



## **Singapore's 'Golden Equator' and Brunei Darussalam National SME Body 'Darussalam Enterprise' Launch New Cycle of Accelerator Programme**

- Programme to help Bruneian start-ups and SMEs to expand into Southeast Asia
- Top three candidates to pitch to a panel of Singapore and Singapore-based investors
- Focus sectors include F&B, agriculture, technology as well as healthcare and cosmetics

**Singapore, 16 August 2018** – Golden Equator Consulting (GEC) and Darussalam Enterprise (DARE) today officially launch the fourth cycle of Darussalam Enterprise (DARE) accelerator programme called **“Start-up Boot Camp”**.

Focused on sectors including F&B, agriculture, technology as well as healthcare and cosmetics, the 100-day programme aims to equip Bruneian start-ups and small-to-medium-sized enterprises (SMEs) with skillsets to establish scalable and sustainable businesses. The programme will also identify ideas, products, or services with a strong export potential and provide these companies with education, mentorship, and opportunities to access international markets, specifically expand into the broader Southeast Asian (SEA).

Prior to today's launch, more than 30 entrepreneurs and companies in Food and Beverages (F&B), healthcare, and cosmetics space have registered for the boot camp, which closes its registration by end-August (more details on dates below). At the end of the boot camp, the top three candidates from the programme will get the opportunity to pitch to a panel of Singapore and Singapore-based investors.

Adam Flinter, Managing Partner of Golden Equator Consulting, said, “We are excited to be working with the Brunei government's national SME body to equip Bruneian start-ups and SMEs to expand into Southeast Asia. As small countries, Singapore and Brunei share many similarities and a strong relationship in today's uncertain and complex world, which we hope to continue to deepen.”

GEC specialises in market-entry advisory for businesses and boot camps for start-ups, which are looking to expand into Southeast Asia. The curriculum and learning courses offered will also leverage subject matter experts available from Golden Equator Group's networks and ecosystem which includes venture capital firms, blockchain and cryptocurrency consultants, and other specialists, some of which are based in SPECTRUM, its technology and innovation business club.

Javed Ahmad, CEO of Darussalam Enterprise, said, “Start-ups and SMEs are the way forward for our nation to grow and diversify our economy from oil and gas while providing more expansive employment opportunities to our local talents and graduates. We are looking forward to working with Golden Equator who has not only built a strong ecosystem in SEA through its businesses and extended community but also have a strong track record in the sectors we are focusing on such as F&B and technology.”

Shirley Crystal Chua, Founder and Group CEO of Golden Equator Group, said, “Having built a dynamic ecosystem through our business and network, we take this one step further by deepening the relationship between Singapore and other countries – both on the private level and on the government level. Just like our works with the regional government and investment community, this partnership with Brunei Darussalam's national SME body is a further a testament to our constant effort in connecting with the regional technology and investment community to create a stronger start-up ecosystem for Asia.”

The Start-up Bootcamp will culminate in “Demo Day” where the top three companies from the accelerator programme will be flown into Singapore to pitch to a panel of investors. This will be jointly organised with Golden Equator Capital (GEC), Golden Equator Group's fund management arm. GEC most recently launched a



S\$120 million Co-GP Venture Fund with Korea Investment Partners that will invest into Series A and Series B high-growth technology companies in Southeast Asia.

Golden Equator Consulting is 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. Some F&B clients success stories included helping launch the healthy food brand YOLO which has now become one of the go-to names in Singapore's healthy food scene.

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.

**ENDS**

*Note to editors:*

The abbreviation for Golden Equator Consulting is GECo and the abbreviation for Darussalam Enterprise is DARe.

#### **KEY DATES FOR THE START-UP BOOTCAMP**

- Close of Registration – 27<sup>th</sup> August 2018
- Ideation day (Introductory workshop for the Boot Camp) – 6<sup>th</sup> September 2018
- Start of The Start-up Boot Camp – 28<sup>th</sup> September 2018
- Demo Day – 10<sup>th</sup> January 2019

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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/>

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