

SEEDS Capital

Monthly Report
May 2023

PR ACTIVITY

PR ACTIVITY AND RESULTS OVERVIEW

Activities

- 1. National Cancer Centre Building Expansion Newsjacking**
 - Consolidated and localised insights from selected health tech startups
 - Identified and reached out to relevant media targets for newsjacking
- 2. Cedar Sinai & SEEDS Capital Partnership Press Release**
 - Developed press release media list
 - Disseminated a press release to approved media targets
- 3. Media Story Bank**
 - Developed media angles for outreach

N/A

Media Coverage
(Includes only organic coverage)

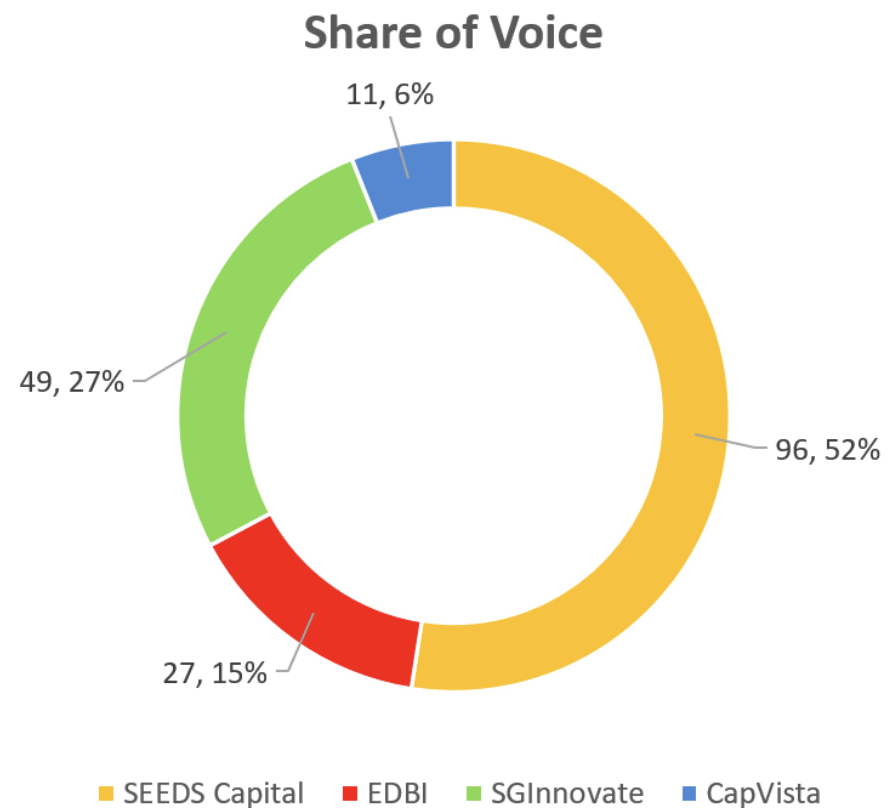
N/A

Tier 1 Coverage
(Includes only organic coverage)

N/A

Advertising Value

COMPETITOR SHARE OF VOICE (SINGAPORE)



Source: Meltwater
Date Range: 1 Jan 2023 – 31 May 2023
Type: News Only
Languages: All
Geography: Singapore
Keywords: (Company Name) AND (startup OR start-up OR "start up")

Observations

1. SEEDS Capital is leading in SOV so far in 2023, with key coverage drivers being mostly announcements or industry mentions.
2. SEEDS Capital has fairly consistent visibility in the media.

