



News Release

For Immediate Release

RICEBOWL Startup Awards Celebrates Startup Ecosystem

Global Startup Awards inked partnership with New Entrepreneurs Foundation (myNEF) to recognize players in the startup ecosystem driving world-class innovation and excellence.

PETALING JAYA, 24 February, 2016 - Global Startup Awards (GSA) inked partnership with New Entrepreneurs Foundation(myNEF), announcing the Rice Bowl Startup Awards (RBSA) 2016. Through this partnership, the awards stand to represent the entire startup community, - from the startups themselves, through to the people behind them, and the organisations that work alongside these visionaries to make the great things possible. This partnership also means that winners of the RBSA will be finalists for the Global Startup Awards.

The Rice Bowl Startup Awards, organized by the New Entrepreneurs Foundation - enters its second year with a more outstanding spotlight with Global Startup Awards (GSA), aims to increase the region's visibility as a vibrant global hub for innovation and celebrate the startup ecosystem instrumental in driving that progress.

"From the very beginning our goal was to celebrate the rising stars of entrepreneurship throughout Southeast Asia, and with the success of the RBSA 2015, it is honoured that we're now part of a larger initiative. Cumulatively, last year, USD82million was pledged by investors to date to invest in the finalists, and we are confident that this figure will expand as more investors recognise the quality and innovation of these startups," said Ashran Dato' Ghazi, Chairman of New Entrepreneurs Foundation (myNEF). Winners for the inaugural RBSA 2015 were celebrated at a gala event closing the 1 Asean Entrepreneurship Summit in Kuala Lumpur.

"The Rice Bowl Startup Awards will help reinforce a stronger, more collaborative network throughout the region, and serve as a celebration of our continued efforts to foster world-class innovation in technology and entrepreneurship."

The Rice Bowl Startup Awards (RBSA) 2016 will start as an award show in each of the respective countries, with each of the national winners going head to head in a regional grand finale to determine who is the best of the best. Each individual regional award places a focus on uncovering and rewarding the very best startups and entrepreneurs from the respective ecosystems.



“We showcase talent and reward those that work endlessly creating new technologies and disrupting industries in a scale that we've never seen before. We hope that the Rice Bowl Startup Awards will become the benchmark of success for startups across the region and we want to help them create visibility at the global level” said **James Digby**, Founder & Senior Partner of Global Startup Awards.

The RBSA 2016 is carried out in two rounds. First round will be the national finals in Malaysia, Indonesia, Philippines, Singapore, Thailand, Brunei, Laos, Myanmar, Cambodia & Vietnam. The national winners will then move on to the Regional Grand Finale where representatives from each country will go up against each other for the chance of regional recognition. And the winners at the regional level will then be finalists for the Global Startup Awards to be held in August.

RBSA will be celebrating the startup ecosystem via 11 categories:

1. Best Newcomer
2. Best Disrupter/Gamechanger
3. Best Professional Investor
4. Founder of the Year
5. Developer Hero
6. Startup Journalist of the Year
7. Best Social Media Influencer
8. Best Campaign of the Year
9. Best Social Entrepreneurial Startup
10. Tech Support/Service Provider of the Year
11. Startup of the Year

Nominations are open to all companies established no more than 5 years in an ASEAN country. The nomination period is between 25th February till March 25th 2016. We expect the judging process to happen between 21st April to 21st May upon the shortlisting of finalists. The winners of each country will be announced in June 2016 and the regional winners will be announced during the Grand Finale ceremony in August.

For further information and to submit nominations visit www.aseanstartupawards.com

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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. myNEF organized the inaugural Rice Bowl Startup Awards in 2015 during 1ASEAN Entrepreneurship Summit. For more information, visit www.mynef.com.

About the Global Startup Awards

The Global Startup Awards provides an annual spotlight focus to web/tech startups in 26 countries across the globe. With each individual regional awards placing a heavy focus on unearthing and reward the very best from within their respective ecosystems. The awards stand to represent the entire startup community - from the startups themselves through to the people behind them, and the organizations that work alongside these visionaries to make the great things possible.

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 and its ecosystem.

For further information and to submit nominations visit www.aseanstartupawards.com

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