



PRESS RELEASE

CRADLE WRAPPED UP ITS SECOND SERIES OF “CRADLE CIRCLE”

An annual event designed to connect investors with prospective startups

KUALA LUMPUR, 8 August 2023 - Cradle Fund Sdn. Bhd. (Cradle) hosted its second series of networking event – “Cradle Circle”. Through this event, Cradle facilitated pitching session from founders as well as networking and sharing sessions between potential investors and startups ecosystem players under one roof to support the companies.

“Throughout our twenty-year history, it has become evident that early-stage startups demand further support and guidance to scale up their operations”, according to the Acting Group Chief Executive Officer of Cradle, Norman Matthieu Vanhaecke.

Continuing his remarks, Norman highlighted that this event allowed startups to indulge in forums besides presenting their business solutions. The first one was led by Cradle’s Legal team and titled “From Legal Limbo to Investor Bingo: Cracking the Code for Startup Success” which discussed the issues that startups confront when it comes to funding, compliance, and investor appeal while also outlining a step-by-step plan for dealing with these problems and maximising fundraising success. Secondly, “Failures among Startups” was brought by startups’ founders with the aim to inspire others.

“Cradle Circle arranged an excellent space for startups to present their products in a collaborative and inviting environment, supporting growth and empowering fresh ideas. We expect that this event will serve as a strong catalyst for growth, providing businesses with the connections and recommendations they require to thrive in today’s highly competitive business environment,” explained Norman.

Juliana Jan, Cradle’s Senior Vice President of Grant and Investment, expressed her gratitude towards the ecosystem's overwhelming support and involvement in the second series of Cradle Circle. This year’s event promotes more collaborations between stakeholders within the ecosystem, which is in line with Cradle’s mission to build stronger relationships and knock down obstacles that startups frequently face.

“It is heartening to see the positive impacts that this event inculcated on the participating entrepreneurs, since it allows them to pitch for fund raising, and receive legal and HR advice. 180 participants involving startups, investors, and venture capitalists attended this year’s Cradle Circle, which indicated significant growth compared to last year. We are excited to include more enriching activities in the next round of Cradle Circle, providing the thriving startup community with even more assistance,” said Juliana.

Below are the startups participated during the pitch:

No	Startups	Descriptions
1.	Heytech Sdn Bhd https://heycast.me/	Heycast.me is a job-matching platform powered by a matching algorithm to enable production houses to list jobs and hire talent directly. On the other hand, talents can access all the jobs and apply directly with production houses. As a result, it accelerates the acting talents recruitment process, and save cost and time.
2.	ACS Pentas (Asia) Sdn Bhd https://www.sparexhub.com/	A 100% Malaysian technology company, providing a B2B2C e-commerce marketplace for discounted, guaranteed genuine auto spare parts for European car brands. The platform brings importers, dealers, stockists, independent workshops, and car owners onto this digital marketplace where genuine auto parts are sourced and sold value-for-money.
3.	ODESI ECOB SDN BHD https://support.ecob.my/	e-CoB is an online system designed for the Commissioner of Building to assist related stakeholders in managing, monitoring and rating housing schemes. The system also records Stratified Building Management Index (Indeks Kualiti Pengurusan Bangunan Berstrata) with star rating management.
4.	Nonivasi Care Sdn Bhd https://www.nonivasi.com/	The proposed solution is a non-invasive, portable, wireless system to diagnose and monitor lower back pain rehabilitation progress remotely. The base technology is EMG, where the muscle signal at L4-L5 lumbar region is captured during an intervention and recorded.

