INTRODUCTION TO SINGAPORE’S STARTUP LANDSCAPE
Enterprise Singapore is part of a larger family that looks at growing Singapore’s economy

Grow inward investment and overall development of the enterprise ecosystem in Singapore

Help local enterprises build capabilities and capture new opportunities across sectors and markets, to be globally competitive

Develop industrial infrastructure to grow new industries and transform existing enterprises

Foster world-class scientific research and nurture scientific talent to develop a vibrant knowledge-based Singapore

Formed from the merging of two economic agencies in April 2018
Our mandate is to grow stronger Singapore enterprises

**MISSION**
Grow stronger Singapore enterprises by building capabilities and accessing global opportunities, thereby creating good jobs for Singaporeans.

**VISION**
A vibrant economy with globally competitive Singapore enterprises.

**4 PILLARS OF ENTERPRISE SINGAPORE**
- Building resilient, competitive industries and enterprises
- Tapping global opportunities for Singapore
- Developing Singapore as a top global trading and startup hub
- Building trusted Singapore products and services

We are the single enterprise development agency championing the growth of Singapore enterprises in capability development, trade and internationalisation.
Singapore’s startup ecosystem at a glance

Increased entrepreneurial activity in tech sectors


Source: DOS

168 deals
US$0.80B (2012)

353 deals
US$10.5B (2018)

Source: Pitchbook

Improved international standing

#17 out of 20 cities (2012)  ➔  #12 out of 20 cities (2017)

Source: Startup Genome Global Startup Ecosystem Reports 2012 and 2017

Increased venture funding activity & amounts

Raised US$528m from IPO in HK in 2017

Received $1bn from Alibaba for 51% in 2016 and another $1bn in 2017

Raised US$87m from Series C in 2018

Sold for ~US$83m to Sekisui Chemical in 2018

Source: AVCJ, Pitchbook, ESG, NRF

Unicorns in SG

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100 incubators/accelerators helping startups scale in Asia

30 corporate incubators/ventures seeking innovation and technology opportunities

150 venture capital investors with regional presence in Singapore

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Overview of deep tech domains...

**Infocomm and Media**

- Total number of deals and VC investment amount (per deal) has grown.

**Advanced Manufacturing and Engineering**

- Support startups through connections with local mfg community.
- Leverage startup technologies to enhance mfg capabilities.
- Drive lead demand through government and corporate players.

**Cleantech**

- Drive lead demand through government and corporate players.

**Health and Biomedical Sciences**

- Drive startups to provide solutions for problem statements identified by global problems.

**Example of Partners**

- Micron: E.g. Micron deployed Century Water’s Taiwan sourced industrial water technology in their semiconductor plants in Singapore & Malaysia.

**Example of Partners**

- E.g. Hardware Round Table
- ARCSTONE: E.g. Arcstone – providing IoT platform solution to Onn Wah and Avi-Tech Electronics
- ALT: E.g. Altion Technologies – deployed inspection drones for PUB, SLA, LTA

**Example of Partners**

- E.g. MedTech Manufacturing Strategic Alliance

**Example of Partners**

- Example of Partners
Global startups and enablers can benefit from SG’s vibrant ecosystem

1. Benefit from supportive government policies and infrastructure

2. Benefit from the mentorship and support from international incubators / accelerators

3. Leverage SG’s active venture funding landscape for investments and deal flow

4. Pilot innovative solutions with leading corporates & government agencies as reference customers

5. Co-innovate with local research and innovation centres

6. Leverage SG as a Launchpad for expansion into Asia
Benefit from supportive government policies…

the brand and identity of our startup ecosystem
... and infrastructure

Focus sectors include Advanced Manufacturing, and Cleantech.
For instance, Launchpad@one-north houses over 800 startups with over 40 nationalities.
Benefit from the mentorship and support from international startup enablers

> 100 global startup enablers helping startups scale in Asia

- Launched SG-based global accelerator programme in partnership with Rakuten that includes $20k equity investment and option of $100k convertible note
- Focus on social messaging and technologies and startups that align with Rakuten’s chat app Viber
- Israeli-based Trendlines Group set up an SG-based medtech incubator, together with B. Braun
- Inked partnership with National Healthcare Group to build pipeline of medtech startups and global solutions
- Collaborated with SG-based VC K2 Global to co-invest in medtech companies looking to raise Series A funding
- Founded by Magnus Grimeland (co-founder of Zalora)
- Aggregates top tech talents from leading companies, universities and institutions to groom them into successful startup founders
- Engages top-tier mentors from Ivy-league universities and consulting firms such as McKinsey
- GASEA runs inbound and outbound acceleration programmes in SG with the latter jointly developed by ESG, EDB and GA through GE GmbH
- Partners with government-linked agencies, academic and corporate partners
- Raises >US$1B in venture funding and trains >1,000 entre- and intra-preneurs every year
Leverage SG’s active venture funding landscape for investments and deal flow

