

Startup Top Trumps: The Far East Frontiers

16 APRIL 2015

SUMMARY

The startup scene in parts of Asia is still in its infancy. The area has seen a big increase in tech innovation and entrepreneurship. But the big players like Singapore and Hong Kong remain in the lead. However, this may not always be the case; thanks to low barriers to entry, excellent investment opportunities and high potential to attract international growth, neighbouring emerging markets may one day be the next Asian economic hub. Here's a collection of the five biggest venture hubs in the emerging economies of the Asia Pacific.

Bangalore, India

Funding and support: Seattle and Boston-based Unitus Seed Fund is a new \$20 million seed-stage investment fund that finances startups innovating for the masses in India, providing a maximum initial investment size of \$100,000.

Success story: Uber-like cab reservation service Ola provides a service through a web browser or mobile app that supports both cash and cashless payment options via Ola money.

Trump card: Having scooped a whopping US\$600 million of investment through several rounds of funding, and having freshly acquired TaxiForSure just last month, it's no wonder that Ola enjoys a market share of almost 70%!

Yangon, Myanmar

Funding and support: Project Hub Yangon delivers innovative incubation and training programs to help entrepreneurs launch successful businesses. Particularly impressive is their Project W initiative: a 6-month program that empowers women to refine their ideas, design business models and launch new ventures. PHY recently granted \$6,000 raised from corporate sponsors to two promising businesses.

Success Story: IdeaBox is a community of Myanmar entrepreneurs who are fostering the next generation of internet companies by incubating new startups and accelerating existing companies. IdeaBox gives entrepreneurs a market advantage by providing access to capital, distribution, mentorship and global networking opportunities.

Trump Card: IdeaBox is powered by leading telecom company Ooredoo, whose presence in

many parts of the region makes for a formidable incubator duo.

Colombo, Sri Lanka

Funding and support: In recent times there has been a growing number of startup funding opportunities in Sri Lanka. Colombo-based startup incubator Spirulation is best thought of as a business assault course with a grand prize at the end. After a mentoring program with several milestones to hit and tight deadlines to meet, you could find yourself rewarded with up to a million rupees – not a lot by Silicon Valley standards, but more than enough to kick-start some stellar content and a strong (albeit brief) social media buzz.

Success story: Online career portal [Everobs](#) is revolutionising the job search process in Sri Lanka by providing thousands of career opportunities in the APAC region. Whether you're launching your career, looking to climb the ladder, or changing direction, its user-friendly platform connects professionals with top employers.

Trump card: Backed by Rocket Internet, Everjobs benefits from the broad network of the Asia Pacific Internet Group (APACIG). The group's network consists of 13 e-commerce and online marketplace companies, operating across 15 countries. Since it was founded in 2014, APACIG has become the leading online platform in Asia, building top Internet companies in the region.

Kuala Lumpur, Malaysia

Funding and support: Cradle's [CIP Catalyst program](#) offers conditional grants of up to a maximum of RM150,000 to teams of innovative individuals with innovative, technology-based ideas in the ICT, non-ICT and high growth technology industries.

Success story: Tinder-like fashion app Shoppr is an online store aggregator app that provides users with item recommendations based on their Facebook profile details and what they have "liked" or "disliked" on the app.

Trump card: Riding the wave of Malaysia's hyper-engagement on social media, Shoppr has recently secured US\$400,000 in seed funding from East Ventures, 500 Startups, and an angel investor, reaping the rewards of East Ventures' first foray into Malaysia.

Jakarta, Indonesia

Funding and support: DeNA (pronounced "D-N-A") develops and operates a broad range of mobile and online services including games, e-commerce and entertainment content distribution. DeNA has been investing amounts of over a million dollars to promising startups in Indonesia.

Success story: Berlin-based online property platform Lamudi has grown from strength to strength since its inception in 2012. Its comprehensive database now features over 200,000 live listings in Indonesia alone, while an influx of foreign investors primarily interested in the island's luxury sector makes Lamudi set to become the leading property platform in emerging markets.

Trump card: Lamudi recently received US\$18 million in fresh investment to further drive its operations in Asia and Latin America, securing its place at the forefront of cutting-edge real estate innovation in emerging markets.

About Everjobs

[Everjobs](#) is an online job portal currently operating in Sri Lanka and Myanmar. Launched in March 2015 and led by the co-founder Ronald Schuurs, Everjobs aims to become the leading career portal for fast growing economies by finding the right opportunities for employers and professionals alike. The company is backed by Rocket Internet, as well as the Asia Pacific Internet Group (APACIG) and the Africa Internet Group (AIG).



SPOKESPERSON



David Baumgarten

COMMUNICATIONS MANAGER

david.baumgarten@rckt.com

 david.p.baumgarten

ABOUT RCKT. ROCKET COMMUNICATIONS

RCKT. is a full service communications agency from Berlin.

We believe in the power of communication and strong brands.

