



# The 6th China-ASEAN New Smart City Innovation & Entrepreneurship Competition (2023)

*Catalyzing your StartUp's Journey in the Smart City Ecosystem*

Host:



Organizers:



Co-Organizers:



# The Birth of Our Legacy: From Idea to Impact

- Origin: Started in 2018 with a handful of startup participation from Singapore, Vietnam, Indonesia
- Idea: To improve the smart city connection with the digital economy through smart technology
- Impact: Today we have near 400 startup ideas from 10 countries over 30 sub sectors



# Our Network Partners

## Government



Enterprise  
Singapore

MRANTI  
Malaysian Research Association for Technology & Innovation

## Academic Institution

SU<sup>SS</sup>  
SINGAPORE UNIVERSITY  
OF SOCIAL SCIENCES



Institute of  
Innovation &  
Entrepreneurship

UNIMAS  
UNIVERSITI MALAYSIA  
SAKURA



CHULALONGKORN  
UNIVERSITY

Sell  
Selling your business

## Venture Capitalists

PLUGANDPLAY

FundedHere

OPTIMAL  
INVESTMENTS

## Commercial Partners



SENNHEISER

AdVantage  
Build yourself a business advantage

ap>media

hansgrohe



the 2b compass  
inspire • influence • impact

IG  
IG INTERNATIONAL  
GROUP

TRABBLE

广德信控股集团  
GRACE GROUP



SCAPE  
dream it. live it.

KeyReply

## Incubators/ Accelerator

accelebator  
Asian Pacific Accelerator

IDEASPACE

GLOBAL  
INNOVATION  
EXCHANGE

BO

PLUGANDPLAY

## Not for Profit

通商中国  
TONGSHANG CHINA



# Value Proposition

- Gaining international pitching experience
- Securing funding from Venture Capitalists in China
- Expanding the network in China for your industry.



# The Competition Blueprint

- Sectors:
  - Internet of Things (IoT)
  - Artificial Intelligence (AI) and Machine Learning (ML)
  - Urban Planning and Infrastructure
  - Energy and Utilities
  - Transport and Mobility
  - Waste Management
  - Public Safety and Security
  - Healthcare
  - Fintech
  - E-Governance
  - Education Technology (EdTech)
  - Agriculture and Sustainability
- Categories:
  - Startup (Pre-Seed Stage without an MVP)
  - Comprehensive (Seed Stage with POC, MVP, and traction).
- Stages:
  - Application: Open to all Startups from the 12 sectors
  - Shortlisting: 16 teams from each category will be announced.
  - Preliminary: 6 teams for each category in the preliminary round will be judged for the grand Finals.
  - Grand Finals: Each of the 6 teams from each country will be graded and awarded with prize money.
  - Cloudbae may approach selected winners for Acceleration Program in Nanning, China

# Competition Sectors

1. **Internet of Things (IoT):** Startups enhancing device connectivity for efficient data use.
2. **Artificial Intelligence (AI) and Machine Learning (ML):** Firms optimizing city operations using AI and ML.
3. **Urban Planning and Infrastructure:** Startups focusing on sustainable urban design and smart buildings.
4. **Energy and Utilities:** Startups creating smart grids, renewable energy solutions, and efficient utility systems.
5. **Transport and Mobility:** Firms improving urban mobility with autonomous vehicles, smart traffic systems, and ride-sharing platforms.
6. **Waste Management:** Startups innovating in efficient waste collection and recycling.
7. **Public Safety and Security:** Startups focused on smart surveillance and tech-enabled safety measures.
8. **Healthcare:** Startups using technology to enhance public health services like telemedicine and AI diagnostics.
9. **Fintech:** Startups improving financial services with digital and blockchain applications.
10. **E-Governance:** Startups developing solutions for digital civic engagement and public administration services.
11. **Education Technology (EdTech):** EdTech startups focusing on virtual classrooms and AI-based learning platforms.
12. **Agriculture and Sustainability:** Startups working on urban farming and sustainable urban practices.



