



S P E C T R U M

## **SPECTRUM, first-of-its-kind curated tech and innovation business club, launches in Singapore**

- *Co-founded by established entrepreneur Cheryl Lee and Golden Equator's CEO Shirley Crystal Chua, the business club and ecosystem builder provides members unprecedented access to seven strategic groups for collaboration impactful for society and the future generation*
- *Mistletoe, a collective impact collective founded by renowned serial entrepreneur Taizo Son, will partner SPECTRUM and base its first office in Asia outside of Japan at SPECTRUM*

**SINGAPORE, 16 January 2018** – SPECTRUM, a first-of-its-kind curated Technology & Innovation business club, today officially launches in Singapore, with vision to create a globally connected ecosystem by providing curated counsel, the right resources and strategic networks to businesses looking to expand into Singapore and springboard into Asia.

Co-founded by Cheryl Lee, a former Asia Managing Director at a private bank who also co-founded lifestyle group One Rochester, and Shirley Crystal Chua, Founder and CEO of Golden Equator, a group of Singapore businesses spanning finance, consulting, and a technology and innovation business club, SPECTRUM will also welcome Mistletoe, a collective impact collective founded by Taizo Son, as a partner and one of its key resident members.

SPECTRUM developed the tripartite partnership with Golden Equator and Mistletoe to bring together seven strategic groups – innovators, learning institutions, executors, backers, enablers, government agencies as well as ecosystem builders and partners to create synergised collaboration and pursue transformational initiatives in six focus sectors impactful for society and the future generation.

“We are incredibly proud today to launch SPECTRUM in Singapore. Together with Golden Equator and Mistletoe, SPECTRUM wants to redefine how businesses can scale and grow. SPECTRUM curates an ecosystem that facilitates business-making across moments of a company’s growth journey, and we want to provide a powerful and accessible platform that is committed to empowering businesses of the future,” Cheryl Lee said.

“Asia’s tremendous growth potential and momentum mean there are opportunities aplenty for companies old and new to innovate and succeed by being part of the right ecosystem with networks that could help grow their businesses in a meaningful way,” Lee added.

The partnership will have a strong focus on collective ecosystem building working with the seven strategic groups to accelerate the growth of businesses looking to expand into Asia with Singapore as their base, zeroing in on six focus sectors including financial, education, healthcare, fashion, food and housing.

As SPECTRUM’s key partner, Mistletoe will also base its first office in Asia outside of Japan at SPECTRUM. Taizo Son, its founder and a globally renowned serial entrepreneur, was most recently appointed special advisor by Golden Equator, a partnership which SPECTRUM has helped curate.

“We are excited to deepen our footprint in Southeast Asia with SPECTRUM. We decided to base Mistletoe’s first office in Asia outside of Japan at SPECTRUM because we are aligned in our strategic vision, along with Golden Equator, to revolutionise the business landscape and build an ecosystem through access, networks and connections,” Taizo Son said.

SPECTRUM’s international community and networks include key members from the seven strategic groups. These groups can empower fellow club members via access to enablement, validation, innovative ideas, capital, resources and strategic business networks. As an integral part of the offering, the SPECTRUM technology platform supercharges the connections between members both online and off. Beyond the human capital facilitating strategic business networks, the platform empowers members to collaborate and create true commercial value around the globe anytime and anywhere.

To mark the launch, SPECTRUM will also host a closed-door thought leadership roundtable discussion with panellists which include technology and innovation industry leaders: Taizo Son (Founder, Mistletoe), Choun Chee Kong (Fund Manager, Pavilion Capital), Teo Ser Luck (Entrepreneur), Jacqueline Poh (Chief Executive, GovTech), and Joseph Phua (Group CEO, M17 Entertainment). Moderated by Daren Tan from Golden Equator



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## SPECTRUM

Capital, the discussion will focus on “Creating a context-based technology and innovation community for today and tomorrow”. This is followed by an official opening ceremony in the evening, which will be attended by more than 600 senior members that form the network of the seven strategic groups including notable VCs and PEs, C-suites and business leaders, family offices, government-related agencies and ambassadors, further demonstrating the unique access to these companies enabled by SPECTRUM and the Golden Equator community.

To cap off the launch programme, SPECTRUM would also be organising a closed-door investor pitch session on 17 January for its resident member C&R Healthcare’s eight Korean healthcare companies. These eight fast-growing businesses will be pitching to a panel of investors (more details below) for potential investment, mentorship or guidance on strategic partnerships, further demonstrating SPECTRUM’s role in bringing together strategic groups that form the crucial elements for scaling businesses.

Further into the year, SPECTRUM is also expecting more collaboration and partnership with G-level agencies in the region for its anchor member Golden Equator, which will be developed at SPECTRUM.

**-ENDS-**

### **About SPECTRUM**

First-of-its-kind in Singapore, SPECTRUM is a curated Technology & Innovation business club created for innovators, learning institutions, executors, backers, enablers, G-level agencies as well as ecosystem builders and partners to create synergised collaboration in six focus sectors impactful for society and the future generation.

As the gateway to Asia and beyond for tech-focused organisations, we provide individuals and businesses with hyper-connected access to the seven strategic groups that form the crucial elements for scaling businesses.

