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Sophie's Kitchen wins SLINGSHOT@SWITCH 2017 powered by Startup SG

A total of S\$600,000 Startup SG grant was awarded to five teams at SPRING Singapore's inaugural startup competition

1. Sophie's Kitchen was awarded the grand prize of S\$200,000 Startup SG grant at today's SLINGSHOT@SWITCH, the inaugural startup competition by Startup SG. Founded in 2010, the US-based foodtech startup clinched top spot for its plant-based seafood alternatives that are developed using innovative ingredients and its patent pending technology¹. Startup SG is an initiative by SPRING Singapore (SPRING), an agency under the Ministry of Trade and Industry responsible for helping Singapore enterprises grow.
2. Four other startups – BLITAB Technology, LPixel Inc., Lucence Diagnostics and Smart Animal Husbandry Care – took the runners-up prize of S\$100,000 Startup SG grant each, at the three-day event held at Sands Expo and Convention Centre as part of the Singapore Week of Innovation and Technology (SWITCH). All winners will be provided with up to 12 months' free workspace at JTC LaunchPads.
3. The winners were selected by a panel of judges that comprised venture firms and multinational corporates such as B Capital Group, DeClout, Golden Gate Ventures, Google, KK Fund, Mistletoe, P&G, and Red Dot Ventures. The competition, graced

¹ More information on Sophie's Kitchen and the other winning startups are as enclosed in the media factsheet.

by Mr S Iswaran, Minister for Trade and Industry (Industry), and Mr Taizo Son, Founder and CEO of Mistletoe Inc., had attracted more than 900 teams from over 30 countries.

4. Grand prize winner, Eugene Wang, Founder of Sophie's Kitchen Plant-based Seafood, said "Through the SLINGSHOT event, I see the promising future in Singapore. Especially, given its strategic location in global trade, I think Singapore shows its ambition to nurture any new technology that is good for the world."
5. Through SLINGSHOT@SWITCH, SPRING aims to add more vibrancy to the local startup ecosystem by providing promising startups with a platform to showcase their technology and business ideas. These global startups will bring unique and innovative skillsets, talent, and networks to bolster Singapore's position as a leading startup hub.
6. Mr Edwin Chow, Group Director for Industry Development and Innovation & Startups, SPRING Singapore, said, "My heartiest congratulations to all winners of SLINGSHOT@SWITCH. We are excited by the ideas and passion of the participating startup teams, and the discovery of potentially disruptive innovations. As global startups bring value and vibrancy to our scene, we hope that they will also find new partners, and leverage our infrastructure and strong regional network to grow and scale up from here. For our local startups, we are confident that such an exchange has helped to incubate new ideas, nurture a global mindset and expand their global networks."
7. "Startups matter. They shape the business landscape ahead and mould the possibilities for social improvements, too. To have the most impact, it's increasingly important for startups to have a global mindset, and that's precisely what the local Singapore ecosystem and SPRING Singapore is fostering. It was on display at SLINGSHOT@SWITCH this week, and it was inspiring to see," said Ms Stephanie Davis, Singapore Country Head, Google.
8. Interested parties can visit www.startupsg.net for more information.

About Startup SG

Startup SG represents the shared interests of the startup community and positions Singapore as a leading startup hub. It provides entrepreneurs with a launch pad and a platform to connect them to the global stage, and access to local support initiatives. Please visit www.startupsg.net for more information and news.

About SPRING Singapore

SPRING Singapore is an agency under the Ministry of Trade and Industry responsible for helping Singapore enterprises grow and building trust in Singapore products and services. As the enterprise development agency, SPRING works with partners to help enterprises in financing, capability and management development, technology and innovation, and access to markets. As the national standards and accreditation body, SPRING develops and promotes an internationally-recognised standards and quality assurance infrastructure. SPRING also oversees the safety of general consumer goods in Singapore.

SPRING will merge with IE Singapore to form Enterprise Singapore in Q2 2018. Enterprise Singapore will enable of Singapore companies through an integrated support network to build business capabilities and access overseas markets.

Please visit www.spring.gov.sg and www.facebook.com/sqspring for more information and news about SPRING Singapore.

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