

The Southeast Asia Startup Landscape

by **LEVEL3**



**padang
&co**



Click on the headers to navigate!

03	Foreword	58	LOGISTICS FOR E-COMMERCE
04	About LEVEL3	59	LOGISTICS FOR E-COMMERCE: Snapshot
		60	LOGISTICS FOR E-COMMERCE: Our top technology picks
		61	LOGISTICS FOR E-COMMERCE: Startups
05	LEVEL3'S ACHIEVEMENTS: COWORKING WITH PURPOSE		
06	INTRODUCTION	77	FOOD & AGRITECH
07	First things first, how do we define a "startup"?	78	FOOD & AGRITECH: Snapshot
09	Southeast Asia: All the right conditions for startups to thrive	79	FOOD & AGRITECH: Our top technology picks
10	Southeast Asia Startup Landscape: At a Glance	80	FOOD & AGRITECH: Startups
11	Southeast Asia Startup Landscape: Geographical Breakdown		
12	Southeast Asia Startup Ecosystem: Investment Activity Breakdown	94	SUSTAINABLE GROWTH TECHNOLOGY
		95	SUSTAINABLE GROWTH TECHNOLOGY: Snapshot
13	THE LANDSCAPE	96	SUSTAINABLE GROWTH TECHNOLOGY: Our top technology picks
14	The LEVEL3 Pillars	97	SUSTAINABLE GROWTH TECHNOLOGY: Startups
15	Methodology: Research Process		
16	Methodology: Selection Criteria		
17	MARKETING & ADTECH	111	CONCLUSION
18	MARKETING & ADTECH: Snapshot	112	The Southeast Asia Startup Landscape by LEVEL3 - at a glance
19	MARKETING & ADTECH: Our top technology picks	117	Final Thoughts
20	MARKETING & ADTECH: Startups	118	Reach out to us!
37	DATA & ARTIFICIAL INTELLIGENCE		
38	DATA & ARTIFICIAL INTELLIGENCE: Snapshot		
39	DATA & ARTIFICIAL INTELLIGENCE: Our top technology picks		
40	DATA & ARTIFICIAL INTELLIGENCE: Startups		



Welcome to the Southeast Asia Startup Landscape by LEVEL3.

For the past three years, LEVEL3 has played a key role in uncovering and supporting some of Southeast Asia's top startups. This is directly in line with the mission of LEVEL3 and Unilever Foundry to foster collaborations and knowledge exchange between Unilever, startups, and other ecosystem partners across the region.

We are regularly reminded that there is no definitive guide of startups. As we are constantly surveying and studying the ecosystem — through the lens of LEVEL3 and Unilever — we have created a guide that we hope can help you to better understand the region's startup landscape.

This work has helped us gather some unique insights about the region's startup ecosystem. It highlights the crème de la crème of Southeast Asian startups, identifies the region's most promising technology areas, and spots key technology trends in the context of the FMCG industry and Unilever Foundry work. We have looked at the landscape through the lens of LEVEL3 and Unilever, by structuring our findings according to our five focus areas.

My hope is that this report inspires readers from Southeast Asia and beyond to continue doing what they do best — solving problems and creating impact. Indeed without entrepreneurs investing their time, passion, money and more, there would not be a vibrant Southeast Asia startup ecosystem.

Whether you are a startup entrepreneur, a corporate innovator, or an investor, I also hope that this encourages you to join the LEVEL3 community for partnerships and collaborations, so we can continue to grow Southeast Asian startups for many years to come.

Never settle,

Barbara Guerpillon

Director | Unilever Foundry Asia



LEVEL3 is a collaborative workspace that supports the Singapore and Southeast Asia startup ecosystem. It is a partnership between Unilever Foundry, the platform for startups and innovators to engage, collaborate, and explore business ideas with Unilever and its 400+ brands, and Padang & Co, an innovation catalyst that accelerates innovation with large corporations, government, startups, and communities.

LEVEL3 is the first-of-its-kind in corporate innovation. This is where some of the world's biggest and most innovative companies like Unilever and our corporate partners uncover, connect, and work with best-in-class startups in the region. These startups then partner with the corporate brands and business functions to solve business challenges and develop new opportunities.

Three years since its launch, LEVEL3 continues to drive partnerships and real business impact for Unilever, corporate partners, startups, and ecosystem partners. Indeed, of the 60 startup members, one third have worked with Unilever.

"Many startups face a similar challenge: access to the right partners to scale. It has been great working with Unilever Foundry to support the startups, so LEVEL3 can be their springboard to the rest of the region."

Derrick Chiang
CEO | Padang & Co

Coworking with purpose.

A Vibrant Ecosystem

62 startups	230+ members	8 corporate and ecosystem partners	40+ mentors
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Successful Startup Ecosystem

Of the 62 LEVEL3 startups:

Over 30% have collaborated with corporate and ecosystem partners	13 have scaled up with Unilever
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Community Building Through Events

In 2019, LEVEL3 has:

Hosted 200+ events	Connected with 12,000+ attendees
--------------------	----------------------------------

Introduction

First things first, how do we define a “startup”?

The definition of a “startup” varies widely. It can change based on industry, geography, or even just the individual who is speaking.

While an interesting phenomenon, this can lead to ambiguities and inconsistencies in analyses.

For the purpose of this report, we came up with our own definition of a “startup”:

A startup is a privately-held company that:

- Was founded less than 10 years ago (2010 and onwards)
- Has not raised funding beyond Series C
- Has not been acquired
- Has a tech-enabled solution and/or
- an innovative business model

This standard definition was used to conduct all the research and analyses presented in this report.

Southeast Asia: All the right conditions for startups to thrive.



Growing middle class

350M
middle class consumers¹

USD 300B
middle class disposable income¹



Increasing urbanisation

320M
(49%) urban population²

66%
will be in cities by 2050²



Young, tech-savvy population

200M
millennials³
(born between 1981 and 1996)

277M
Gen Zs⁴
(born between 1997 and 2010)

Sources

¹Facebook, Bain: Understanding Southeast Asia's Emerging Middle Class (2019)

²United Nations, Department of Economic and Social Affairs, Population Division (2018)

³Interbrand: Southeast Asia: Driving Regional Integration (2017)

⁴Dentsu Aegis Network, Econsultancy: Here Comes the Centennial: Southeast Asia's New Generation of Shoppers

Southeast Asia: All the right conditions for startups to thrive.



Big Internet user base

360M
Internet users⁵

10M
joining the "mobile age" every year⁵



Mobile penetration

324M
smartphone users (90% of total Internet users)⁵

135%
mobile penetration⁶



Growing E-commerce activity

USD 38B
E-commerce economy⁵

150M
people buying or selling online⁵

Sources

⁵Google, Temasek, Bain: e-Conomy SEA 2019

⁶We Are Social, Hootsuite: Digital in 2020: Global Digital Overview

The Southeast Asia Startup Landscape at a Glance

Total no. of startups	Total funding since 2010	Total funding rounds since 2010
12,000+	USD 7.5B*	2,290+

Most Active Venture Capital Firms (in terms of total companies funded)



Southeast Asian Unicorns



*Figures are based on our definition of a startup in SEA (Pg7) that fall under LEVEL3's five pillars (Pg 14).

Southeast Asia Startup Landscape Geographical Breakdown

In our research for this Landscape, we found that there is no general definition for a “startup”. Each entity defines it differently, and provides different figures for the total number of startups in Southeast Asia. The differences between these figures are significant, resulting in large variances in the reports we studied.

After consulting four different databases and applying our own definition of a “startup”, these are our estimated numbers of startups in each Southeast Asian country, with a possible variation of 10%.

 Singapore
5,000+ startups

 Indonesia
2,500+ startups


 Malaysia
1,900+ startups


 Thailand
1,000+ startups

 Vietnam
1,000+ startups

 Philippines
930+ startups

 Myanmar
140+ startups

 Cambodia
120+ startups

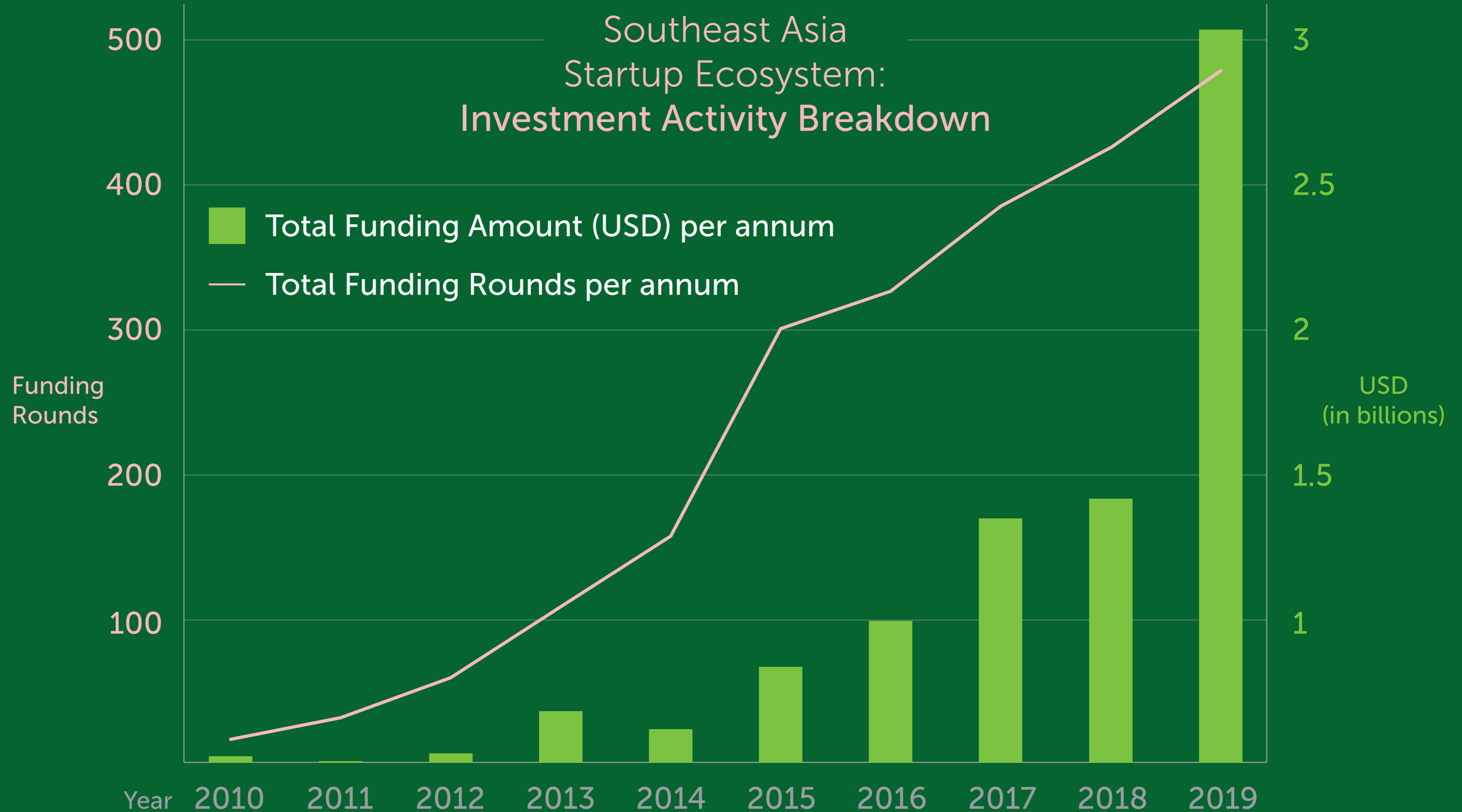
 Brunei
15+ startups

 Laos
<10 startups

 Timor Leste
<10 startups

Sources

Data extracted from Tracxn, Crunchbase, Tech In Asia, and e27, combined with LEVEL3's internal research, as of February 2020.



Sources

Data extracted from Tracxn in February 2020. Includes debt and other non-equity rounds. Excludes funding rounds above Series C.

The Landscape

The LEVEL3 Pillars

The LEVEL3 ecosystem is underpinned by these five Pillars. These are areas that were chosen to focus the interest and energies of Unilever, corporate and ecosystem partners, as well as startups, to solve problems and develop opportunities that are relevant to Southeast Asia. These partners have the resources to bring solutions to the regional, and even global, stage.

The Pillars also reflect key trends that can drive new business models or be leveraged to scale effective solutions. LEVEL3 has curated events to drive discussions and continues to seek a good understanding of these opportunity areas in order to play the role of a springboard for Southeast Asia for great startup solutions.

We have used these Pillars as the structure for this Landscape report. **Click on the individual pillars to navigate!**



Research Process

To prepare this report, the LEVEL3 team scouted for all startups based in Southeast Asia under each of the five LEVEL3 Pillars.

We then categorised these startups according to their technology areas. This helped us create a startup map for each Pillar. Some of the technology areas presented in the maps may be growing rapidly globally, but are still in their nascent stages in Southeast Asia.

The Pillar maps are non-exhaustive lists that feature the top 50 startups under each Pillar, selected based on the Selection Criteria as described in the following page.

We then selected our top three technology picks under each Pillar. These represent

technologies that have the highest potential growth for Unilever and LEVEL3's other corporate and ecosystem partners, and/or the ability to solve key challenges in the region.

We profiled the top startups under each technology area. These startups fall into two broad categories:

Startup to Watch: an early-stage startup that has created a truly innovative solution to a problem, potentially changing the way we behave or conduct business.

Special Mention: a startup with the characteristics mentioned above, and has either achieved considerable scale or funding, or has a unique solution to a problem.

Data Sources and Analyses

The raw startup data was sourced from Tracxn, Crunchbase, Tech in Asia, e27, and additional research by LEVEL3.

Information for startup profiles was acquired directly from the startups.

All insights and analyses were generated in-house by the LEVEL3 team.

Total investment figures for the Pillars and our top technology picks have been rounded to three significant figures.

Selection Criteria

The following criteria and metrics were taken into account when selecting the startups to be profiled:

1. Headquartered in one of the 11 Southeast Asian countries

2. Total funding raised

3. Reach
(in terms of geography)

4. Clientele
(experience working with reputable clients)

5. Innovativeness:

a. solves a relevant problem using technology
(e.g. Freight Marketplaces under Logistics for E-commerce)

b. uses technology in a new and interesting way
(e.g. Immersive Videos under Marketing & Adtech)

6. New business model

7. Impact on the consumer goods industry:

a. saves costs

b. Increases efficiency

c. Increases growth (i.e. incremental revenue)
(this metric was used to measure relevance to Unilever)

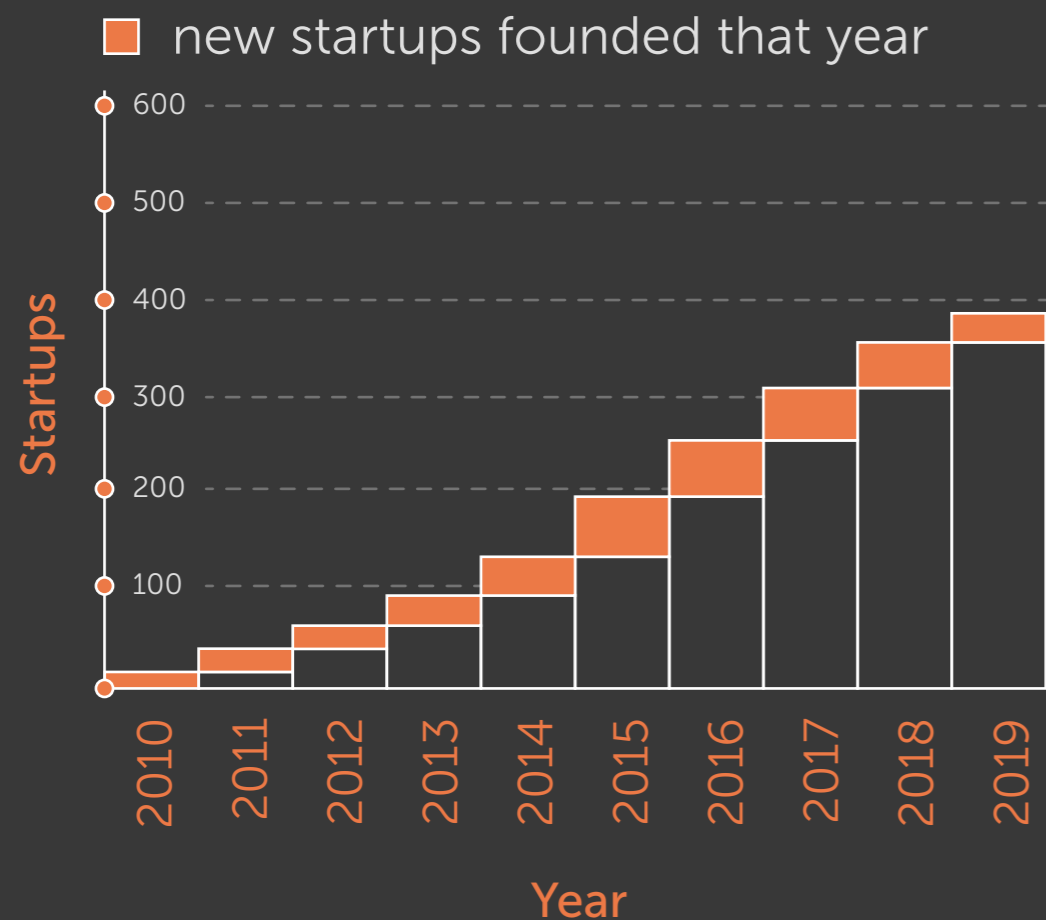
Marketing & AdTech



Marketing & AdTech

389 startups

USD 148M total funding



Personalisation, optimisation and content-to-commerce drive deeper consumer engagements

Marketing and advertising are crucial functions for all companies and brands. They drive brand awareness, product discovery, and purchase decisions, directly impacting revenue and growth.

However, both have faced serious challenges over the last three decades with the rise of the Internet, the introduction of smartphones, increased availability of data, and mounting pressure from corporate clients demanding effectiveness and accountability.

To make things harder, new media and communication platforms pop up almost daily. This generates new consumer habits, behaviours and expectations.

On the upside, these new platforms can boost creativity and engagement between brands and their consumers.

The Marketing & AdTech Pillar covers technologies that enable brands to enhance the creative process, optimise campaigns and create engaging experiences for their customers.

Importance in S.E.A.

Southeast Asians are some of the most digitally-engaged consumers in the world, with mobile and Internet becoming increasingly accessible in the region. 90% of the region's 360 million Internet users primarily connect via their mobile phones.

Young, tech-savvy consumers are spending more time online and rapidly adopting new digital platforms. Although traditional media have been the primary outlet for advertising, digital media have increased the opportunities for companies to connect.

However, each Southeast Asian market is unique in terms of its languages, habits and preferences. Localisation and personalisation are key to capturing these consumers.

Southeast Asians are also blurring the line between communication and shopping, by buying products via social media. Approximately 30% of online sales in Southeast Asia can be attributed to social commerce platforms. Brands that can tap into this trend will create a seamless link between marketing and sales.

Our top technology picks

Total Funding
in the last 10 years

USD 28.9M

1

Social Commerce

Platforms and technologies that enable buying and selling on social media platforms either via brands (direct-to-consumer), merchants or influencers.

Why is it promising?

Southeast Asian consumers are increasingly purchasing products via social media, particularly from other social media users. Not only is it convenient (no need to download a separate app), it can be more reliable because the buyer can communicate directly with the seller.

Notable startups

ECOBI | IOBI | Halosis | jumper.ai

Layla | pollen | Rate

Total Funding
in the last 10 years

USD 17.2M

2

Immersive Videos

Technologies that make video content more interactive, personalised, and enjoyable for the viewer.

Why is it promising?

Video has one of the highest engagement rates amongst all content types in Southeast Asia. Video streaming is becoming increasingly popular, competing directly with broadcast television. Brands can tap into immersive video content that captures the viewer's attention and sales (for example, via shoppable video).