# Judging Criteria: Project Plan



## Innovation & Creativity

It should contain the following:

- Defining the products and services provided
- Solving an existing problem
- Having a long-term vision



## Marketing Strategy

The solution should include a comprehensive marketing strategy with the following:

- Possible marketing issues faced
- Possible financial issues faced
- Recommendations to overcome the above-mentioned issues



## Comercial Value

Solution should emphasise on its profit derivation process and its ability to make the solution feasible and sustainable for the long-run.



## Public Service

The overall impact should provide benefits and bring about greater convenience to the general public.



## Return on Investment Analysis

The solution should contain a comprehensive return on investment analysis explaining its investment potential and feasibility.

# Judging Criteria: Pitch Performance

## EXCELLENT FLOW



Pitch deck structure is clear and logical, with complete content, prominent focus and in beautifully designed form.

## DELIVERY OF RESPONSE



Understand the judges' questions accurately, able to answer with clear thinking, strict logic and in concise yet fluent language.

## CRITICAL THINKING



Present on-site defense with clear thinking, and is able to introduce the entire entrepreneurial plan clearly and distinctly.

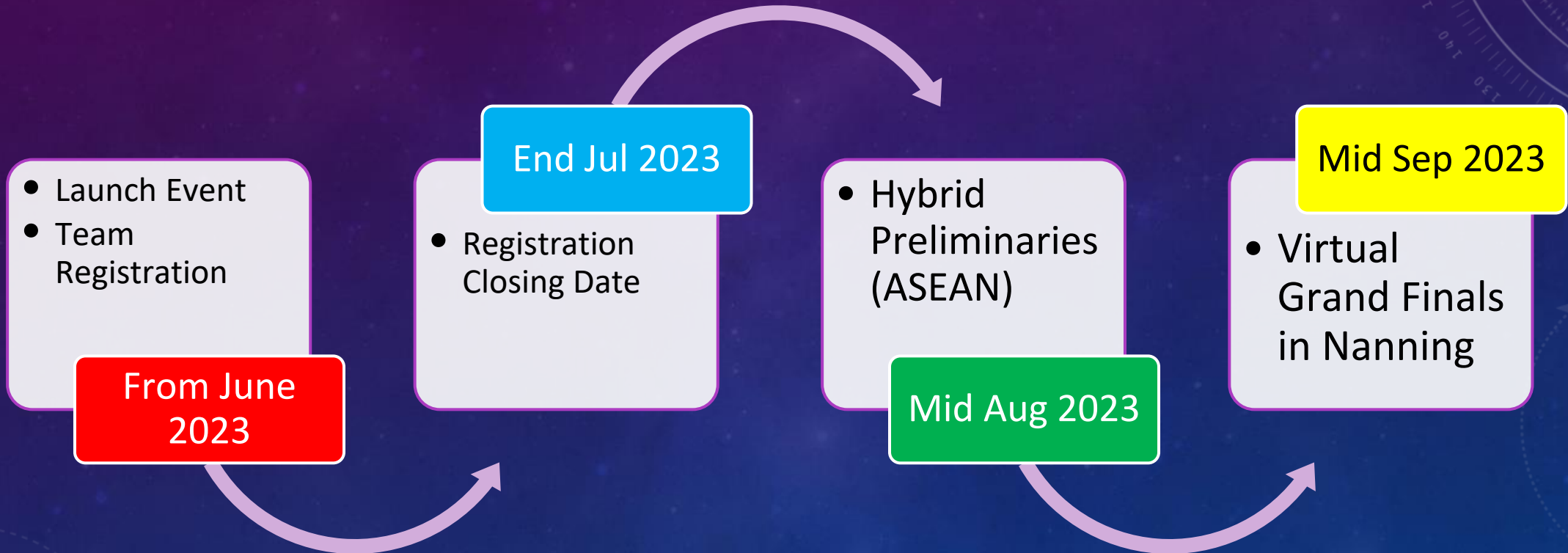
## TEAM SYNERGY



Good team spirit, with neat and presentable appearance, decent performance and coordinated sense of humor.



