

Singapore's 'Golden Equator Consulting' Kickstarted Startup and Micro Business Bootcamp Programmes by Brunei's Darussalam Enterprise

- The Startup Bootcamp will conclude in January 2019 with a pitching session where they will pitch to a panel of investors
- The past bootcamps has seen companies in Islamic teaching platforms, smart farming, social entrepreneurship companies, e-commerce platforms and F&B companies launched in Brunei
- Last week, Golden Equator Consulting was also invited to give lecture at Korea's leading technology university GIST to talk about Southeast Asia, market-entry strategies, and success stories, as a continuation of MOU between Golden Equator and GIST earlier this year

Singapore, 11 September 2018 – Brunei Darussalam's National SME body, Darussalam Enterprise's (DARE) two entrepreneurship bootcamps – **The Start-up Bootcamp** and **The Micro Business Bootcamp** kickstarted its 4th and 2nd cycle last week, facilitated by Golden Equator Consulting, a digitally-focused business consulting group that helps companies with market entry, growth strategy and digital transformation, and has had a successful track record in different sectors including F&B, finance, and healthcare.

Both bootcamp programmes started with an Ideation Day where more than 80 startups and founders went through idea validation session.



Managing Partner of Golden Equator Consulting Adam Flintner (standing) with the participants of the bootcamps

The Startup Bootcamp, which is targeted at businesses that have export potential, has successfully helped develop a total of 70 companies in its last three cycles. These companies have also managed to raise more than

\$750k in investment and provide employment to more than 250 people. Meanwhile, the Micro Business Bootcamp, targeted at youth (18 – 40 years old), has helped develop 10 companies and provide additional employment to more than 30 people in its first cycle.

Adam Flinter, Managing Partner for Golden Equator Consulting and one of the trainers for the bootcamps, said, “The programmes in the bootcamps are curated to help the participants rethink and sharpen their ideas or businesses, while also aiding their skillsets in establishing scalable and sustainable businesses. With our comprehensive Golden Equator ecosystem of investors, entrepreneurs, consultants, specialists, some of whom would also be trainers in these bootcamps, we are looking forward to working with the innovative and entrepreneurial minds of Brunei!”

The Startup Bootcamp will conclude in January 2019 with a pitching session. The top three startups in this cycle will be selected to attend a Demo Day in Singapore where they will pitch to a panel of investors, further magnifying the opportunity to expand their businesses internationally.

Pg Zainul Asri Pg Abd Razak, Manager at DARE shared that, “Whether you are joining Startup Bootcamp or the Micro Business Bootcamp, you automatically become part of Brunei Darussalam’s startup ecosystem. We’ve seen a lot of interesting companies form in both bootcamps from Islamic teaching platforms, Smart farming, many different social entrepreneurship companies, e-commerce platforms, and of course F&B companies. Whether you have a business or an idea, these programmes under DARE were established to support businesses in redefining how they look at their businesses. This could mean adding technology or looking at their business models differently. This is just the beginning of their (business) journey and we are looking forward to our collaboration with Golden Equator to bring potential businesses expanding outside of Brunei.”



Adam Flinter (first row, fifth from the left) with GIST MBA programme participants and GIST Academy

Golden Equator Consulting’s Managing Partner Adam Flinter was also invited by GIST’s MBA programme and GIST Academy (participated by CEOs) to give a lecture last week. Titled “**Southeast Asia: It’s Time to Act**”, the lecture introduced business landscape of the region, the world’s third largest population of 650 million and shared market entry strategies for the dense Southeast Asian market and specific success stories.



Earlier this year, Golden Equator Group signed an MOU with GIST to advise on establishing an AI-focused start-up town in Korea. For more information, please refer to [Golden Equator-GIST MOU Announcement](#)

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Note to editors:

The abbreviation for Golden Equator Consulting is GECO and the abbreviation for Darussalam Enterprise is DARE.

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About Golden Equator Consulting (GECO)

A digitally-focused business consulting firm that helps companies with strategy, transformation, and growth. We combine real-world business experience, the Golden Equator Consulting "core" methodology and deep professional networks to provide expertise across multiple verticals, including digital transformation, consulting, market entry strategies, marketing, and web development.

Golden Equator Consulting is part of Golden Equator, a group of companies based in Singapore: *Golden Equator Capital* is a fund management company; *Golden Equator Wealth* is a multi-family office; *Golden Equator Consulting* provides digital and tech-focused business consultancy services with expertise in Asia; *SPECTRUM* is a curated technology and innovation business club; and *Asia Finance* is a Fintech solution platform.

For more information, please visit:

<https://www.goldenequatorconsulting.com/>

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We believe in investing for the future by building financial, human and technology capital. Through working with like-minded individuals and with technology at the core, we build financially rewarding businesses and create social impact in the world.

For more information, please visit: <https://www.goldenequator.com/>

About Darussalam Enterprise (DARE)

DARE is a statutory body that looks to nurture and support local enterprises with the aim to foster their growth in order to enable them to contribute to the country's GDP. DARE develops local enterprises by assisting in capacity building, facilitating access to funding, access to international markets as well as providing industrial spaces for SMEs to grow, business support services, and promotional services.



For more information, please visit: <http://www.dare.gov.bn/>

About GIST

GIST (Gwangju Institute of Science and Technology) is a research-oriented university located in Gwangju, Korea. GIST was established in 1993, and it has been firmly committed to fulfilling its foundational goals of advancing the nation's science and technology and nurturing excellent talents in those fields. Convergence and innovation in education and research never stop on the GIST campus. Interdisciplinary research projects constantly spring up, and ongoing collaboration across the departments and institutes continues to give new inspirations to our students.

For more information, please visit: <http://www.gist.ac.kr/en/>