**B Capital Group**

- SG-based VC firm co-founded by Eduardo Saverin
- Focuses on Series B and C investments into healthcare, fintech and industrial/consumer-enabler businesses
- Closed US$360m at the final close of its first fund
- Invested into SG startups Ninja Van and CXA

**MISTLETOE**

- Japanese VC founded by Japanese billionaire Taizo Son
- Partnered with Golden Equator Group and SPECTRUM to help business ventures expand into Indo-Asia Pacific and internationally
- Led US$3.5m investment into SG-based data-driven venture investment platform Hatcher+

**Government co-investment initiative** to invest into innovative Singapore-based tech startups

Investment Cap is up to S$2m for info-comms and tech startups and up to S$4m for deep tech startups (e.g. medical, advance manufacturing, clean technology)
Pilot innovative solutions with leading corporates...

- Launched a startup incubation programme for IIOT startups
- Partnered with SP Group to develop IIOT capabilities and intelligent applications to enhance power network reliability and efficiency in SG
- Partnered with Platform E to advance industrial internet entrepreneurship in SG
- Partnered with FocusTech Ventures to host the GE Digital Hackathon 2018

GE

- Launched engineering-based incubator, Innosparks, that aims to address needs in mobility, energy and healthcare
- Provides startups with up to S$500k in funding, co-working space and includes access to ST Engineering’s expertise and networks
- Scaling startups will be connected to ST Engineering’s Corporate Venture Unit

ST Engineering

- Launched corporate venture arm, PSA unboxed, with an initial fund size of S$20m
- Aims to invest in and nurture startups to create logistics, engineering and transaction solutions
- Selected startups will receive up to S$50k as an initial sum in seed funding and be provided with incubator facilities at PSA

PSA

- Launched the L’Oréal Innovation Runway, a startup pitch competition, at the Singapore Week of Innovation and Technology in 2017, and held the 2nd edition of the competition in 2018
- Piloted a co-innovation programme to work with startups based in Singapore

L’Oréal
• 80% of Singaporeans live in housing built by HDB

• Establish government incubator to support startup to pilot and commercialise products and solutions

• Successful products and solutions will be included in future tender specifications

• Industrial landlord that developed 7,000 ha of industrial land and 4 mil sqm of ready-built facilities.

• Launched calls for innovative robotics and automation solutions

• Has earmarked S$8mil to fund the development and test-bedding of 16 to 20 proposals
Co-innovate with local research and innovation centres

- Research performer with 5,400 staff from over 60 countries and every year undertake 1,700 industry projects with MNCs and SMEs
- Launched Singapore’s first open innovation lab, A*START Central to groom medtech and biotech startups
- Partnered with Singapore Exchange to sign MOU to improve access to technologies and capital for startups and SMEs
- The NUS Industry Liaison Office connects and partners with industry to commercialise the university’s innovations into products and services
- Achieved over 400 patents granted and 55 spin-offs over the past 5 years
- Established university incubator, NUS Enterprise, that has generated several innovative startups such as DynaOptics, Zimplistic and PatSnap
Leverage SG as a Launchpad for expansion into Asia

Launched Global Innovation Alliance to boost Singapore’s connections with global innovation hubs

Established launchpads in 9 cities, with plans to roll-out to more locations globally
We also have an exciting calendar of startup events
As well as Startup SG Network (SSN) – a national directory of Singapore’s tech startup ecosystem

Overview
Startup SG Network (SSN) is a national directory gathering all tech startup ecosystem players into a unified community.

Objective
To improve local and foreign access to Singapore’s tech startup ecosystem by:
- Being a comprehensive source of information on the startup ecosystem
- Facilitating search / connections among those in the startup ecosystem

Functions
Key features both current and in the pipeline include:
1) Database of all tech startup ecosystem players in Singapore
2) Resources such as access to mentors and ecosystem data
3) User-managed, AI-driven, partner recommendation and matching system
In summary...

Singapore’s thriving startup ecosystem is a Launchpad to Asia as well as a reference pilot and test-bedding hub.

- >100 global startup enablers helping startups scale in Asia

- >300 global venture capital investors with presence in Singapore

- MNCs and large enterprises seeking innovation and technology opportunities

- IHLS/RIs that have groomed startup talent and generated spin-offs and licenses