INSIGHTS AND RECOMMENDATIONS

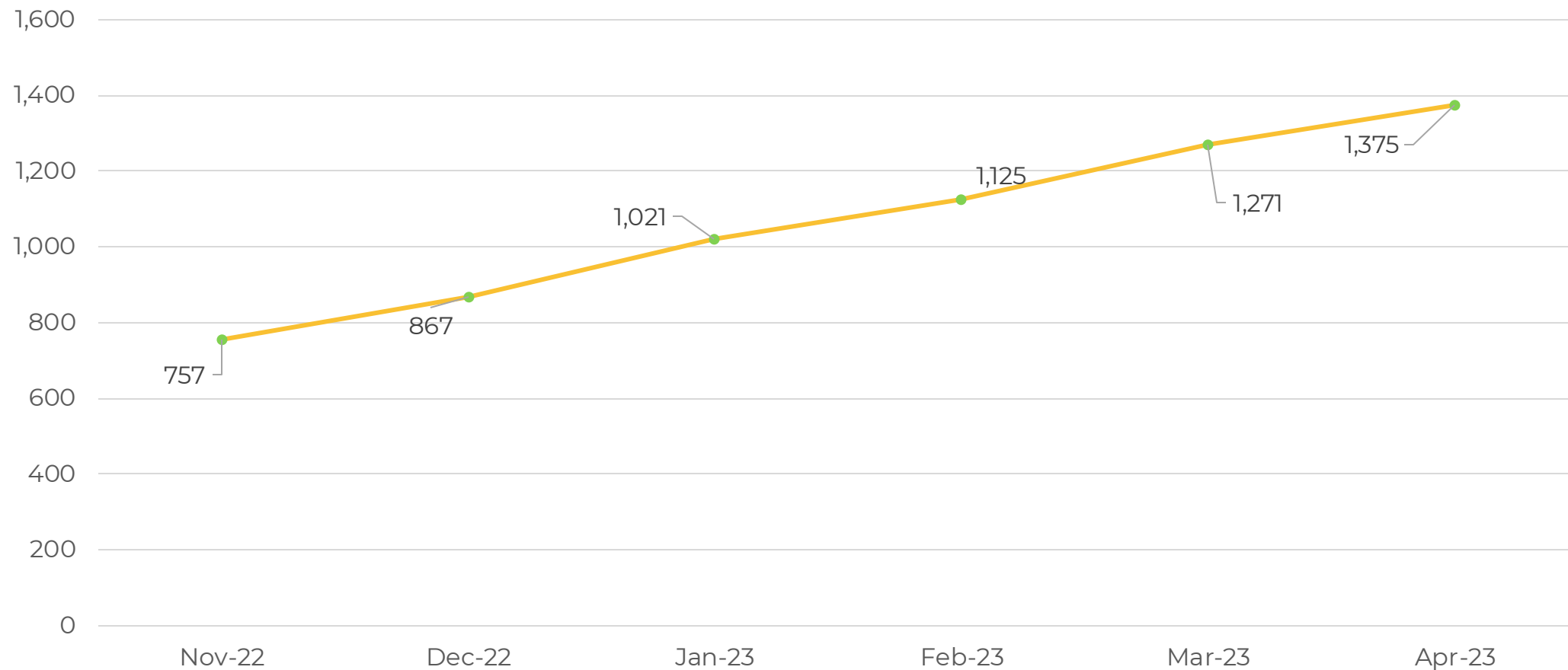
- Having a pre-planned story bank has eased the planning process for us
 - We are able to better prepare with materials and content ahead of the pitching date. It also allows us time to discuss and liaise with startups on the content we require from their end.
- Alongside newsjacking and rapid response stories, it might be worthwhile to consider byline opportunities for SEEDS and its portfolio to better demonstrate thought leadership in the space.

