



🕒 18 February 2020, 15:00 (+08)

FUNDEDHERE BAGS \$500K FOR ASSURANCE TECH STARTUP WHATSHALAL

February 2020, FundedHere – Singapore’s first MAS-licensed equity crowdfunding platform – successfully closed its first campaign in 2020 for data tech start-up WhatsHalal. Over the course of 4 weeks, FundedHere connected the startup to strategic investors to meet the \$500k fundraising target.

“The FundedHere team was extremely quick to understand our value proposition. Helping us unpack our ideas and our business model to potential investors and being present at all the investor meetings demonstrated their care and dedication to us. This is what really differentiates them from their competitors.”

- Hadi, Chief Commercial Officer for WhatsHalal



Top left to bottom right: Hadi, WhatsHalal Chief Commercial Officer, Siti Atikah Lizhen, WhatsHalal Business Development Assistant Manager, Lim Hong Chuan, WhatsHalal Chief Technology Officer, Dan Huang, FundedHere Business Development Director, Azman Ivan Tan, WhatsHalal CEO, Mohammed Salehin, WhatsHalal Chief Operations Officer.

WhatsHalal is a data tech company focused on providing enterprise solutions to the Halal certification industry. Through WhatsHalal's Assurance and Traceability Management System (ATeMS), merchants will be able to (1) reduce time taken to prepare certification documentation by up to 66% and (2) cut the total cost of obtaining Halal certification by up to 50%, with the ultimate objective of reduce the time taken to achieve Halal certification by at least 50% within the next couple of years.

“WhatsHalal's ability to secure meaningful partnerships with established institutions reflect an increasing demand for accurate and trustworthy data. This is particularly important for a business such as WhatsHalal where a strong reliance is placed and required for the work that they do.” Daniel Lin, CEO of FundedHere commented. “We congratulate WhatsHalal on their successful campaign and hope that FundedHere is able to continue playing a role in its growth story.”

Upon concluding the campaign, Mr Azman Ivan Tan, CEO of WhatsHalal, stated: “FundedHere knows their investors well and what they are interested to invest in. That makes them well-positioned to introduce the right strategic investors to us by helping us highlight and emphasis different strengths of our business to them. They were able to break fundraising down into a science and subsequently helped secure the funding in less than thirty days.”

FundedHere conducted its first fundraising masterclass in November last year; helping aspiring entrepreneurs understand and strategize ways to raise capital for their companies.

ABOUT FUNDEDHERE

FundedHere is Singapore's First-MAS Licensed Private Equity and Lending-based Crowdfunding Platform. FundedHere runs a highly focused 30-days fundraising program for companies to raise capital from its 1,800 strong investors. Since inception, FundedHere has raised over S\$17 Million across 29 campaigns.



FundedHere