

Press Release June, 27th 2017

SEEDSTARS WORLD IS COMING TO KUALA LUMPUR TO FIND THE BEST STARTUP IN MALAYSIA

On July, 20th 2017 8 of Malaysia's best seed stage startups will compete to represent the country at the Seedstars Summit and win up to USD 1 million in equity investment.

Seedstars Kuala Lumpur, July 20th 2017

Kuala Lumpur, Malaysia, June, 27th 2017 - [Seedstars World](#), the global seed-stage startup competition for emerging markets and fast-growing startup scenes is coming back to Malaysia. With the support of the local co-organizing partner Khazanah, Seedstars World will be holding a dynamic pitch event on July 20th at 6pm at their Innovation Centre. In line with its mission to place the spotlight on entrepreneurs from emerging markets, Seedstars World is travelling to more than 75 countries this year to identify the best seed-stage entrepreneurs and provide them with an opportunity to win up to USD 1 million and network with investors and mentors from around the world. Its previous participants have raised over USD 61M collectively, providing employment to more than 800 employees worldwide.

The companies selected to pitch at the Seedstars Kuala Lumpur event need to be less than 2 years old, have raised less than USD 500,000 in funding and have built a minimum viable product, ideally with existing traction. The Seedstars World team is searching for one additional criterion - the startup's regional and global scalability. With a strong network of international partners such as BBVA, Merck, Enel, Trecc and Standard Bank, Seedstars World is looking for smart startups that solve regional issues and develop profitable products for the global market, to support their regional businesses and growth.

"Seedstars World is a platform connecting investors to the next generation of startup entrepreneurs, pulling the spotlight from Silicon Valley and Western Europe. As we are back in Kuala Lumpur to organize our event, our excitement level and expectations are high. We have heard so much about the bustling startup ecosystem in Malaysia and we are now here to witness the reality" explains Nick Feneck, Regional Manager at Seedstars World, "We are impressed by what we have seen in the continent so far and cannot wait to add startups from Malaysia on our map."

8 of the most promising seed stage startups in Malaysia will be invited to pitch for the opportunity to compete at the Seedstars Summit, that annually takes place in Switzerland.

In order to provide local entrepreneurs with this opportunity and aiming to deliver the best possible event, Seedstars World is closely working with Khazanah, the Malaysian Government's strategic investment fund, as well as Cradle, the Fintech Association of Malaysia, and the Vulcan Post.

About Seedstars

"They tried to bury us, they didn't know we were seeds." - Mexican proverb

Seedstars is a Swiss based group of companies which has the goal of **impacting people's lives in emerging markets through technology and entrepreneurship**. Seedstars connects stakeholders within these ecosystems, builds companies from scratch with public and private partners and invests in high growth startups. Through different activities of startup scouting, company building and acceleration programs, the team has now access to entrepreneurs, investors, incubators, corporations and government officials from 75+ countries. The Seedstars group includes:

- [Seedstars World](#), a worldwide startup competition, sourcing in 75+ emerging markets the top talent from these regions
- [Seedstars Growth](#), a three month virtual acceleration program
- [Seedspace](#) a network of coworking and co-living spaces now in 25+ countries
- [Seedstars Academy](#), a six months program to train aspiring local entrepreneurs to build sustainable businesses, currently running in Nigeria and Ivory Coast

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Press Contact:

High-resolution photos, logos, as well as press information and interview options are available on demand. Feel free to contact:

Tom Vaillant
Head of Marketing
tom@seedstars.com
+33769139615

Rosie Keller
Associate for Asia
rosie@seedstars.com
+41794483225 (whatsapp)

Adriana Collini
Associate for Asia
adriana@seedstars.com
+436506346828 (whatsapp)