



## Backgrounder

The Finalists for the inaugural Rice Bowl Startup Awards are (winners in **bold**):

### INDUSTRY AWARD CATEGORY

#### 1. Retail Startup of the Year

##### a. DIY Printing Supply (Malaysia)

*Gift Business For You*

- One-stop DIY gift printing machine supplies. Co-founders Vincent Tong, Managing Director and his twin brother, Tong Hooi Thong, IT Manager.
  - o Problem: Presentable gifts in the market are not affordable, have little use and shopping for them is inconvenient.
  - o Solution: Our gifts are more affordable (T-shirts, mugs, cushions, etc), and customisable. With advanced heat transfer technology, we can produce as little as one unit per product. The printing is of high quality, and durable. Customers can shop for our products on our e-commerce and mobile platforms.

##### b. Poundit (Philippines)

*Gadget Shopping Can Be Tricky, Poundit Makes It Easy*

- **E-commerce site for consumer electronics founded by Kristian Salvo, CEO.**
  - o **YouPoundit.com aspires to be the one-stop destination for all consumer electronic needs in the Philippines and eventually the region. We will solve the main pain points of insufficient & cluttered product selection and subpar customer experience. We will do this by focusing on these 3 main pillars - Curated Collection, Compelling Content, & Customer Service.**

##### c. ShopBack (Singapore)

*Shop Online, Earn Cashback!*

- Pays shoppers to shop online, and is one of the most visited sites in Singapore. Co-founded by Henry Chan Hian Yi, Co-Founder and Head of Business Development and Joel Leong Yong Siang, Co-Founder & Regional Head, Partnerships.
  - o For shoppers, we on-board established merchants with credible track records and highlight the most popular stores as well as top deals on our website. The average user can save more than SGD250 per year with just a few clicks. ShopBack rewards shoppers with up to 30% Cashback, stacked on top of merchants' existing discounts and credit card rebates. To retrieve the Cashback, shoppers can choose to transfer to either a preferred local bank or PayPal account.
  - o For merchants, we ensure that they earn before we do. With the pure commission-based model in place, it is pertinent for ShopBack to deliver sales to sustain the business flow. Apart from online marketing, ShopBack goes offline to cast the net far and wide to bring in new converts as well. Best of all, merchants get to nail the final amount of commission to peg to each successful transaction secured through ShopBack.

## 2. Media Startup of the Year

### a. Carsome (Malaysia)

*Your Next Awesome Ride*

- Car buying and selling portal co-founded by Eric Cheng, CEO & Jiun Ee Teoh, COO.
  - Customers Problem: Car buying process / Transparency / Car selling process Dealers Problem: Genuineness of Leads / Cost Effectiveness
  - Solution : A Reverse Marketplace where users research the cars they would like to buy and sell. Compare offers upfront: Users can perform research, comparison and request for price quotes all on Carsome.my. They can then compare up to 5 exclusive Carsome-only offers based on their location. Better savings & hassle free: By comparing upfront offers from dealers, customers can make sound decision without having to travel from dealership to dealership. We're seeing an average savings of RM 3,000 per car.

### b. FoodAdvisor.my (Malaysia)

*Discover The Best Dishes At Any Location*

- Food review and recommendation site founded and curated by Kenny Hew, CEO and Kay Stanford Jr. Kastum, Digital Producer.
  - FoodAdvisor.my aims to empower Malaysians to discover the best recommended dishes at any location all over the country. The site has a very specific focus on the type of dish and location; content is categorised according to location and food type. For example, a search of Best Nasi Lemak in Petaling Jaya on the site will generate results of FoodAdvisor.my reviewed entries for nasi lemak within the vicinity of Petaling Jaya.

### c. Mizzima Media (Myanmar)

*Where The World Turns For Myanmar News And Insight, 24/7*

- Multimedia news syndicate co-founded by U Soe Myint, Editor-in-Chief and Daw Thin Thin Aung, Board Member.
  - Despite vast reforms in the wake of the 2010 general election, the transition from military government to a more pluralistic state of affairs remains a major question mark. And while strides have been made in media reform, there remains a significant shortfall in independent, professional journalism as well as a significant gap between people living in Myanmar's urban centers and those in rural areas.
  - Mizzima takes a stand for the rights of all Myanmar citizens and to cover the perspectives of all those involved. The company's current core products include a weekly magazine (English), pay-for-content TV production (Myanmar), Digital Daily newspaper (Myanmar) and websites (Myanmar and English) as well as supplements in Burmese-language journals published in various parts of the country.

