

MEDIA RELEASE

Enterprise Singapore appoints 14 new Accredited Mentor Partners to groom startups

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Singapore, Thursday, 30 April 2020

1. Enterprise Singapore announced the appointment of 14 new Accredited Mentor Partners (AMPs) to the Startup SG Founder scheme, in our continuous efforts to groom startups in Singapore. The appointments take effect from 1 May 2020. This brings the total AMP partner network to 57. Majority of these AMPs come from various deep tech industries including agritech and advanced manufacturing.
2. The partners were selected based on the quality of their programmes, the strength of their management teams, and their operational sustainability (refer to Annex for the list of newly appointed AMPs). In 2019, 74 startups received structured mentoring from 43 AMPs and were awarded grants amounting to S\$2.22 million for their business development.
3. Ms Lim Seow Hui, Director of Startup Development at Enterprise Singapore, said, “The innovations and technologies developed by startups are key in pushing the boundaries on solutions available within the market. We have seen startups stepping up to find ways to tackle issues arising from COVID-19. In this current climate, it is therefore imperative that we continue to collaborate with and support startups in their growth by working with strong ecosystem partners, like our appointed AMPs, who have the right capabilities and networks to guide startups through this challenging period.”
4. For example, TuSense Pte Ltd, a Startup SG Founder grant recipient founded within NUS and NUHS, developed a novel, non-invasive and cost-effective MedTech device that is designed to collect biological specimen from viral coughs. In light of COVID-19, the startup is working towards a solution that allows people to self-administer sample collection for COVID-19 testing. This will reduce the risk of transmitting the virus to the community and medical professionals.

5. Startup SG Founder aims to provide mentorship and startup capital grants to first-time entrepreneurs with innovative business ideas. Appointed AMPs will identify eligible startups based on the uniqueness of their business concepts, feasibility of business models, strength of their management teams, and their potential market value. Successful applicants will receive advice, learning programmes and networking contacts from the AMPs.
6. These new partners have already been actively supporting the local startup ecosystem, with some assisting startups weather the storm of COVID-19 in their own ways. For example, Cocoon Capital, a newly appointed AMP, recently partnered Openspace Ventures and 500 Startups to aggregate all promotional activities offered by startups across Southeast Asia region under a single website, supportstartups.com. Through the initiative, they hope to leverage the strength of the ecosystem to generate more business opportunities for the startups.
7. Mr Will Klippgen, Managing Partner of Cocoon Capital, said, "Cocoon Capital remains committed to supporting founders who dare to change. We're proud to have co-founded the #SupportStartups Initiative with Openspace Ventures and 500 Startups, which aims to uplift the Southeast Asian startup ecosystem by helping them boost their revenues during COVID-19. So far, we've received highly positive feedback from startups like Osome, who signed their first client through #SupportStartups. Mentorship is an integral part of growing a strong ecosystem for entrepreneurs, and we at Cocoon Capital see the Startup SG Founder programme as a great way to extend our mentoring to startups outside our portfolio to do our part in creating successful founders. We believe Singapore is among the world's top five places to start a new business, in particular within deep tech. The strong cooperation between the government and private sector is second to none, and the growth of both able entrepreneurs and investors operating here shows that the market is embracing Singapore as a startup hub."
8. In response to COVID-19, our partners are using virtual platforms to continue mentoring startups, and organising online webinars to share insights on how entrepreneurs can cope with the current situation.
9. Entrepreneurs interested in Startup SG Founder can visit <http://www.startupsg.net/programme/4894/startup-sg-founder> for more information.

Annex: List of 14 newly appointed AMPs under Startup SG Founder

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About Enterprise Singapore

Enterprise Singapore is the government agency championing enterprise development. We work with committed companies to build capabilities, innovate and internationalise.

We also support the growth of Singapore as a hub for global trading and startups, and build trust in Singapore's products and services through quality and standards.

Visit www.enterprisesg.gov.sg for more information.

List of 14 newly appointed AMPs under Startup SG Founder

S/N	Organisation	Description
1	Accelerating Asia	Accelerating Asia is a regional network of startup programmes and an early stage venture capital fund headquartered in Singapore. Its accelerator programme and seed fund work with high impact and high potential startups from all sectors across the region. Startups get access to mentors, investors, customers and its network of partners.
2	AgFunder Rocket Seeder	GROW is a Singapore-based food and agriculture technology accelerator launched by international agrifood tech investors, AgFunder (Silicon Valley venture capital platform) and Rocket Seeder (Australian accelerator). The programme provides a unique value proposition to regional and international agri-food tech startups through their domain expertise and network advantage.
3	Big Idea Ventures Asia	Big Idea Ventures invests to support innovative early-stage alternative protein companies with the potential to disrupt the global food industry. It leverages accelerator programmes in New York and Singapore to invest globally into startups looking to expand and grow in the Asia-Pacific region.
4	Cocoon Capital	Cocoon Capital invests into early stage, enterprise and deep tech companies across Southeast Asia. In addition to capital, the firm also mentors companies with its global group of investors and advisors.
5	Decacorn Partners	Decacorn Partners is a stage-agnostic venture capital firm that invests in deep tech startups. Its cross-border venture funding initiative is centred around game-changing startups which are enabled by innovative use of technologies and led by high-calibre and resourceful founders.
6	Eight Mercatus	Eight Mercatus is a venture building platform which provides the key elements for growth including technology development, mentorship and access to their business network in the ASEAN region. It invests across all sectors and stages.
7	Entrepreneur First	Entrepreneur First is a talent investor who invests time and money into talented and ambitious individuals. It has pioneered a model of company creation by bringing together talented co-founders to build ambitious technology startups from scratch with support from international investors.

8	EthAum Venture Partners	EthAum Ventures Partner is a stage-agnostic incubator and accelerator for deep-tech startups. The firm enables the growth of deep-tech startups through investment, enabling enterprise relationships and mentorship.
9	F10 FinTech Incubator and Accelerator	F10 is a Zurich and Singapore based FinTech incubator and accelerator which supports and guides startups while stimulating worldwide collaboration with international finance organisations. Its programmes promote the successful growth of startups in the FinTech, RegTech, and InsurTech industries.
10	Farquhar Venture Capital	Farquhar Venture Capital is an early-stage venture capital firm specialising in Seed to Series A startups in the Foodtech, Industry 4.0 and Digital Media sectors in Southeast Asia. The firm's core team has more than 30 years of combined experience in the startup scene.
11	IES Incubator and Accelerator	IES Incubator and Accelerator is a platform by the Institution of Engineers, Singapore (IES) to promote and support entrepreneurial engineers with deep tech innovations to be successful in commercialising their innovation. The accelerator leverages its network of mentors to incubate new technology companies that are in the process of scaling up.
12	Silicon Solution Partners	Silicon Solution Partners provides complete infrastructure support services to accelerate Integrated Circuit chip/system solution startups. The accelerator supports startups through its network of partners, investors and mentors.
13	STRIVE	STRIVE focuses on investing in seed – early stage internet and mobile companies. It actively invests into companies in Japan, Southeast Asia, and India with top notch management teams and strong market potential.
14	Trendlines Agrifood Innovation Centre	Trendlines Agrifood Innovation Centre is an Israel and Singapore-based investment and innovation commercialisation company. The firm creates new, innovation-based agrifood tech companies in Singapore and invests in agrifood companies establishing their Asia-Pacific headquarters in Singapore.