



1AES 1 ASEAN ENTREPRENEURSHIP SUMMIT 2015

FUTURISING ASEAN ENTREPRENEURS

**MEDIA
LAUNCH**

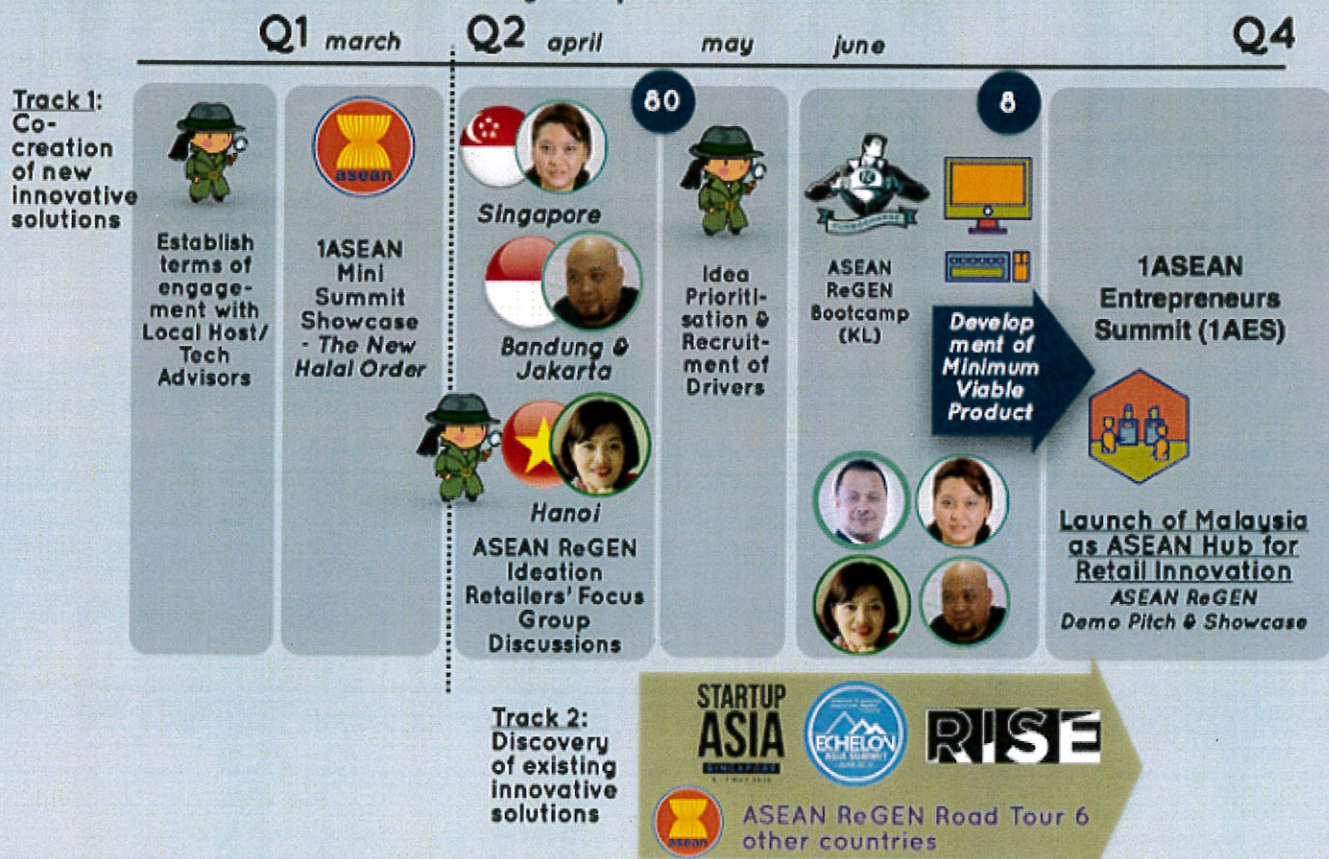
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TURBOCHARGE REGEN