## 3. Digital/Online Startup of the Year

### a. Compare Asia Group (Singapore)

*Asia's Leading Financial Marketplace*

- Personal financial services comparison platform co-founded by Gerald Eder, Managing Director and Rohith Murthy, MD-Singapore.
  - Consumers typically struggle when deciding which financial product best suits their needs. We help consumers, through our online comparison platform, to save time and money by making an impartial comparison of the market. Consumers can conveniently access a wide variety of financial and mobile/broadband products on one convenient website. We partner with providers of financial products allowing these providers to offer their products on our

website. We are a direct to consumer distribution channel for these product providers, allowing them to access the mass market via the internet. We monetize through multiple methods, the primary being the sale of leads to product providers when consumers select their product.

b. **Eatigo (Thailand)**

*Table Reservations... With Discounts!*

- **Online restaurant reservations with time-based discounts. Co-founded by Michael Cluzel, CEO and Siddhanta Kothari, COO.**
  - **Eatigo uses a dynamic discount structure created by proprietary algorithms to shape user traffic to restaurants in a manner to deliver 90% of our diners exactly when merchants want and need them to fill up previously empty tables. As a global first mover eatigo launched in Thailand in June 2014 and in Singapore in February 2015. There are currently a good 350 merchants on the platform.**

c. **MyDoc.my (Malaysia)**

*Find Specialists Doctors And Clinics In Malaysia*

- **Helps patients find specialist healthcare practitioners. Co-founded by Jarod Law, CEO & CTO and ST Hong, CPO & Director.**
  - **MYDOC.my is the first trilingual, one-stop private healthcare website in Malaysia. It allows patients to easily find medical and healthcare service providers they need. It also allows the service providers to increase their visibilities on the Internet without taking the trouble setting up and managing their own websites.**

#### 4. **Tech Startup of the Year**

a. **Star Ticket (Myanmar)**

*Why Sweat For A Ticket?*

- **The first bus ticketing solution in Myanmar. Co-founded by Thet Mon Aye and Zarni Nway Oo.**
  - **We started our "Star Ticket" to solve the problem that we couldn't buy bus tickets easily online. We developed the core system in 2014 and launched our front ends in 2015. We are connecting the customers and bus operators with simple solution that is bus ticketing platform.**
  - **Sold 36,000 tickets in their first year of operations**

b. **StockRadars (Thailand)**

*Investing Made Simple*

- **Stock analytic and trading platform made simple by Max Kortrakul, Founder.**
  - **In the current volatile stock market, constantly evaluating and sourcing stocks will make a big difference for your portfolio. However that comes with great pain as you have to spend your time analyzing your portfolio and locating new stock. Stock sourcing and analyzing procedures are not only time-consuming but also require specific financial knowledge. StockRadars empowers investor by reducing your sourcing time and mitigating portfolio risk. The application uses entire market data to analyze each stock, indicates stock(s) matching each Radars™ criteria, and present in a super user-friendly way as a game that everyone will understand. Users can choose Radars based on their need. Different types of Radars are available for different type of investors. Besides Radars, StockRadars enables all users to monitor and draw trend line from the stock of their interest and set alert when the stocks match fundamental, technical, and news criteria.**

c. Unified Inbox (Singapore)

*Welcome To The Future of Communications*

- Send and receive messages from a single smart inbox. Company founded by Toby Ruckert, CEO.
  - Unified Inbox is a cloud based unified communication & social collaboration platform that centralizes external conversations, social engagement and internal team collaboration into one single experience across desktop and mobile devices
  - Unified Inbox enables employees to respond faster, more efficiently and build better business relationships improving your ability to connect with prospects, customers and other internal departments across multiple channels and devices.
  - Employees simply manage external conversations, social engagement and internal collaboration from one single place.

## CROSS-SECTOR AWARD CATEGORY

### 5. Product Startup of the Year

a. Openkod (Malaysia).