SOCIAL MEDIA ACTIVITY

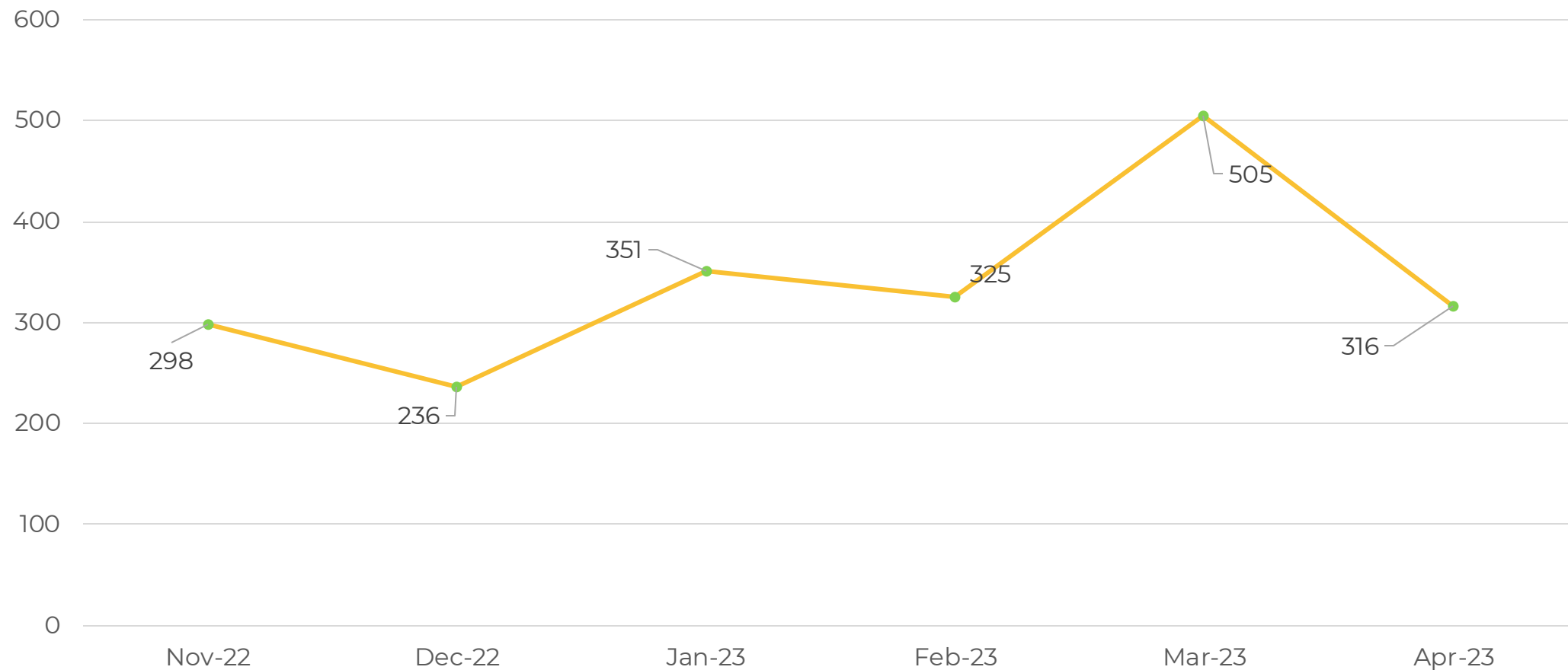
LINKEDIN OVERVIEW

Metrics	April 2023	May 2023	MoM
Total posts	6	6	-
Total Followers	1,375	1,634	+259
Total Reach	3,608	5,399	+1,791
Total Engagement	381	616	+235
Avg. Post Engagement Rate (ER)	10.54%	11.25%	+0.71%
Total Link Clicks	217	379	+162
Avg. Post Click Through Rate (CTR)	6.30%	7.28%	+0.98%
Unique Visitors	316	410	+29.7%

