



News Release

For Immediate Release

Rice Bowl Startup Awards Announces Finalists

31 Finalists chosen from 376 entries from standout startups throughout Southeast Asia

KUALA LUMPUR, 16 October, 2015 – Finalists for The Rice Bowl Startup Awards were announced today, reflecting the innovation and excellence of startups across the Southeast Asia.

“Since the announcement of the awards in June, we have seen fantastic participation from startups across the region, and have even had to extend deadlines to accommodate countries to submit their nominations,” said Ashran Dato Ghazi, Chairman of New Entrepreneurs Foundation (myNEF).

“Our community partners have had the impossible task of judging the entries, and have selected over 30 finalists in 12 categories. These finalists will now be judged by our Grand Jury, who will select the winners.”

The Rice Bowl Startup Awards is the first ASEAN awards to celebrate rising startups that harness technology to propel their business regionally. They honour rising entrepreneurs who are a clear embodiment of excellence and innovation.

376 entries were submitted from nine countries across South East Asia during the nomination phase from 1 June to 15 September 2015. A panel of 35 judges from the awards’ community partners then evaluated the entries in four broad areas – Business, Traction, USP and Investability.

All finalists are automatically in the running for the Golden Rice Bowl Awards. They will also be awarded startup training worth USD15,000, regional media engagements, and investor matching.

Finalists will be judged by the Rice Bowl Startup Awards Grand Jury, and the winners will be announced during the gala event closing the 1 ASEAN Entrepreneurship Summit (1AES) on 22 November 2015 in Kuala Lumpur.

Finalists were shortlisted for nine categories:

1. Retail Startup of the Year

- a. DIY Printing Supply (Malaysia) - Affordable personalised gifts that can be purchased via their web and mobile platforms.
- b. Poundit (Phillipines) - Consumer electronics retailer that curates brands, creates compelling content and focuses on customer service.
- c. ShopBack (Singapore) - A platform that pays shoppers to shop online, allowing users to earn as they shop.

2. Media Startup of the Year

- a. Carsome (Malaysia) - Online Platform that provides a one stop solution for buying and selling cars. Users can research, compare and request for price quotes from certified dealers.
- b. FoodAdvisor.my (Malaysia) - Empowers Malaysians to discover recommended food and beverages according to dishes and location.
- c. Mizzima Media (Myanmar) - An independent and reliable source of news and information on Myanmar.

3. **Digital/Online Startup of the Year**
 - a. Eatigo (Singapore) - Eatigo is in the business of connecting diners to restaurants via time based pricing, similar to those used in the airline and hotel industries.
 - b. Compare Asia Group (Singapore) - Asia's leading comparison platform for personal financial services such as credit cards, loans, and insurance.
 - c. MyDoc.my (Malaysia) - Trilingual website that helps patients in Malaysia find healthcare practitioners.
4. **Social Enterprise Startup of the Year**
 - a. a. Garbage Clinical Insurance (Indonesia) - Microinsurance health system that helps the poorest communities gain access to health services and education through the collection and recycling of rubbish.
 - b. Kapital Boost (Singapore) - Crowdfunding for small businesses for the purchase of assets, that are eventually bought back by the business from the investors over a certain period of time at a higher price.
 - c. Penampang Renewable Energy (Malaysia) - Consulting and manufacturing firm specializing in micro hydropower engineering.
5. **Tech Startup of the Year**
 - a. Star Ticket (Myanmar) - Global distribution system and bus ticketing platform for express buses in Myanmar.
 - b. StockRadars (Thailand) - Stock analyzing application that helps users monitor and track stocks through various criteria, and is presented as a game.
 - c. Unified Inbox (Singapore) - Unified Inbox is a global Unified Communications as a Service (UaaS) company, whose patented Unification Engine is the first true end-to-end encrypted UaaS platform on the market currently.
6. **Product Startup of the Year**
 - a. Openkod (Malaysia) - Developer and provider of open source products, has created the first Malaysian-made network security product to optimise networks.
 - b. QLIPP (Singapore) - A tennis performance sensor and accompanying mobile application that delivers real-time stroke data and visual insights allowing players to improve their performance.
 - c. Sustainable Alternative Lighting (SALT) (Philippines) - Sustainable and cost effective ecologically designed lamp powered by tap water and table salt.
7. **Service Startup of the Year**
 - a. MumRadar (Singapore) - Helps mothers find important information, collates child friendly places and activities, read peer reviews and connects with like-minded mothers.
 - b. NeonRunner (Malaysia) - On demand delivery and concierge service.
 - c. SETSCOPE (Singapore) - A platform that evaluates and picks stocks using multiple metrics, empowering users to make quality decisions effortlessly.
8. **Innovative Go-To-Market Startup of the Year**
 - a. Gamurai Tech (Singapore) - VEON@Hair Experience (VEON) is a suite of software tools that incorporates both hairstyling and business management features targeted at salons.
 - b. GetLinks (Singapore) - Connects companies with the next generation of passionate digital talent and innovators.
 - c. SkolaFund (Singapore) - Web platform that enables less-privileged undergraduate to crowdfund their education.
9. **Woman in Business Startup of the Year**
 - a. Rachel De Villa - Cropital (Philippines) - Crowdfunding platform that helps local farmers gain access to scalable and sustainable funding.
 - b. Silvia Wetherell - MumRadar (Singapore) - Helps mothers find important information, collates child friendly places and activities, read peer reviews and connects with like-minded mothers.
 - c. Aisa A. Mijeno - Sustainable Alternative Lighting (SALT) (Philippines) - Sustainable and cost effective ecologically designed lamp powered by tap water and table salt.