*Get It Done!*

- Network security app co-founded by Muhammad Ibrahim, CEO and Hasanuddin Abu Bakar, CTO
  - Many campuses face problems with network optimisation when it comes to bandwidth and usage, as well as time-based firewalls. Open Kod is a developer and provider of Malaysian open source products, using Open Source technology to innovate our products. What makes our products stand out from competitors is its affordability. Our products do not have licensing fees or renewal fees, and the quality, performance and features are comparable with imported products in the market. As a pioneer within the network security industry, we believe that this innovative product will encourage Malaysians to explore this technology further.

b. QLIPP (Singapore)

*The Ultimate Tennis Performance Sensor*

- Lightweight sensor that helps improve tennis game. Co-founded by Donny Soh, CEO and Lee Chee How, COO.
  - QLIPP - the smallest and lightest tennis sensor in the market. You attach it to your racquet like a dampener, connect it to your phone via Bluetooth and with every single stroke it tells you how you are playing and how you can improve your performance. To the tennis players, it is certainly a tool for them to track and improve their performance over time. Not only will you be aware of how you are playing today, you will be able to compare it with your performance over the months and also with your other peers. Tennis coaches currently do not have tools to help them monitor students / find new students. For every student that signups / churns, the financial effect is easily USD \$300 a month. QLIPP helps coaches keep a record of every single student under their care and reduces churn. Being part of the QLIPP community also links coaches to students near them, allowing them to find new students easily.

c. Sustainable Alternative Lighting (SALT) (Phillipines)

*This Isn't Just A Product. It's A Social Movement*

- Sustainable and ecologically designed lamp powered by tap water and table salt. Co-founded by siblings Aisa Mijeno, CEO and Raphael Mijeno, CFO.
  - There are over 7,000 island in the Philippines, most of these islands do not have access to electricity, and the logistics of power cable installation to supply island communities with

electricity has been a huge hindrance both for the government and private sectors. About 16 million Filipinos adding up to the 13% of global population not connected to the power grid could possibly suffer the consequences therefore making local governments and even private sectors more concerned, extending their efforts to replace such customs. Our solution is a sustainable and cost effective ecological lamp that runs on saltwater. It uses the principle of electrochemistry, the makings of a battery in which we focused on using the ocean water as a catalyst to generate electricity. Our mission is to provide a more sustainable and affordable lighting system that uses the most abundant natural resource that we have, in which does not strongly deviate from traditional light sources of refilling fluid -- only that is more cost-effective, more safe, and environmentally friendly with its non-combustible nature.

## 6. Service Startup of the Year

### a. MumRadar (Singapore)

*Search. Find. Connect.*

- Connecting moms with other moms. Co-founded by Silvia Wetherell and Rita Bishop.
  - There are two key problems MumRadar addresses: who to meet and where to go when you have children. There is often a tremendous change that takes place when a woman becomes a mother: new friendships, new habits, juggling multiple responsibilities, even feeling overwhelmed or isolated. Also, navigating town with children is not easy! Mums often worry about where to breastfeed or change a nappy and often browse multiple websites trying to find kid-friendly restaurants. MumRadar helps users connect with nearby mums for support either online or face- to-face by meeting up for playdates for example. The user can browse profiles and make a choice about who to chat to depending on what they have in common. MumRadar collates all key places and activities in one location-based app. We have thousands of listings in Singapore and plan to expand to SEA soon.

### b. NeonRunner (Malaysia)

*Let Us Do It For You*

- **On demand, same day delivery service enabler co-founded by M. Kanashan, CEO and Arvind Patmarajah, CFO.**
  - **Realising a gap in the market for concierge-style services, the duo decided to start up NeonRunner to offer last mile on-demand services for the masses at an affordable price. The one-of-a-kind service is fast, reliable and also time-saving, leaving you with more time to do the things you love.**
  - **Powered by a fleet of 150 runners, Neon Runner currently manages the largest private last mile company, and provides professional despatch services to more than 100 merchants, and over 300+ and growing a unique customer base since starting operations in December 2014.**

### c. SETSCOPE (Thailand)

*Effortlessly Invest In Quality*

- All in one stock evaluation and portfolio management tool brought to you by Tanin Sammanee, Founder and Wirat Leenavonganan, General Manager.
  - SETSCOPE is a web and app platform that picks the best stocks based on the all required metrics, just as a human expert would, notifying the user on any changes in their metrics immediately. So the investor can:
    - **MAKE DECISION** - immediately when to buy stocks
    - **EFFORTLESS** - analyse stocks from many data sources
    - **GET NOTIFIED** - in quality changes to take action immediately
    - **FOLLOW EXPERTS** - and community via timeline

## 7. Innovative Go-To-Market Startup of the Year

### a. Gamurai Tech (Singapore)

*A Technology Enabler That Encircles And Impacts Lives*

- Salon management tools and virtual hairstyles for customers using 3D face-modelling. Company founded by Wong Sze Ming, CEO
  - **Hairstylist Visual Tool**- This utilizes Gamurai's VEON 3D Modelling platform, which create a 3D Avatar for the customer and allows customers to virtually visualise different hairstyles and colours.
  - **Branch Manager Visual Tool** -This incorporates business management features such as point-of-sales, sales tracking, commission management, service management, inventory management, scheduling, people management and productivity tracking, customer relationship management, promotion management, appointment booking and walk-ins.
  - **Company Management Visual Tool** -This allows salons with multiple branches across different countries and different cities, to have a consolidated view of operations, comparing the performance across regions and timing.

