

FOR IMMEDIATE RELEASE

12 Local Startups selected for *SCAPE Creative Fellowship Programme Season 5

- The programme counts **Ooh Chips** (local's favourite mala-flavoured chips), **Bountie** (leading eSports and entertainment platform in Southeast Asia), and **StaffAny** (HR platform for shift management who recently raised US\$3.4M in a Series A funding) among its alumni
- The latest season of *SCAPE Creative Fellowship will be one of Singapore's first entrepreneurship programmes to include Web3 elements in its programme structure

Singapore, 7 February 2023 – *SCAPE and Pinnacle by Golden Equator (the learning and development business of Singapore-based holding group Golden Equator) today announced that they have selected 12 local startups to participate in the latest season of *SCAPE Creative Fellowship Programme. The programme, aimed at equipping young entrepreneurs with the skill sets to scale their startups, done through a series of curated workshops, masterclasses, and mentorship sessions, was launched yesterday (6 Feb) at *SCAPE.

The programme has received close to 30 applications from various sectors and the qualifying startups were shortlisted based on multiple factors including the originality and creativity of their ideas and how they address gaps and trends in the current market.

The shortlisted startups include **Moonbeam** (sustainable FoodTech startup that upcycles food waste into consumer packaged goods), **Playnium** (on-demand livestreaming platform offering interactive edutainment content for young children), and **Environman** (content producer creating bite-sized information to drive the general public to be more involved in the environment and sustainability), along with other early-stage startups.

Pinnacle by Golden Equator, who has been working with government entities in the Southeast Asia region to deliver entrepreneurship bootcamps, will be the facilitator of the programme. For this season, the programme will also be one of Singapore's firsts to feature Web3 elements, introducing participants to the various concepts and technologies based on it, enabled by Golden Equator's network.



Participants of Creative Fellowship Season 5 with Pinnacle by Golden Equator's Programme Director, Lim Wei Liang (Left, Standing)



Ivy Lim, Executive Director at *SCAPE said, “The Creative Fellowship programme is designed to help youth entrepreneurs elevate their ideas into creative businesses and prepare them for success in an ever-changing business environment. This year is especially exciting, with the addition of Web3 modules to introduce new ways of working, and challenge traditional thinking. This is in line with our continued commitment to equip and empower youth with the relevant skillsets to flourish in this fast-changing landscape, which is a key focus of our ongoing *SCAPE refresh. We are confident that the team at Pinnacle will deliver an impactful and insightful programme for our participants to continue adding value to the entrepreneurial ecosystem.”

Running from now till mid-April, the programme will cover core business topics including design thinking, marketing and sales funnel creation, led by industry experts. Key programme trainers and mentors include:

- George Wong, Head of Singapore, The Sandbox
- Wong Keng Chung (KC Wong), Blockchain Consultant, Blockchain Labs
- Cindy Teoh, Associate Director, Golden Equator Ventures
- Sotirios Seridis, Founder and Head of Product Marketing, XYZ Lab
- Zhen Goh, Co-Director, The Emerginarium
- Noor Aziz, Founder, Purpose Performance Wear

Aside from classroom sessions, weekly check-ins will also form part of the schedule to allow the youth entrepreneurs to receive personalised guidance from alumni of previous seasons. In its fifth season, the programme counts **Bountie** (leading eSports and entertainment platform in Southeast Asia), **Ooh Chips** (local favourite mala-flavoured chips), and **StaffAny** (HR platform for shift management who recently raised US\$3.4M in a Series A fundraising) among its alumni.

The programme will conclude with a Demo Day in April, where shortlisted startups will have the opportunity to network with fellow entrepreneurs and pitch their business to potential clients, mentors, and investors from the region. Top 3 startups will be awarded with a 3-month hotdesking pass at community-driven co-working space, SPECTRUM, worth over S\$10,000 along with 3 months of business mentoring by relevant industry experts, while all participants also will receive S\$10,000 of Amazon Web Services (AWS) credits and business support.

Adam Flinter, Managing Partner of International Markets, at Golden Equator, shared, “We are honoured to be selected as the official programme partner for this season’s Creative Fellowship Programme by *SCAPE. Through this inaugural partnership, we aim to bring a fresh perspective and provide insightful know-how through a blend of our in-house specialists and experts from our Golden Equator ecosystem. As advocates of Web3 ourselves, we hope to continue creating learning opportunities to drive understanding of the concepts that form the basis of Web3, including blockchain technology, decentralisation and tokenomics, and the potential of these concepts in taking businesses to the next level.”

Pinnacle has facilitated 10 entrepreneurship programmes working with government entities and private companies in the Southeast Asian region which have given help to more than 200 startups and microbusinesses, helping them grow and expand in the region, and have helped them raise more than US\$5 million in investment and contributed to more than 20 tech products built.

For more images: [SCAPE x Pinnacle CF5 Announcement](#)



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About Pinnacle by Golden Equator

The learning and development business of Golden Equator, Pinnacle provides a range of programme initiatives, spanning NextGen empowerment and upskilling, entrepreneurship bootcamps, and executive learning. We believe that learning should go beyond the passive absorption of information – the drives our decision to bring in experts who engage in hands-on sessions with our clients.

For more information, please visit: <https://www.pinnaclelearning.global/>

Golden Equator Group (Golden Equator)

Golden Equator is a holding group of businesses committed to creating value beyond the financial. We envisage a world where communities, technology, capital, and learning converge to propel human potential and inspire new possibilities. We commit our talent and resources to develop future-focused solutions that empower the next generation and fuel meaningful connections, which maximise the potential for thriving business communities. In doing so, we amplify opportunities for collaboration and innovation.

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

About *SCAPE and its Creative Fellowship Programme

*SCAPE Co., Ltd. is a non-profit organisation with its mission and vision rooted in support of youth, talent and leadership development. As the integrated talent and resource hub for young people in Singapore, *SCAPE offers a holistic network of programmes, communities, partners and facilities to support youths in their pursuit of interests and passion areas. Through guidance and facilitation, the youth of today will be inspired and empowered to DREAM IT AND LIVE IT at *SCAPE!

The *SCAPE Creative Fellowship programme is a startup accelerator built to turn ideas into creative businesses for youth entrepreneurs who are solving a problem in the creative industry or have a creative component in their business solution.

For more information, visit www.scape.sg and <https://www.scape.sg/cf5/>