

## Press Release

# ASEAN Rice Bowl Startup Awards Opens Nomination for 2018

Kuala Lumpur, Friday, 4 May 2018 - The ASEAN Rice Bowl Startup Awards (Rice Bowl) has returned for another year of celebrating the best of South East Asian startups. Nominations opened on 1 May 2018 for the 4<sup>th</sup> instalment of this prestigious awards.

In previous years, the ASEAN Rice Bowl Startups Awards would garner over 1000 nominations across the region, culminating in the announcement of about 15 awards that vie for the best of the best in each category. Awards have been given to unicorns such as Grab (Singapore), Gojek (Indonesia), Eatigo (Thailand), Star Ticket (Myanmar), QuikWire (Philippines) and Zoom (Malaysia).

The Rice Bowl Startup Awards will be held in two stages this year - the Nationals and the Regional. At the end of the nomination season, which will end on 31<sup>st</sup> July 2018, ten countries in ASEAN will each celebrate its own Rice Bowl and announce their winners between August and September 2018.

Winners from each country will represent their nation as finalists at the ASEAN Rice Bowl Startup Awards to be held in late October 2018. The best of South East Asian startups will be announced at the Rice Bowl Grand Gala in Indonesia.

The ASEAN Rice Bowl's Investor Matching session has also been an attractive incentive for startups to compete. Finalists at the regional level get their pitch decks individually-matched to investors across the region. In the past, ASEAN Rice Bowl has garnered over USD120 million in initial pledges with about 40% of these pledges closing as finalised investments.

The Rice Bowl Startup Awards 2018 has opened 18 categories this year. The categories are:

### Industry Award Categories

- Best e-Commerce Startup
- Best Logistics and Supply Chain Startup
- Best Business Automation Tool Startup
- Best Health / Med Tech Startup
- Best Fintech Startup
- Best Food Tech / Agri Tech Startup
- Best Life Helper Startup

### Cross-Sector Awards

- Best IoT Startup
- Best AI/Machine Learning Startup
- Best Digital Marketing Startup



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## Ecosystem Awards

- Best Startup Ecosystem Initiative
- Best Co-Working Space
- Best Accelerator or Incubator Program
- Investor of the Year

## Star Awards

- Golden Rice Bowl: Startup Of The Year
- Founder Of The Year
- Best Newcomer
- People's Choice

Each award places a focus on uncovering and rewarding the very best ASEAN startups and entrepreneurs from the respective ecosystems. Winners at the ASEAN-level gets to compete at the Global Startup Awards 2019.

The Rice Bowl is the Official Southeast Asia Circuit for the Global Startup Awards (GSA). The regional Rice Bowl Winners will be competing against others from the Nordic Startup Awards, the Central Europe Startup Awards, the South Asia Startup Awards and the South Africa Startup Awards at the GSA finale in 2019.

The ASEAN Rice Bowl Startup Awards, organised by New Entrepreneurs Foundation, celebrates the spirit of innovation and entrepreneurship in the Southeast Asian startup ecosystem. The Rice Bowl puts the spotlight on model entrepreneurship and inspires a dynamic community of startup enthusiasts, serial entrepreneurs, policy makers and diverse mentors in tech innovation. It also aspires to find startups that have disruptive business models with the potential to grow regionally and contribute significantly to their national GDPs.

Nominations are open to all companies established no more than 5 years in an ASEAN country. This year's nomination period is between 4<sup>th</sup> May till 31<sup>st</sup> July 2018. Competition and nomination information are available at [www.ricebowlawards.com](http://www.ricebowlawards.com)

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Official Southeast Asia circuit for

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## Note to Editor

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### About the New Entrepreneurs Foundation

New Entrepreneurs Foundation (myNEF) is a not-for-profit organization that focuses on creating and developing sustainable entrepreneurs via strategic developmental programs. MyNEF designs and caters programmes with tech entrepreneurs in mind, helping them achieve their business goals. MyNEF produced the inaugural Rice Bowl Startup Awards in 2015 during 1ASEAN Entrepreneurship Summit. For more information, visit [www.mynef.com](http://www.mynef.com)

### About the Global Startup Awards

The Global Startup Awards provides an annual spotlight focus to web/tech startups in 26 countries across the globe. With each individual regional awards placing a heavy focus on unearthing and reward the very best from within their respective ecosystems. The awards stand to represent the entire startup community - from the startups themselves through to the people behind them, and the organizations that work alongside these visionaries to make the great things possible. For more information, visit [globalstartupawards.com](http://globalstartupawards.com)

For further information and to submit nominations visit [ricebowlawards.com](http://ricebowlawards.com)

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