### b. GetLinks (Thailand)

*Get Digital Jobs*

- **Connects companies with the next generation of passionate digital talent and innovators. Co-founded by Djoann Fal and Polpat Songthamjitti.**
  - There are hundreds of job boards. But many coders & designers are still unable to find a job that makes them happy, matching with their skills and ambitions. Why? Because they don't want to look through hundreds of job boards, spending hours reading, scrolling, writing to apply and wait for 2 weeks to have an employer answer. It's a hassle. By making shorter the job discovery & recruiter interaction process, our web, mobile and community platform make life easier for Millennials passive job seekers to connect with better digital jobs opportunities.

### c. SkolaFund (Singapore)

*Funding Awesome Undergrads*

- Crowdfunding scholarships for deserving undergraduates. Co-founded by Tengku Syamil, CEO and Syakir Hashim, COO.
  - Undergraduates coming from middle or lower income families also face difficulty getting student loans due to poor credit ratings. On top of that, there are very limited number of scholarships available for the students out there. It is estimated that the current scholarships available only serve 7% of the undergraduate population. Skolafund uses a multi-stream crowdfunding system to fund the higher education costs of less-privileged undergraduates already accepted or enrolled in institutions of higher education. Skolafund currently enables students from less-privileged families to set up a crowdfunding campaign detailing why they need a scholarship. Skolafund's system will verify the student's application by screening important verification documents submitted by the student before launching the campaign.

## SPECIAL AWARD CATEGORY

### 8. FinTech Business Startup of the Year (category sponsored by Maybank)

#### a. Funding Societies (Singapore)

*Business Loans Funded By You And Me*

- Helping SMEs grow or start their businesses by providing access to funds. Founded by Kelvin Teo and Reynold Irsian Wijaya, Director.
  - The lack of growth financing for SMEs and investment opportunity for casual investors are major problems. SMEs contribute to 30 – 55% GDP and 50 – 85% domestic employment in Southeast Asia. We provide end-to-end service as a platform to both SMEs and investors. For SMEs, we have a rigorous proprietary credit assessment process. Our assessors conduct

mandatory site visit and review soft data of both the business and the owners to determine the willingness and ability of repayment. After assessment, we'd post the SME loan request on our platform. For investors, we conduct the regular Know Your Customers check as required by regulators with the help of our escrow agency. After KYC approval and e-signing our subscription agreement, these investors could review the fact sheet of the SMEs and choose to crowdfund to them. The entire process is conducted online.

b. Piggipo (Thailand)

*Managing All Cards In One App*

- Personal finance management tool. Co-founded by Supichaya Surapunthu, CEO and Sirathorn Thamprateep, CMO.
  - Many people who have multiple credit cards have trouble controlling their credit card spending. Piggipo is their solution. Piggipo helps people manage multiple credit cards, analyse their spending and suggest ways in which they can save more money, all through gamification. Our application focuses mainly on credit cards, and thus has features specific to that. With first mover advantage, we are the top credit card management app in Thailand.

c. Qwikwire (Phillipines)

*Secure Cross-Border Billing And Payment*

- **Pay bills from anywhere in the world brought by Bing Bryan Tan, CTO and Zairo Hererro Ko, Head Of Business Development.**

9. **University Startup of the Year** (category sponsored by University Malaya)

a. Flexilicate (Malaysia)

- **Custom designed optical fibers for telecommunications applications, sensing & non-linear effects spearheaded by Prof. Dr. Faisal Rafiq Mahamd Adikan, Director and Dr. Ghafour Amouzad Mahdiraji, Managing Director.**

b. Linkage Restaurant (Myanmar)

- Vocational training in restaurants for street kids in Yangon founded by Khin Hnit Thit Oo

c. Nanobiotek Indonesia (Indonesia)

- Promoting propolis products for healthcare and cosmetics by Dr. Muhamad Sahlan.