Notable startups

belive technology | IVIDEOSMART | kumu

Uiza | viddsee | wootag

Total Funding
in the last 10 years

USD 1.1M

3

Dynamic Creatives

Technologies that can help brands and their agencies generate videos, images, and other creative assets automatically, and optimise them in real-time.

Why is it promising?

Generating creative assets is a very manual and time-consuming process. New technologies like Artificial Intelligence can reduce the time taken to create the perfect image or copy, and perform real-time A/B testing to select the asset that best resonates with the target audience.

Notable startups

adzymic | KNOREX Precision Performance Marketing | Lumin(ai)re | p-e-n-c-i-l

SEA Startup Landscape by LEVEL3

Marketing

Advertising

PRODUCT DISCOVERY & REVIEWS

clozette Favful shoppr

CONTENT MARKETING

SYNDICATE TOTALLY AWESOME

CONTENT MARKETPLACE

GetCraft M O C T

IMMERSIVE VIDEOS

belive technology IVIDEOSMART kumu SUGAR Liza viddsee wootag

LOYALTY & REWARDS

gimie gosama Mobikon perx pomona p::pulix Shuga TRY AND REVIEW

INFLUENCER MARKETING

Affable blogopolooza narrators Popular Chips

SOCIAL COMMERCE

avana ECO MOBI EVER M S Halosis jumper.ai Layla pollen
RAENA Rate VYBES

PROGRAMMATIC ADVERTISING

adskom CTRL SHIFT pocketmath

DYNAMIC CREATIVES

Ad PUSH adzymic KNOREX Lumin(ai)re p-e-n-c-il

MOBILE ADVERTISING

Cashtree SwypeOn

DIGITAL OOH

AdEasy CHICHILON Sticar StickEarn



Marketing &
AdTech

Social Commerce

STARTUP TO WATCH

Pollen Tech

Creating a community of your own



Year Founded | 2018

Headquarters | Kuala Lumpur, Malaysia

Reach | Malaysia, Singapore

Notable Partners/Clients | Advanx, APom!, Boba On The Goo, Crown Herbal Tea, First Brew, HCCF, Josudo, Nail Pop, RugbyPass, SandPuppy, Tapp, 4Meglarm

What Sets Them Apart?

Pollen provides brands with CRM, real-time chat, and deep insights into their members' behaviours to form real relationships across the channels in the community. Pollen also believes that brands do not need another sales channel, when the most efficient channel is their own community. They help unlock the full value of the community for brands.

Founders



David Ng
CEO & Co-founder

Founder of two digital marketing startups prior to 12+ years of experience in business development in both US and Asia.



Liyana Sulaiman
CPO & Co-founder

Over 12+ years of experience across diverse roles and technology areas, with companies ranging from startups to Fortune 10. She is also the Head of Growth, Women 2.0 Asia Pacific, a leading brand for women in tech.



Nik Lim
COO & Co-founder

A C-Level technology professional with 25 years of experience developing digital strategies and framework for Fortune 500 and Top 100 Brands in Southeast Asia.

STARTUP TO WATCH

Rate - RateS



Be Your Own Boss

Year Founded | 2016

Headquarters | Singapore

Total Funding | USD 17.3M

Stage | Pre Series-A

Reach | Indonesia, Singapore

Notable Investors | Alpha JWC Ventures, Insignia Ventures Partners, Kenetic Capital

Rate is a tech startup that serves Southeast Asia with an E-commerce ecosystem through two products, RateX and RateS. RateS is the leading mobile reseller application in Indonesia, which allows anyone to start a business without inventory and capital required. The application acts as a middleman between micro-shop owners and suppliers by sourcing for products directly from suppliers, and handling inventory management and logistics, whilst micro-entrepreneurs are responsible for sales and marketing.

Since their launch in June 2019, they have helped students, housewives and entrepreneurs across Indonesia earn additional income, generating over USD16,000 of income for 42,000+ resellers, selling 10,000+ products.

What Sets Them Apart?

Suppliers who wish to partner with RateS will be able to use this app as an additional distribution channel to reach a larger audience and hence increase their sales. The factory-to-consumer model bypasses various middlemen in the supply chain and reduces marketing costs significantly by directly tapping on micro-entrepreneurs' social networks. Currently, RateS also has the lowest number of returns and exchanges in the industry.

Founders



Albert Ho
CEO

An analytical thinker passionate about startups, tech, E-commerce, and business strategy. His experience in consulting and venture capital has driven his capability to grow startups in the region.



Jake Goh
Co-founder & CEO

A technopreneur featured as one of Forbes 30 "Asia's Under 30 in Consumer Technology" in 2019. He has also worked as a market researcher in New York for two years and an analyst at Gree Inc, Singapore.



Davis Gay
Co-CTO

A technology and gadget enthusiast with experience in software engineering and web development. He now oversees the tech infrastructure for Rate.



Lim Jing Rong
Co-CTO & Co-founder

With engineering background at Studypool as a full-stack engineer, he now leads the technical team rate Rate for product and software development.

SPECIAL MENTION

Jumper.ai



Unified Conversational Commerce and Marketing Platform

Year Founded | 2017

Headquarters | Singapore

Total Funding | Undisclosed

Stage | Growth

Reach | Global

Notable Investors | Elev8 VC, Strategic angels, WaveMaker VC

Notable Partners/Clients | AirAsia, American Heart Association, Disney, Ez-Link, Giant, Hera, Huawei, Jollibee Food Corporation, SPHBuzz, Sulwhasoo, Unilever

Founders



Yash Kotak
CEO

Started his first venture at the age of 14 and has since worked with 20,000+ businesses offering his tech expertise across the web, apps, and AI.



Nyha Shree
CMO

Started her entrepreneurial journey in 2012 and has been featured by Forbes 30 Under 30 and UN Women for her current work at Jumper.ai.

Jumper.ai is a unified conversational commerce and marketing platform, which helps brands guide customers through shopping, generating leads, automating marketing, collecting first party data, and deriving enriched consumer insights through a combination of human and automated interactions across all popular social, messaging and web channels. They are now an official service provider for WhatsApp, Business Api, Google Adlingo (Conversational display ads) and iMessage, and have also extended their offerings to SMS, Google RCS, and embeddable conversations for blogs.

Jumper’s Platform features include: live chat, smart responses through Machine Learning, a chatbot builder, human handover chatbots, in-chat ordering and payment processing, social CRM, marketing automations, and contextual Integrations with commerce, payment and CRM vendors. This makes it very useful for brands, as they can see cases across the consumer lifecycle; social engagement, brand consideration, product education, guided selling, consumer surveys through first-party data, automated notifications, and consumer remarketing.

What Sets Them Apart?

While their competitors focus on different silos of the conversational journey, Jumper.ai focuses on providing an end-to-end solution right out of the box that covers everything: from the first discovery to information, answering queries leading to a sale and following up with updates to enable remarketing.

SPECIAL MENTION

Ecomobi



Social Selling Platform; Social Commerce

Year Founded | 2016

Headquarters | Singapore

Stage | Series A

Reach | Indonesia, Malaysia, Philippines, Singapore, Thailand, Vietnam

Notable Investors | ESP Capital, GSShop, LINE Ventures, NAVER & Miraw Asset, Nextrans, STI capital, Vina Capital

Notable Partners/Clients | Agoda, Lazada, Liberty Insurance, Manulife, Shopee, Skyscanner, Tokopedia

Founders



Thanh Truong
CEO & Founder

An entrepreneur with a software engineering background who believes that technology is the best enabler to fix social issues and change lives. He previously built AdFlex and Masoffer, and also served as COO of Eway JSC.



Dung Kim
Co-founder

A passionate, enthusiastic leader who was a co-founder of BF Media in Vietnam and a country manager at Eway JSC.



Don Nguyen
Co-founder & VP

A entrepreneurial and results focused leader in media business, advertising and Internet service industry. Has experience building a startup, having founded Moore Corporation previously.



Tuyen Doan
CTO

A tech guy who works with large scale systems with an optimisation mindset, and an expert in data mining, He was previously the Co-founder and CTO at Eway JSC.

Ecomobi is an artificial intelligence and machine learning-powered Social Selling Platform, which helps brands or suppliers to raise brand awareness and increase revenue through Social channels and Community. The platform can be integrated with social media applications such as Facebook, YouTube, Instagram, and WhatsApp. It enables brands to automatically track detailed performance and build reports to significantly increase leads, sales and marketing performance. On the other hand, social sellers can make money by advertising or selling products and services from reputable brands to their fan base.

Ecomobi was one of two winners at the Echelon Asia Summit 2019. With an innovative idea and a revolutionary platform, Ecomobi successfully overcame more than 1,700 competitors to win the USD 34,000 prize.

What Sets Them Apart?

Ecomobi Social Selling Platform provides brands with innovative advantages to revolutionise the way everyone sells online such as Community of Social Sellers that helps brands to choose Sellers matching with their products AI Chatbot assisting in collecting customers' data and closing sales effectively, together with an intelligent tracking system through which brands can completely measure the effectiveness of marketing campaigns. They have sold 10M+ items via online channels successfully with an increasing amount of sales of USD 200M+, reaching 20,000+ orders daily.



Marketing &
AdTech

Immersive Videos

STARTUP TO WATCH

Wootag



Go Beyond Views

Year Founded | 2014

Headquarters | Singapore

Total Funding | USD 2.7M

Stage | Seed

Reach | Australia, India, Indonesia, Malaysia, New Zealand Philippines, Singapore, Taiwan

Notable Investors | SPRING Singapore, Wavemaker Partners

Notable Partners/Clients | Acer, BMW, AdAsia, Coca-Cola, DBS Bank, Ford, Globe, Unilever

Founders



Rajgopal Sunder
Founder & CEO

With over 18 years of experience working in the telecommunication industry, he served as the Vice President of Bakrie Telecoms Indonesia before founding Wootag.

Wootag is a cloud-based interactive and insights video platform that creates interactive and customisable videos for multi-channel retailers and brands. Their platform is a one-stop shop to create optimised videos for multiple channels, enabling brands to increase their audience reach.

Wootag’s simple and easy-to-use platform makes it easy for any business to create their own interactive videos and view data insights. With their innovative technology and integration with multiple business applications, seamless functionality between multiple platforms are guaranteed, allowing videos to be played consistently across different channels, and making them actionable and shoppable.

What Sets Them Apart?

Wootag gives brands tools to expand their customer database and insights by getting contact details and signups from them directly within their video. This helps brands measure more than just views but to learn who is interacting with their products and what drives sales for their business.

STARTUP TO WATCH

BeLive



End-to-End Livestreaming Solutions for Businesses

Year Founded | 2014

Headquarters | Singapore

Total Funding | USD 2.5M

Stage | Pre-Series A

Reach | Global

Notable Investors | CFO, Fullerton Group, Mediacorp, Singapore's Terrestrial Broadcaster, Tam Chee Chong

Notable Partners/Clients | L'Oreal, Rakuten, Samsung

Founders



Kenneth Tan
Co-founder, CEO

Formerly the Director of Strategy & Investment at DeNA. Under his leadership, BeLive grossed over USD 2.88M in 2019, turning the startup profitable for the first time since its inception.



Ken Ang
Co-founder, COO

A senior management professional with over ten years of leadership experience. He was a Regional Manager at Samsung, where he established the QA department and ran eight multi-million dollar projects.



Hassan Abid
Technical Lead

A Google-certified Android Expert and a prominent figure in the developer scene in Asia. A full-stack developer who has led large development teams and scaled products from zero to millions of users.

BeLive Technology helps businesses and individuals to go live with their full suite of live-streaming solutions. Trusted by enterprises like Rakuten and Samsung to run their livestreaming businesses, BeLive is the only company in Asia that offers end-to-end livestreaming solutions.

What Sets Them Apart?

BeLive enables companies to go live from end-to-end.

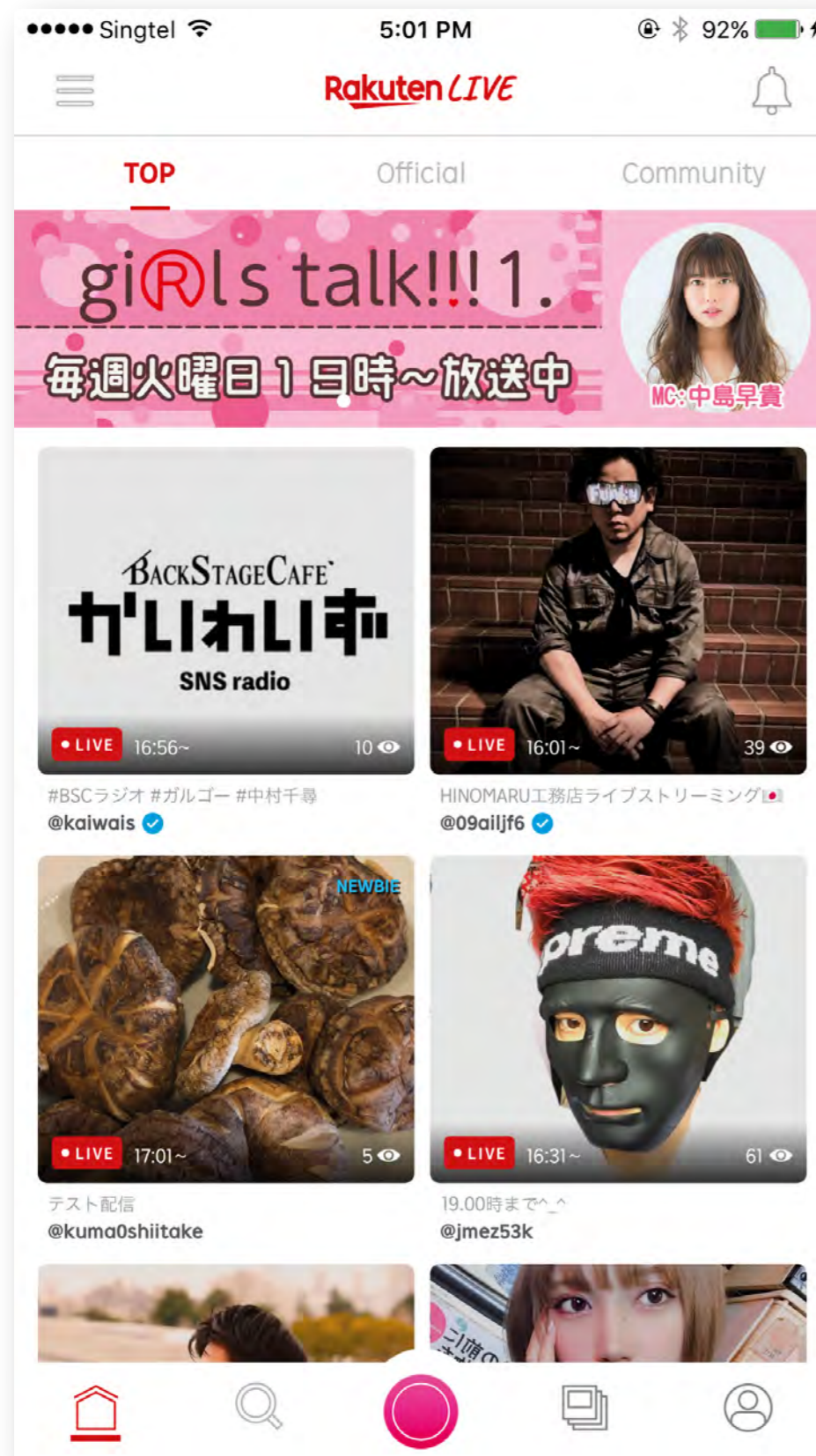
Their competitors offer elements of live streaming solutions (for example Wowza and Agora with live streaming servers, and Facebook Live with its own platform), but no other company helps a company customise its own live streaming app or website, set up cost-efficient live servers, and produce content for their campaigns.

STARTUP TO WATCH

BeLive



End-to-End Live Streaming Solutions for Businesses



Notable Case Studies

Rakuten

BeLive collaborated with Rakuten to develop, operate, and market Rakuten Live, a newly released live streaming platform. Rakuten uses BeLive’s live streaming infrastructure exclusively to power its live streaming platform. The service powers up to 150,000 concurrent livestream viewers with extremely low latency (1-2 seconds) and high quality (up to 4k HD).

Samsung

Samsung used BeLive’s technology to educate 15,000 phone resellers across Vietnam in a one-hour live trivia stream. Previously, Samsung would send master trainers to training centres to educate batches of 100 to 200 phone resellers. This was a logistical challenge. With BeLive’s Live Trivia, Samsung is estimated to have saved 2,000 hours of e-learning time - freeing up their master trainers and resellers for other tasks.

Plans For 2020

As live streaming becomes an inevitable communication and marketing medium for businesses, BeLive is seeing demand for its unique services increase dramatically. They plan to invest heavily into improving their live streaming technology. 70% of their payroll are engineers, and they plan to keep this ratio moving forward.

SPECIAL MENTION

Viddsee



Empowering Storytellers

Year Founded | 2013

Headquarters | Singapore

Total Funding | USD 2.3M

Stage | Series A

Reach | Indonesia, Malaysia, Philippines, Singapore

Notable Investors | Action Community for Entrepreneurship, CyberAgent Ventures

Notable Partners/Clients | AXA, Community Chest, DBS, Honda, NTUC, Singapore Ministry of Communications and Information, Singapore Tourism Board, Unilever

Founders



Ho Jia Jian
CEO & Co-founder

An entrepreneur, engineer and filmmaker. Has a background in product development and strategy for digital advertising and TV products in a leading Singapore telecom operator.



Derek Tan
Chief Commercial Officer & Co-founder

An engineer with a filmmaking background. He was a product lead for Internet TV at StarHub and the partnership head for Silicon Valley-based mobile startup, Cooliris.

Viddsee is a leading video entertainment platform for short premium content. With over one billion views powered by data insights and a trusted community, Viddsee empowers storytellers by enabling the creation of films and amplifying stories to targeted audiences.

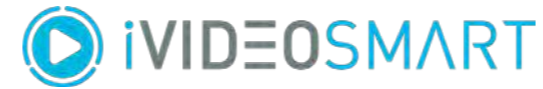
Viddsee helps brands create relatable content through insights to drive high viewership and engagement. Their work with Unilever UniCornetto demonstrates how Viddsee’s content insights and storyteller network, combined with Unilever’s customer insights, created a successful campaign by identifying relationship genres and themes that appealed to Indonesian teens and young adults. This campaign helped brands achieve an increased brand recall, brand search and purchase intent, winning industry recognition across multiple regional and local awards.

What Sets Them Apart?

Viddsee is more than just a streaming site; it is a community platform that empowers storytellers, and in doing so, provides a host of solutions for brands and partners through content creation and amplification. The filmmakers on their platform are part of the Viddsee Storytellers Network, whose experience they leverage to create original and branded content. Viddsee’s audience insights and engaged audience gives it the advantage of creating content aided by data-driven insights, and allows it to amplify content to millions across the region.

SPECIAL MENTION

iVideoSmart



Southeast Asia's Leading B2B Video Publishing and Monetisation Platform

Year Founded | 2016

Headquarters | Singapore

Total Funding | USD 8M

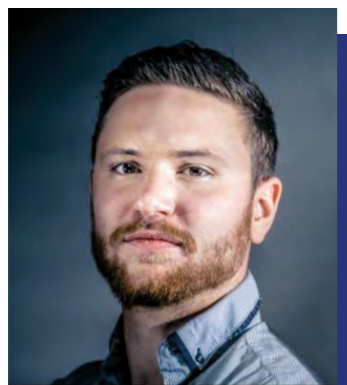
Stage | Series A

Reach | Indonesia, Malaysia, Philippines, Singapore, Taiwan

Notable Investors | Darwin Venture Management, EE Capital (Eduardo Saverin), Kickstart Ventures, Monk's Hill Ventures, SGInnovate

Notable Partners/Clients | Brilion.net, GMA, Kompas Gramedia, Mothership, Philippines Daily Inquirer, Sin Chew Daily, Tempo MEdia Group, Viva.co.id

Management Team



Milan Reinartz
CEO

An adtech entrepreneur passionate about digital innovation and technology strategy. Previously, he founded and grew Postr, a leading lock-screen publishing business, to seven markets.



