

ABOUT THE EVENT

Demo Day is a private event where our 5th cohort will present their businesses to an audience of investors, strategic partners, and media.

We're excited to host Betatron's first-ever Demo Day in Singapore on January 17th at the Singapore Exchange.

For Cohort #5, Betatron has invested in eight startups from across Asia, Europe and the Middle East with each one receiving up to US\$150,000 of capital.

Along with our eight startups from cohort 5, a selection of our alumni will be giving a short introduction of their businesses.

The event is targeted at investors and on an invite-only basis.

Drinks and canapés will also be served. We hope that you can make it.

DEMO DAY AGENDA

3.30pm: Registration & Networking

4.00pm: Welcome Speech & Introduction

4.15pm: Company Demos

5.30pm: Drinks & Networking

COHORT #5 STARTUPS

BookAirfreight

An online booking platform which connects SMEs with air freight forwarders - making booking air freight as easy as booking flight tickets. Unlike other platforms, they provide instant door-to-door quotations, save businesses at least 20% on the costs, and reduce the booking process from days to seconds.

ExpandCart

A comprehensive, cloud e-commerce platform and is essentially building the “Shopify” designed specifically for the Arabic language and MENA region, as global competitors don't offer Arabic

language functionalities due to the complexities of the language structure. ExpandCart enables individuals and businesses to create a professional online shop in minutes by themselves without the need for any technical experience or assistance, whilst also integrating with marketplaces like Amazon, Alibaba Etsy, Ebay, etc. ExpandCart has already received investment from one of the world's largest logistics companies, putting them perfectly positioned to scale rapidly across its target market.

Next Billion

Next Billion digitizes offline retail data from independent retail stores across rural emerging markets - a large, untapped market as independent stores make up 90% of FMCG sales in Asia, but brands have limited access to this sales data. Next Billion deploys their free POS platform within rural stores, enabling them to aggregate & analyze large amounts of retail data and provide real-time, flexible, and affordable insights to brands. They incentivize stores to use their platform by paying them for verified data, sharing fair royalties when companies buy their data and leveraging their data to extend credit & insurance. Over the last few years, they've successfully operated thousands of rural marketing campaigns in Asia & Africa with 25 leading FMCG brands.

Positive Energy

Positive Energy helps investors connect with vetted small to medium-sized renewable energy developers/projects - streamlining the full investment process with a secure digital platform. The platform offers matchmaking, standardised and digitalised due diligence workflow, 3rd party verification as well as asset management tools - reducing transaction costs & time by 50%. The team brings together a wealth of experience in the energy industry, from Schneider Electric and Royal Dutch Shell.

Sakay

Sakay is a transportation and mapping software that understands informal transport networks. More than 500 million people in the developing world can't use apps to plan trips, because their public transport options (like family-owned and independent jeeps/buses and motorcycle sidecars) are invisible to navigation services like Google Maps. Sakay is the Waze/Citymapper for informal public transit and is being built to be the core infrastructure for navigation and real-time analysis of public transit networks worldwide - generating valuable urban planning and mapping data across Asia's emerging markets. The team has an eight-year proven record of shipping products and solving problems for Fortune 500 companies, social enterprises and governments. Currently, they have 500,000 users in their first launched city of Manilla, Philippines.

SHIPNEXT

SHIPNEXT is a Digital Automated Shipping Marketplace & Network, that creates an efficient, secure and reliable Cargo-to-Ship matching, freight trading, contracting and documentation flow. Unlike other alternatives, their unique algorithm can process thousands of emails, matching the most suitable transportation solutions with each other in seconds. They have a highly technical and scientific team with over 20 years of experience in the shipping and supply chain industry. The platform connects 85 databases, 5600+ ports, over 25000 ships positions which is 99% of the global map & dry-bulk fleet, and 2600+ users, creating over 4500 freight requests daily.

Toku

Toku is a cloud communication provider that enables smart customer engagement via application programming interfaces (APIs) and integrated solutions for voice and messaging. As both a licensed telecom operator and a tech company, Toku is the only vertically integrated player in the APAC region. To date, they have signed up over 50 telecom partners and onboarded large customers such as Gojek and Decathlon.

ZhenHub

ZhenHub is a cloud-based inventory and order management system for eCommerce retailers to automate logistics. The platform enables clients to manage all their inventory and orders from a single online dashboard - eliminating data entry, spreadsheets and emails. The solution integrates sales channels like Shopify and automatically fulfils orders - automating the fulfilment process.