- Turbocharge ReGEN @ 1AES2015 by Brand Geeks Inc is a follow through from Turbocharge ReGEN @ GREAT2014 and represents the first phase towards the creation of an ASEAN hub for retail innovation.
- During the pilot at GREAT2014, 16 innovative solutions were co-created by Malaysian technopreneurs and retailers in F&B, wellness, fashion and services. With this, Turbocharge ReGEN @ 1AES2015 will be our roll-out to ASEAN starting with Bandung, Jakarta, Singapore and Hanoi in partnership with our team of Chief Technology Officers - Ashran Dato' Ghazi (Malaysia), Dicky Sukmana (Indonesia), Ahshida Razali (Singapore) and Thanh Van Dang (Vietnam).
- Kicking off with The New Halal Order at the 1AES Mini Summit, innovation in the non-food Halal segment is also explored. In particular, The New Halal Order looks at the intersection of lifestyle, creative, technology and social enterprise by Halalpreneurs.
- Building up towards 1AES, Turbocharge ReGEN will curate and co-create 50 innovative retail solutions that have been validated by retailers from four ASEAN countries. These solutions will be showcased at 1AES2015 in Kuala Lumpur as part of their market launch with early adopters across ASEAN.



1AES
CRADLE BUZZ 2015
"Creating The ASEAN Entrepreneur"
20-21 March, 2015

PROGRAMME

DAY 1: 20 MARCH, 2015 (Friday)

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| 11.00 am - 12.30 pm | Opening Remarks by Nazrin Hassan, CEO of Cradle Fund Sdn Bhd
Keynote Address:
<i>"Raising Cross-border Investments in ASEAN"</i>
<i>Speaker: TBC</i> |
| 12.30 pm - 2.30 pm | Lunch |
| 3.00 pm - 4.00 pm | Panel Session I: Market Access
<i>"I want to go ASEAN - Where do I start?"</i>
<i>Speakers:</i>
<i>Anas Abdul Aziz, Chief Creative Officer, Animonsta Studios.</i>
<i>Izmir Yamin, Pulsar UAV</i>
<i>Moderator: Mohan Belani, E27</i> |
| 4.00 pm - 5.00 pm | Panel Session II: Market Access
<i>"Diversity in ASEAN - Challenge or Opportunity?"</i>
<i>Speakers:</i>
<i>Vinnie Lauria, Golden Gate Ventures (TBC)</i>
<i>Ashwin Jeyapalasingam, Catch That Bus</i>
<i>Chieh Suang Khor, Digital Media Partners</i>
<i>Moderator: Sophie Kamaruddin, Bloomberg TV Malaysia</i> |
| 5.00 pm - 6.00 pm | Panel Session III: Talent
<i>"Optimizing ASEAN's Talent Pool for the Start-up and VC Industry"</i>
<i>Speakers:</i>
<i>Alexander Jarvis, 50 Folds</i>
<i>Leon Foong, GM Uber Technologies</i>
<i>Johan Merican, TalentCorp (TBC)</i>
<i>Moderator: Renuka Sena, Proficeo Consultants</i> |

DAY 2: 21 MARCH, 2015 (Saturday)

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|---------------------|---|
| | Keynote Address & Fireside Chat
<i>"Fundraising in the ASEAN VC Industry"</i>
<i>Speaker: Anthony Tan, Founder & CEO of Grab Taxi (TBC)</i>
<i>Moderator: Dr V. Sivapalan, Chief Investor of Proficeo Ventures & President of MBAN</i> |
| 10.30 am - 12.00 pm | Town Hall: <i>"ASEAN investors & entrepreneurs: The perfect marriage?"</i>
<i>Speakers:</i>
<i>Mohd Sharizal Mustapah Kamil, Malaysia Debt Ventures</i>
<i>Bob Chua, Pulse Group (TBC)</i>
<i>Matt Chandran, InfoValley (TBC)</i>
<i>Christy Ng, ChristyNg.com (TBC)</i>
<i>Moderator: Aziz Hussein, CEO of Cradle Seed Ventures</i> |
| 12.00 pm - 3.00 pm | ASEAN Chill & Chat
Networking Lunch |

YOUR BUZZING QUESTIONS ANSWERED

WHAT IS CRADLE BUZZ?