Hari Shankar
Chief Revenue Officer

A seasoned digital media, performance Marketing and AdTech professional. Founded Performics APAC Excellence Centre and recently, set up Singapore Media Exchange, the first premium programmatic marketplace in the country.



Loong Chee-Yuh
CTO

Passionate about programming, leading iVideoSmart's technical direction. Previously, he co-founded the startup Digify, where he built their technical and product team.



Eric Koh
VP Operations

A long-term startup advocate, he recently took over iVideoSmart's operations. Previously, he was their VP of Partnership, forging long-term partnerships with major publishers and telecoms.



Lee Sze Chin
Co-founder & Director

Formerly VP Technology of 8sian Media and COO / CTO of Applied Mesh. He was also the Centre Director for the Infocomm Development Authority of Singapore in China.

iVideoSmart is Southeast Asia's largest independent online video publisher, reaching over 120 million people per month, via over 1.2 billion web pages. They work exclusively with Tier 1 publishers to convert their page views into video views.

iVideoSmart's tech consists of a state-of-the-art video player and recommendation algorithm, which will automatically pull publishers' video content to relevant article pages, using article subtext via NLP and unique user personalisation via AI to maximise video views.

They create a premium in-stream digital video inventory for publishers' sales teams and enable the programmatic pipes to achieve 75%+ completion rates, high viewability, and guaranteed brand safety.

What Sets Them Apart?

iVideoSmart aims to improve the video watching experience across editorial publishers all over the world. They achieve 50-200% increased page view-to-video view conversions through their unique recommendation algorithms, compared to other video players, based on data collected from existing publisher partners. This enables publishers to increase time on site, video inventory, and engagement with their content and advertisers.



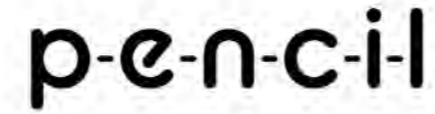
Marketing &
AdTech

Dynamic Creatives

STARTUP TO WATCH

Pencil

AI For Creativity



Year Founded | 2018

Headquarters | Singapore

Total Funding | USD 1.1M

Stage | Seed

Reach | Singapore, United Kingdom

Notable Investors | Entrepreneur First, SGInnovate, Wavemaker Partners

Founders



Will Hanschell
Co-founder & CEO

Formerly a partner at creative agency Iris Worldwide and Director of their consulting and data business in Southeast Asia.

He has built multiple management consulting, digital transformation and creative marketing businesses over eight years.



Sumukh Avadhani
Co-founder & CTO

Formerly a Principal at Google Singapore. He is a machine learning specialist with nine years of expertise in deep learning, computer vision, and image processing.

Pencil is one of the first companies in the world to commercialise AI-generated content in a manner that is sufficiently creative, effective, and appropriate for Fortune 500 advertisers. Pencil’s first product, Studio, is a SaaS platform that enables E-commerce, brand and agency teams to generate advertising language, visuals, and video that perform up to two times better, at ten times less time and cost. Pencil is best suited for teams who require a step change in creative scale to facilitate the targeting, testing, and refreshing that drives ROI. Teams are able to:

- atomise historic visuals, video and working files for rapid re-use across markets;
- generate original headlines to pitch products insightfully to any audience;
- predict what messaging is likely to be effective and on-brand; and
- generate content variations across any format or channel automatically.

Pencil was named one of two winners at the 2018 Unilever Foundry Startup Battle. The technology has been used by a growing number of Unilever brands, including POND’s, CloseUp, Clear, Smile, and Lipton with results including 21% lifts in CTR and 33% uplifts in Ad Recall.

What Sets Them Apart?

The process of creating content using Pencil is faster, easier, more certain and more insightful than the traditional tools. Unlike Creative Management Platforms (CMP) or Dynamic Content Optimisation (DCO), which require significant manual effort and media budget to operate. Pencil uses AI to generate original marketing language, atomise historic visual and video assets, and make predictions on what will work and what is on brand.

STARTUP TO WATCH

Lumin(ai)re

The Future, Illuminated

Lumin(ai)re

Year Founded | 2018

Headquarters | Singapore

Reach | China, Japan, Singapore

Total Funding | Undisclosed

Stage | Seed

Notable Investors | Enterprise Singapore, Spaze Ventures

Notable Partners/Clients | Cisco, *SCAPE

Founders



Han Phay
Founder & CEO

An award-winning entrepreneur who was formerly a Research Scholar at Nanyang Technological University. He now runs Lumin(ai)re and B2C lifestyle startup AMY.ai.



Dr. Teoh Teik Toe
Co-founder & CFO

An academic director and senior lecturer at Nanyang Business School. Previously, he was a director at the Singapore University of Technology & Design (SUTD).



Yeaz Jaddoo
Co-founder & CIO

A Director at SUTD, managing the Master of Science in Security by Design portfolio. His research interests include applying machine learning to advertising.



Edwin Franco
Co-founder & CTO

A Senior Research Assistant at SUTD, specialising in research on the use of blockchain in security for industrial control systems.

Lumin(ai)re is a self-serve digital ad generation platform for small-and-medium-sized enterprises (SMEs). SMEs can generate creative ad collaterals and directly publish onto various public platforms such as mobile, web, and Digital Out-Of-Home (DOOH). Ad performance is subsequently collected and used in machine learning algorithms to optimise future performance.

What Sets Them Apart?

Lumin(ai)re seeks to reach out and serve the thousands of SMEs that are customer-facing and enable them to perform their digital advertising efforts efficiently and at low cost.

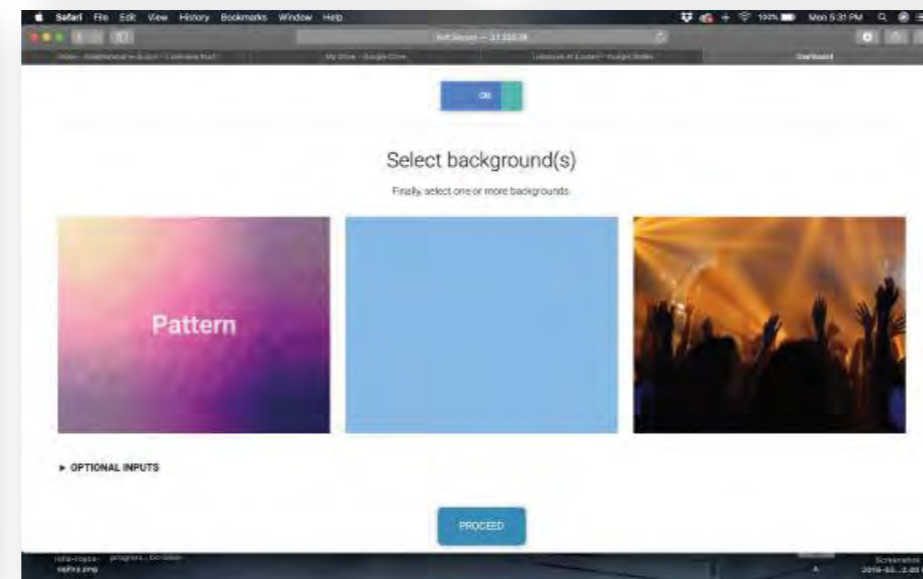
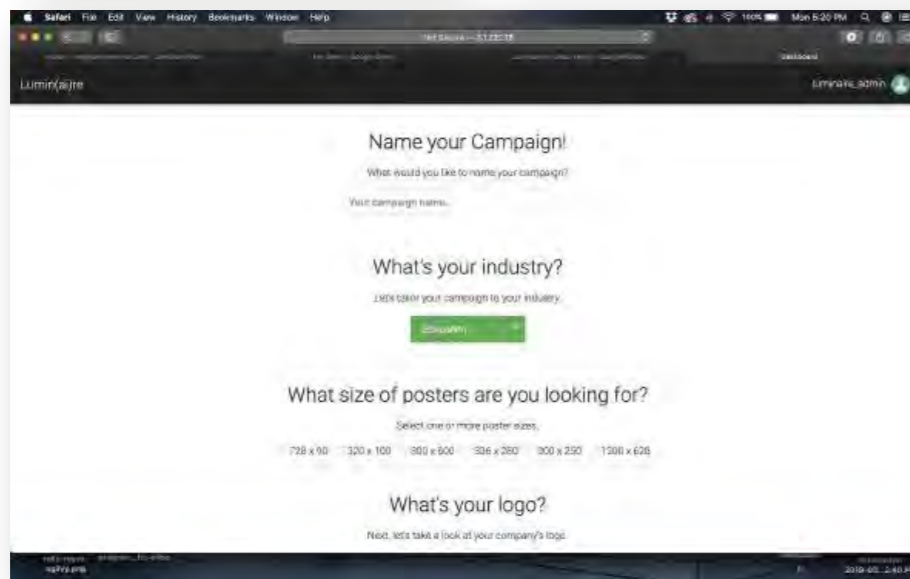
SMEs are the lifeblood of local economies across Southeast Asia. This traditionally underserved and undercapitalised market presents an opportunity to consolidate data on creative tastes. In emerging digital economies, there is a need to understand local cultures and consumer tastes. These data points are used to inform marketer efforts, from the core audience of the SMEs to the larger needs of the multinational corporations (MNCs).

STARTUP TO WATCH

Lumin(ai)re

The Future, Illuminated

Lumin(ai)re



Notable Case Study

Using multivariate testing models, Lumin(ai)re creates creative combinations that are tailored according to consumer feedback. Currently, they are able to customise font type, font size, background / foreground color, ad copy and keywords.

Plans For 2020

In 2020, Lumin(ai)re will focus on scaling up customer acquisitions and also raising a seed round to accelerate the product development process. Currently, they are partnering with *SCAPE in Singapore's downtown district to testbed dynamic data-driven performance.

Digital Out-of-Home (DOOH) advertising through digital on-site screens and billboards.

Founder Han Phay is also currently building a consumer facing chatbot startup called AMY.ai (www.amy-ai.co) for the luxury restaurant and bar sector.

SPECIAL MENTION

Adzymic



Catalyst for Advertising

Year Founded | 2018

Headquarters | Singapore

Reach | Asia, Australia, Europe, Middle East, New Zealand

Notable Partners/Clients | Abbott, Decathlon, Esplanade, Fairprice, Harvey Norman, Michelin

Founders



Travis Teo
Co-founder & Executive Director
 A dynamic marketing technologist, with extensive experience in digital marketing, digital media, advertising and marketing technology. Previously, he led APAC digital media practices at SAP.



Kenniess Wong
Co-founder & Executive Director
 Has 20 years of experience in marketing, social media and digital advertising. He is also a co-founder of ihub media, a leading social media agency in APAC.

Adzymic’s next-generation Dynamic Creative Management Platform transforms display advertising into a dynamic content advertising and performance marketing engine. Their proprietary Smart Tag technology allows generation, optimisation and personalisation of ads at scale, based on machine learning and first-party data.

Adzymic has worked with several leading agencies and brands. They have offices in Singapore, Malaysia, Jakarta, and Vietnam, and work through partners in Australia, New Zealand, United Arab Emirates, and India. They have also recently expanded into Europe.

What Sets Them Apart?

Ease of use: Their creative platform enables rapid creation of highly engaging and impactful ads within a short period of time and without coding.

Drive campaign performance: Their ability to optimise ads in real-time and on-demand has helped brands drive much higher campaign performance in comparison to standard banners.

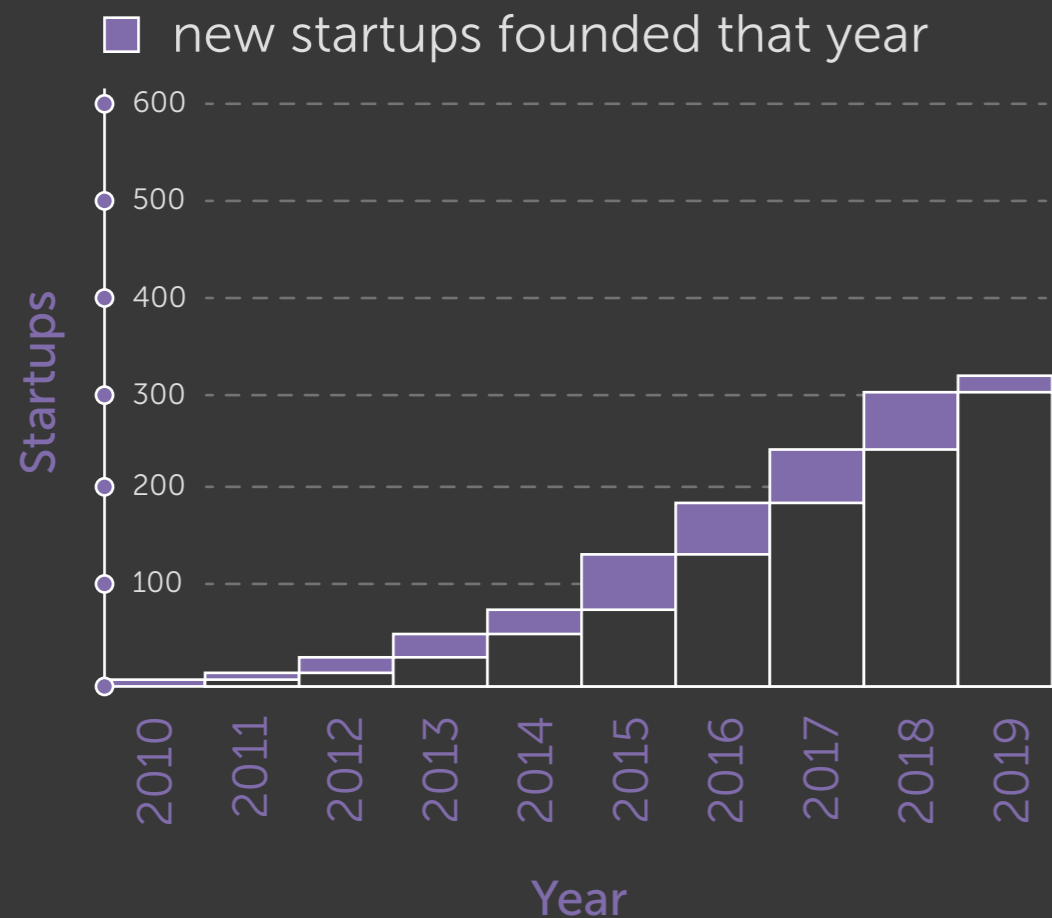
Agile technology: Adzymic’s architecture allows for quick iteration and deployment. Despite limited resources, they can compete with larger companies.

Data & AI

Data & AI

320 startups

USD 425M total funding



AI is everywhere, but good data is the first step to automation

Data & AI is a horizontal plane that cuts across all the other Pillars. Judicious applications of data and AI enables companies to make smarter decisions to fuel growth and better manage operations.

With the help of analytics, any company with a rich dataset is geared to becoming a data-driven organisation. Once a company matures in terms of their analytics capabilities, the road to AI becomes clear.

The Data & AI Pillar covers pure data analytics and AI startups that offer their capabilities to other organisations. These startups tend to focus on one or more industries, according to the target market and business viability. Even in healthcare sectors, companies have been found to utilise specific datasets to offer new solutions.

Importance in S.E.A.

Despite the obvious benefits of data and AI, Southeast Asia has yet to exploit the full potential of these technologies.

One reason is unequal access to the Internet. Without a stable internet connection, it can be hard to collect the data required for analysis. However, this is changing quickly as mobile and internet penetration continues to grow.

Southeast Asia also has fewer restrictions and regulations in terms of data collection and privacy compared to other markets. Both startups and large companies can leverage this opportunity to acquire anonymised data, build robust datasets and generate insights to improve their products and services.

Talent building is also essential to Southeast Asia, as the region still lacks the expertise to build data and AI capabilities.

Working with corporates to unlock the potential of their data would provide startups with enormous opportunities. Once data and AI adoption in Southeast Asia picks up, the region will see huge productivity gains that will substantially improve the work and lives of people.

Our top technology picks

Total Funding in the last 10 years

USD 121M

1

Predictive Intelligence

Technologies that can use techniques from data mining, predictive modelling, and machine learning to make predictions about future or other unknown events.

Why is it promising?

Predictive intelligence can help businesses make calculated decisions that avoid pitfalls, save costs, and increase growth. It can also predict consumer behaviour and tastes, so businesses can spot emerging consumer trends and create new products accordingly.

Notable startups



Total Funding in the last 10 years

USD 101M

2

Data Analytics

Technologies that collect and analyse raw data to derive trends and insights that can optimise business processes.

Why is it promising?

Most organisations still lack in-house data analytics capabilities and are turning to startups to help make sense of their data. Startups in this sector tend to focus on specific industries (for example, retail, consumer goods, and finance), so businesses can find tailored solutions for their problems.

Notable startups



Total Funding in the last 10 years

USD 23.8M

3

Conversational Intelligence

Technologies that can understand and converse naturally in conversations with people via either text or voice.

Why is it promising?

Conversational intelligence automates communication and creates personalised customer experiences at scale. It can potentially transform the way businesses drive campaigns, sales and customer support by lowering the costs associated with these functions and making them more seamless and predictive.

Notable startups



SEA Startup Landscape by LEVEL3

Artificial Intelligence

AUTOMATION



COMPUTER VISION



CONVERSATIONAL INTELLIGENCE



MACHINE LEARNING MODELLING



NLP ANALYSIS



PREDICTIVE INTELLIGENCE



TEXT ANALYSIS



Data

ASSET DIGITISATION



BUSINESS INTELLIGENCE



DATA ANALYTICS



ASSET DIGITISATION





Data & AI

Predictive Intelligence

STARTUP TO WATCH

AnyMind Group



Transforming Industries Through Technology

Year Founded | 2016

Notable Investors | Dream Incubator, JAFCO Asia, LINE, Mirai Creation Fund, Tokyo Century, VGI

Headquarters | Singapore

Reach | Cambodia, China, Hong Kong, Indonesia, Japan, Malaysia, Myanmar, Philippines, Singapore, Taiwan, Thailand, Vietnam

Notable Partners/Clients | All Nippon Airways, Canon, Carat, Grab, Omron, Owndays, Pantip, Ricola, Smartfren, TikTok, Traveloka, Yamaha

Total Funding Raised | USD 62.3M

Stage | Series B+

AnyMind Group is a technology company with three current business lines: entertainment technology, marketing technology, and HR technology. Combining a mix of technology platforms for each industry, along with local and regional expertise and support for clients, AnyMind Group’s solutions range from online advertising for advertisers and publishers (display, native, video, and DOOH), influencer marketing, and recruitment, and human resource management.

What Sets Them Apart?

An established presence and expertise across Asia – Spanning 12 markets in Asia with dedicated teams for each business line, AnyMind Group is able to provide clients with local support on technology onboarding and services, and regional expertise for strategy consultation and execution.

Strong culture and business models – AnyMind Group counts over 700 marketers and advertisers, 1,200 high-quality online publishers, 50,000 influencers and talent, and 150 HR teams as clients, providing justification for business models. Moreover, there is a strong innovative and agile culture at AnyMind Group, from employees to products – staying aligned or ahead of customers’ needs.

Founders



Kosuke Sogo
Co-founder

Award-winning entrepreneur who was named by Forbes Japan in the top 20 of the “Japanese Entrepreneurs Ranking 2020”. He was also awarded “Asia’s Most Influential Digital Marketing Professional” by World Brand Congress.



Otohiko Kozutsumi
COO & Co-founder

Responsible for developing the overall business strategy and execution. He previously held roles at MicroAd Vietnam and Nobot Inc.

STARTUP TO WATCH

AnyMind Group



Transforming Industries Through Technology



Operation TikTok and nghiệp thoát ế

During the Tết holiday in Vietnam, AnyMind used their CastingAsia solution to help TikTok launch a targeted campaign for the Gen Z audience in Ho Chi Minh City and Can Tho regions. They helped TikTok select a range of personalities - from nano-influencers to celebrities - based on valuable insights, including how followers engage with the influencer, the demographics of a creator's followers, and more.

