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## NEWS RELEASE

### For Immediate Release

## THE ASEAN RICE BOWL STARTUP AWARDS CALL FOR NOMINATIONS FROM REGIONAL STARTUPS

### ASEAN Rice Bowl Startup Awards Call for Nomination

**Kuala Lumpur, 15 May, 2016** – New Entrepreneurs Foundation (myNEF) today announced the kick off for the third annual ASEAN Rice Bowl Startup Awards (ARBSA) 2017, which celebrates the spirit of innovation and entrepreneurship in the startup ecosystem across South East Asia. The Awards reward excellence, best practice and innovation in startups across the region. This year, fifteen award categories are up for nominations.

"We are excited to continue this yearly tradition for the ASEAN startup community," said Lilyana Latiff, CEO of New Entrepreneurs Foundation and Chairman of the ASEAN Rice Bowl Startup Awards. "This is the 3<sup>rd</sup> year of the Rice Bowl's installation. Last year we had more than 1,500 nominations from 8 ASEAN countries, and we are expecting an even bigger pool of nominations this year."

The objective behind the Rice Bowl is to map, connect and promote regional startup ecosystems, and to aid policy makers on the entrepreneurship agenda on digital tech innovation.

It also seeks to increase the region's visibility as a vibrant global hub for innovation and celebrate the startup ecosystem through our partnership with the Global Startup Awards."

The ASEAN Rice Bowl Startup Awards is the official Southeast Asia circuit for the Global Startup Awards, which is celebrated across four regions. The Winners will represent Southeast Asia at the Global Startup Awards finale in 2018.



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This year, the Rice Bowl is introducing new categories that are trending to reflect the emerging verticals in the tech startup ecosystem. The 15 categories are:

#### **STARTUP CATEGORY**

1. Startup of the Year
2. Best Newcomer
3. Best Social Impact Startup
4. Best Smart City Solution
5. Best e-Commerce / Supply Chain Startup
6. Best Health / Lifestyle Tech Startup
7. Best Green Biotech / Food Tech Startup
8. Best Life Sciences / MedTech Startup
9. Best Fintech Startup
10. Best DeepTech / AI / Big Data Startup

#### **INDIVIDUAL CATEGORY**

11. Founder of The Year

#### **ECOSYSTEM OF THE YEAR**

12. Investor of the Year
13. Best Accelerator Program
14. Best Co-Working Space

#### **OTHERS**

15. People's Choice

And a Special Mention for the Best Startup Ecosystem Initiative (for each country)

Nominations are open to startups that has been established no more than 5 years in any ASEAN country. A startup can either be nominated or they can submit the entries themselves.

After the Nomination period ends in June, the evaluation is carried out in two rounds – the Nationals and Regionals. The first round is the National Finals. All entries compete for the Rice Bowl Startup Award (as voted by a Jury Panel) and the People's Choice Award (as voted online by fans). The winners of each country will be announced between August to September 2017.



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The national winners will then move on to the Regional Finals, which is the ASEAN Rice Bowl Startup Awards. The Regional Winners will be announced during the Grand Finale ceremony in November. The winners will then represent this region at the Global Startup Awards.

The reason startups submit their nomination to the awards is the opportunity for Rice Bowl Finalists to have access to possible government endorsements, investment funding, media exposure, and regional and global networks.

This is a concerted effort for Southeast Asian countries to showcase this region as a vibrant global hub for innovation, and to aid policy makers on the entrepreneurship agenda on digital tech innovation.

The Rice Bowl Startup Awards Nomination period is between 8 May till 30 June 2017. For more information and to submit entries, visit [www.ricebowlawards.com](http://www.ricebowlawards.com) or [www.aseanstartupawards.com](http://www.aseanstartupawards.com)

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Find the ASEAN Rice Bowl Startup Awards Online:

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Twitter : [@ricebowlawards](https://twitter.com/ricebowlawards)  
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#### **About New Entrepreneurs Foundation (myNEF)**

Established in November 2012, New Entrepreneurs Foundation (myNEF) is a non-profit organization that focuses on creating and developing sustainable entrepreneurs via strategic developmental programs. myNEF plays an instrumental role in bridging industry players with the Government and related agencies, both locally and in the Southeast Asian region. This concerted effort is crucial in supporting entrepreneurial development programs. myNEF signature programs include BAHTERA 2015, SUPERBXCEL, COMICXCEL, Online Business Financing (OBF) and ASEAN Rice Bowl Startup Awards.

[www.myNEF.com](http://www.myNEF.com)

#### **About ASEAN Rice Bowl Startup Awards**

The ASEAN Rice Bowl Startup Awards, founded in 2015 and organized by New Entrepreneurs Foundation, celebrates the spirit of innovation and entrepreneurship in startups across South East Asia. The award aims to map, connect and promote regional startup ecosystems, and to aid policy makers on the entrepreneurship agenda on digital tech innovation. It also seeks to increase the region's visibility as a vibrant global hub for innovation. The ASEAN Rice Bowl Startup Awards is the official Southeast Asia circuit for the Global Startup Awards, which is celebrated across four regions. The Rice Bowl Winners will represent Southeast Asia at the Global Startup Awards finale.

[www.ricebowlawards.com](http://www.ricebowlawards.com)