

SPH Plug and Play: New accelerator programme for media start-ups

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SINGAPORE – SPH Media Fund, Plug and Play and Infocomm Investments announced today the launch of the SPH Plug and Play media and technology-focused accelerator programme. This collaboration aims to build a strong pipeline of high growth, innovation driven tech start-ups to address challenges that the media industry will face.

SPH Plug and Play will invest S\$30,000 in each start-up company selected to participate in the accelerator programme. The programme targets to admit up to 20 media tech start-ups within the next year across media sectors ranging from advertising, e-commerce, marketplaces, mobile, news and content distribution to public relations.

This collaboration brings together all three partners' unique roles and strengths in Singapore's ecosystem as a corporate VC fund, a global accelerator and a government investment arm, bonded by a common goal to build and grow digital media start-ups with high global potential and strong capability

to transform the media sector.

SPH Plug & Play will provide the selected start-ups with mentorship from domain experts from venture capital and media industries. The start-ups will also receive training and enjoy opportunities to leverage on SPH's vast intellectual property and resources. In addition, there will be valuable opportunities to network with industry stakeholders and potential investors.

Mr Chua Boon Ping, CEO, SPH Media Fund, said: "As Asia's leading media company, it is part of SPH's long term strategy to invest in innovative digital media companies, in particular those that could create synergies with SPH's existing businesses. SPH Media Fund is delighted to work with Plug and Play as well as Infocomm Investments in creating this accelerator programme that would identify young companies with great potential and nurture them into strong and sustainable businesses."

Mr Saeed Amidi, Founder and CEO, Plug and Play, said: "We are very excited to partner with SPH and Infocomm Investments to launch the SPH Plug and Play Accelerator in Singapore. The media landscape is changing and there are unlimited opportunities across the entire media value chain for startups to innovate. We have been part of the journey of many successful startups that have transformed industries and we hope to find the next big idea through this partnership and work together with aspiring entrepreneurs to accelerate their success."

Dr Alex Lin, Head of IIPPL, said: "With the rapid digitization of information and media content and the ubiquity of mobile devices and high-speed internet access, we see a blurring of lines between our ICT and media sectors. This convergence is an opportunity not to be missed, and it's timely that IIPPL, SPH Media Fund and Plug and Play have come together to ride on this wave. As Singapore builds itself into a Smart Nation, it is imperative for us to groom promising tech start-ups with the foresight to seize these new opportunities to innovate. The accelerator model is definitely the way to go to achieve this."

IIPPL will also provide the acceleration space at its start-up facility, BASH (Build Amazing Start-ups Here) at Block 79 Ayer Rajah Crescent for SPH Plug and Play to run its programme. At the end of the 10-week programme, the start-ups will pitch their products to a group of active investors in Singapore brought together by the three partners. It is believed that start-up teams that have undergone acceleration will be better placed to attract funding, which will help further grow their products to the next stage.

Start-up companies that have undergone acceleration may also choose to stay on for a short period of time at BASH to continue building their product and business under the mentorship of IIPPL and other ecosystem partners.

Start-up teams who are keen to apply for the SPH Plug and Play programme can do so at www.sphplugandplay.com. The first run of the 10-week programme is targeted to commence around middle of this year.

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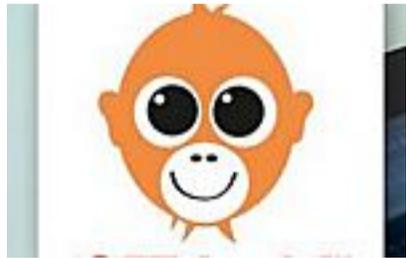


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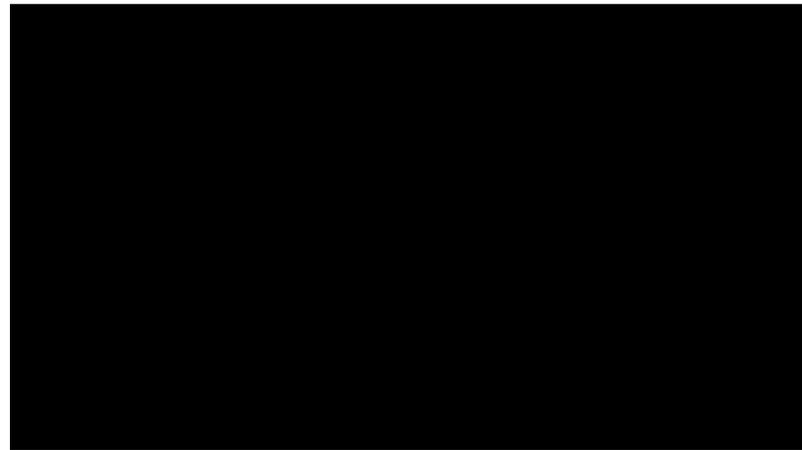
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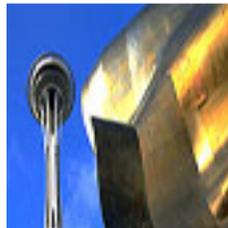
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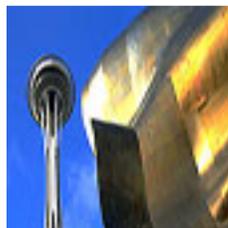
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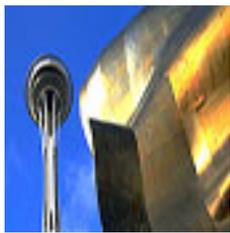


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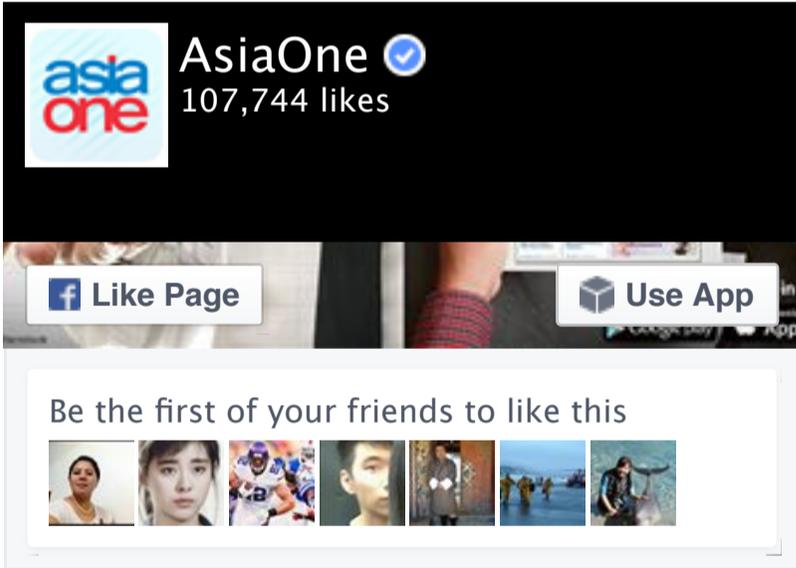
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