They matched Dieu Nhi, a popular Vietnamese comedian, as the "hero influencer", along with influencers in various fields to maximise coverage for the campaign.

The Campaign Brought Impressive Numbers:

- 19,129 participants
- 30,367 UGC videos using the official campaign hashtag #donnghiepthoate
- 24,831,351 views on TikTok
- 1,389,866 across all social media channels
- 15,685 comments across all social media channels
- 5,099 shares across all social media

Plans For 2020

1. Further establishment of current market and industry presence, possibly through acquisitions, new products / features, or expansions
2. Growth of D2C offering to help influencers produce and sell own branded merchandise, and expansions into India and the Middle East

STARTUP TO WATCH

Crayon Data



Simplify the World's Choices

Year Founded | 2012

Notable Investors | Kris Gopalakrishnan, Jungle Ventures, Mitsui & Co., RNT Associates

Headquarters | Singapore

Reach | Bahrain, Brazil, India, Myanmar, Singapore, UK, United Arab Emirates, US

Stage | Pre-Series B

Crayon Data enables top tier clients across industries like banking, E-commerce, travel and hospitality to have personalised conversations with each of their customers across all channels.

Their personalisation engine, maya.ai, comes equipped with vast, richly curated external datasets, backed by cutting-edge AI, delivered through a series of easy-to-use APIs that cater to the needs of the portfolio, campaigns, analytics and alliances teams within the enterprise.

What Sets Them Apart?

Crayon Data's maya.ai uses 'Taste' as a key ingredient to drive unlimited value to enterprise customers. Three patent pending innovations power their proposition:

- Latest cognitive thinking algorithms, which includes their unique Choice AI, which unearths the world's tastes across lifestyle categories: Choice = f(taste, influence, context, behaviour)
- Mapping the world's tastes by plotting affinities
- Matching enterprise internal data to external data on consumer preferences

Founders



Suresh Shankar
CEO & Founder

Spent the first 15 years of his 33-year career in sales, marketing, advertising, media, and banking. Launched his first startup RedPill Analytics in 2000; later acquired by IBM in 2009.



Srikant Sastri
Co-founder & Advisor

A seasoned entrepreneur and active angel investor. Started his career in Unilever and McCann Erickson. Founded Solutions-Digitas, a CRM and digital agency; later acquired by the Publicis Groupe.



Vijaya Kumar Ivaturi
CTO & Co-founder

Has been with the ICT industry for over 25 years. A leading expert in innovation management and advanced technologies incubation. Formerly CTO of Wipro's IT businesses.

STARTUP TO WATCH

Crayon Data

Simplify the World's Choices



Crayon brings the
magic of maya.ai



Notable Case Study

A bank was facing a number of in-house challenges, including stagnant campaigns and under-utilised offer portfolios. Using maya.ai, Crayon Data created personalised campaigns that helped the bank overcome these challenges and improved key metrics significantly.

Key Results From The Case Study:

- 7M+ customers
- 4.3% increase in spends
- 4% increase in campaign response rates
- 3x growth in customer reach
- 12% increase in offer penetration

Plans For 2020

The focus for Crayon Data in 2020 is hyper growth and to scale maya.ai. They would also like to grow in the Banking, Travel and Hospitality verticals in established markets, and to enter new markets. Based on the scale and growth they expect in these sectors, they aim to establish themselves on the supply side by building their own merchant repository.

SPECIAL MENTION

Lynx Analytics



Your Visionary Partner for Data Analytics and AI Solutions

Year Founded | 2010

Notable Investors | Hong Kong Telecom

Headquarters | Singapore

Notable Partners/Clients | Celcom, DBS, Globe, Hong Leong Bank, Hong Kong Telecom, Indosat - Ooredoo, Levi Strauss & Co., Singtel, Telkomsel, Vodafone

Reach | Global

Total Funding Raised | USD 10M

Stage | Venture

What Sets Them Apart?

By sending dedicated teams on-site, they act as an extension of their clients' internal analytics capabilities, whether through consulting and project work or by deploying their software solutions.

They focus on predictive and prescriptive aspects of data science, leaving descriptive and business intelligence efforts to others. In all cases, they combine deep analytical expertise with domain knowledge (Telecom, Retail, Digital Banking, etc.) to deliver solutions that are highly specific to individual customer needs.

Founders



Gyorgy Lajtai
Managing Director & Co-founder
 Before Lynx, he developed an analytics-driven marketing and sales methodology for INSEAD, co-owned GreenerOne (a crowdsourced eco-rating company), and worked at GE Capital and T-Mobile.



Dr. Gabor Benedek
Chief Innovation Officer & Co-founder
 An expert in social network analysis and predictive analytics. He was the founder of Thesys Labs (an e-health data consultancy) and helped build the world's largest public physicians' network.



Zsolt Katona
Co-founder
 An Associate Professor at the Haas School of Business at the University of California, Berkeley. His research focuses on online marketing strategy, networks, and social media.



Miklos Sarvary
Co-founder
 The faculty lead for the Media and Technology Program at Columbia Business School. His research focuses on media and information marketing.

SPECIAL MENTION

Datanest



AI-based API for Enterprises

Year Founded | 2017

Notable Investors | Accelerating Asia, Plug and Play Tech Center

Headquarters | Singapore

Notable Partners/Clients | Bluefox (Retail Catalog) Sinbad (B2B Retail Startup), Tigaraksa Satria (FMCG Distributors)

Reach | Southeast Asia

Total Funding Raised | USD 73.1K

Stage | Seed

Founders



Manggala D. Ratulangie
CEO & Founder

A serial entrepreneur with over nine years experience in ERP, big data, and AI. Previously served as CTO of several retail tech startups.



Thibaut Plaquet
CBO & Co-founder

Earned a Masters degree in electronic and computer engineering, before moving to Sony's B2B business team. Worked in various retail tech startups in Southeast Asia for the past five years.

Datanest is a data science-as-a-service startup that can help companies optimise their business through AI and machine learning predictions. Their target is to transform business data from information to automation. They have successfully launched three products:

Demand AI (for retail and logistics industries) is a SaaS dashboard that helps to visualise a customer's virtual inventory, scheduling salesmen visits based on forecasted demand, and giving order recommendations to notify customers when stocks need replenishing.

Truescore (for the finance industry) is a real-time credit scoring API that allows financial institutions to measure an applicant's credit line using only their bank statements.

Custom AI is a bespoke solution designed specifically for a company's needs and requirements.

What Sets Them Apart?

Datanest has developed their own engine that can process data at a very efficient cost. Combined with their data science team's capabilities, they can help clients solve complex business cases and deliver them in a short amount of time.

SPECIAL MENTION

AI Palette

Product Innovation Reimagined



Year Founded | 2018

Notable Investors | AgFunder, Decacorn Capital, Entrepreneur First, SGIInnovate

Headquarters | Singapore

Reach | Singapore

Total Funding Raised | US 1.04M

Stage | Seed

Founders



Somsubhra Gan Choudhuri
Co-founder & CEO

With more than ten years of experience in Innovation and New Product Development, he previously created superior customer experience for Givaudan. He aims to create consumer winning products using AI & machine learning with Ai Palette.



Himanshu Upreti
Co-founder & CTO

He previously worked at Visa Inc., building data products and driving PoCs on the Visa's Big Data Platform, creating seamless and faster payment experience. At AI Palette, he aims to bring his experience in advanced machine learning and big data analysis.

AI Palette is a Singapore-based SaaS startup that provides deep-tech solutions for companies in the FMCG industry. They help increase the success rate of product launches by using predictive analytics, Natural Language Processing (NLP) and computer vision to capture trends in real-time from a diverse set of sources, including blogs, social media, recipes, and menus. This gives companies insights into emerging taste preferences across the globe to help them plan what new product formulations to launch and when.

They have two key offerings: Foresight Engine and Screen Winner.

Foresight Engine: They have 39 unique factors built in their artificial intelligence and machine learning algorithm, which allows brands to predict and identify flavour trends as they emerge locally. Their algorithms can monitor and evaluate trends in eight Asian languages including English, enabling them to highlight cross-cultural trends and track as they migrate across borders.

Screen Winner: After trend identification, they also offer product screening where they help brands analyse multiple product concepts and validate to optimise which new product they should launch next based on consumer needs to maximise their chances.

What Sets Them Apart?

AI Palette is a powerful trend-spotting platform, supported by a comprehensive prediction engine and cognitive AI. The platform also helps with data analytics and a proprietary natural language algorithm, which overcomes language barriers in Asia's diverse terrain.



Data & AI

Data Analytics

STARTUP TO WATCH

emporio analytics

Enabling Data-Driven Shopper Marketing
at Independent Retail



Year Founded | 2014

Headquarters | Singapore

Reach | Germany, Indonesia, Italy,
Malaysia, Russia, Saudi Arabia,
Singapore, Thailand, United Kingdom,
Vietnam

Notable Partners/Clients | Coca-Cola,
FamilyMart, LION, Nestlé, NTUC Fairprice,
Redmart, SONY, SPAR International, Unilever

Founders

Philipp Stegmann
CEO & Co-founder

Over 14 years of experience in big data analytics, shopper research, and innovation management. He held various management positions in retail, FMCG, and shopper research companies in Asia and Europe.



Gerd Palmer
Chairman & Co-founder

Over eight years of experience in sales and trade marketing at Ferrero, followed by founding GPS Data Services Germany, a leading shopper research agency for controlled store tests and customer card data analysis in 2017.



Andreas Luppold
Board Member & Co-founder

Over 10 years of management experience in consumer goods, advertising and media marketing. Previously, he was at Tchibo Frisch-Röst-Kaffee, J. Walter Thompson, and Deutscher Fachverlag.

emporio analytics is a retail marketing automation platform for store-based retailers and brand companies. They enable independent (“Mom and Pop”) and organised merchants (“Chains” or “Franchise Networks”) and brand companies to use data, advanced analytics and AI-driven automation to grow their retail sales, work better together and engage with their shoppers at the point of sale (POS). They also support clients with consulting-based advanced analytics projects in the area of shopper and retail marketing.

What Sets Them Apart?

They are a platform company that enables collaboration between merchants and retailers and creates value by bringing both parties together. Their POS-system agnostic technologies enables especially store-based merchants and brand companies in the independent, fragmented or traditional trade to tap the full potential of data-driven retail and shopper marketing through their end-to-end platform emporio.ai with three main products:

“emporio syntify insights” enables brand companies to access real-time and granular AI-driven sales and category management insights across merchants. Each year the emporio syntify insights engine processes hundreds of million shopping trips.

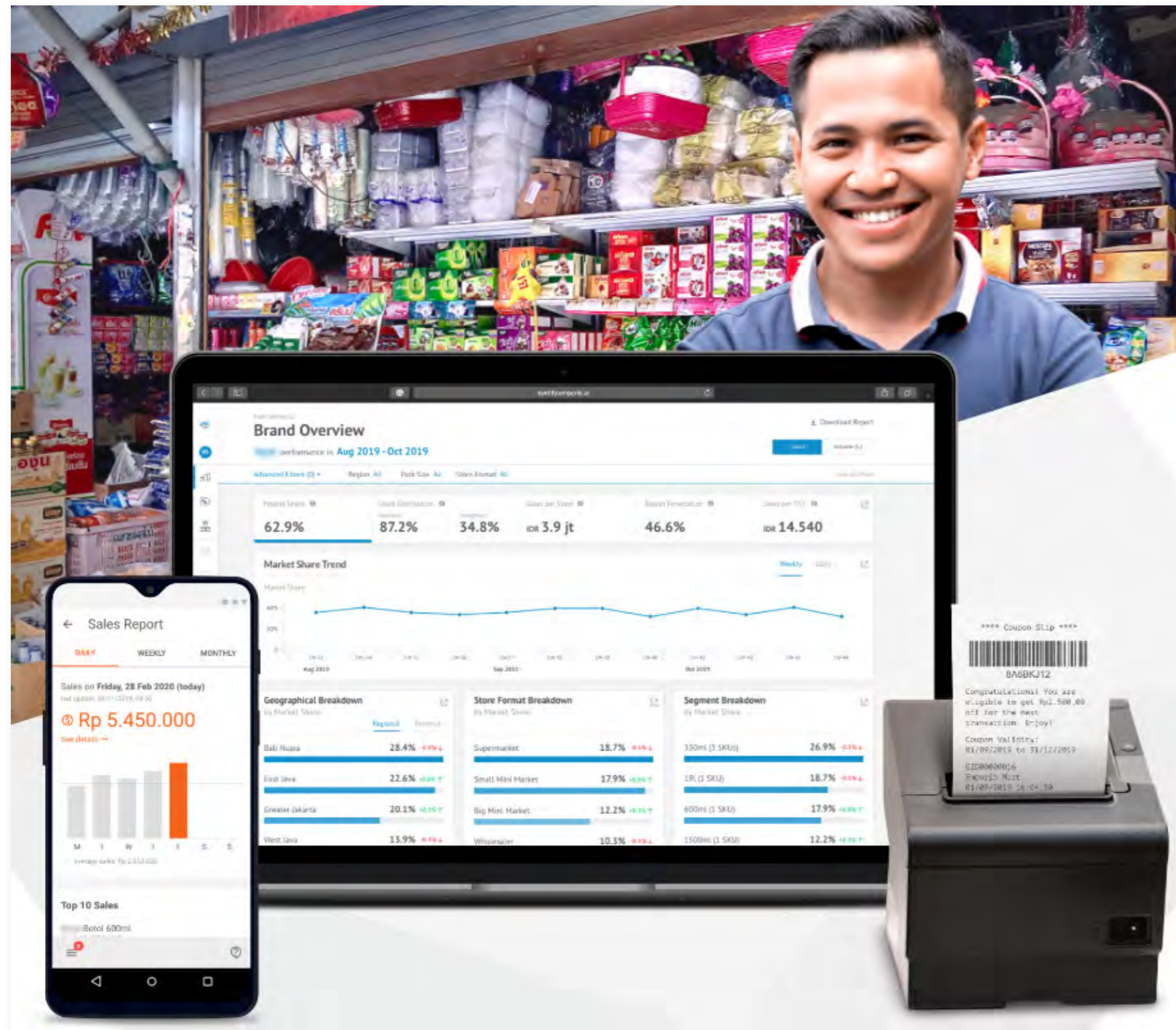
“emporio syntify campaigns” enable shopper marketers to run targeted and automated purchase-based campaigns at every POS directory through instant discount or coupon campaigns and measure their ROI – online and/or offline proven through millions successfully implemented activations.

“emporio connect” gives merchants and store managers automatic data-driven advice and promotions to grow their sales based on data insights. By 2019, more than 2,000 independent merchants have connected their store and the network continues to grow.

STARTUP TO WATCH

emporio analytics

Enabling Data-Driven Shopper Marketing



Notable Case Study

Over the past 12 months, the emporio analytics team has onboarded 2,000 independent grocery merchants in Indonesia to their platform and have processed more than 100 million shopping trips in real-time to enable merchants and FMCG brands to learn about shopper behavior in a previous black-box environment and engage with shoppers with targeted offers.

Plans For 2020

The emporio analytics team has invested heavily in product and technology, and are excited to expand into more regions in 2020.

SPECIAL MENTION

Nugit

The Data Storytelling Platform



Year Founded | 2013

Headquarters | Singapore

Reach | APAC, EMEA, United States

Total Funding Raised | US 8M

Stage | Series A

Notable Investors | Cocoon Capital, Sequoia Capital, Tigris Capital, Wavemaker Partners, 500 Durians

Notable Partners/Clients | Audi, Dentsu, Fave, Johnson & Johnson, Kelloggs, Property Guru

Founders



David Sanderson
CEO & Founder

Founded Nugit after 13 years of experience leading digital marketing teams in Sydney, Hong Kong, and Singapore. His goal is to build a world-class software-as-a-service company born in Singapore.

Nugit's Data Storytelling Platform transforms all the confusing data in daily businesses into beautiful, automated data stories that everyone can understand, and use to take action. This is ideal for presenting data both to internal stakeholders and reporting externally to customers. They work with businesses of all shapes, sizes and industries, from global brands and enterprises to dynamic marketplaces and digital agencies.

What Sets Them Apart?

Nugit's Data Stories make complex data consumable for people. No data science degree needed. Following a clear narrative, insights are instantly brought to life thanks to unique visualisations and NLG (Natural Language Generation) descriptions.

Their platform is packed with automation technology that makes creating engaging data story reports effortless at any scale. Whether it is for one recipient or a thousand, each report is personalised to the audience. Data from multiple sources is aggregated, cleaned, and transformed into Data Stories tailored for specific business use cases. Nugit's innovative storytelling services won them the Mumbrella 2019 award for Marketing Technology Platform of the Year.

SPECIAL MENTION

Vase.ai



Making Human Insights Accessible Instantly To Everyone

Year Founded | 2015

Notable Investors | Digi Telecommunications

Headquarters | Kuala Lumpur, Malaysia

Notable Partners/Clients | Carsome, Digi, IPG Mediabrands, PropertyGuru, Southern Lion, Unilever

Reach | Malaysia, Singapore

Stage | Seed

Brands have a big problem. Consumers are changing rapidly, and they need up-to-date consumer data to inform product, marketing and brand decisions to make sure they get it right. Vase.ai's platform, Every, is the fastest way to know what consumers are thinking.

Vase.ai helps organisations create relevant marketing campaigns, delightful product experiences, and turn their brand into a religion. They do this by connecting organisations to consumers to answer their most pressing questions in real-time.

Be it deciding on new packaging design, selecting a new brand ambassador, or testing a new product value proposition, assume nothing and ask Every.

What Sets Them Apart?

Speed to insight, data accuracy and AI-powered data analysis, making consumer research affordable to execute for decisions of all sizes sets them apart from competitors.

Founders



Julie Ng
CEO

Advised iconic brands on more than 200+ consumer research campaigns. Honorary Director of Market Research at the Hong Kong Public Opinion Research Institute.



Ng Zhen
COO

Built consumer panels of over 400,000 consumers in Malaysia and Singapore. Won a scholarship to Stanford Graduate School of Business to study business modelling and design thinking.



Asyrique Thevendran
CTO

Built engineering teams, technical architectures and products that support millions of concurrent users. Was a merit scholar at New York University Abu Dhabi.

SPECIAL MENTION

Snapcart



Making Offline Data Available and Useful

Year Founded | 2015

Headquarters

Jakarta, Indonesia

Reach | Indonesia, Philippines, Singapore

Total Funding Raised | USD 15M

Stage | Series B

Notable Investors | Endeavor Catalyst, JG Summit, Kickstart Ventures, Sinarmas Digital Ventures, Social Capital, SPH Ventures, Vickers Venture, Wavemaker Partners

Notable Partners/Clients | Danone, Kalbe, Kao, L'Oreal, P&G, Reckitt Benckiser, Unicharm, Unilever

Founders



Reynazran Royono
Founder & CEO

Before Snapcart, he worked at P&G and Boston Consulting Group. He then joined Berniaga.com as CEO and helped it become a leading E-commerce site in Indonesia.



Araya Hutasuwan (Noon)
Co-founder & CFO

Has over seven years of experience in investment banking and venture capital. Started her career at Phatra Securities, and then became Vice President of Bangkok-based Ardent Capital.



Laith Abu Rakty
Co-founder & CTO

Leads Snapcart's technology and product development. Previously, he was the VP of Engineering at Ardent Labs, and spent several years at Bobobobo.com and Multiply.

Snapcart applies AI to build the richest offline database of users enabling real-time shopper engagement for over 30 brands. They also help brands to measure, target and optimise advertising and promotions.

Through their receipt crowdsourcing application and hundreds of machine learning models, Snapcart collects and processes in real time, billions of data points at an individual shopper and retailer level.

What Sets Them Apart?

Snapcart has cracked the century-old offline data problem with their proprietary technology called "Data Factory". The offline data problem exists in all countries, including developed markets like the United States. However, there are no existing solutions to this problem.

