

**Press Release - September 1st**

## **EMOTICS NAMED HONG KONG'S BEST STARTUP AT SEEDSTARS HONG KONG**

**On August 31st during Seedstars Hong Kong, Emotics won the Hong Kong 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.**

Hong Kong, Hong Kong, September 1st - [Seedstars World](#), the global seed-stage startup competition for emerging markets and fast-growing startup scenes brought its Hong Kong round to a successful close during Seedstars Hong Kong. The event took place this Thursday in HKTDC's SME Center, and eight selected startups were invited to present their ideas in front of the local jury panel.

The local winner, [Emotics](#), which increases engagement with compliance training in heavily regulated industries using machine learning and facial expression analysis, was selected the best startup in Hong Kong for its adjective solution. As a part of the prize, Emotics 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.

[Rocketbots](#) that allows enterprises to improve their internal communication (e.g. front line employees) with our AI-powered platform and chatbot solution, came second and [Zhenhub](#), which enables modern retailers to execute global logistics operations from anywhere in the world with one click, grabbed the last spot in the top 3. The other startups invited to pitch were [BeltRoad](#), [ibebot](#), [LOKOL](#), [Mindfio](#), and [Valoot](#).

The eight startups pitched in front of a prestigious jury, including John Koh from Koh Vass & Co in Association with Osborne Clarke, Janos Barberis from SuperCharger, Derek Kwik from Brave Soldier Venture Capital, Desmond Marshall from Rouge Ventures, and Adriana Collini from Seedstars.

Seedstars Hong Kong also featured a fireside chat: [John Koh](#), Partner of [Koh Vass & Co in Association with Osborne Clarke](#) discussed failures and the resulting learnings with the two founders [Sonalie Figueiras](#), Founder, Publisher & Editor-In-Chief of [Green Queen](#) and [Martina Bin](#), Director of [EatFresh](#). The local Ambassador of Seedstars World, [Kieran Hervieu](#), organized the event with Seedstars World's local partners Koh Vass & Co in Association with Osborne Clarke, and the Embassy of Switzerland in Hong Kong. Further support was provided by HKTDC, NexChange, Rouge Ventures, Pitch Perfect, Nest and WHUB. The event attracted interest from over 49, and over 160 attendees.

Continuing on its world tour of startup scenes in emerging markets and fast-growing startup scenes, Seedstars World's next stop is [Jakarta](#) at Kibar's, to select the best startup in Indonesia. 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

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

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