Our home is the vibrant tech and startup scene. As communications professionals we are united in our core beliefs:

We create compelling and entertaining content to deliver traction

We always listen to our clients, their customers and markets
We love the Internet and embrace technology
We share our passion and go the extra mile
We always stay calm and humble
We love freedom and allow to be different and brave
We keep our word and deliver what we promise

This is the ABC of communication.

Agenda

“PR is dead”. This statement makes our industry shiver. But not us. We have been watching closely as the global media landscapes develop and change. Rather than mourning traditional PR, we look forward to a vibrant future of living content that matches the pace of the digital age. It starts right now. We believe that there is and will be a dynamic range of public and media relations, consumer as well as business communications, digital content and offline activities, positioning of people and products, personally tailored stories and real-time interactions across a spectrum of channels and an increase of speed that shapes our agenda. We understand all these correlations and interdependencies. Better: We live, set and surf the agenda – anytime and anywhere.

Branding

A brand is more than the appearance of a company. It's the company's heart and soul. Through insightful crafting, a brand has the power to tap into the deepest aspirations of customers' hearts. We build brands from scratch. Starting with the company's vision and customer insights, we develop engaging brand personalities and lay the groundwork for a company's product and internal culture. Branding isn't about broadcasting a set of messages to the public but about joining a conversation and community. We tune into them and dig out real and relevant stories of high content-value. We believe a brand is the product of a thousand small gestures, which is why we accompany brands throughout their whole journey: from billboards to animations, from branded content to integrated digital campaigns; from young startups to market leaders – we shape brands that are there to stay. Together, we build long-term value for your company.

Content

We've learned a thing or two about proper content over the last few years: First, everyone wants content. Second, very few actually have good content. To produce great content, you have to be brave and be passionate about what you are doing. The days when we looked up to TV stations and editorial offices as the paragons of good content are long gone. The leaders in relevant content are no longer a select few media players, but rather the masses of customers, users, and members of the digital community. A new generation of content creators from all around the globe has taken the place of the old guard. This talented group is creating outstanding content on a daily basis, whether it be more extensive pieces on blogs and YouTube vlogs or shorter work on Twitter or Vine. They inspire us to tell stories that are worth being told and shared with others. We believe in content that is fun, immersive and informative, and at the very least will simply put a smile on your face.

RCKT.

RCKT. Rocket Communicationspressroom

Contact information

RCKT. Rocket Communications

Rocket Communications GmbH & Co. KG.

Saarbrücker Straße 20/21
10405 Berlin
Deutschland

E-Mail: hello@rckt.com

Website: www.rckt.com

Responsible for the content: Andreas Winiarski, Managing Director

Registration court: Amtsgericht Berlin-Charlottenburg, Reg. No.: HRA 45522 B USt-ID: DE282634560

Main website

Spokesperson



Andreas Winiarski

FOUNDER & MANAGING PARTNER

andreas.winiarski@rckt.com

 andreas.winiarski

 [winiarski](https://twitter.com/winiarski)



Nils Seger

CO-FOUNDER

nils.seger@rckt.com

 n.seger

 [nilsseger](https://twitter.com/nilsseger)



Lisa Teicher



BRANDING/CONTENT DIRECTOR

lisa.teicher@rckt.com

📧 [lisa.teicher-rocket](#)

🐦 [lstchr](#)



Karolin Hewelt

AGENDA/PR DIRECTOR

karolin.hewelt@rckt.com

📧 [karolin_hewelt](#)

🐦 [K_Welten](#)



Markus Oettig

COMMUNICATIONS MANAGER

markus.oettig@rckt.com

📧 [markus_oettig](#)

🐦 [MOettig](#)



Simon Ueberheide

COMMUNICATIONS MANAGER

simon.ueberheide@rckt.com

📧 [simon.ueberheide.rocket](#)

🐦 [SimonUee](#)



David Baumgarten

COMMUNICATIONS MANAGER

david.baumgarten@rckt.com

📧 [david.p.baumgarten](#)



Luisa Gerke

COMMUNICATIONS MANAGER

luisa.gerke@rckt.com

📧 [luisa.gerke](#)



Lena Kuhlmann

SENIOR COMMUNICATIONS MANAGER

lena.kuhlmann@rckt.com

📧 [lena.l.kuhlmann](#)



Melissa Erdagi

JUNIOR BRAND MANAGER

melissa.erdagi@rckt.com

📧 melissaerdagi-rocket



Konstantin Daniel Haensch

HEAD OF CONTENT

konstantin.haensch@rckt.com

📧 konstantin.haensch



Aline Vedder

COMMUNICATIONS MANAGER

aline.vedder@rckt.com

📧 aline_vedder



Bernhard Holzer

SENIOR COMMUNICATIONS MANAGER

bernhard.holzer@rckt.com

RECEIVE UPDATES

FOLLOW PRESSROOM