Snapcart has collected over 50 million offline receipts over the past four years and has built over 400 machine learning models to automate the prediction of chain, category, price and even the SKU of every product in the country. They are currently processing over 1.8 million receipts per month at the rate of less than 10 seconds per receipt.



Claire Kennedy

● Offline Now



Claire Kennedy, Tyler Guzzi, Robert Boerrigter

We're not available to chat right now but please feel free to leave your email and your message so we can follow up with you when we're back!



Hey guys! Pumped to get started this upcoming week :)

Data & AI

Conversational Intelligence

STARTUP TO WATCH

Kata.ai



Understanding Conversations,
Humanising Interactions

Year Founded | 2015

Headquarters | Jakarta, Indonesia

Reach | Indonesia

Stage | Series A

Notable Investors | Access Ventures, Convergence Ventures, MDI Ventures, Trans-Pacific Technology Funds, 500 Startups

Notable Partners/Clients | Alfamart, Bank BRI, CIMB Niaga, Hutchison 3 Indonesia, Indosat Ooredoo, OVO, Telkomsel, Unilever

Kata.ai is an integrated conversational AI platform to create, launch, and manage enterprise-grade omnichannel chatbots. The Kata.ai team has delivered multiple AI projects for top companies in Indonesia across various industries, such as Telecom, Banking, Financial Services and Insurance, FMCG industry and others.

What Sets Them Apart?

Their conversational AI platform can be used by system integrators across the region to build and deliver solutions for their clients. They can also manage and provide consultation for strategic projects. Currently, they have more than 10 partners and serve over 50 clients in Indonesia alone.

Founders



Irzan Raditya
CEO & Co-founder
Worked at Zalando and TakeAway.com in Germany. Founded several startups in Indonesia (Amplitweet, Cape&Fly, and Rumah Diaspora), before finally building YesBoss, which later became Kata.ai.



Reynir Fauzan
CMO & Co-founder
His responsibilities include leading the marketing division, driving sales and business development. Previously, he worked in the banking and financial services industry.



Wahyu Wrehasnaya
CFO & Co-founder
Prior to Kata.ai, he co-founded Rumah Diaspora and was working at Nasdaq OMX Germany, focusing on corporate service departments.

STARTUP TO WATCH

Kata.ai

Understanding Conversations,
Humanising Interactions



Notable Case Studies

They provide the technology behind the Telkomsel Veronika chatbot, which is currently serving millions of telecom customers across Indonesia through WhatsApp, LINE, Facebook, and Telegram. This conversational AI solution can handle customer complaints as well as personalised marketing and selling product packages through chat.

They also helped Unilever Indonesia create a chatbot named Jemma, a virtual friend of Unilever Indonesia consumers. Jemma now has more than 2 million friends.

Kata.ai has also worked with POND'S and Fair & Lovely to build their chatbot campaigns in LINE and WhatsApp.

Plans For 2020

In 2019, Kata.ai grew their business by five times compared to the previous year. They want to continue this business growth in 2020 by enabling partnerships and strengthening their product capabilities.

They are continuing to add more improved features to their conversational AI platform, such as a voice API, an omnichannel dashboard, an owned data platform, and many more. They are also looking to close their Series B round this year.

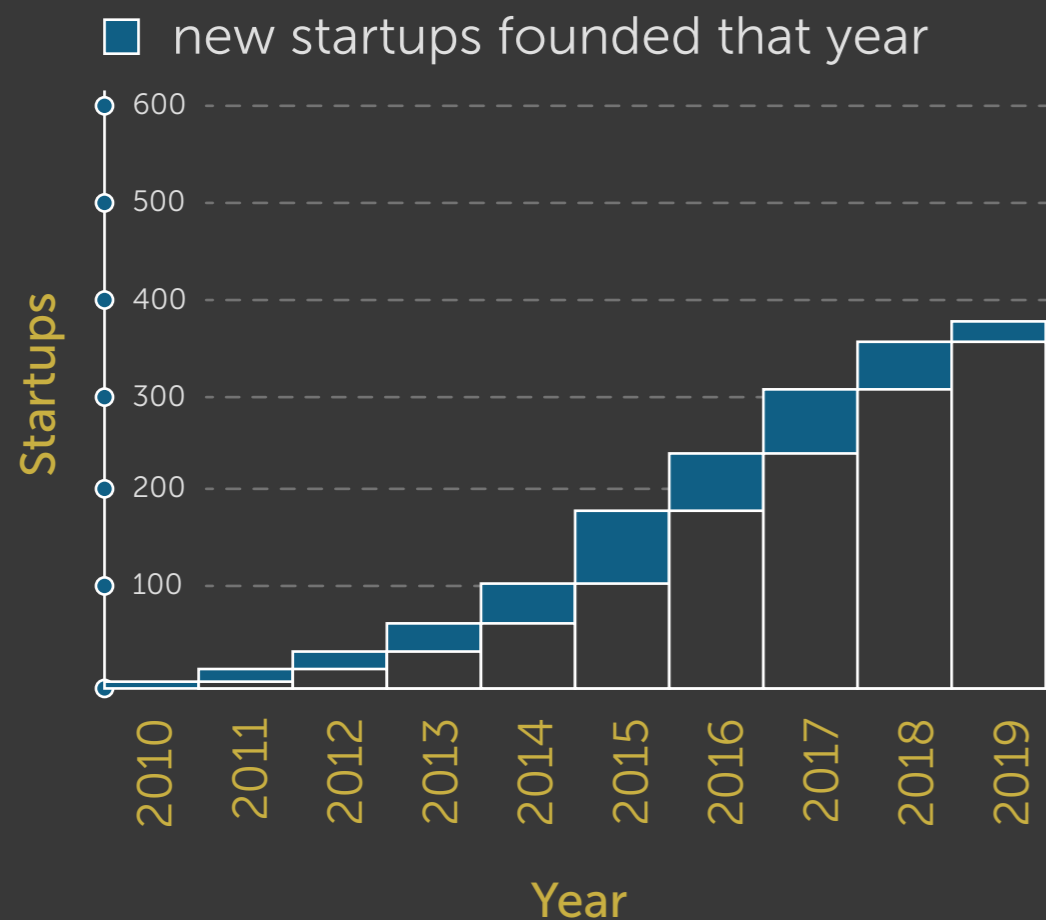


Logistics for E-commerce

Logistics for E-commerce

378 startups

USD 889M total funding



The explosion in Southeast Asia's E-commerce is driving logistics innovations

Logistics underlies every commerce activity and each step of the supply chain. It is involved from the time products leave factories to the time they reach consumers.

Increases in consumption, trade and E-commerce have transformed this industry permanently. There is a greater demand for logistics services. Clients and consumers expect logistics providers to be faster, more efficient, more transparent, and more sustainable. All of this is difficult for a traditional industry like Logistics.

The Logistics for E-commerce Pillar covers startups that use technology to solve challenges along the logistics chain, helping traditional logistics firms keep up with the E-commerce economy.

Importance in S.E.A.

The logistics industry in Southeast Asia is highly fragmented, relationship-based, and asset-heavy. The Southeast Asian Internet economy is predicted to hit USD 150 billion by 2025. Low investment in technology by logistics businesses puts companies at risk of losing out in the rapidly growing and increasingly online economies of the region. Startups can help them meet the sector's increasing demands by providing access to markets and technologies.

Some customers now need highly specialised services (for example, E-commerce fulfilment, instant deliveries, cross border shipment), which traditional logistics firms are not equipped to provide. Startups can address these gaps in the market.

This is quite a mature Pillar, which likely explains why the number of startups founded per year has gradually decreased since 2010. However, the total funding amount per year has remained high, showing us that this is still a growing and lucrative industry in Southeast Asia.

By solving these problems, startups in this Pillar can improve access to products and services, increasing service levels and potentially accelerating Southeast Asia's economic growth.

Our top technology picks

Total Funding
in the last 10 years

USD 229M

1

Integrated Delivery Providers

Startups that provide a full-service last-mile delivery network, including distribution, fulfilment, tracking, and delivery.

Why is it promising?

Integrated delivery providers are some of the most well-funded companies in Southeast Asian logistics. Their services are used by most large E-commerce companies. Although this technology area already has a few giants, it will likely continue to grow rapidly because of its links to E-commerce.

Notable startups



Total Funding
in the last 10 years

USD 127M

2

Fulfilment Centres

Startups that provide technology and manpower to turn warehouses into fulfilment centres that can package and ship E-commerce orders.

Why is it promising?

Fulfilment is a key part of E-commerce. It ensures that the right order reaches the right customer. Startups make fulfilment services more accessible to online merchants, and can reduce time and costs by shipping products directly from warehouses.

Notable startups



Total Funding
in the last 10 years

USD 80.9M

3

Freight Marketplaces

Platforms that connect logistics service providers, particularly third-party logistics (3PLs) and logistics asset owners to businesses that require logistics services.

Why is it promising?

Freight marketplaces have the potential to consolidate the fragmented logistics industry in Southeast Asia. This will improve efficiencies and reduce costs for both shippers and transporters. Some freight marketplaces even optimise freight routes to further improve logistics operations.

Notable startups



SEA Startup Landscape by LEVEL3

Warehouse

FULFILMENT CENTRES

aCommerce ALLS&ME SIRCLO

WAREHOUSE MANAGEMENT

anchanto tradegecko WMS-Lite.com

ROBOTICS / AUTOMATION

df AUTOMATION & ROBOTICS GreyOrange SESTO™

WAREHOUSE AS A SERVICE

BEAM Smarter Storage Crewdible™ MOSPAZE W6 waresix

Freight

CONTROL TOWER

ENT-VISION Building Enterprise Insights Quincus zyllem

FREIGHT MARKETPLACE

KARZO LOGISLY LOGIVAN

Gritase THE LORRY .COM

FLEET MANAGEMENT

ABIVIN BASERIDE TECHNOLOGIES DRVR Smart Driving

KATSANA ADVANCED TELEMATICS Overdrive versafleet™

CROSS BORDER **FORECASTING** **CREW OPERATIONS**

andalin CLARITECS POWERING MARITIME INSIGHTS C-LOG

HAKOVO portcast.io Volteo

Last Mile Delivery

INTEGRATED DELIVERY PROVIDERS

janio ninjavan SCOMMERCE

ELECTRIC LAST MILE

beam neuron RYTLE®

ACCESS POINTS	TRACKING
blu PARK&PARCEL	parcelperform
pgeon PopBox	Shipper

ON-DEMAND COURIERS

paxel Triplogic JOOPAR Delivery

PORTER SKOOTAR



Logistics for
E-commerce

Integrated Delivery Providers

STARTUP TO WATCH

Janio

Asia's Logistics Simplified



Year Founded | 2018

Notable Partners/Clients | Bukalapak, JD.ID, Under Armour, Zilingo

Headquarters | Singapore

Reach | Southeast Asia

Notable Case Studies

Janio is a cross-border logistics service provider that simplifies E-commerce deliveries in Southeast Asia. Combining technology and market knowledge, Janio provides an effective end-to-end logistics solution, including international cash-on-delivery and guaranteed customs clearance, where shippers can manage international shipments on a single platform.

What Sets Them Apart?

At its core, Janio operates as a technology platform serving some of the biggest E-commerce marketplaces, business owners, and logistics partners alike, connecting these key players across Southeast Asia's E-commerce ecosystem.

Founders



Ng Jun Kai
Co-founder

Previously in the venture capital and private equity industry. Held investment roles in Partners Group, Gobi Partners and Venturecraft, covering the United States, United Kingdom and Asia.



Syed Ali Ridha Madihid
Co-founder

Over ten years of experience in business development, corporate strategy, supply chain, and operations. Held senior management roles in Expeditors International, SATS, Reebonz, and Zalora.



Mohamed Afiq
Co-founder

A seasoned full-stack developer, he has co-founded several companies since his student years at Singapore Management University, where he was the Ng Kai Wa Scholarship recipient.



Nathaniel Yim
Co-founder

Previously worked in brand consulting, developing branding strategies for local blue chip clients. Also held regional account management roles in corporate banking at Citibank.

STARTUP TO WATCH

Janio

Asia's Logistics Simplified



Janio is Bukalapak's exclusive cross-border shipping provider. Bukalapak's vision is to enable micro, small and medium-sized (SME) entrepreneurs into the E-commerce space with its online marketplace. Janio provides value-added services to cement their commitment to making Southeast Asia accessible to all Indonesian merchants.

Janio helps Bukalapak with the following activities:

- Merchant education and acquisition
- Connecting Bukalapak to key industry players in new markets
- Increasing Bukaglobal's brand awareness in new markets

Bukalapak's merchants are now able to sell their homegrown products to five markets:

- Malaysia
- Singapore
- Brunei
- Taiwan
- Hong Kong

Paired with Janio's customs clearance and cross-border expertise, Bukalapak's merchants are able to send their parcels from Tangerang to Tanjong Pagar in a jiffy.

Through the use of Janio's API and webhooks, Bukalapak and its merchants now have full visibility of parcel movements with an easy to use all-in-one platform.

Plans For 2020

Enabling more trade lanes and services that help businesses manage their supply chain from end-to-end.

SPECIAL MENTION

Ninja Van



Delivering Delight One Parcel at a Time

Year Founded | 2014

Headquarters | Singapore

Reach | Indonesia, Malaysia, Philippines, Singapore, Thailand, Vietnam

Total Funding Raised | USD 120M

Stage | Series C

Notable Investors | ACE Capital, B Capital Group, Grab, Insas Berhad, Monk's Hill Ventures, The Abraaj Group, YJ Capital

Notable Partners/Clients | BTPN, Decathlon, Sephora, SingTel, Watsons

What Sets Them Apart?

Ninja Van relies on three main pillars to provide hassle-free solutions/services for businesses of all sizes across Southeast Asia:

1. Tech/Innovation
2. Operational Excellence
3. People

Founders



Lai Chang Wen
Co-founder & CEO

Worked as a derivatives trader at Barclays. Then set up an online fashion retailer, Marcella, where he realised the need for more efficient deliveries, resulting in the birth of Ninja Van.



Tan Boxian
Co-founder & COO

Oversees general operations, fleet, warehouse and support services across the Ninja Van's six Southeast Asian markets. Previously, he was the General Manager at Marcella.



Shaun Chong
Co-founder & CTO

Responsible for the Ninja Van's proprietary systems, technology strategy, roadmap and vision. Previously, he was the Lead Engineer at Nubefy, a cloud services startup.

SPECIAL MENTION

GHN (Giao Hang Nhanh)



Fast Delivery Nationwide

Year Founded | 2012

Notable Investors | Temasek

Headquarters | Ho Chi Minh City, Vietnam

Notable Partners/Clients | Lazada, Sendo, Shopee, Tiki

Reach | Vietnam

Stage | Series C

Founders



Luong Duy Hoai
CEO & Founder

Led supply chain logistics at Mobile World, Vietnam's leading retailer in Vietnam. Featured in the 30 Under 30 list for Forbes Vietnam (2014) and Forbes Asia (2016).

Giao Hang Nhanh provides integrated logistics solutions, including instant delivery, last-mile delivery, warehousing, fulfillment, truck and air transportation for E-commerce platforms and SMEmerchants, brands, distributors, and retailers in Vietnam.

What Sets Them Apart?

Key success factors for GHN in Vietnam are: hyperlocal knowledge and execution, operational excellence, strong technology backbone, and frugal approach to building a long-term sustainable business.



Logistics for
E-commerce

Fulfilment Centres

STARTUP TO WATCH

AllSome Fulfillment



Keep Things Moving

Year Founded | 2018

Notable Investors | East Ventures, SOSV, Y-Combinator, 500 Startups

Headquarters | Selangor, Malaysia

Reach | China, Malaysia

Total Funding Raised | USD 1.94M

Stage | Seed

AllSome Fulfillment provides virtual warehouses for modern online sellers to perform cross border E-commerce fulfillment, with the aim to reduce fulfilment costs and time by 50%. Their services include supplier coordination, secured storage, pick and pack, customised packaging, domestic and international shipping and tracking.

They have established a network of 250 virtual warehouses in China and Malaysia. They serve 50 clients across Southeast Asia and can handle 120,000 parcels deliveries daily. With their recent funding, they aim to expand in Indonesia next.

What Sets Them Apart?

Flexibility: Unlike centralised warehouses where all fulfillment activities have to follow specified procedures, AllSome matches the fulfillment process and provides customised services according to the online seller's needs.

Comprehensive Cross Border Solution: AllSome's fulfillment warehouses can be set up anywhere within a week. They can support everyone from overseas suppliers all the way to international buyers.

Efficiency: AllSome uses a decentralised approach where multiple warehouses can be used to fulfill simultaneously, without a high up-front fee.

Affordable: Instead of investing in expensive warehouses, AllSome partners with third-party logistics providers, bypassing heavy investments in facilities and devices. Therefore, AllSome's services are at least 40% more affordable than that of their competitors.

Founders



Ng Yi Ying
Founder & CTO

A code junkie who previously co-founded Yimport.com, founded AllSome through personal challenges in cross-border logistics.



Liu YiShu
Co-founder & CEO

Has years of experience in logistics and E-commerce with companies like Amazon China and JD.com.



Logistics for
E-commerce

Freight Marketplaces

STARTUP TO WATCH

Ritase



Simplified Shipping; Beyond Logistics Partnership

Year Founded | 2018

Headquarters | Jakarta, Indonesia

Reach | Indonesia

Total Funding Raised | USD 25M

Stage | Series B

Notable Investors | DST, Golden Gate Ventures, Insignia Ventures, Jafco Asia, Mitsubishi Corporation

Notable Partners/Clients | Japfa, Lotte, Mondelez, Nestle, Perfetti Van Melle, Unilever, Universal Ribena Corporation (URC)

Founders



Iman Kusnadi
CEO & Founder

Has over 18 years of experience in the supply chain and logistics industry. Previously, he served as CEO at APL Logistics Indonesia, GM of Operations at DHL and Digital Director at Sephora.

Ritase is a software-as-a-service platform that connects any ERP system to logistics companies. They allow shippers to monitor their shipment in real-time.

Ritase allows both transporters and shippers to interface, adapt and evolve their conventional business processes to become more digitalised and sophisticated. They stand out from the rest of the logistics industry, which still relies primarily on generic solutions that do not meet the client’s business processes.

Ritase also provides invoice financing and spare parts under their group buying line of business.

What Sets Them Apart?