# Competition Timeline



# Nanning, China - The Epicenter of Innovation

1. **Strategic Location:** Nanning, the gateway to the ASEAN region, provides startups with expansive market access.
2. **Government Support:** Nanning benefits from government policies that encourage startup investment and tech park development.
3. **Thriving Tech Scene:** A vibrant tech scene makes Nanning a fertile ground for startups.
4. **Talent Pool:** The city's educational institutions offer a constant supply of skilled talent for startups.
5. **Infrastructure:** Nanning's advanced infrastructure, including high-speed internet and modern facilities, bolsters startup operations.
6. **Collaborative Ecosystem:** With a variety of incubators, accelerators, and VCs, Nanning provides a supportive ecosystem for startups.

# Cloudbae, China - Cultivating Future Innovators

1. **Expert Guidance:** provides experienced mentors and industry experts to guide startups, helping them overcome challenges and reach their full potential.
2. **Funding Opportunities:** connects startups with a venture capitalists and investors network, offering ample opportunities for raising capital.
3. **Infrastructure Support:** provides startups with state-of-the-art facilities and resources necessary for development and growth.
4. **Networking Opportunities:** hosts various events, fostering connections between startups, investors, and industry leaders, thereby strengthening its community.
5. **Market Access:** assists startups in understanding and penetrating the Chinese market, a vital aspect for growth and expansion.



# ASEAN Division Organiser:

## *Asia Pro Ventures*

1. **Regional Expertise:** Asia Pro Ventures has in-depth understanding of the regional startup ecosystem, enabling it to provide valuable insights to participating startups.
2. **Networking Opportunities:** facilitates connections between startups, investors, and industry leaders from across the region.
3. **Supportive Platform:** provides a platform for startups to showcase their innovations and gain visibility.
4. **Capacity Building:** hosts workshops and seminars, enhancing the capabilities of startups.
5. **Cross-Border Collaboration:** promotes collaboration among startups from different ASEAN countries, fostering regional integration.
6. **Access to Resources:** connects startups with resources such as funding, mentorship, and market access, supporting their growth and development.

# Our Success Stories - The Hall of Fame

- Bell Beh from Buzz AR: A pioneer in the augmented reality technology sector.
- Jeremy Mah from NeuXP: A leader in the digital banking solutions space.
- Jeremy Ong from Universal Aquaculture: A trailblazer in sustainable aquaculture practices

# Competition Highlights - The Journey to Victory



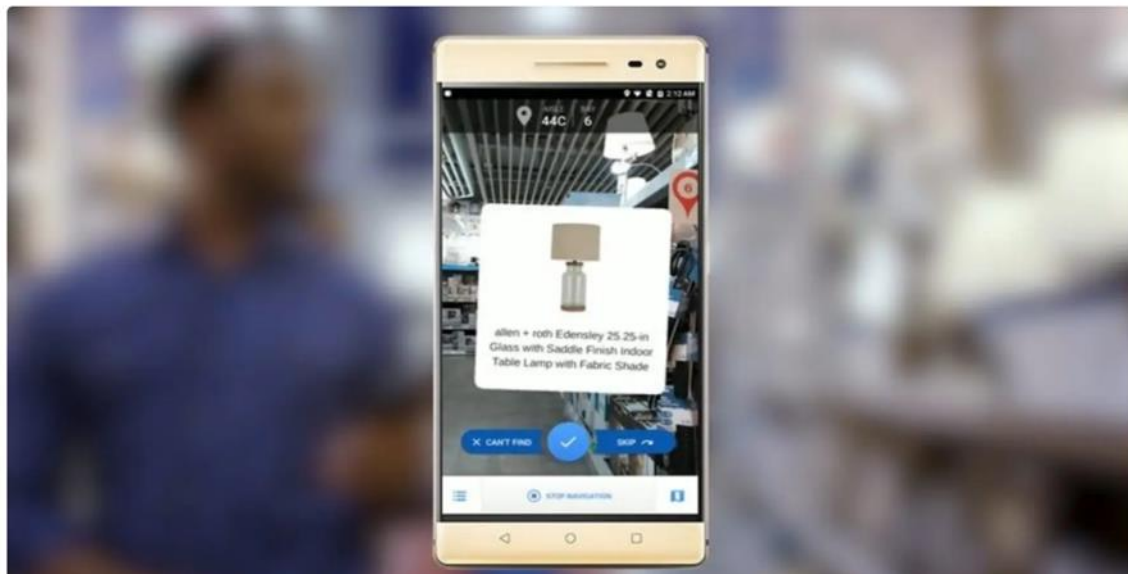
- Innovation Showcase: A stage for startups to present their ground-breaking ideas and prototypes to the world.
- Capacity Building Workshops: Exclusive sessions led by industry veterans in the smart city sector, equipping startups with the necessary skills and knowledge.
- Networking Opportunities: Interacting with other innovative entrepreneurs, potential investors, mentors, and industry leaders.
- Mentorship: Personalized guidance from successful entrepreneurs and industry experts to navigate the smart city sector.



