



THE INNOVATOR

NinjaOS

A Singapore-founded e-commerce solutions provider offering subscription services for its delivery and takeaway software.⁷

THE CHALLENGE

NinjaOS was keen to offer its solution to more players in the Asia-Pacific region, and wanted to establish what would be an ideal approach for expanding its pool of customers in the F&B and FMCG space across more Asia-Pacific markets.⁷

THE OUTCOME

- 1 In 2020, NinjaOS joined the Global Innovation Alliance's month-long acceleration programme, run by Enterprise Singapore's partner, Plug and Play Asia Pacific, held in Jakarta. They were introduced to local food and beverage (F&B) business owners, and gained insights on the market and eateries' priorities, such as securing customer loyalty.⁷
- 2 Through its participation in Plug and Play's virtual APAC Summit a year later, NinjaOS connected with Coca-Cola Bottlers Japan and worked with the company and other software providers to build a cutting-edge e-commerce store for its B2B sales. Previously, Coca-Cola Bottlers Japan was handling these sales manually.⁷
- 3 The partnership proved to be so successful that NinjaOS started a second project with Coca-Cola Bottlers Japan in June 2022. The team gained experience and confidence through such successes and are looking to pitch to larger F&B players in the region.⁷



THE INNOVATOR

Terrascope

An Software as a Service (SaaS) platform that helps enterprises plan and manage their decarbonisation operations⁸

THE CHALLENGE

Nine in 10 enterprises lack comprehensive carbon emissions measurements, causing a 30% error rate in their baseline assessments.¹⁵ Enterprises also lack industry- and context-specific insights, leaving them ill-prepared for regulations mandating the disclosure of climate-related information. Terrascope was launched and backed by Nupo Ventures (formerly Olam Ventures) to address this gap by offering AI-assisted carbon measurement and management tools.

THE OUTCOME

- 1 Since its launch in June 2022, Terrascope's portfolio of clients has grown across various sectors, spanning tech and industrials including media company, Mediaport; and Asia's online property portal Property Guru; and conglomerates like Mitsubishi Corporation and the MUI Group.
- 2 For Japanese beverage company POKKA, Terrascope enabled the company to measure their emissions five times faster than manual processes with 92% accuracy across the entire supply chain. This led the company to be able to make informed sustainable procurement decisions.
- 3 It has also since expanded its footprint to include businesses in the UK; Europe, Middle East, and Africa (EMEA); Japan; Australia; and ASEAN markets.¹¹



THE INNOVATOR

Aimazing

A retail analytics platform enabling mall management to make data-driven decisions seamlessly and accurately.³

THE CHALLENGE

In February 2021, commercial and retail property developer and manager, Hong Leong Holdings Limited (HLHL), sought a digital tenant management solution to streamline their administrative processes and reduce dependency on physical paper-heavy processes and make better analysis of tenant performance to facilitate disbursement of rental waivers and other rebates.³

THE OUTCOME

- 1 Aimazing entered the Southeast Asia Open Innovation Challenge (SEA OIC) organised by Enterprise Singapore and hosted on the Open Innovation Network. Out of the 300 applicants from 38 countries, Aimazing's solution was 1 of the 5 solutions that was selected.³
- 2 The partnership allowed Aimazing to access and utilise HLHL's network of tenants to produce a digital tenant management solution for HLHL without any disruption to tenants' operations or existing retail and building systems that have been put in place. As a result, Aimazing launched a successful project with a 99.99% data accuracy and completeness in Proof-of-Concept report.³
- 3 Following this pilot project, Aimazing has also established partnerships with other shopping malls in Singapore such as ION Orchard, Wisma Atria; real estate group Capitaland; and more.²



THE INNOVATOR

Hashstacs (STACS)

A Singapore based FinTech startup which offers ESGpedia, a one-stop registry to empower effective ESG financing and investing.

THE CHALLENGE

There is a wide array of ESG data available, and investors require a tool that simplifies access to ESG data, as well as aggregating, recording, and maintaining such information on a single unified registry. This will allow investors to more accurately assess the sustainability practices of their portfolio companies.⁶ Though it offered a solution, being a small startup, STACS faced challenges in securing the attention of large financial institutions.⁶

THE OUTCOME

- 1 Through their participation in the Infocomm Media Development Authority's (IMDA) Open Innovation Platform (OIP), STACS received guidance and resources to enhance their capabilities as a FinTech startup.⁶
- 2 These include a complimentary, digital storytelling consultancy at IMDA's corporate innovation space, Pixel, which enhanced the company's ability to pitch solutions effectively. UI/UX consultancy was also provided to help STACS optimize products for end users.⁶
- 3 STACS diagnosed and addressed problems faced by Fidelity Investments and CSOP Asset Management. This increased STACS' credibility in the finance sector and allowed the startup to be an official partner with the Monetary Authority of Singapore in Project Greenprint.¹⁰
- 4 Since IMDA's OIP, STACS has scaled up throughout Asia¹⁰ and worked with businesses across multiple industries such as hospitality and logistics.⁶