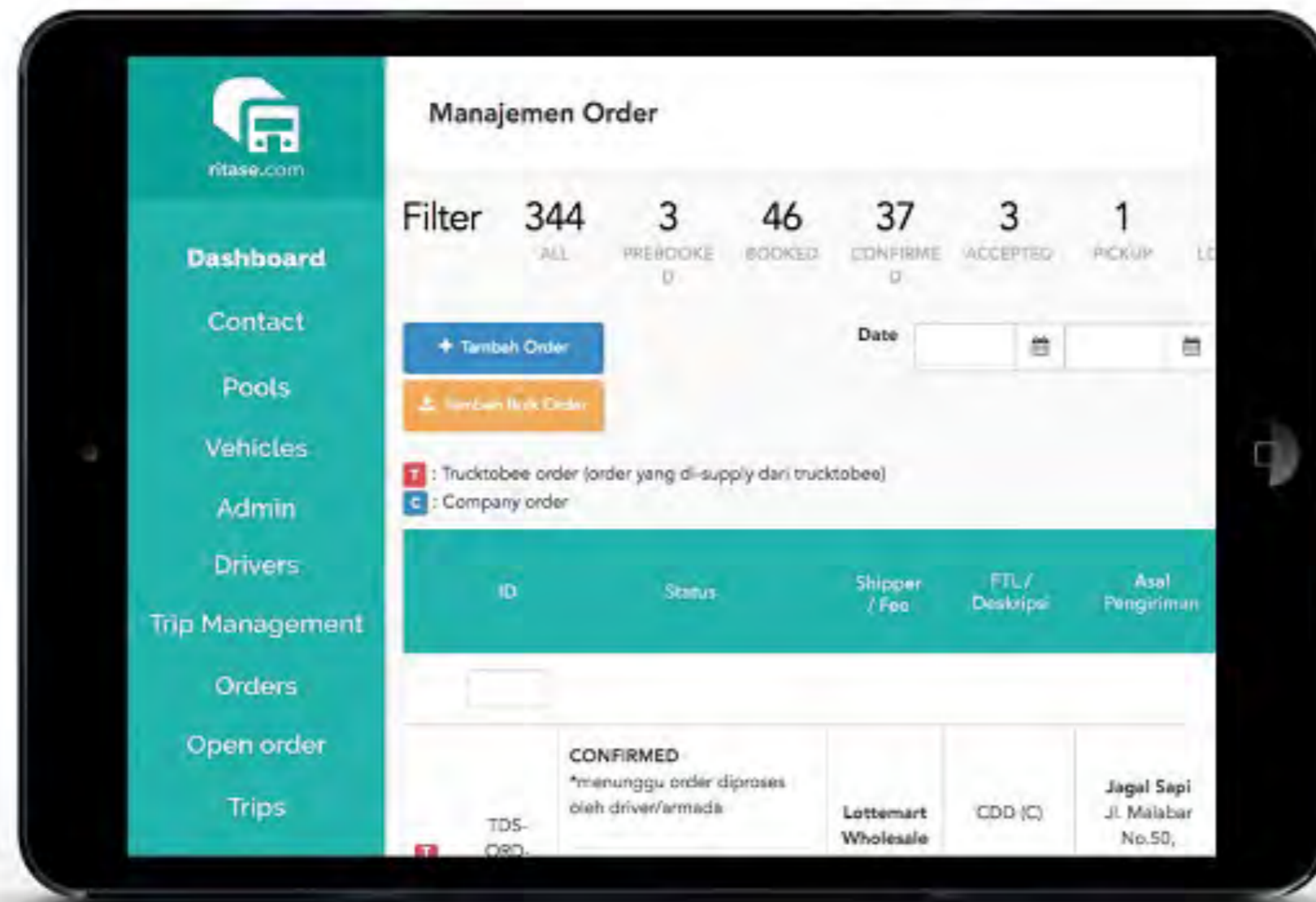
Ritase is not only a cargo matching platform. They are solving one of Indonesia’s key logistics problems, that is, process standardisation. They allow shippers to trace their cargo digitally. They have a comprehensive solution, from cargo-matching to, financing to the sale of spare parts. They have also extended their services to inter-island shipment, to connect Indonesia’s numerous islands on a single platform.

STARTUP TO WATCH

Ritase



Simplified Shipping; Beyond Logistics Partnership



Notable Case Studies

Ritase is working closely with Unilever Indonesia to support their modern trade channel shipments.

They are also Nestlé Indonesia’s digital transformation partner, helping them digitalise their entire logistics and transport management system.

Plans For 2020

Ritase will launch multimodal shipment services for land and sea. This includes containerised shipment between the different Indonesian islands and connecting shippers with multimodal vendors through the Ritase dashboard. They will also launch payment tools that are integrated into driver apps, which truck drivers can use to collect payments from merchants.

STARTUP TO WATCH

LOGIVAN



If You Bought It, a Truck Brought It

Year Founded | 2017

Notable Investors | Alpha JWC, Insignia, VinaCapital

Headquarters | Hanoi, Vietnam

Notable Partners/Clients | Ajinomoto, Kerry Express, Kobuta Vietnam, Thao Nguyen

Reach | Vietnam

Total Funding Raised | USD 7.9M

Stage | Series A

Founders



Linh Pham
Founder & CEO

Worked as a technologist for Goldman Sachs in London, before returning to Vietnam to found LOGIVAN. In October 2018, she won "Founder of the Year" at the ASEAN Rice Bowl Awards, selected from over 2,000 nominations.

LOGIVAN seeks to digitalise the logistics industry to reduce empty returning trucks (currently at 90% in Vietnam), bringing benefits to cargo owners through cost reduction, truck owners with better truck utilisation, and reducing emissions and congestion.

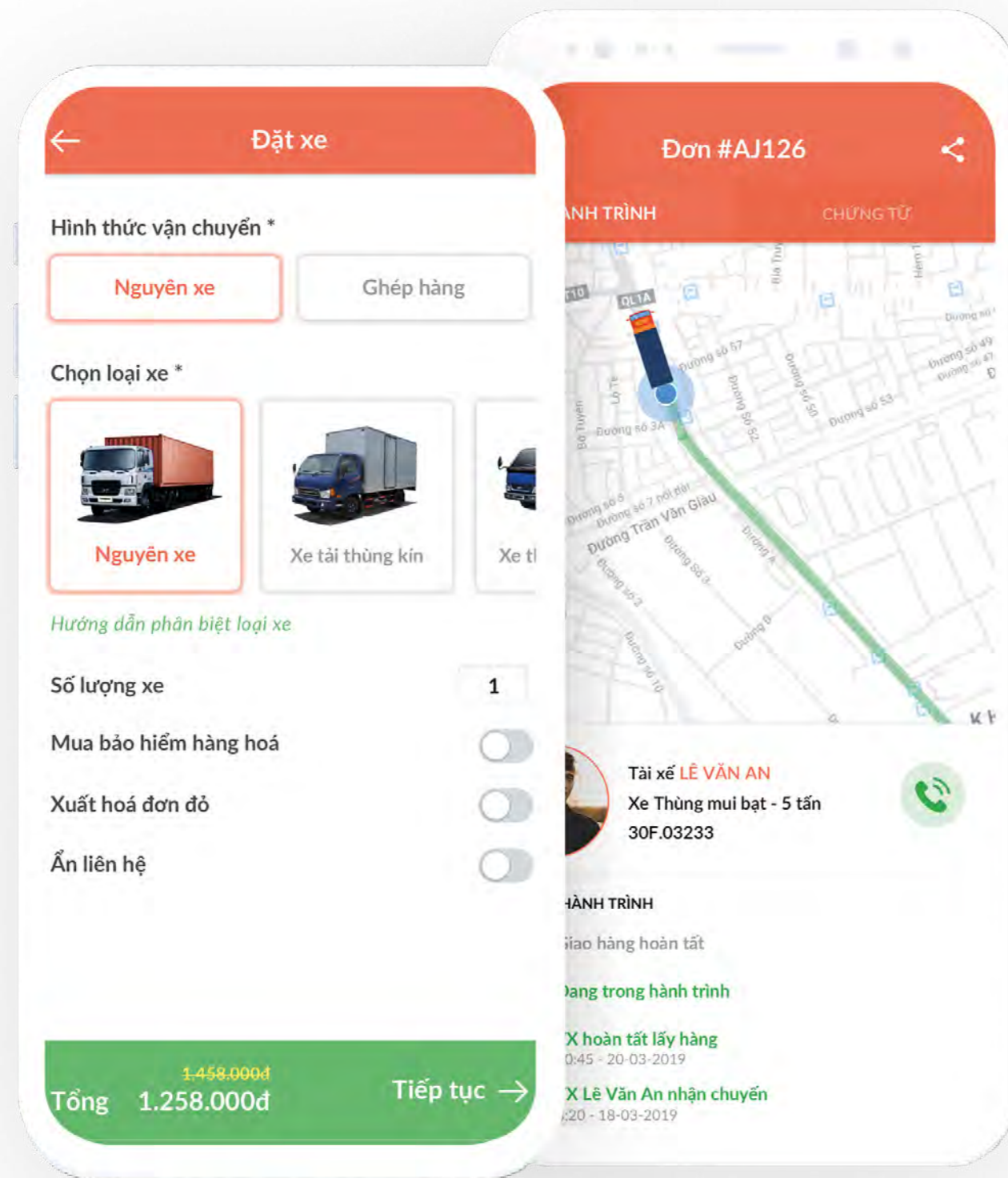
What Sets Them Apart?

LOGIVAN's products were built by a strong tech team and supported by advanced AI technology from their data science team. This enables them to have more than 50,000 truckers and 30,000 cargo owners registered on their platform. Having the largest truck pool in Vietnam allows them to leverage data to match trucks with cargo faster, more accurately and more efficiently.

STARTUP TO WATCH

LOGIVAN

If You Bought It, a Truck Brought It



Plans For 2020

LOGIVAN will keep focusing on their core trucking business, but will also explore other related industries and partnerships that can provide synergies, such as warehousing and truck manufacturing.

SPECIAL MENTION

TheLorry

Southeast Asia's Land Logistics Platform



Year Founded | 2014

Notable Investors | KK Fund, PH Ventures

Headquarters | Selangor, Malaysia

Notable Partners/Clients | Coca-Cola, IKEA, Lazada, Tesco, Unilever

Reach | Indonesia, Malaysia, Singapore, Thailand

Total Funding Raised | USD 9M

Stage | Series B

TheLorry is a technology platform that connects individual and corporate customers to owners of lorries, trucks, vans, and pickup trucks. They utilise the power of data to increase driver efficiency and reduce overall costs.

They also partner with financial institutions and insurance companies to provide value-added services to their driver partners with the aim of reducing operating costs.

What Sets Them Apart?

TheLorry strongly emphasises customer experience and quality of service. They invest a lot of time and resources to ensure their driver partners are well trained before taking on any live jobs, and their customer service team is always ready to assist customers. They make use of their technology to make moving and delivery easy for their customers.

Founders



Goh Chee Hau
Managing Director

Started his career in aviation logistics, becoming a Sales and Operations Manager at the largest local airline, and then went on to work for multiple global airlines.



Nadhir Ashafiq
Executive Director

Previously co-founded social networking app Glokalise. Has experience working in air freight logistics and investment banking. Currently sits on the Malaysia Innovation Policy Council (MIPC).

SPECIAL MENTION

Karzo



Modernise Your Logistics

Year Founded | 2016

Notable Investors | Cocoon Capital, Seed Myanmar, Yoma Bank

Headquarters | Yangon and Mandalay, Myanmar

Notable Partners/Clients | Adidas, CDSG, Coca-Cola, De Heus, Kuehne+Nagelm, Marubeni, Myanmar Beer, Nestle, Steel King, Unilever

Reach | Myanmar, Thailand (Yangon to Bangkok corridor)

Total Funding Raised | USD 1.8M

Stage | Series A

Founders



Alex Wicks
Founder & CEO

Has been a tech entrepreneur in Myanmar for over seven years. After running a successful SEO and digital marketing business, he decided to invest in disrupting the logistics sector in ASEAN's fastest growing economy.

Karzo manages the largest virtual truck fleet in Myanmar, providing goods transportation for micro, small-and medium-sized enterprises, and large enterprises moving cargo anywhere in the country.

They are the first online transportation service in Myanmar to easily connect independent truck drivers, fleet owners, third-party logistics, and commercial logistics providers directly with businesses needing reliable and trackable distribution and delivery.

What Sets Them Apart?

Karzo's technology is custom-built for Myanmar and other fragmented markets after three years of traction on the ground.

They liberalise the logistics sector, allowing smaller companies access to wholesale trucking rates, dramatically reducing their distribution costs.

This enables small truck owners to gain access to order flow from large businesses that would otherwise be out of their reach. In partnership with KBZ (Myanmar's biggest bank), they are developing convenient, integrated payment solutions.

SPECIAL MENTION

Logisly



A Smart Way to Ship

Year Founded | 2019

Headquarters | Jakarta, Indonesia

Reach | Indonesia

Stage | Seed

Notable Investors | Convergence Ventures, Genesis Ventures, Monk's Hill Ventures, SeedPlus

Notable Partners/Clients | AKR, DHL, Hero Supermarket, JD Express, Unilever

Founders



Roolin Njotosetiadi
CEO & Co-founder

Started her career in a trucking company, before moving to management consulting (McKinsey & Company and The Parthenon Group). Served as Director of Products and Chief of Staff at Kudo, a Grab company.



Robbi Baskoro
CTO & Co-founder

A founder with a track record of exit (Duniaku.net, acquired by IDNTimes). 13 years of experience in IT consulting for Presidential Award winner for Open Gov Indonesia (2012).

Logisly is a digital B2B logistics platform that connects shippers with trucking companies, and digitises the truck ordering process. Shippers enjoy close to 100% availability through their network of more than 25,000 trucks, and trucking companies benefit from higher utilisation and quick payments.

Logisly serves more than 200 corporate shippers from FMCG, chemicals, import/export, construction and E-commerce.

What Sets Them Apart?

Logisly guarantees quality service through their wide network of trucking companies and their operations support.

They have the highest number of active transporters in Indonesia, with hundreds of trucking companies actively fulfilling orders. Logisly only works with verified trucking companies that have been visited and are quality-ensured to certify that the trucks meet shippers' standards.

Quality of service is also guaranteed through their field and proof-of-delivery (POD) team to ensure smooth operations from loading, journey, unloading, and return, as well as 24x7 control tower coverage to help shippers and transporters monitor orders and troubleshoot.

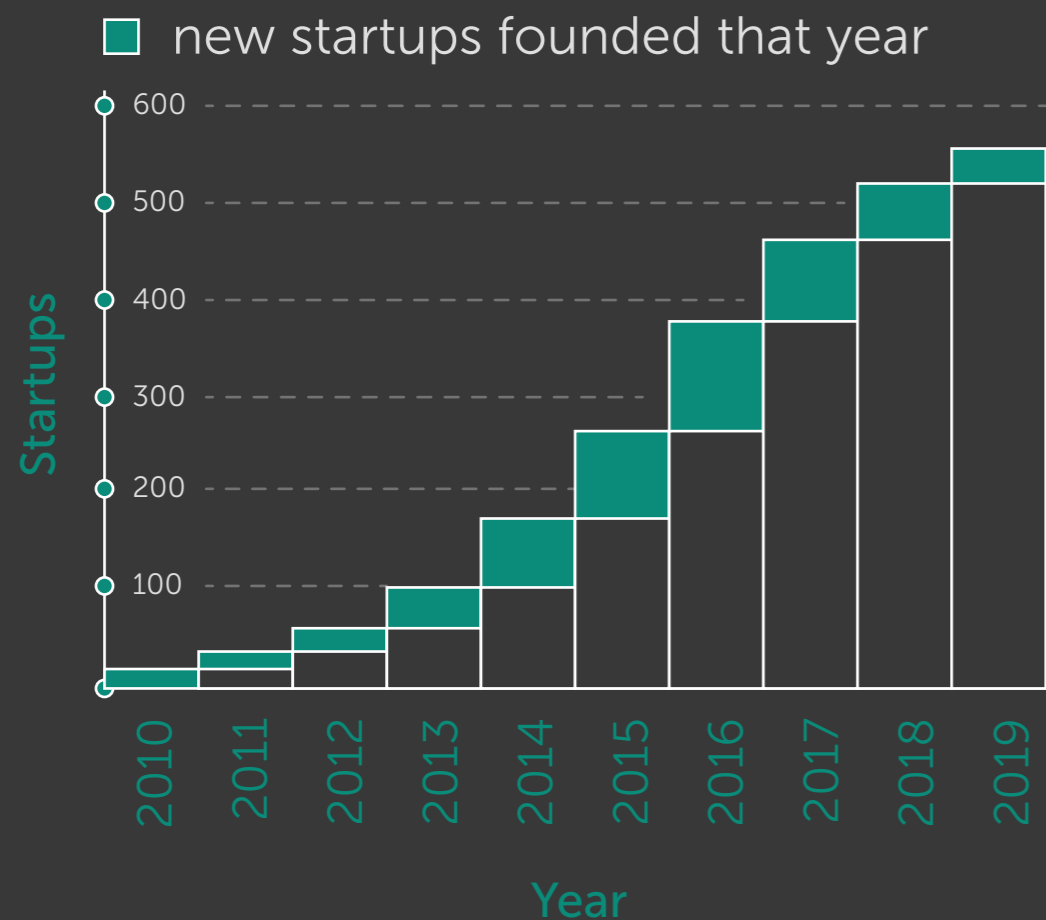
Food & AgriTech



Food & AgriTech

556 startups

USD 218M total funding



Resilient and traceable food supply chains are the key to accessible nutrition

As the world population grows, it is becoming more important to increase access to nutritious food.

This is especially true for Asia, where the population will increase by 250 million by 2030, the equivalent of another Indonesia. It will be home to half the world's population, with only one-fifth of the world's agricultural land.

The agriculture sector needs to be more productive without depleting natural resources. At the same time, consumers are increasingly seeking out healthier and more sustainable food options. The whole food supply chain has a role to play in tackling this global challenge, from farmers to corporates to consumers. Technology can increase both the quantity and quality of food available, as well as and improve the sustainability of food production.

The Food & AgriTech Pillar covers startups that help increase agricultural efficiency, increase access to nutritious food, and create sustainable food chains.

Importance in S.E.A.

Southeast Asia's agriculture sector is largely made up of smallholder farmers who provide the bulk of the region's food supply. These farmers often lack access to information and resources. This leads to low productivity and inconsistent quality of produce, which in turn affects their income and the resilience of the food supply chain. Technology can help them overcome these challenges, and improve their livelihoods.

On the other end of the food chain, Southeast Asian consumers want to incorporate healthy food products into their lives. Large food companies and several startups are working to meet these new demands by providing innovative food products and ingredients, such as new proteins and low-glycemic products. Collaboration between corporations and startups is enabling both scale and speed in driving these innovations.

Government initiatives are key to growing the sector, which is why it is important to note that the Singapore government is investing significant resources to support local and international food and agritech startups. This includes the ambitious "30 by 30" goal: to produce in Singapore 30% of its own nutritional needs by 2030.

Our top technology picks

Total Funding
in the last 10 years

USD 10.35M

1

Digital Agri Marketplaces

Platforms that help provide direct market access to smallholder farmers.

Why is it promising?

Digital agri marketplaces cut out the middlemen in the agriculture supply chain and help increase incomes for farmers. It also reduces waste and inefficiencies by shortening the supply chain and helps make our food products more traceable.

Notable startups



Total Funding
in the last 10 years

USD 9.06M

2

Biotech Food Formulation

Startups that are using biotechnology to modify the nutrients in existing food products and ingredients to make them healthier.

Why is it promising?

By creating healthier alternatives to familiar food products and ingredients, these startups can help consumers become healthier without making significant changes in their diets. Their solutions can potentially be adopted by larger food companies, thus making an impact on the entire food industry.

Notable startups



Total Funding
in the last 10 years

USD 7.98M

3

New Protein

Startups that are creating food products made from alternative sources of protein, such as plants and insects.

Why is it promising?

The meat industry is very resource-heavy, and yet it is currently our main source of protein. Alternative proteins can help create more sustainable, nutrient-dense sources of protein that can balance some of the pressure placed on the meat industry.

Notable startups



SEA Startup Landscape by LEVEL3

Marketplaces

FARM EQUIPMENT RENTAL

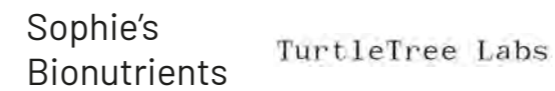


DIGITAL AGRI MARKETPLACES



Food

NEW PROTEIN



BIOTECH FOOD FORMULATION



Agri

PRECISION AGRICULTURE



URBAN FARMING



AGRI TRACEABILITY



AQUACULTURE



FARMER APPS



AGRI-FINTECH





Food &
AgriTech

Digital Agri Marketplaces

STARTUP TO WATCH

Tanihub



Agriculture for Everyone

Year Founded | 2016

Headquarters | Jakarta, Indonesia

Reach | Indonesia

Total Funding Raised | USD 27M

Stage | Series A+

Notable Investors | Alpha JWC Ventures, DFS Lab, Golden Gate Ventures, Intudo Ventures, Openspace Ventures, Tenaya Capital, UOB Ventures, Vertex Ventures

Founders



Michael J Sugianto
Co-founder

Named as one of Forbes Indonesia's 30 under 30 for sparking positive social impacts, he is dedicated to making a difference to Indonesia's next generation of agriculture through digital innovation through his passions in fintech, E-commerce, and farming.



Pamitra Wineka
President & Co-founder

Building on his past experiences in global financial organisations like the World Bank and J.P. Morgan, as well as building world-class startups such as Akulaku.



