

**Press Release - July, 9th 2017**

## **SERVEHAPPY JOBS NAMED THE PHILIPPINES BEST STARTUP AT SEEDSTARS MANILA**

**On July 8th during Seedstars Manila, ServeHappy Jobs won the the Philippines round of Seedstars World and will represent the country at the Seedstars Summit in Switzerland to compete for up to USD 1 million in equity investment.**

Manila, the Philippines, July, 9th 2017 - [Seedstars World](#), the global seed-stage startup competition for emerging markets and fast-growing startup scenes brought its the Philippines round to a successful close during Seedstars Manila. The event took place this Saturday in Acceler8, and 8 selected startups were invited to present their ideas in front of the local jury panel.

The local winner, ServeHappy Jobs, a niche job platform catering to the hospitality industry, was selected the best startup in the Philippines for its adjective solution. "We want to be able to provide better access to people so that they can find great jobs and also help hospitality businesses so that they can find great people. The Philippines is known to be the most hospitable country in the world and wouldn't it be great if we are really able to showcase that? By leveraging on social media, our technology can now connect everybody in the hospitality recruitment space. We are thankful for the chance to show the world what ServeHappy Jobs can provide to the service workforce and how we can help curb the effects of underemployment and contractualization. This win today is definitely overwhelming! We have worked so hard for this as a team." explains Audrey Tanco Uy of ServeHappy Jobs. As a part of the prize, ServeHappy Jobs will be participating at Seedstars Summit, taking place in Switzerland in April 2018, a weeklong training program with the opportunity to meet the other 65 winners, as well as investors and mentors from around the world. Traditionally, the final day of the Summit will be dedicated to pitching in front of audience of 1000 attendees, with the possibility of winning up to the USD 1 million equity investment.

Bloom with its blockchain solution to cut fees for remittances came second and Cropital, a crowdfunding platform for farmers, grabbed the last spot in the top 3. The other startups invited to pitch were Stash, Haraya Labs, Fetch, Retailgate, and Senti.

The 8 startups pitched in front of a prestigious jury, consisting of Lyle Belen - Founder at Brainsparks, Joyy Azurin - Co-Founder of Horsepower.ph, Joseph de Leon - Consultant for Venture Strategy at Gravitas Prime, Alex Alabison - Director of Portfolio at Kickstart Ventures, Kotaro Adachi - Co-Founder and CEO at AYIs Software Development as well as CEO and Founder of TechShake, and Adriana Collini - Asia Associate at Seedstars World, who reported that "all eight startups that pitched were really strong. It was a tough choice."

Seedstars Manila also featured speaker a panel discussion with two former Seedstars Global Winners, namely Magellan Fetalino, CEO and founder of Acudeen and Judah Hirsch, founder and CEO of Salarium. They shared their experience in Switzerland and reminded the audience to stay hungry and not give up, because being an entrepreneur gets never less challenging.

The local Ambassador of Seedstars World, Artie Lopez from Brainsparks, organized the event. Further support was provided by Acceler8, QBO, Slingshot ASpace as well as Seedstars alumnae GoodMealHunting and media partner Bloomberg TV Philippines. The event attracted interest from 80 startups that applied, and over 150 attendees.

Continuing on its world tour of startup scenes in emerging markets and fast-growing startup scenes, Seedstars World's next stop is Kuala Lumpur at Khazanah's Innovation Center, to select the best startup in Malaysia. Seedstars World is looking for smart startups that solve regional issues and/or develop profitable products for the global market.

### 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

Follow us on:



#### Press Contact:

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

Adriana Collini  
Associate Asia  
[adriana@seedstars.com](mailto:adriana@seedstars.com)

Rosie Keller  
Associate Asia  
[rosie@seedstars.com](mailto:rosie@seedstars.com)