5.	Pandai Education Sdn Bhd https://pandai.org/en/home	<p>Pandai is an educational application that helps students learn through continuous academic exercises. They provide constant content such as daily quizzes, topical tests and sample exams aligned with the national curriculum.</p> <p>Pandai is ranked number one (1) education app in Apple App Store and Google Play.</p>
6.	Valuing IP Sdn Bhd https://valuingip.com/	Valuing IP Sdn Bhd aims to democratize Intellectual Property (IP) - valuation services by developing an easy-to-use and subscription-based IP Valuation software to generate valuation reports instantly.
7.	BlueDuck Sdn Bhd https://www.blueduck.my/	Blue Duck Tech Sdn Bhd offers the fastest growing zero deposit solution to replace the traditional rental deposits with an insurance scheme. The solution addresses the gaps and needs in the property rental market where tenants would like to save upfront, and landlords are shifting their focus on rental cash flow.
8.	Life Origin Sdn Bhd https://lifeorigin.my/	Life Origin is a biotech company that converts selective organic waste into insect protein, biofuel and organic fertilizer. Life Origin will collaborate with UCSI and UPM to develop a Koi feed formulation to promote growth, digestibility, immunity and pigmentation.
9.	CoKeeps Sdn Bhd https://cokeeps.com/	CoKeeps platform is the independent 3rd party facilitating digital asset activities in the capital market through custody and tokenization services. The CoKeeps Wallet removes the need for users to store private keys anywhere and do not store user credentials in a centralized database which makes it unsusceptible to hacking.
10.	SpaceIn Sdn Bhd https://spacein.com.my/	<p>SpaceIn Sdn Bhd is developing a picosatellite for IoT communication via satellite communication to tackle the issues faced by the IoT industry, such as poor communication in remote areas, high cost of satellite communication and regulatory hurdles.</p> <p>SpaceIn team up with Alba Orbital to launch Malaysia's 1st pocketcube via SpaceX in Quarter 4, 2023 as an in-orbit tech demo for IoT constellation.</p>

Building on the success of the second round, Cradle will continue its dedication offering valuable guidance and mentorship to guide the subsequent generation of startups with a holistic approach to assist their growth and success by filling gaps in the ecosystem.

For more information about Cradle and how to get funded, startups and ecosystem players are encouraged to log on to www.cradle.com.my.

#END#



Caption: (From left) Eizzar Supiar, AVP - Evaluation, Cradle; Adlin Yusman, Co-Founder of BeMalas; Suthenesh Sugumaran, Co-Founder of BeMalas; and Joyce Wee, Former Executive Director of Etalage

CRADLE FUND SDN BHD (CRADLE)

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ABOUT CRADLE FUND SDN. BHD.

Cradle Fund Sdn. Bhd. (Cradle) is Malaysia's early-stage startup influencer, incorporated under the Ministry of Finance Malaysia (MOF) in 2003 with a mandate to fund potential and high-calibre tech startups through its Cradle Investment Programme (CIP). Cradle is presently administered by the Ministry of Science, Technology and Innovation (MOSTI).

Throughout its history, Cradle has helped fund over 1000 Malaysian tech startups and holds the highest commercialisation rate amongst government grants in the country. Having more than a decade of experience in the nation's grant funding scene, Cradle further expanded its role from grant provider to investor through the establishment of its venture arm, Cradle Seed Ventures in 2015 and following its portfolio expansion to equity investment in early 2017, Cradle offered both funding and investment assistance.

Currently, two new grants are made available to the startup ecosystem namely CIP SPARK and CIP SPRINT. Allocated under the 12-MP, CIP Spark is a funding programme targeting technology startups for the development of ideas and MVP as well as other pre-commercialisation activities and CIP Sprint is for the commercialisation of innovative technology products and services, aimed at assisting technology startups at an early stage to develop and commercialise their products in the market.

Following the announcement of the Malaysian Startup Ecosystem Roadmap (SUPER) in 2021, Cradle has been appointed as the focal point agency for Malaysia's startup ecosystem and mandated to ensure the successful running of a holistic ecosystem to enable and encourage growth among startups. Cradle also spearheads the MYStartup Programme - one of the interventions identified under five Ecosystem Drivers in SUPER - where it contributes directly to efforts in increasing the number of innovative and quality startups.

Cradle also administers the Angel Tax Incentive (ATIO), designed for angel investors to be accorded a tax deduction of up to RM500,000 to stimulate and encourage angel investments from private sector into technology-based startup companies in Malaysia.

Cradle's product offerings are not only restricted to monetary aid, but also include commercialisation support, coaching and various value-added services to cater today's entrepreneurs' diversified needs.

For more information on Cradle, please visit www.cradle.com.my