Ivan Arie Sustiawan
CEO & Co-founder

Strong in logistics, finance and operations with experiences in RSM, TNT Logistics, Carrefour, HappyFresh, and etobee (now Trucktobee and Ritase).

William Setiawan, Edwin Setiawan and Oki Setiawan
Engineering Co-founders

Graduated top of their batch at the Binus University Computer Science. Built Tanihub Group's engineering team from three to 35 engineers.

TaniHub, an agriculture E-commerce platform - along with TaniFund - connects groups of small farmers in Indonesia to businesses in F&B as well as end customers, to help them get fairer rates for their crops and grow their business. It focuses on opening a larger market, while ensuring their access to financial (through P2P lending system) and technical support.

Tanihub helps farmers sell their product directly to retailers and consumers, allowing consumers to purchase produce at a cheaper price, and for farmers to benefit from a more stable and proper buying price. TaniFund on the other hand, is a micro-loan fund that grants farmers access to working capital for growth and focuses on preferred farmers who want to produce more or move away from the middlemen who currently fund them.

What Sets Them Apart?

Not only connecting the farmers to their buyers, TaniHub also gathers data and analyse it, then provides insights and suggestions to the farmers to maximise their potential, as well as to help balance their production. This therefore helps to stabilise supply and prevent the fluctuation of product prices.

Their business values consist of social impact, excellence, and innovation. They strive to achieve more by empowering more farmers across the country and are ambitious in pushing dreams into reality, *Enabling Agriculture For Everyone*.

SPECIAL MENTION

Chilibeli



Belanja Mudah, Rezeki Nambah
Daily Needs Shopping, Can Get Extra Income

Year Founded | 2019

Notable Investors | Blume Ventures, Lightspeed Venture Partners, Omidyar Network, Surge Ahead

Headquarters | Jakarta, Indonesia

Reach | Indonesia

Notable Partners/Clients | Ayam Geprek Si Boss, Ayam Gimbali Juara, Dapur Asix, Kora.id, Sekarpala, Unilever

Total Funding Raised | USD\$10M

Stage | Series A

Chilibeli is a social commerce platform that provides quality and fresh products at an affordable price, while empowering housewives (known as Mitra Chilibeli) to earn extra income for their families in a convenient way.

The Mitra Chilibeli help their neighbours buy fresh produce through Chilibeli app. In doing so, they will get a monthly commission as a reward.

What Sets Them Apart?

Chilibeli is the first community-based platform that provides fresh and quality produce, while encouraging housewives to be more active and productive by helping both their families and neighbours. Chilibeli also provides cheaper prices than the average traditional market price. Chilibeli bypasses the long distribution processes in Indonesia.

Founders



Alex Feng Dengzhao
CEO

Started his career at Singtel in 2009. He then became VP of Lazada Singapore. In 2016, he founded SCI E-commerce, one of the biggest E-commerce enablers in Southeast Asia.



Damon Yue
COO

Has a unique combination of experiences in E-commerce, fintech, strategy consulting and supply chain management. Worked at P&G, Boston Consulting Group, Lazada and Ant Financial.



Matt Li
CPO

Over 15 years of IT experience, covering system design, product roadmap and more. Worked in both startups and large companies (for example, Accenture, MRI, Flashdeal Holdings).

SPECIAL MENTION

DiMuto



Demystifying Global Trade

Year Founded | 2018

Notable Investors | PwC Singapore, SGInnovate

Headquarters | Singapore

Reach | Singapore, Indonesia, Thailand, Malaysia, US, Mexico, China, Australia

Notable Partners/Clients | Fancher Creek Packing, Queen Frozen Fruit, Xin Ye Yuan Group

Stage | Series A

Founders



Gary Loh
Founder & Chairman

Vice Chairman of the SunMoon Food Company, where he joined the company's board in 2007. Executive Chairman of First Alverstone Capital, a private equity firm he co-founded in 2005.

DiMuto provides global agrifood supply chains with a trade technology platform built on 4Ts – Tracking, Tracing, Transparency, and Trust. Their Track & Trace blockchain platform creates end-to-end trade visibility and helps create further value in trade financing, product marketing, and data analytics.

Since 2018, DiMuto has successfully tracked and traced over millions of pieces in produce and millions in dollars of trade value on their platform. They work with a global portfolio of clients in over seven countries in five continents.

What Sets Them Apart?

DiMuto is able to digitalise fresh produce and food products down to the individual carton and product, which helps solve various challenges faced by the agrifood industry, for example, traceability, trade disputes, trade financing, market access, and branding.

They are able to help small and medium agrifood players adopt traceability and digitalisation technology in a cost-effective way and without disrupting existing operational workflows.



Food &
AgriTech

Biotech Food Formulation

STARTUP TO WATCH

Nutrition Innovation

Transforming world health through sugar innovation



Year Founded | 2017

Headquarters | Brighton East, Australia

Reach | Australia

Total Funding Raised | USD 5M

Stage | Series A

Notable Investors | Enerfogroup.com, VisVires New Protein

Notable Partners/Clients | CSR, Enerfo, FOSS, Glycemic Index Foundation, Natural Sugars, Schneider Electric, Sunshine Sugar, Virgolino de Oliveira Sugar and Alcohol, VisViresNew Protein

With their Nucane™ technologies, Nutrition Innovation provides the global sugar industry with the technology to produce Nucane Raw, a healthier low GI sugar as a replacement for white refined sugar, and Nucane Life, which reduces up to 70% sugar while boosting nutrient levels in food and beverage products. Their technologies can be licensed to the industry to enable efficient production at industrial scale for food and beverage brands.

Nutrition Innovation has been awarded Top 10 Start-up by FI Europe 2019, Best New Ingredient by the World Food Awards and the Asia Food Innovation Awards 2019. They are also the Global Agri-Food Tech Winner by Slingshot 2019, named as one of Singapore’s Top 20 Start-ups 2019, and is a part of the Global FoodTech500.

What Sets Them Apart?

Their patented technology, Nucane™, can be used in all forms of food and beverages, including retail, soft drinks, breakfast cereals, baked goods, and quick service restaurants to develop better, healthier food and beverage products. Their research and technology seeks to replace and reduce the highly refined carbohydrates with naturally low-glycemic ones, in order to keep blood sugar levels normal, reduce calories, as well as incorporate healthier functions into natural sugars.

Founders



Dr. David Kannar
Founder, Chairman and Chief Science Officer
 An Associate Professor at Monash University, with more than 50 patent families.



Matthew Godfrey
CEO
 Former President of Young & Rubicam Asia with 21 years of experience in the food and beverage industry.

SPECIAL MENTION

Eatobe

Absorb What You Eat



Year Founded | 2018

Headquarters | Singapore

Reach | Asia, United States

Founders



Patrina Phua
Founder & CEO

Served in the Singapore government for three years, ending with a stint at International Enterprise Singapore (now known as Enterprise Singapore). Collaborated with the A*STAR Biotransformation Group to establish Eatobe.

Eatobe addresses the problem of nutrient deficiencies by increasing nutrient liberation and bioavailability of whole plant ingredients, by degrading anti-nutrients that block nutrient absorption.

Eatobe can also generate essential, active and novel vitamins (such as K2, B12 and B9) that are either not found in plants or are in their inactive forms. They are also exploring protein isolates from lesser known sustainable, climate tolerant ingredients. The processed ingredients and their respective product formats will be marketed to both B2B and B2C customers.

What Sets Them Apart?

There is limited research in the field of nutrient liberation and bioavailability. Current methods rely on sprouting and germination, which are inefficient as they use a lot of water resources and are prone to contamination. Commercial food-grade enzymes that serve to break down anti-nutrients are ineffective when used to process whole ingredients.

Eatobe's technology is currently patent pending.

SPECIAL MENTION

Alchemy Foodtech



Tasty Carbs, Healthier

Year Founded | 2015

Headquarters | Singapore

Reach | Singapore

Total Funding Raised | USD 1.8M

Stage | Pre-series A

Notable Investors | Bits x Bites, Heritas Capital, Seeds Capital

Notable Partners/Clients | Boon Tong Kee, Gardenia, Lim Kee Food Manufacturing, Tan Seng Kee Foods

Founders



Alan Phua
Master Builder & Co-founder
 Previously founded Soyato, a low-fat and low-calorie frozen soy ice-cream business. For continually effecting change in the food landscape, Alan has made it onto the list of Inspiring Alumni at Singapore Management University.



Verleen Goh
Chief Food Fighter & Co-founder
 Started Soyato with her partner, Alan Phua, before Alchemy Foodtech. She has been named "Singapore Women's Weekly – Great Women of Our Time" under Science and Technology, and was recently named one of eight "Asian Women Changing The Future of Food" by Green Queen HK.

Alchemy Foods strives to fight health concerns through food innovations. Guided by the philosophy "let food be the medicine", they strongly believe the ideal care for health begins in food. With their Alchemy Fibre, a patented blend of plant-based ingredients and a slowly digestible carbohydrate (SDC) high in dietary fibre, used as an ingredient incorporated into refined white carbohydrate-based food, it slows down the digestion rate and helps manage our blood glucose levels. Consumers will consume healthier food without any change in taste, colour, and texture.

Besides marketing leading manufacturers, Alchemy Foods is also working with leading food service companies and restaurant groups, such as Boon Tong Kee and Wheat, with which it has pilot developments of dishes made using the Alchemy Fibre. They have also achieved 10 awards and accolades, including OCBC Bank's Emerging Enterprise Top 3% Young Companies 2019, Slingshot 2018, and Alibaba Top 100.

What Sets Them Apart?

Daily staples made with Alchemy Fibre is currently the only way to maintain great taste, but with better blood glucose health. It can be customised to each partner's recipe and the processes can remain similar to its original even after adopting Alchemy Fibre, hence no new equipment is required. The efficacy of Alchemy Fibre has also been proven in three rounds of human clinical studies.



Food &
AgriTech

New Protein

STARTUP TO WATCH

Shiok Meats



Seafood, Reinvented

Year Founded | 2018

Headquarters | Singapore

Reach | Asia-Pacific

Total Funding Raised | USD 5.5M

Stage | Seed, raising Series-A

Notable Investors | Aera VC, Agronomics, Aiim Partners, Beyond Impact, Big Idea Ventures, Entrepreneur First, Y Combinator

Founders



Dr Sandhya Sriram
CEO & Co-founder

A stem cell scientist with over ten years of experience. After obtaining her PhD from Nanyang Technological University, she pursued her post-doctorate research at A*STAR. Co-founded Biotech In Asia and SciGlo.



Dr Ling Ka Yi
Chief Scientific Officer & Co-founder

A developmental biologist with over nine years of experience. Recipient of A*STAR's National Science Scholarship. After obtaining her PhD from the University of Wisconsin-Madison, she did her post-doctorate research at IMCB, A*STAR.

Shiok Meats is a cell-based clean meat company, the first-of-its-kind in Singapore and Southeast Asia. Their mission is to bring delicious, clean and healthy seafood and meats by harvesting from cells instead of animals.

Shiok Meats will bring cell-based crustacean meats (shrimp, crab, and lobster) to your table. Their meats are animal-, health- and environment-friendly with the same taste, texture, more nutrients and no cruelty.

Shiok Meats is currently in the R&D phase and will commercialise in a few years.

What Sets Them Apart?

Cultured seafood, in particular crustaceans, are currently not being targeted in the cultured meat market. Shiok Meats is the only cell-based crustacean meat company globally.

While plant-based shrimp targets a different market of consumers (that is, those looking to turn vegetarian), Shiok Meats targets consumers who are meat-eaters but want healthy food with low environmental impact.

Shiok Meats will also be able to customise the nutrition content, so that they can cater to consumers who are health conscious. Cellular agriculture will also provide a reliable way to provide seafood to food distributors.

STARTUP TO WATCH

Shiok Meats

Seafood, Reinvented



Notable Case Study

Shiok Meats showcased their first prototype in March 2019 at the Disruption in Food and Sustainability Summit event in Singapore. This was the first ever cell-based shrimp meat in dumplings showcased.

Plans For 2020

The Shiok Meats team is in the midst of raising funds to set up their first pilot manufacturing plant in Singapore, so that they can commercialise the product in 2021.

SPECIAL MENTION

Sophie's BioNutrients

Sophie's
Bionutrients

Taking Alternative Protein to the Cell Level

Year Founded | 2017

Notable Investors | Temasek

Headquarters | Singapore

Total Funding Raised | USD 980,000

Founders



Eugene Wang
Founder & CEO

Grew up immersed in his family's vegetarian food business. Founded Sophie's Kitchen in 2010, to develop the first plant-based seafood alternative. In 2019, he took it to the microorganism level with Sophie's BioNutrients.

Sophie's BioNutrients is the first company in the world using a mixotrophic strain of microalgae and fermentation technologies to develop a food grade Protein Isolate (90%+ protein content) for food manufacturing purposes. Their flour can be used for anything from plant-based meat or dairy alternatives. They launched their first protein fermentation facility in Singapore.

As the grand prize winner of 2019 The Liveability Challenge, Sophie's BioNutrients is taking alternative protein to the CELL level by developing a new sustainable plant-based protein out of microalgae.

Their solution can be a sustainable food source due to these factors:

- Not much land mass is needed and can be done indoors, leading to less deforestation
- 90%+ of the water can be recycled, which means there will be very little water used
- Production cycle is only three to ten days, versus 45-65 days for soy and one-and-a-half year for beef
- The whole system can be set up near metropolitan areas to cut down on the need for agriculture and transportation, which are two key greenhouse gas contributors
- Their microalgae is fed with industrial food waste like spent grains, okara, and molasses
- It is free of fertiliser, herbicide, antibiotics and growth hormones, making it truly healthy for humans and the environment

What Sets Them Apart?

While not the first company to use fermentation for growing microalgae, Sophie's BioNutrients is the only company using mixotrophic strains for this purpose. Mixotrophic is a term that describes how the microalgae acquires the nutrients. With this advantage, they are able to develop various protein flours with different functions for different manufacturing applications.

SPECIAL MENTION

Asia Insect Farm Solutions



Quality Protein for a Sustainable Future

Year Founded | 2017

Headquarters | Singapore

Reach | France, Germany, India, Netherlands, Singapore, United Kingdom, United States

Asia Insect Farm Solutions provides sustainable insect-based solutions for different market applications. Using a customised and proprietary system of rearing, feeding and processing methods, they produce and supply cricket flour as a clean, nutrient-dense and functional whole foods protein ingredient that can be used across several food, snack and beverage applications. Their specialised feed formulation also ensures the cricket flour only has a mild taste and aroma and is free of chemical inputs.

They also have products in their pipeline, such as cricket chitin, oil, and frass, which they aim to commercialise in the next three to four years.

What Sets Them Apart?

Asia Insect Farm Solutions has achieved a superior balance of taste, nutrition, and colour profiles for their cricket flour. This enables their product to be used to fortify foods, snacks and beverages without altering the flavours and tastes that consumers are familiar with.

They are in the process of improving the solubility capabilities of their product, so that it can be incorporated in beverages such as coffee, beer, and isotonic drinks.

Founders



Raavee Shanker
Co-founder & Director

Was previously in education, where he led several ground-up projects, and provided academic leadership for teacher subordinates through training, coaching and mentoring sessions.



Yuvanesh TS
Co-founder & Director

Previously worked in project management and operations. Was responsible for key customer accounts and brought in over USD 5 million in sales.

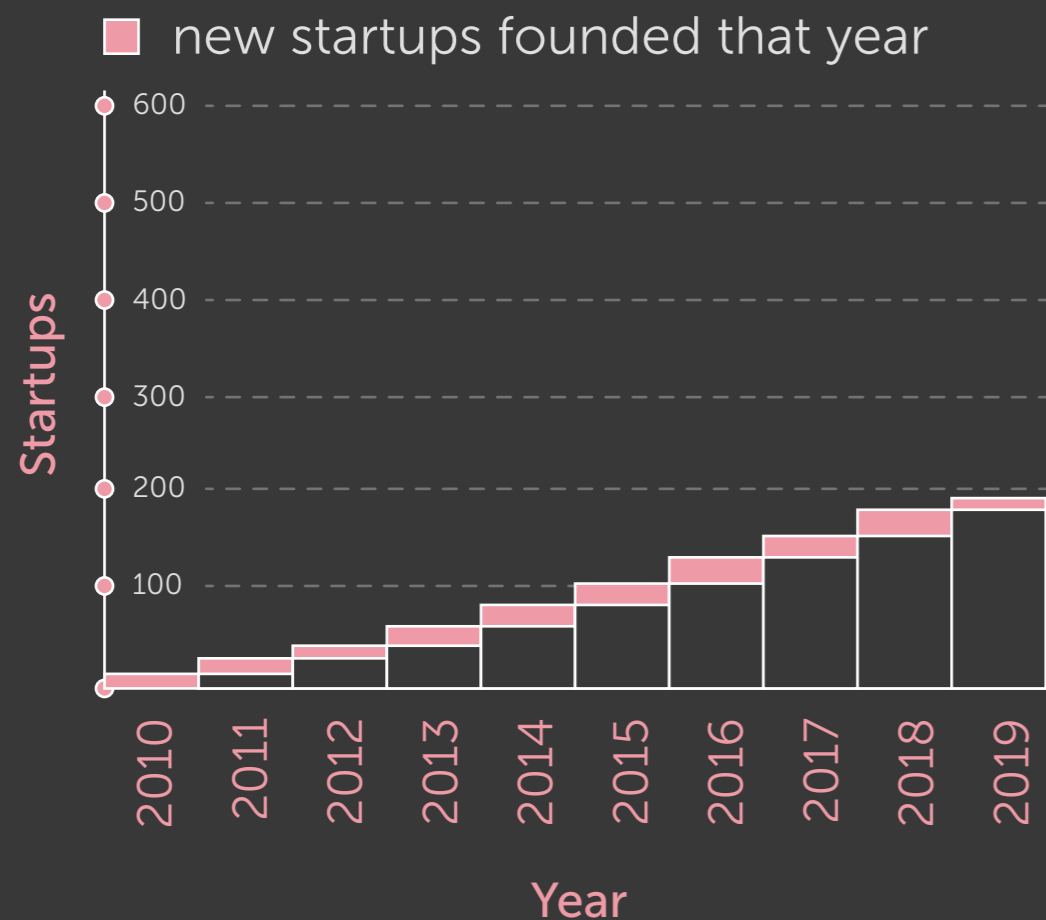
A vibrant, multi-tiered waterfall cascades through a dense, lush green forest. The water flows over several rocky ledges, creating a series of small, frothy rapids. Sunlight filters through the thick canopy of trees, casting dappled light on the water and the surrounding foliage. The overall scene is serene and natural, symbolizing sustainability and growth.

Sustainable Growth Tech

Sustainable Growth Tech

196 startups

USD 116M total funding



There are localised, agile technologies available for businesses to adopt to grow within planetary boundaries

Increasingly, scientific evidence is supporting the view that current economic models are placing stress on Earth’s natural and social systems.

Billion-people challenges like these require audacious goals and seemingly impossible solutions. Luckily, small steps by many actors can get us there.

LEVEL3’s purpose is collaboration and bringing communities together, making Sustainable Growth Tech a very important Pillar. The LEVEL3 ecosystem can lead to true collaboration between Unilever, startups and other ecosystem partners for a more sustainable world. Several startups are already working towards these goals. With the right support, their solutions could upturn the way we manufacture and consume products.

This Pillar also reflects and supports Unilever’s commitment to the Sustainable Development Goals, namely Clean Water and Sanitation (SDG 6), Affordable and Clean Energy (SDG 7), Responsible Consumption and Production (SDG 12) and Climate Action (SDG 13).

The Sustainable Growth Tech Pillar covers startups that are helping businesses and consumers accelerate their positive environmental and social impact in the areas of plastics, energy, and water; utilise renewable energy to run operations; and target zero waste in the years ahead.

Importance in S.E.A.

