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## Slingshot 2019 Update

FundedHere had the pleasure of being actively involved in the Slingshot Competition 2019 organized by the Startup SG team at Enterprise Singapore. The journey began as a “virtual” judge helping to assess close to 2,400 startups to bring it down to the last 600, and another judging round to find the top 100 startups. In the semi-finals, I had the pleasure of looking at the remaining 14 startups in the “Consumer Products & Services, Media & Advertising, Retail & Food Services” category, one of the 6 sub-categories of the Competition. It was extremely challenging to pick the best two that would move on to the grand finals.

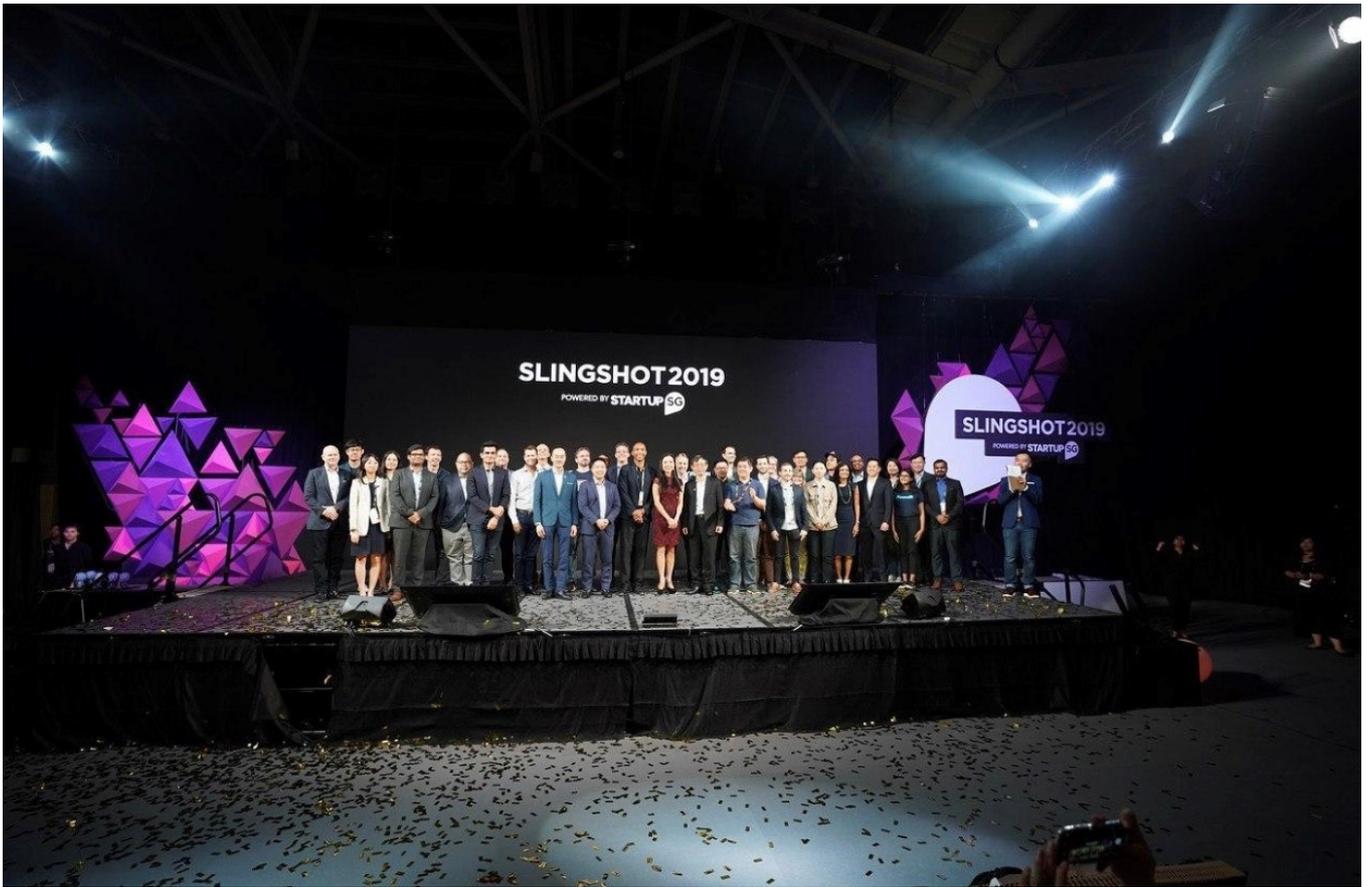
As the only platinum sponsor of the Competition, we were given the exclusive opportunity to potentially invest \$200,000 in the grand winner together with Enterprise Singapore’s \$200,000 grant. We are proud to announce that Eko.ai eventually emerged as the grand winner of Slingshot 2019!



*(L-R) Dr Koh Poh Koon, Senior Minister of State for Trade & Industry, Mr Daniel Lin, Co-Founder & CEO of FundedHere, James Hare, Eko.ai, Dr Carolyn Lam, Eko.ai, Mr Peter Ong, Chairman of Enterprise Singapore*

Slingshot Competition 2019 has given us the much-needed validation and visibility to entrench ourselves further as a thought leader and the preferred fundraising partner in the startup ecosystem. We have, through this competition, done the following:

1. Connected with another 15 more startups that came up as top 30 of the 2,400 entrants (top 1.25% of the competition), giving us the potential to run campaigns and deploy approximately \$4.5 million worth of capital
2. Connected with more than 40 judges of the competition that included the best fund managers in the venture capitalist industry and established investors and thought leaders in the investment industry. Building relationships with them is an important extension of our value proposition to the startups as they will eventually need to connect with them, as they look to raise bigger rounds in the following 12-18 months.
3. Strengthened ties with Enterprise Singapore and more specifically, with the Startup SG team that continues to be instrumental in building the startup ecosystem in Singapore. Working with them has helped us understand wider policy shifts that endeavour to make Singapore an innovative nation and a startup investment hub.



FundedHere remains motivated to bring promising startups and investors together through a highly curated process of discovering startups through a regulated platform. Here are some photos from the competition, please ping us if you would like to find out more!

Here's a quick highlights of Slingshot 2019!

Yours Sincerely,  
Daniel Lin  
Co-Founder & CEO  
FundedHere Pte Ltd

**FundedHere** is the first registered private equity and lending-based crowdfunding platform for promising businesses in Asia issued by Monetary Authority of Singapore (MAS). FundedHere has built an ecosystem for investors and businesses, utilizing Singapore as a springboard for Asia.

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