

# Jump Start. ASIA'S FIRST CENTRALIZED CORPORATE INNOVATION OUTPOST

Our platform is open to global corporations expanding into Asia and local companies striving to keep their competitive edge. Using JUMPSTART, they will be able to tap into the regional innovation clusters to seek out potential threats and opportunities in disruptive technologies, new or parallel businesses in their industries.

Leveraging the regional start-up, industry and academic ecosystems, we will help to convert enterprising ideas by local start-ups and entrepreneurs into new or improved products, processes, or business models for our partner companies.

# WHAT IS A CORPORATE INNOVATION OUTPOST

We SENSE the latest trends & competitors, RESPONSE by identifying latest technology, BUILD A TEAM that can technically solve issues, INNOVATE the process and PROMOTE the new businesses with you.

### GLOBAL COMPANIES

Companies seeking to expand into the region and seeking to Diversify current product or service offerings through setting of new or parallel businesses in new markets; technologies in their industry or sector; Adapt their product offerings to a local market

### WHO WE WORK WITH

MEDIUM ENTERPRISES

SME seeking to innovate to maintain a competitive edge.

STARTUPS & ENTREPRENEURS

Startups or individuals with enterprising ideas typically involving disruptive technologies and seeking market entry and collaborative opportunities with established corporations.

### FUTURE- PROOFING YOUR BUSINESS

The digital era has raised the overall competitiveness of businesses across the board with new technology. According to American Express's latest CFO Future-Proofing Survey<sup>1</sup>, the CFOs of local SMEs surveyed have identified the following areas that will provide the greatest growth in the next 3 to 5 years:

17% Expanding into new Industry or Sector

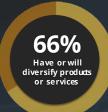
17% Grasping opportunities in emerging market 25%

Developing new products or services

### INNOVATION KEY TO FUTURE-PROOFING

### **Future Proofing initiatives by SMEs**









### **Barriers to innovations**











# GLOBAL PARTNERS LOCAL PARTNERS

### Academics, Research Centers, Regional/Global Partners and Government Agencies

This platform brings the resources of global and regional partners into one place to identify trends, disruptive technologies and talents!



### **E-TOURISM**

**Travelling in the Digital Age** 

With the digitalization of the entire tourism value chain across the tourism, travel, hospitality and MICE industries, from bookings to curation of travel itineraries, this industry offers great potential for optimization.

### **CHALLENGE**

Solutions to connecting individual travellers, aggregators such as online travel agents and review sites, hospitality service providers and cross border e-payment service providers in a new "digital thread" across the value chain

Data analytics that will make it possible to generate, securely organize, and draw insights into evolving travellers and consumer behaviour trends from vast new oceans of data in the e-tourism space

### **ROBOTICS**

**Building an automated future** 

The artificial intelligence boom is changing the face of manufacturing and the future of how we will live in our homes. At the center of our push for productivity are small, collaborative machines that are built to understand us better than we understand ourselves, anticipate our needs before we know what we want and manage our lives with greater precision and reliability than what we can do ourselves.

CHALLENGE

Smart solutions that make use of automation to reinvent the way we live, work, move and play.

Mobile applications that control and direct robots and machines to perform multi-functional tasks in response to dynamic evolving customer requirements, and are able to communicate with human users to achieve desired performance outcomes.

### **SMART CITY/IOT**

### **Connected Communities**

Advancement in infocomm technology (ICT) is transforming the way we live, work and play. Harnessing ICT, virtual networks and big data will allow us to build networked cities with more interconnected and intelligent systems to support our living ecosystems and communities.

### **CHALLENGE**

SMART MOBILITY: Impactful solutions that create a more seamless transport experience, provide greater access to real-time transport information or even support driverless technology

SMART LIVING: Urban solutions in the form of systems, technologies or applications that enhance the quality, performance and interactivity of urban services and to reduce costs and resource consumption

SMART COMMUNICATIONS: Innovations enabling the collection and sharing of extensive real-time data in the public domain through the use of real-time systems and sensors.

### FINANCE TECH

### **Modernizing Transaction Banking**

Financial technology is transforming the global payments landscape, modernizing transaction banking in terms of speed, convenience, efficiency and multichannel accessibility. Heightened demand for lower cross-border transaction costs and enhanced user-friendly payments experience have prompted the wholesale and corporate payments sectors to adopt disruptive technologies to replace legacy payments systems and increase payment harmonization across cross-border banking platforms.

**CHALLENGE** 

E-payment gateway solutions that will support the tourism and consumer retail industries across emerging markets

Mobile payment solutions that will power online merchants and small retailers in conducting mobile point-of-sale transactions in developing regions with low financial inclusion

### MEDICAL TECH

The Measured Life

Wireless health technologies such as telehealth, telecare and telemedicine are reshaping the future of healthcare and advancing patients' access to quality healthcare across the region. The growing demand for self-monitoring one's health has also created a bigger market for medical technology that goes beyond telehealth deployment and crosses over to the consumer retail space in wearable technology.

### **CHALLENGE**

Breakthrough innovations in medical technology that transverses the fields of telehealth, telecare and telemedicine (eg. applications that enable the provision of health care services and education over a distance using mobile technology)

Patient care management systems or devices that leverages mobile technology for self-monitoring and management of daily health



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