**STAR AWARD CATEGORY**

10. **Social Enterprise Startup of the Year**

a. Garbage Clinical Insurance (Indonesia)

*Keep Healthy With Garbage*

- Exchanges garbage for micro health insurance. Founded by Gamal Albinsaid, CEO.
  - Garbage Clinical Insurance (GCI) solves several problems at once — the poor get treated, the clinics receive some money from the recycled waste, and a small part of East Java chips away at its mountains of unmanaged litter. The company now runs a health clinic of its own, and also works with four others. Its distinctive characteristics are:
    - Uses garbage as a source of financing
    - Application of holistic health system such as health promotion, prevention of illness, treatment for the sick, and rehabilitation after illness.
    - Encourages social-entrepreneurship
    - Easy adoptable solution with easy access to the community
    - Generate a community of independent financing

b. Kapital Boost (Singapore)

*Helping Small Businesses Grow Big*

- Islamic crowdfunding platform that helps small businesses pay for goods and capital purchases, with regional presence in 3 countries. Co-founded by Erly Witoyo, Managing Partner and Umar Munshi, Partner.
    - Small businesses in ASEAN face a high rate of failure. One of the biggest reason for this is the lack of access to external financing. The approval rate of bank loans is less than 20%. This rate has declined following the Global Financial Crisis in 2008 as a results of increasingly stringent banking regulations. We help small businesses to raise capital for asset purchases through crowdfunding. This provides a form of capital boost for the company in buying the assets they need. Instead of providing loans, our crowdfunding investors purchase assets for small businesses with the agreement that the small business will purchase the assets from the investors over a certain period of time at a higher price. The profit margin from the sale of assets to the small business is the return investors will get (Murabaha in Islamic financing).
- c. Penampang Renewable Energy (Malaysia)  
*Repowering The Future*
- Empowering indigenous communities with sustainable clean energy. Co-founded by Gabriel Sundoro Synn, Managing Director and Adrian Lasimbang, Technical Director.
    - Almost 30% of rural communities in Malaysia still lack access to basic energy services. Many more are running diesel generators, whose costs are prohibitively expensive. To make matters worse, these communities, being predominantly subsistence farmers and fishermen, suffer most dramatically from loss of land to industries, and to global climate change.
    - PRE is the only micro-hydro turbine manufacturer in Malaysia, operating out of the Center for Renewable Energy and Appropriate Technology (CREATE). CREATE is a training center, assembly plant and innovation hub where rural youth enjoy the opportunity to learn about clean energy.

## 11. Woman in Business Startup of the Year

- a. Rachel De Villa, Cropital (Phillipines)  
*Grow Your Money, Help Our Farmers*
- Crowdfunding platform for farmers co-founded by Ruel Amparo, CEO and Rachel De Villa, CTO.
    - Every farming season, it has always been a challenge for farmers to find funding. They have very limited options and most of the time they are left with no choice but to agree with terms that eat up their already low income. They also lack access to best practices that could have enabled them to achieve maximum agricultural yield and thus increase their income.
    - Cropital sources funding from the public, and partners with cooperatives, suppliers, and buyers, to assist in facilitating transactions. Cropital helps improve farm productivity by providing farmers enough capitalisation to afford higher quality and quantity inputs to yield better outputs. Cropital also coordinates/partners with several organisations to bring farming best practices in different communities.
- b. Silvia Wetherell, MumRadar (Singapore)  
*Search. Find. Connect*
- **Helping mums find nursing rooms, baby friendly cafes, playgrounds and more on the go. Co-founded by mums Silvia Wetherell and Rita Bishop.**
- c. Aisa A. Mijeno, Sustainable Alternative Lighting (SALT) (Phillipines)  
*This Isn't Just A Product. It's A Social Movement*
- Sustainable and ecologically designed lamp powered by tap water and table salt. Co-founded by siblings Aisa Mijeno, CEO and Raphael Mijeno, CFO.



## 12. Golden Rice Bowl Award for Startup of the Year

### NeonRunner (Malaysia)

*Let Us Do It For You*

- On demand, same day delivery service enabler co-founded by M. Kanashan, CEO and Arvind Patmarajah, CFO.
  - Realising a gap in the market for concierge-style services, the duo decided to start up NeonRunner to offer last mile on-demand services for the masses at an affordable price. The one-of-a-kind service is fast, reliable and also time-saving, leaving you with more time to do the things you love.
  - Powered by a fleet of 150 runners, Neon Runner currently manages the largest private last mile company, and provides professional despatch services to more than 100 merchants, and over 300+ and growing a unique customer base since starting operations in December 2014.