Our vision is to build a globally connected ecosystem of individuals and businesses to collaborate on an unprecedented scale. An ecosystem that harnesses and focuses the strengths of individual elements, weaving them into a mutually beneficial whole: ***A whole far greater than the sum of its parts.***

Website: <https://www.spectrum.global/>

Facebook: <https://www.facebook.com/spectrum.globe/>

Linkedin: <https://www.linkedin.com/company/13280095/>

### **APPENDIX**

#### **Case study: Demonstrating the Strength of Curated Counsel and A Strong Ecosystem Enabling Growth**

SPECTRUM is also home to the Korea-Singapore Healthcare Incubator set up by Golden Equator and Korean regulatory and clinical research provider C&R Healthcare Global (C&R), which was developed through SPECTRUM. In September 2017, Golden Equator signed an MOU with C&R, appointed by City of Seoul BioHub and Korean Health Industry Development Institution (KHIDI) to provide a suite of services i.e., access to investors and business partners, advisory and commercialisation insights, as well as regional expansion and market entry strategies into Southeast Asia.

This initiative between Golden Equator and C&R was developed through SPECTRUM. As a curated technology and innovation business club spanning multiple sectors – including healthcare, education, financial, food, housing and fashion – SPECTRUM connects investors, corporations, institutions, and startups to a wide network of members and partners both locally and globally.

#### **Closed-door Investor Pitch Session**

Following the launch, on 17 January 2018, SPECTRUM would be organising a closed-door investor pitch session for its member C&R Healthcare’s 8 Korean healthcare companies. These 8 fast-growing businesses will be pitching to a panel of investors for potential investment, mentorship or guidance on strategic partnerships. The session will be facilitated and led by SPECTRUM’s member, Golden Equator Capital.



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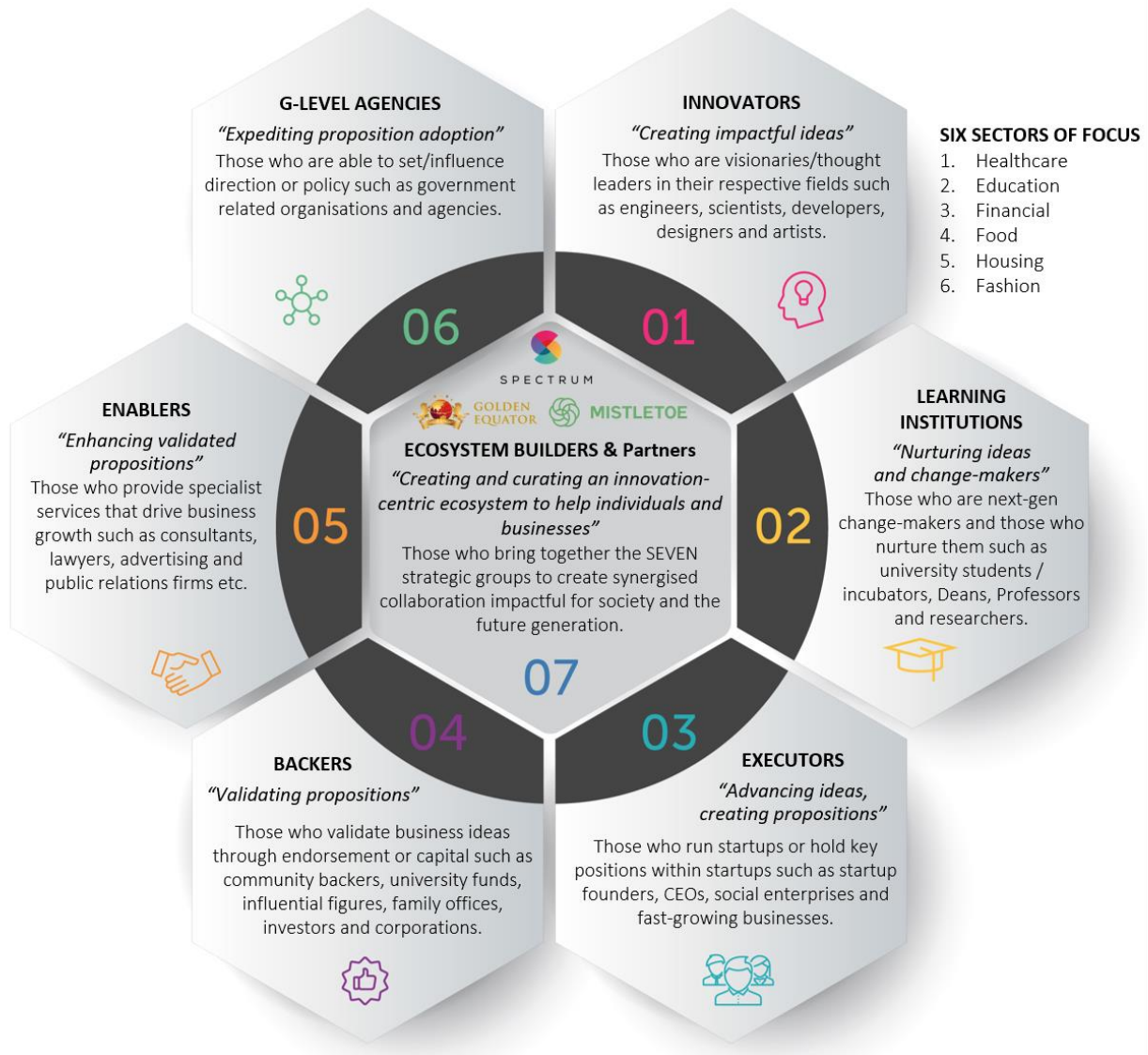


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The panel of investors include:

- Daren Tan, Managing Partner, Golden Equator Capital
- Aviva Ventures
- EDBI
- International Finance Corporation (IFC)
- Pavilion Capital

Infographic representing the seven strategic groups



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