

Mediacorp's *Mediapreneur* partners *FundedHere* to Help Incubate Local Startups

Singapore, 12 December 2016 – *Mediapreneur* and crowdfunding platform *FundedHere* announced a strategic partnership to promote seed funding for media-related startups through the crowdfunding platform.

Through this strategic partnership, *Mediapreneur*-supported startups will be listed on *FundedHere*, giving them a wider platform to attract capital. *Mediapreneur*, which puts seed-stage media companies through a one-year structured incubation programme, will also connect *FundedHere* to other startups.

The collaboration between *FundedHere* and *Mediapreneur* has already helped one company, *Spotted!*, raise S\$375,000. *Spotted!* will use the proceeds raised through *FundedHere* to expand its business of turning digital advertisements into games to help advertisers better engage their target audience.

"We are excited to collaborate with *Mediapreneur* to contribute to the growth of local entrepreneurs. *FundedHere* targets companies, like *Spotted!*, with compelling services and products that can solve real problems." said *FundedHere* CEO, Mr Michael Tee.

"We are pleased that the first *Mediapreneur* startup we put on the *FundedHere* platform was able to reach its fund raising target very efficiently. The platform works well for seed stage companies seeking capital before Series A. It certainly works for us and we expect to do more in the coming years following this successful partnership," said *Mediacorp's* Head of Strategic Planning, Mr Guillaume Sacht.

Launched in 2013, *Mediacorp's* incubator *Mediapreneur* provides seed funding, intellectual property, mentoring, working space and networking opportunities for digital media startups. Startups supported by *Mediapreneur* also get regular guidance from mentors and can tap *Mediacorp's* TV, radio, print and online platforms to reach customers.

##End of Press Release##

About FundedHere

FundedHere is a Singapore-based equity-based and lending crowdfunding platform targeting start-ups in Southeast Asia and Greater China. Launched in March 2015, it obtained its Capital Market Services License from Singapore's Monetary Authority of Singapore, permitting it to deal in securities, on 18 March 2016. It began operations in April 2016.

FundedHere went 'live' on 1 April 2016, two weeks after it received a Capital Markets Services Licence from the Monetary Authority of Singapore. It is the first local crowdfunding platform to be awarded the licence, which allows it to deal in securities. To date, *FundedHere* has raised over S\$1.73 million for seven startups in Singapore.

For more information visit: www.fundedhere.com

About Mediapreneur

Mediapreneur is Mediacorp's incubation programme for media-related start-ups. Start-ups admitted to the Mediapreneur will go through a one-year structured incubation programme. Startups will be housed at Mediacorp Campus located within Mediapolis@one-north and receive seed funding of up to S\$50,000 in exchange for a small amount of equity. More importantly, startups will receive help and guidance from experienced mentors on all aspects of their business on a regular basis and be able to access an extended mentor network of established entrepreneurs, investors and technologists.

There will be opportunities to tap on Mediacorp's considerable intellectual property, such as news and entertainment content, Mediacorp's platforms such as TV and radio and tie up with the many business units of Mediacorp. Through the Mediapreneur programme, we hope to turn start-up companies with innovative ideas into successful technology businesses.

For more information visit: www16.mediacorp.sg/themediapreneur

Media Contact

FundedHere

WeR1 Consultants Pte Ltd
Tel: (65) 6737 4844 Fax: (65) 6737 4944
Rachael De Foe (rachaeldefoe@wer1.net)

Mediapreneur

Tel: (65) 6350 3112
Elizabeth Leong (elizabethl@mediacorp.com.sg)