# Opportunities Beyond the Competition: (Selective Winners only)

- Cloudbae's Accelerator Program: Exclusive opportunity to be part of this transformative program.
- Nanning Free Trade Zone: Enjoy free office usage for 18 months in this prime location.
- Research Assistance: Avail of expert help to understand and gain traction in China's vibrant market.
- Fundraising Opportunities: Get a chance to secure additional funding from an extensive network of VCs in China.
- Curated Networking Opportunities: Engage with potential partners through specially curated events and meetups.

accelerate AR and Big Data capabilities in the APAC region



MONEY FM 89.3

d reality startup signs MOU with Alibaba's affiliate, Cloudbae

**MONEYFM**  
**89.3**  
STAY AHEAD

00:00

13:29

Singaporean  
augmented reality  
startup signs MOU  
with Alibaba's  
affiliate, Cloudbae

[View description](#)

[Share](#)

Published Feb 23, 2021 9:35 AM

CHANNELS RECOMMENDED CONVERSATIONS PODCASTS MIA DEALS FAQs UPLOAD YOUR CONTENT

Buzz AR Signs MoU With  
Alibaba's Affiliates, Cloudbae To  
Accelerate AR & Big Data  
Capabilities In APAC

16 f 5 t e

Introduces Lead Generation Ads To  
Businesses To Drive Customer  
Engagement With Ease

Interactive's Droga5 Expands  
Footprint With Opening Of Office In

Partners With Aspirasi To Offer  
Driven Dealer Financing Solutions

Brothers Inject \$1.5m Into iPrice  
Relaunching Its E-commerce & SFA's

## Bring Retail to Life Buzz AR Signs MoU With Alibaba's Affiliates, Cloudbae To Accelerate AR & Big Data Capabilities In APAC

It is to accelerate smart city AR/VR applications in the APAC region



By Editorial Team on 11th February 2021  
3 min read 169 views 0 comment

0

Local augmented reality solutions startup, Buzz AR, crossed S\$1 million in revenue for the last quarter of 2020 after launching three core deep tech products including Asia Pacific's first WebAR in the hospitality space. A winner at the 2020 China-ASEAN New Smart City Innovation and Entrepreneurship Competition (ASEAN Division), Buzz AR has recently signed a Memorandum of



## Alibaba's affiliate, Cloudbae, Signs MOU With Buzz AR To Accelerate Capabilities in APAC

On February 19, 2021 | By Mark Ko | In Business Tech, Media Release, Tech News

Local augmented reality solutions startup, Buzz AR, crossed S\$1 million in revenue for the last quarter 2020 after launching 3 core deep tech products including Asia Pacific's first WebAR in the hospitality

“

# Your Time is Now

”

Sign Up - [bit.ly/3BzpEnr](https://bit.ly/3BzpEnr)

*We will get in touch with you very soon!*



# Our Team

The Organizing Committee for 2023



**Andrew Chow**

Chairperson  
[andrew.chow@asiaproventures.com](mailto:andrew.chow@asiaproventures.com)



**Rita Yeo**

The founders' Manager for Competition  
[rita.yeo@asiaproventures.com](mailto:rita.yeo@asiaproventures.com)



**Benedict Yew**

Marketing Executive  
[benedict@asiaproventures.com](mailto:benedict@asiaproventures.com)