In addition to the 10 Rice Bowl Startup Awards, two additional categories will be awarded during the gala event.

- 1. FinTech Business Startup of the Year (Sponsored by Maybank)**
 - a. Funding Societies (Singapore) - Online platform for SMEs to acquire loans to fuel their growth and for investors to crowdfund the SME loans while earning returns up to 13% per annum.
 - b. Piggipo (Thailand) - Personal finance application that helps people manage their money and stay on budget through gamification.
 - c. Qwikwire (Phillipines) - International bill payment platform that allows bills to be paid from anywhere in the world.

- 2. University Startup of the Year (Sponsored by University Malaya)**
 - a. Flexilicate (Malaysia) - Novel optical sensor for dengue detection
 - b. Linkage Restaurant (Myanmar) - Trains street children to run restaurants
 - c. Nanobiotek Indonesia (Indonesia) - Uses propolis in healthcare applications

The Rice Bowl Startup Awards also announced its official partners for the event. Malaysian Global Innovation and Creativity Centre (MAGiC) is its strategic partner, and the event is sponsored by Maybank and Microsoft; the 3D printed trophy was designed by Melinda Looi International, and produced by UTC Additive Manufacturing; Infinite Ventures will be matching the finalists with investors around the region, and the awards are being audited by Adib Azhar & Co. Ammanz, Aquila, Thailand Startup Review and the Malaysian Reserve are all supporters of this year's awards.

The awards community partners include: Bangkok Entrepreneurs, Brand Geeks, Cradle, Cyberview, Digital Kaway, Geeks in Cambodia, Hubba, IdeaSpace, Iglu, Lihan, Mad Inc, MDEC, My Harapan, MyIPO, My Performing Arts, NEF, Startup Jobs Asia, Startup Malaysia, Startup Myanmar, Startup Thailand, Startup Vietnam, The Spark Project, UStart 2015, WatchTower & Friends, Webmob, Women Entrepreneurs Network (WENA), and World Islamic Economic Forum Foundation (WIEF).

##ENDS##

For Media Enquiries, please contact:

Allie Subramanian
allie@ricebowlawards.com
+6019.699.0941

Nitra Omar
nitra@mynef.com
+6013.397.9558

Syahmi Ramlan
syahmi@mynef.com
+6019.228.3132

About the New Entrepreneurs Foundation

New Entrepreneurs Foundation (myNEF) is a not for profit organization that focuses on creating and developing sustainable entrepreneurs via strategic developmental programs. MyNEF designs and caters programmes with the entrepreneurs in mind, helping them achieve their business goal. For more information, visit www.mynef.com.

About the Rice Bowl Startup Awards

Just as rice is a staple among Southeast Asians, so is technology for fuelling businesses of the future. The Rice Bowl Startup Awards is the first ASEAN awards that recognize breakout startups in the region that harness digital technology. The Rice Bowl honours rising entrepreneurs in various categories of excellence including industry awards, cross-sector awards, and star awards celebrating Best Startup of the Year and Best Woman in Business Startup of the Year. Mooted by the New Entrepreneurs Foundation (myNEF), the inaugural Awards will be held in November 2015 at the 1ASEAN Entrepreneurship Summit (1AES) in Kuala Lumpur. For more information, visit www.ricebowlawards.com.