a single platform for easy, efficient and productive management by businesses. Ultimately, Trabble helps businesses increase revenue channels, guest satisfaction and operational efficiency.</p>	
<p>Zero2.5 Biotech Pte Ltd</p>	<p>Zero2.5 strives to improve the air quality by being the first and only company that makes living plant-based and fiber-based ionizers. Their devices are able to remove or deactivate airborne pollutants such as dust, pollen, and viruses. It does so by generating millions of negative air ions in which the pollutants are attracted to and they then stick to nearby surfaces or fall to the ground. Zero2.5 turns 1 plant into millions of plants while ensuring our products remain affordable, easy to use, and environmentally friendly.</p>	<p>www.zero2-5.com</p>



Annex B

Support provided at BIG 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;
- 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.