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Headline: Edtech firm bags \$1m to help university students start their careers

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Kinobi, a Singapore-based education technology startup, has raised US\$1 million in a seed round led by an Indonesia-based corporate VC firm.



Kinobi co-founders (seated, from left) Joshua Phua, Benjamin Wong, and Hafiz Kasman / Photo credit: Kinobi

Launched in January, Kinobi helps college students enter the professional world. Students can use the platform to create a resume, practice for interviews, and increase their knowledge about the career that they want to pursue.

The company was founded by Singapore Management University graduates Benjamin Wong, Hafiz Kasman, and Joshua Phua.

Kinobi offers its platform through a software-as-a-service model for universities. It currently has 51 university partners across Indonesia, Singapore, and the Philippines.

The company has also signed a memorandum of understanding with Indonesia Career Center Network, which has more than 200 universities as its members. Kinobi plans to onboard these universities onto its platform in the next three months.

The edtech firm said that it has reached more than 200,000 users, with 300 career coaches that can offer guidance to students. Aside from the three co-founders, it currently has five employees that mostly work in marketing and operations.

Kinobi plans to use the fresh funding to reach more university partners in Singapore, Indonesia, Thailand, and the Philippines.