Cradle Buzz brings together entrepreneurs and investors across ASEAN in a single venue to highlight and discuss issues that concern growing a business in the region.

With a line up of speakers made up of influential start-up personalities from the South-East Asian region, Cradle Buzz aims to give the ASEAN entrepreneur and investor better clarity and understanding of what makes the ASEAN start-up landscape tick and how they can take advantage of the abundant business opportunities in the region.

ISSUES, YOU SAY? WHAT KIND OF ISSUES ARE WE TALKING ABOUT HERE?

In its inaugural edition, Cradle Buzz will dissect the concerns surrounding market access, talent acquisition and fund raising in the ASEAN start-up ecosystem. Industry champions like Alexander Jarvis of 50 Folds, Anthony Tan of MyTeksi, and Anas Abdul Razak of Animonsta Studios, the creative team that brought South-East Asia its favourite Tween Hero, BoboiBoy, will share their knowledge and experience when it comes to building ASEAN businesses from ideas inception to becoming familiar brand names in the region.

These select group of entrepreneurs and investors will present their opinions about the opportunities and challenges that their peers may encounter when developing a business in South-East Asia.

THAT SOUNDS LIKE A GREAT LINE UP BUT IS THIS ONE OF THOSE “TALK ONLY” EVENTS WHERE WE CAN’T EVEN MEET THE SPEAKERS IN PERSON?

Definitely not! Sure, there are a lot of discussions at the town hall and panel sessions, but we certainly want to give you the opportunity to meet with our speakers as well as other well-known entrepreneurs and angel investors in the ASEAN entrepreneurship ecosystem. That’s why we are bringing in Cradle’s very own speed-networking event, *Chill & Chat*, into Cradle Buzz.

At *Chill & Chat*, entrepreneurs and investors can discuss the prospects of working together to bring a business idea further in a very personal 10-minute meeting. Think of it as speed dating but without the corny pick-up lines. We’re talking strictly business here, people!

If you can’t *Chat* with them, you can definitely, *Chill* with them and talk about business prospects or just get their opinion on an issue at the networking cocktail.

AWESOME! WHEN AND WHERE IS IT HAPPENING?

Cradle Buzz is organised in conjunction with the 11 ASEAN Entrepreneurs Summit which is happening in Kuala Lumpur on March 20 & 21, 2015. Yes, it’s a weekend but think of it as spending your day off enriching yourself by improving your business acumen. It will be held within the vicinity of the Kuala Lumpur City Centre so you can go out and hang loose after the event at one of the greatest cities in South-East Asia.



SOUNDS LIKE A PLAN! WHERE CAN I GET MORE INFORMATION?

Follow Cradle on Facebook at www.facebook.com/cradlefundsb and Twitter @cradlefundsb to get updates on Cradle Buzz.

To find out what else is happening at 1 AES, go to www.1aes.my and follow the event on Facebook at www.facebook.com/1aes2015.

For Immediate Release

ASEAN START-UP STARS GATHER AT INAUGURAL CRADLE BUZZ

KUALA LUMPUR, 2 MARCH, 2014 – Big names in the South-East Asian entrepreneurship circle will convene in Kuala Lumpur on 20-21 March to highlight, analyse and discuss entrepreneurship concerns in the region at Cradle Buzz.

Organised for the first time by early stage technology start-up financier and ecosystem influencer, Cradle Fund Sdn Bhd, Cradle Buzz is one of the programmes scheduled during the 1 ASEAN Entrepreneurs Summit (1AES).

