

MEDIA RELEASE

5th edition of SLINGSHOT to attract global startups in Sustainability, Health & Wellness, Smart Cities, and Digital Technologies

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1. **SLINGSHOT powered by Startup SG** (SLINGSHOT) returns for the fifth year. Organised by Enterprise Singapore (ESG), SLINGSHOT 2021 welcomes startups with the most innovative solutions in the following four emerging challenge sectors: i) Sustainability, ii) Health & Wellness, iii) Smart Cities and iv) Digital Technologies (refer to Annex for more details). SLINGSHOT 2021 will once again be held virtually, following the successful organisation of the first fully-virtual SLINGSHOT competition last year. **The call for entries officially opens today.**
2. As part of our Startup SG initiatives to nurture startups, SLINGSHOT is ESG's marquee startup pitching competition that provides startups with an international platform to profile themselves to corporates, industry veterans and investors. This year, more than S\$1.1 million worth of prizes are up for grabs, including the grand Startup SG grant prize of S\$200,000, S\$50,000 Startup SG grants for the top ten winners, and S\$30,000 Startup SG Grant Prizes for Corporate Challenge winners. The Corporate Challenge will be open to all Top 1000 Global Startups¹ to explore potential partnerships and co-innovation projects with participating corporates.
3. The finals of SLINGSHOT 2021 will take place from 8 to 10 November 2021, as part of SWITCH (Singapore Week of Innovation and Technology). The Top 100 Global Startups will get to pitch their ideas to a panel of prominent judges comprising corporates and investors.

¹ The Corporate Challenge was previously only open to the Top 500 Global Startups.

4. SLINGSHOT 2020's virtual format saw over 7,500 applications coming from more than 150 countries, including Singapore, Australia, Canada, China, Germany, India, Indonesia, Israel, Japan, the United Kingdom and the United States.
5. **“Last year’s fully-virtual competition allowed us to overcome the travel restrictions amid the pandemic. It broke down geographical boundaries, resulting in the largest number of SLINGSHOT applications to date. We will build on this momentum and uncover more innovative, global startups this year,”** said Ms Cindy Ngiam, Director for SWITCH, Enterprise Singapore. **“We are focusing on four key areas , in line with the heightened attention on issues such as food resilience, climate change, ageing and cybersecurity. We look forward to seeing the multitude of exciting technologies that can solve pressing industry and societal challenges at SLINGSHOT 2021.”**
6. Last year’s Grand Winner, NextBillion.AI², has doubled its customers who use its custom spatial data post-SLINGSHOT 2020. Its solution is being used in the logistics sector, including food and hyperlocal deliveries. The startup is now exploring more partnerships with several local and global transport and logistics companies. First runner-up GyroGear³ recently raised US\$4.3 million in Phase One of its Seed funding round led by Foxconn. GyroGear plans to use these funds for clinical trials, regulatory approval and further research and development.
7. SLINGSHOT has also served as an effective platform to facilitate co-innovation between corporates and startups. The Corporate Challenge in 2020 saw a pilot co-innovation project between Cargill and STIMSHOP⁴, which uses ultrasound proximity technology and Low Power Wide Area Networks (LPWAN) to record interaction statistics of Cargill’s workers, and ensure safe distancing between them. The solution will be tested at Cargill’s sites in Singapore and Indonesia. Rolls-Royce is also piloting a project with Noodle

² NextBillion is a Singapore-based company that provides an extremely precise set of Mapping APIs that can sit on top of private cloud or servers. Using their advanced AI engine, these APIs ingest driver behaviour, vehicle type, and other hyperlocal information to produce an optimized and complete mapping environment tailored to businesses’ needs.

³ GyroGear is a UK neuromuscular medical device company. Its key product, GyroGlove, helps to curb hand tremors and increase hand stability, bringing relief to those with Parkinson’s Disease or Essential Tremors.

⁴ STIMSHOP is a French startup with presence in France and Singapore. The startup leverages ultrasound and wireless technology to develop solutions in wireless communications, security, mobile interactions, and physical distancing. STIMSHOP’s products include the Secumeter (ultrasound for physical distancing), Wi-Us (wireless data transfer via ultrasound), and NSWeight (ultrasound telemeter for load estimation), which have been deployed by clients across sectors such as banking, construction, ports, airports, energy, and more.

Factory⁵, to use the latter's AI-powered solution to automatically tag unstructured data⁶ within Rolls-Royce. This would help create a knowledge base that employees can access easily using conversational AI.

8. **The call for SLINGSHOT 2021 entries will close on 1 August 2021. Interested parties can apply by submitting an application form at <https://slingshot.agorize.com/2021-edition>.** Local and global partners keen to leverage the SLINGSHOT platform to collaborate with aspiring startups or work with us to promote innovation can contact ESG at seng_wei_yuan@enterprisesg.gov.sg.

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About Enterprise Singapore

Enterprise Singapore (ESG) is the government agency championing enterprise development. We work with committed companies to build capabilities, innovate and internationalise.

We also support the growth of Singapore as a hub for global trading and startups, and build trust in Singapore's products and services through quality and standards.

Visit www.enterprisesg.gov.sg for more information.

⁵ Noodle Factory is a Singapore-based startup that provides a conversational AI platform built for learning and development. They use natural language processing to automate curation of content into conversations, quizzes and learning content, enabling instant learner engagement, and helping educators work faster and smarter. The use of conversational AI allows for adaptive and just-in-time learning, making it ideal for higher education and corporate learning environments.

⁶ Refers to information that either does not have a pre-defined data model or is not organised in a pre-defined manner, such as text files, images and video files.

SLINGSHOT 2021 Challenge Sectors

i) Sustainability

Even as Southeast Asia recovers from recent economic challenges, it continues to bear the brunt of global climate change and its myriad effects. Regional government and industry leaders have made sustainable practices and green solutions a key priority, generating US\$1 trillion economic opportunities annually in the Southeast Asian region by 2030.

What it covers:

- Food Technology
- Agriculture Technology
- Clean Technology
- Green Technology

ii) Health & Wellness

Cutting-edge technology in the Healthtech, Biotech and Medtech sectors continue to be in demand. In addition to recent shifts in healthcare trends, growing silver populations also present an array of opportunities for innovation.

What it covers:

- Medtech
- Biotech
- Healthtech
- Ageing

iii) Smart Cities

Asia is home to 16 of the world's 28 megacities. Rapid urbanisation and exploding urban populations offer opportunities for smart city solutions to address the growing pressures on the city's resources, transport networks and infrastructure.

What it covers:

- Industry 4.0
- Transport and Logistics
- Urban Mobility
- Urban Sustainability
- IoT and Sensors

iv) Digital Technologies

The adoption of digital technology has accelerated rapidly in the last year, across industries, consumer segments and global cities. In Southeast Asia, 40 million people adopted digital technologies for the first time in 2020, and the internet economy in the region is expected to reach over US\$300 billion by 2025.

What it covers:

- Data & Artificial Intelligence
- Blockchain
- Cybersecurity
- 5G
- Consumer Technologies