Southeast Asia has an abundance of natural resources, which play a big role in the region's rapid economic growth. However, unsustainable use of these resources will lead to scarcities in the long run, along with adverse effects on the environment and livelihoods of Southeast Asians.

Equally, with the massive increase in population and wealth in Southeast Asia over the next decade, there will be a spike in demand for consumer products. The manufacture, packaging, and delivery of these items will have a significant impact on the environment. Developing alternative packaging materials, delivery methods, and business models can mitigate these impacts.

At times, Southeast Asia's fragmented geography and regulations make it harder to find common solutions to regional problems. A small but growing number of startups are attempting to solve these problems. Startups are well placed to help overcome these challenges, by creating localised solutions for specific sustainability challenge needs. Their agility allows them to experiment until they find the correct technology or business model.

Clearly no one company or country can solve the challenges facing the planet. Systems thinking and collaboration across the entire ecosystem is required.

Our top technology picks

Total Funding
in the last 10 years

USD 35M

1

Plastic Alternatives

Startups that are creating biodegradable and environmentally friendly materials to replace plastics.

Why is it promising?

Plastic is still an important packaging material for consumer goods in Southeast Asia. Sadly, most of it ends up polluting the region's water bodies. Replacing it with biodegradable alternatives will greatly reduce the consumer goods industry's adverse effects on the environment.

Notable startups



Total Funding
in the last 10 years

USD 27.75M

2

Renewable Energy

Startups that help consumers and businesses switch to using renewable energy for their electrical needs.

Why is it promising?

With increasing economic growth and urbanisation, Southeast Asia's energy demands are booming. Yet renewable energy only supplies 15% of this demand, which will be unsustainable in the long run. Startups that increase access to renewable energy can help prevent energy deficits in the future.

Notable startups



Total Funding
in the last 10 years

USD 524,000

3

Plastic Collection

Startups that promote and incentivise the collection and return of plastic packaging for recycling.

Why is it promising?

Southeast Asia has very low recycling rates. Consumers and businesses are not incentivised to recycle. Even if they are, many do not believe that their efforts make a difference on the environment. Startups can help change this mindset by making it easier or more rewarding to recycle.

Notable startups



SEA Startup Landscape by LEVEL3

Water

DRINKING WATER



WASTE TREATMENT



Energy

BIOENERGY



BIOENERGY



RENEWABLE ENERGY



Plastic

PLASTIC ALTERNATIVES



UPCYCLING & PROCESSING



REUSABLE CONTAINERS



PLASTIC WASTE COLLECTION





Sustainable
Growth Tech

Plastic Alternatives

STARTUP TO WATCH

RWDC Industries



Solon – the Solution to Single-Use Plastics

Year Founded | 2015

Notable Investors | Flint Hill Resources, Vickers Venture Partners, WI Harper

Headquarters | Singapore

Total Funding Raised | USD 40M

Stage | Series B

RWDC is a Singapore biotech company, focused on producing intermediate bio-based materials that are designed to be drop-in replacements for petroleum-based plastics. The company's current focus is on developing Polyhydroxyalkanoates (PHA) – a naturally-occurring and highly versatile class of polymers that is truly biodegradable in natural environments (TUV Austria certifications for biodegradability in Soil, Freshwater, and Marine conditions). RWDC has successfully produced prototypes of bottles, straws, fibres (wet wipes and diapers), cutlery, and paper cups for some of the world's largest F&B and FMCG companies. They are also part of the committee that advises EU legislators on the Single-Use Plastic directive.

What Sets Them Apart?

RWDC believes they have overcome all barriers to commercial scale PHA production – the right quality, quantity and types of PHA, at the right price.

RWDC focuses on producing medium-chain-length PHA which have a set of useful attributes (including polyolefin-like thermomechanical properties and polyester-like physicochemical properties), allowing a broad range of industrial and consumer product applications.

RWDC also takes a fully integrated approach, working closely with their clients to ensure these materials are adopted seamlessly. The team is extremely knowledgeable and experienced in formulating biopolymer resins, and this enables them to form deep insights in how to fit these readily into modern industrial processes. Their strategic alliance partner, the University of Georgia (UGA), enables them to fully leverage UGA's people and equipment, allowing them to iterate rapidly for their clients.

Founders



Dr. Daniel Carraway
Founder & CEO

A leading natural chemistry innovator. Previously founded Danimer Scientific, where he commercialised over 12 new biopolymers and developed the world's first bio-based (PLA) coating for paper.



Mr Roland Wee
Founder & Executive Chairman

A professional engineer who has built one of the world's largest design-and-build companies. Over 40 years of experience in building complex process facilities for DuPont, Dow, P&G, and other MNCs.

STARTUP TO WATCH

RWDC

Solon – the Solution to Single-Use Plastics



Notable Case Study

In July 2018, RWDC won the inaugural Liveability Challenge sponsored by Temasek Foundation with their proposal to make biodegradable PHA drinking straws. The first prototypes were successfully produced on their clients' existing machines in November 2018 (within four months). RWDC's PHA straws look and feel exactly the same as regular polypropylene (PP) straws. They serve as a demonstration of how RWDC's PHA can be a viable drop-in replacement for PP, with no additional CAPEX requirements.

Plans For 2020

2020 should be a transformative year for RWDC. They will complete their 4,000 ton per year demo facility in the second quarter, and start construction on a few 25,000 ton year PHA production modules. A few of their clients will also be launching commercial products with RWDC's PHA in the second half of 2020.

SPECIAL MENTION

Evoware

Ecolution for your future



Year Founded | 2016

Headquarters | Jakarta, Indonesia

Evo & Co. is a social enterprise that heads multiple brands that focus on providing solutions to end plastic pollution by creating campaigns and offering a range of sustainable alternatives to single-use plastic items.

Founded in 2016 in Indonesia, Evo & Co. began with groundbreaking innovation from seaweed called Ello Jello edible cup, produced by their first brand, Evoware. After winning numerous awards and gaining demands, Evo & Co. expanded the business by offering a wider range of solutions, which marketed under their second brand Evoworld. To give wholesome impacts, they also actively promote sustainable lifestyle through their collaborative movement: Rethink Campaign.

What Sets Them Apart?

Not just focused on the impact on the environment, Evoware also prioritises the livelihood of underprivileged people in Indonesia, while bringing innovative solutions to solve the global plastic waste issue.

Founders



David Christian
Founder & CEO

An innovative entrepreneur with business background in Canada. He is the Head of Micro Business and Creative Industry in a local entrepreneur organisation.



Edwin Aldrin
Co-founder & Financial Advisor

An experienced business and investment advisor and a CFA Level 3 Candidate. Currently, he is the advisor for a social crowdfunding business and an investment professional in a private equity firm.



William Gondokusumo
Co-founder & Partnership

Indonesia-based social and tech entrepreneur. He is also the founder of campaign.com, a platform that connects people, communities, and funders who care about social issues together.



Sustainable
Growth Tech

Renewable Energy

STARTUP TO WATCH

Right People Renewable Energy (RPRE)



People, Planet, Profit

Year Founded | 2018

Notable Investors | Octava Impact Investments

Headquarters | Singapore

Notable Partners/Clients | Barramundi Asia, Gangga Island Resort & Spa, Impact Investors Exchange (IIX)

Reach | Indonesia, Singapore

Total Funding Raised | USD 800K

Stage | Raising funds for Pre-Series A (Equity) and Sustainable Mini-Bonds (Debt)

Founders



Robin Pho
Founder & CEO

A certified member of MENSA, Robin graduated from the pioneer batch of *Singapore Management University (SMU)* and was awarded the Scholarship of Excellence from *INSEAD Global Executive MBA (GEMBA)*. Robin is a long-time member of the *Family Business Network Asia (FBNA)*, where he serves on the Board of Directors and chairs the Family Business as a Force For Good (FBFFG) working group. He also serves on the Asia Board of Trustees for Forum *for the Future*, a global non-profit.



RPRE provides turnkey renewable energy solutions to off-grid commercial and industrial clients to help them switch from pollutive fossil fuels to clean renewable energy. They are a system integrator and handle everything from engineering, procurement, and construction, as well as operations and management. RPRE works with impact investors to provide financial engineering for clients. They are a new cleantech startup pivoting from the original family business that provided manpower services to the energy industry.

What Sets Them Apart?

RPRE is a certified B Corp and believes that every business can be a force for good. They focus on a triple bottom line; people, planet, profit. Every project is measured for the impact created. RPRE is a registered social enterprise with Singapore's Centre for Social Enterprises (raiSE). They also bring together impact investors to help clients overcome the CAPEX financing challenge.

RPRE has won numerous awards in the short time since they were incepted, including "*Singapore Apex Corporate Sustainability Award (Sustainable Solutions)*", the "*SNEF Enabling Employers Award*", "*Family Business Network's Next Generation Lombard Odier Award 2019*". They also won the "*Energy Storage Project of the Year*" at the Global Solar and Storage conference held in Seoul, Korea.

STARTUP TO WATCH

Right People Renewable Energy (RPRE)



People, Planet, Profit



Notable Case Studies

In Indonesia, RPRE's client Gangga Island Resort & Spa is currently employing their solar and battery system. This is the largest solar and battery system for a dive resort in Indonesia, saving thousands of litres of diesel and dramatically reducing their carbon emissions. This project won "Energy Storage Project of the Year" at the Global Solar and Storage conference in Seoul, Korea in 2019.

In Singapore, RPRE installed a solar PVa and energy storage system (ESS) for Singapore's largest sustainable fish farm, Barramundi Asia (Kühlbarra), eliminating the need to use pollutive diesel. Barramundi Asia aims to be the world's most sustainable fish farm and has worked with the Temasek Life Sciences Innovation Fund.

Plans For 2020

2020 is an exciting year for RPRE, as they start scaling up and doing even more projects across Indonesia. The average size of their projects will also increase. Some of their clients are well-known enterprises, and RPRE is proud to partner with them and help in their sustainability journeys. They are also excited to work with more impact investors and help their clients bridge the financing gap with their attractive financing options.

RPRE's focus is on off-grid remote systems and is expanding their range of solutions to offer broadband Internet solutions via satellite. Having connectivity is essential to the monitoring of their systems, and this special Internet service is much appreciated by clients.

2020 will also be the year in which RPRE looks for strategic partners to join them in their mission. Many venture capitalists and institutional investors have indicated interest, and the RPRE team is looking forward to officially having them invest in the company.



Sustainable
Growth Tech

Plastic Waste Collection

STARTUP TO WATCH

Plastic Fischer*

PLASTIC  FISCHER

Clean Rivers. Clean Oceans.

Year Founded | 2018**Headquarters** | Germany**Reach** | Germany, Indonesia**Notable Partners/Clients** | Bintang, GotBag, MakeaChange, River Cleanup

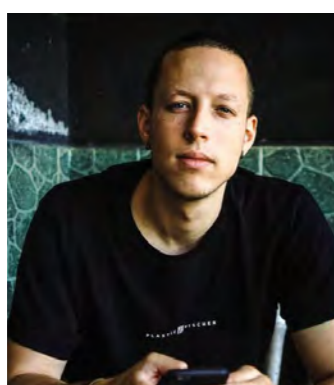
Founders

**Georg Baunach**
Founder

A molecular biotechnologist, serial entrepreneur, and investor who holds a Masters degree in management.

**Karsten Hirsch**
CEO

A lawyer by training, with a focus on taxes. Previously worked at Wilde & Beuger & Solmecke Attorneys and a sailor who is passionate about conservation.

**Moritz Schulz**
CTO

A graphic and media designer, studying industrial design. An entrepreneur who has commercialised several product lines.

Plastic Fischer develops cost-efficient and effective plastic waste collection solutions for rivers in developing countries. Working in Indonesia since mid-2019, they use locally available materials to ensure short production time and high scalability. After being collected by hired locals, they process the plastic waste with multiple partners to reintroduce as much plastic to the economic circle as possible.

With low collection costs, they make new down-streaming processes viable and increase recycling rates. They display their solutions in accessible and public areas to increase awareness of the plastic waste problem.

What Sets Them Apart?

They have a proprietary, low-cost technology (not yet published) that automatically collects plastic in rivers. This will help drive down the cost of collection and will make recycling processes more financially viable.

*Although Plastic Fischer does not fit the selection criteria, we have featured them because their solution is highly relevant to Southeast Asia and they are actively working in Indonesia.

Plastic Fischer

PLASTIC  FISCHER

Clean Rivers. Clean Oceans.



Notable Case Study

A big part of Plastic Fischer's work is deploying physical barriers called TrashBooms in polluted rivers. TrashBooms stop waste from entering the oceans. They are built in Indonesia and are accessible to everyone.

On 15 November 2019, Plastic Fischer deployed a 24 metre-long TrashBoom, partly sponsored by River Cleanup, near the Army Base "Oxbow - Sektor 6". In Oxbow, three creeks from the city of Bandung carry a lot of waste into a small delta (also named Oxbow), which later floats into the Citarum River.

The TrashBoom placement helped stop the influx of plastic waste and assisted the army in cleaning Oxbow more effectively. With the help of everyone involved, they carried the TrashBoom to the spot and attached it to three metre long steel poles dug into the ground.

Plans for 2020

In 2020, the Plastic Fisher team plans to:

- launch their innovative technology
- launch their impact neutralisation platform for consumers
- deploy 100 TrashBooms or TrashBlocks in Bali together with Make a Change
- set up a waste management facility in Indonesia

STARTUP TO WATCH

GarGeon



The Waste and Recycling Platform

Year Founded | 2017

Notable Partners/Clients | Sunway Iskandar

Headquarters | Johor Bahru, Malaysia

Reach | Malaysia

GarGeon is a tech-driven waste management company that serves as the customer authorised provider to manage one-stop waste and recycling solutions in an affordable, smarter and sustainable platform. Their mission is to help clients find inefficiencies in their current waste and recycling model and improve it via monthly digital waste reports to achieve service optimisation and cost efficiency in the long term. The service range starts from waste assessment and leveraging the right providers, to legal collection, and payment billing. GarGeon's solution is to handle all heavy lifting of their clients' waste and recycling.

What Sets Them Apart?

GarGeon focuses on sustainability when it comes to managing one-stop solutions for clients from small businesses to large businesses with multiple locations. Their value proposition is to find and improve service inefficiencies to achieve overall service optimisation and cost effectiveness via innovative technology. This is done through the leveraging of their expansive waste and recycling partners and utilisation of cloud-based technology.

Founders



Jacky Tee

Tech & Operation Head

Formerly the leader of PUMM Youth business association at Southern University College. He now runs GarGeon - Cloud based waste & recycling startup.



Darren Tee

Marketing & Finance Head

A degree graduate in Business Management at Southern University College. Now he is the marketing and finance lead at GarGeon.

SPECIAL MENTION

Smash.id



A Digital Solution for Urban Trash Problems

Year Founded | 2015

Headquarters | Bandung, Indonesia

Reach | Indonesia

Notable Partners/Clients | Alfamart, Allianz Indonesia, Bank of Indonesia, Bank Mandiri, Bank Negara Indonesia, Danone, Gojek, Jakarta Smart City, LinkAja, Ministry of Forestry & Environment Republic Indonesia, Ministry of Industry Republic Indonesia, P&G, Telkomsel, T-Money, Unilever

Smash.id is an integrated app for trash management in Indonesia, connecting 8,000 waste banks and 245,000 customers throughout Indonesia. They increase community participation through the mySmash app, which connects community members with the nearest Trash Bank and earns them digital money.

They also collaborate with the local government as a Smart City module, so that the public decision-making process can be carried out more precisely and accurately. They also collaborate with the FMCG industry to collect their products through the Smart Drop Box.

What Sets Them Apart?

There are no direct competitors in Indonesia at the moment. They have the advantage of integrated applications for waste management supported by fintech and IoT innovations.

Founders



Putra Fajar Alam
CEO & Founder

Holds a Master Degree in Informatics from Bandung Institute of Technology with four years of experience working with trash banks in Indonesia.



Addin Gama Bertaqwa
CTO & Co-founder

Holds a Master Degree in Informatics from Bandung Institute of Technology withix years experience in IT solutions. Previously worked in Mitrais, WGS and Geeknesia.

SPECIAL MENTION

Klean

Disrupting Recycling Behaviour
Through Ai & Incentivisation



Year Founded | 2016

Headquarters | Kuala Lumpur, Malaysia

Reach | Fiji, Indonesia, Malaysia

Notable Partners/Clients | Boost & TouchNGo, Resorts World Genting, Oil & Gas MNCs, YES Communications

KLEAN is a sustainability ecosystem built on a platform of a network of Smart Reverse Vending Machines (RVMs) that provides advertising and branding opportunities for companies entering the sustainability space.

Their mission is to curtail PET and aluminium containers from entering the environment by incentivising people to recycle in return for KLEAN points which can then be redeemed for rewards, thus changing recycling behaviour.

Container deposit schemes (CDS) have proven to be a successful model for countries who have adopted them. KLEAN strives to create their own CDS through collaborative partnerships with corporates.

What Sets Them Apart?

KLEAN's IoT technology and proprietary AI chutes sets them apart from existing players within the RVM space. They are also building their own ecosystem, something that cannot be easily replicated.

Founders



Dato Dr. Nick Boden
Co-founder & CEO

Comes from a healthcare background and grew up in the Kingdom of Swaziland (now E-swatini), one of the poorest countries in the world.



Joey Azman
Co-founder & CFO

A chartered accountant with over 15 years of experience in various sectors with PWC, KPMG, Shell and Sime Darby Group. Has added experience in the IoT sector.



Dato Arif Abullah
Co-founder & COO

Has been an established contractor for over 20 years. Has an established network of government and corporate contacts.



Syed Zain Almohdzar
Co-founder & CTO

Has 13 years of experience in the advertising, IOT and digital space, with a focus on systems development and integration.

Conclusion

Marketing & Advertising Technology

Personalisation, optimisation, and content-to-commerce that drive deeper consumer engagements.

389
startups

USD 148M
total funding

LEVEL3's top technology picks:

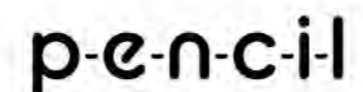
Social Commerce



Immersive Videos



Dynamic Creatives



Data & Artificial Intelligence

AI is everywhere, but good data is the first step to automation.

320 startups

USD 425M total funding

LEVEL3's top technology picks:

Predictive Intelligence



Data Analytics



Conversational Intelligence



Logistics for E-commerce

The E-commerce economy is driving innovations in Southeast Asia's logistics.

378 startups

USD 889M total funding

LEVEL3's top technology picks:

Integrated Delivery Providers



Fulfilment Centres



Freight Marketplace



Food & AgriTech

Resilient and traceable food supply chains are key to accessible nutrition.

556 startups

USD 218M total funding

LEVEL3's top technology picks:

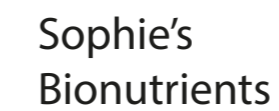
Digital Agri Marketplace



BioTech Food Formulation



New Protein



Sustainable Growth Tech

Localised, agile technology will help preserve Southeast Asia's natural resources.

196 startups

USD 116M total funding

LEVEL3's top technology picks:

Plastic Alternatives



Renewable Energy



Plastic Waste Collection



1

Startup and technology trends in Southeast Asia are specific to the region, and are not always in line with global trends. The most successful startups are growing by addressing the problems, needs, and wants at the local, not global, level.

2

Because each Southeast Asian country has its own unique traits hence posing significant barriers to entry. Most Southeast Asian startups focus on growing in their home country before expanding regionally.

3

Each LEVEL3 Pillar is supported by a strong startup landscape, but Logistics for E-commerce is significantly more developed in terms of the number of startups, total funding and quality of startups.

4

The Food & AgriTech and Sustainable Growth Tech Pillars are still in their early days. But we believe in their urgency to nurture and support these entrepreneurs who are in turn supporting the Sustainable Development Goals, together with investors and governments.

Reach out to us!

Are you a startup founder?

Does your startup fall under one or more of the LEVEL3 Pillars?

Do you think you should be featured in this Landscape?

If you answered **yes** to all of the above questions,
drop us a note at hello@L3.work!