Cradle CEO, Nazrin Hassan, said Cradle Buzz was organised to inspire ASEAN, particularly Malaysian start-ups to take the bold step of breaking into the regional market. The event brings together entrepreneurs and investors in the region to share their knowledge, experience and expertise about expanding businesses to a global level.

“Venturing outside our own borders, even into the ASEAN regional marketplace, is a big dream and at the same time, a presumably challenging step to take. But there have been success stories and we’d to see more do the same. We hope both entrepreneurs and investors will gain valuable knowledge from this event and look forward to seeing some strategic partnerships created,” Nazrin said.

He added among the key concerns of entrepreneurs expanding regionally are gaining market access into markets they wish to penetrate; acquiring the right talents that will make their business more relevant at the regional level; and raising the funds necessary to help their business expand.

Nazrin said Cradle aims to address these concerns at Cradle Buzz through insightful and interactive panel sessions and dialogues that will take place at the two-day event.

Among the speakers include 50 Folds founder, Alexander Jarvis, MyTeksi co-founder, Anthony Tan and Animonsta creative chief, Anas Abdul Razak, Mohan Belani, co-founder of e27 and organiser of the annual Echelon technology conference and Leon Fong, general manager of Uber Technologies.

Entrepreneurs will also get to meet the speakers and other investors in a more casual setting at Cradle’s own speed networking event, *Chill & Chat*.

There, entrepreneurs and investors will have the chance to meet and discuss the prospects of entering into business deals during a 10-minute face-to-face meeting.

“One of the ways Cradle continues to help its entrepreneurs is by introducing them to investors that could possibly help them raise the next series of funds to help grow their business,” Nazrin said.

For more information about Cradle Buzz, follow Cradle’s Facebook Page, www.facebook.com/cradlefundsb and Twitter account, @cradlefundsb.

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About Cradle

Cradle Fund Sdn Bhd (Cradle), an agency under the Ministry of Finance, Malaysia is the organisation that manages the Cradle Investment Programme. The Ministry of Finance had allocated RM100 million to Cradle for this programme since it began in 2003. The agency was awarded an additional allocation of RM175 million for the 2011-2015 period, under the 10th Malaysia Plan.

Cradle now runs two programmes, the Cradle Investment Programme for funding development and commercialisation of technological ideas and companies, and the Coach and Grow Programme, a market driven programme to train entrepreneurs.

Cradle Investment Programme (CIP)

The Cradle Investment Programme (CIP) is Malaysia's first development and technology commercialisation funding programme that enables Malaysia's budding innovators and aspiring entrepreneurs to transform their raw technology-based ideas in the ICT, non-ICT and high growth technology industries into commercially viable ventures or local start-up companies to attain commercialisation. Cradle offers two types of conditional grants – pre-seed (CIP Catalyst & U-CIP Catalyst) and seed (CIP 500). The pre-seed grants offer funding of up to RM150,000 to teams of individuals to develop their innovative technology ideas into prototypes or proof-of-concepts; whilst the seed grant offers funding of up to RM500,000 to help Malaysian start-up companies with innovative technology products/services to attain commercialisation.

Coach and Grow Programme (CGP)

The Coach and Grow Programme is a market-driven programme intended to bring together key players in the entrepreneurial ecosystem to train existing entrepreneurs to grow their businesses to greater heights, via coaching, networking and showcase events.

Angel Tax Incentive

The Angel Tax Incentive was announced in 2012 at the tabling of the 2013 National Budget by the Prime Minister. Angel Tax Incentive was designed for angel investors to be accorded a tax deduction of up to RM500,000 in the third year (after 2 years) of his or her shareholding in the newly invested companies. Its objective is to stimulate and encourage angel investments from the private sector into technology based start-up companies in Malaysia. This will provide a funding avenue that would allow them to grow.

For more information, visit www.cradle.com.my.

For media queries, please contact **Joanne Timbuong** at **019-338 0481** or email joanne@cradle.com.my

PRESS BRIEFING ON THE LAUNCH OF 1 ASEAN ENTREPRENEURS SUMMIT

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