



01 DEC, 2022

MYStartup Accelerator Programme Cohort 2 opens for registration

Borneo Post (KK), Malaysia



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KUCHING: MYStartup is bringing back the Accelerator Programme for Cohort 2 following the success of Cohort 1 during its launch in June earlier this year.

Cohort 1 graduated with an intimate Demo Day event held on November 4, 2022, where the top 10 startups pitched their products and services to a panel of investors to secure investment opportunities.

The Demo Day concluded with two impressive announcements – six startups that received a total of RM1.57 million in investments from 17 angel investors and top five best startups that were selected to participate in the exclusive MYStartup Accelerator Immersion Programme.

The Accelerator Programme for Cohort 2 will commence with registration from November 14, 2022 to January 9, 2023.

To meet the criteria for the Accelerator Programme, your startup must be an incorporated company in Malaysia, a tech

startup with a scalable nature, in the stage of MVP or revenue-generating and looking to expand regionally and globally.

Following which, successful candidates will be selected to undergo MYStartup Accelerator's six-month intensive enrichment programme that will support and bring value to early-stage startups by giving them access to experienced mentors, interactive workshops, and masterclasses by industry experts to help them scale their businesses.

Executed by Cradle Fund Sdn Bhd (Cradle), the MYStartup Accelerator programme is part of the larger MYStartup strategy initiated by the Ministry of Science, Technology and Innovation (MOSTI) where it aims to create global successful Malaysian startups throughout their market expansion and scaling-up journey.

As one of the Ecosystem Drivers in the Malaysian Startup Ecosystem Roadmap (SUPER) 2021-2030, the programme plays

a significant role in empowering economic growth by enriching the startup network to encourage high-impact collaborations and partnerships at the ecosystem level.

"The success of Cohort 1 has validated our impact on the Malaysian startup ecosystem," Cradle senior vice president of ecosystem development Ahmad Kashfi Alwi said.

"As we strive to become one of the best ecosystems regionally and globally, we endeavour to continue providing local startups with world-class mentorship, guidance, funding opportunities and access to resources worth up to RM2 million through the MYStartup Accelerator Programme."

The top five best startups of Cohort 1 that were selected to participate in the exclusive immersion programme include Cult Creative, Troopers, HeyProp, Krenovator and Products2U.

"Aside from investment and funding opportunities, it is with the mentorship and real-world

experience brought in by the Accelerator Programme that provided us with the chance to be where we are today," Cult Creative founder Shermaine Wong said.

The startups that are selected for the immersion programme will have the chance to connect with other players in the industry and ecosystem, and at the same time gain real-life insights into expanding their business regionally or globally by experiencing how other startups work.

This immersion programme is designed to ensure that these startups are well-prepared to enter any market for further business expansion.

"We're excited to be one of the very few selected for the Overseas Immersion Programme, where we will be engaging with a range of potential partners from across the globe," Wong added.

The programme's Cohort 2 will commence on November 14, 2022, targeting a more comprehensive range of technology verticals.



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SUMMARIES

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