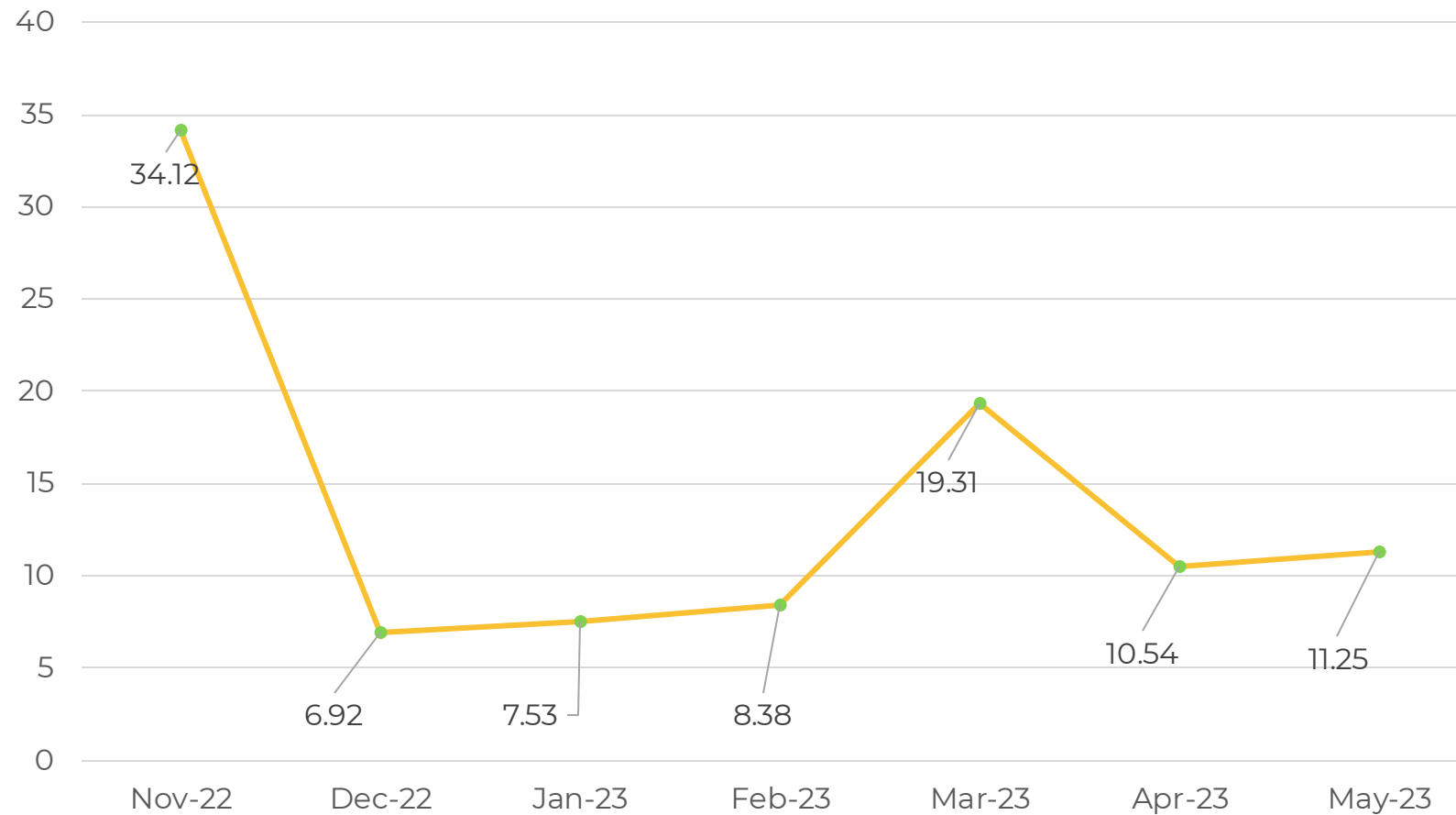
TREND FOR FAN FOLLOWERS



TREND FOR UNIQUE VISITORS



TREND FOR ENGAGEMENT RATE



LINKEDIN OVERVIEW – FOLLOWER DEMOGRAPHICS

Follower Demographic - Job Function

Business Development · 542 (32.5%)



Finance · 141 (8.5%)



Operations · 118 (7.1%)



Sales · 66 (4%)



Marketing · 54 (3.2%)



Entrepreneurship · 44 (2.6%)



Research · 37 (2.2%)



Community and Social Services · 36 (2.2%)



Information Technology · 34 (2%)



Media and Communication · 34 (2%)



LINKEDIN OVERVIEW – FOLLOWER DEMOGRAPHICS

Follower Demographic - Industry

Government Administration · 114 (6.8%)



Investment Management · 102 (6.1%)



Venture Capital and Private Equity Principals · 100 (6%)



Financial Services · 78 (4.7%)



IT Services and IT Consulting · 65 (3.9%)



Business Consulting and Services · 64 (3.8%)



Software Development · 58 (3.5%)



Biotechnology Research · 51 (3.1%)



Higher Education · 51 (3.1%)



Technology, Information and Internet · 42 (2.5%)



LINKEDIN OVERVIEW – FOLLOWER DEMOGRAPHICS

Follower Demographic - Location

Singapore, Singapore · 692 (41.5%)



Location	Count	Percentage
Singapore, Singapore	692	41.5%
Greater Kuala Lumpur, Malaysia	26	1.6%
Jakarta Metropolitan Area, Indonesia	25	1.5%
Ho Chi Minh City Metropolitan Area, Vietnam	25	1.5%
Greater Delhi Area, India	24	1.4%
Greater Bengaluru Area, India	21	1.3%
Mumbai Metropolitan Region, India	21	1.3%
London Area, United Kingdom, United Kingdom	20	1.2%
Bangkok Metropolitan Area, Thailand	13	< 1%
San Francisco Bay Area	12	< 1%

Greater Kuala Lumpur, Malaysia · 26 (1.6%)

Jakarta Metropolitan Area, Indonesia · 25 (1.5%)

Ho Chi Minh City Metropolitan Area, Vietnam · 25 (1.5%)

Greater Delhi Area, India · 24 (1.4%)

Greater Bengaluru Area, India · 21 (1.3%)

Mumbai Metropolitan Region, India · 21 (1.3%)

London Area, United Kingdom, United Kingdom · 20 (1.2%)

Bangkok Metropolitan Area, Thailand · 13 (< 1%)

San Francisco Bay Area · 12 (< 1%)

LINKEDIN OVERVIEW – FOLLOWER DEMOGRAPHICS

Follower Demographic - Seniority

Senior · 424 (25.5%)



Director · 284 (17%)



Entry · 214 (12.8%)



Owner · 141 (8.5%)



CXO · 136 (8.2%)



VP · 129 (7.7%)



Manager · 122 (7.3%)



Partner · 55 (3.3%)



Training · 22 (1.3%)



Unpaid · 3 (< 1%)



TOP PERFORMING POSTS (BY ENGAGEMENT RATE)

SEEDS Capital
1,635 followers
2w · Edited · 🌐

Congratulations to [GlobalTix](#) for bringing home the Outstanding Business Innovation award under the Enterprise Excellence category at [Singapore Tourism Board's #SingaporeTourismAwards 2023!](#)

GlobalTix won the award for its new payment product, GT Pay, which was conceived to meet the growing trend of digital wallets across Asia. The solution offers merchants the ability to accept payments across more than 30 wallets. As Asia's leading reservation and distribution platform, GlobalTix's GT Pay has helped to improve customer experience and provide fixed foreign exchange rates, enabling attractions, tours, and activity providers to increase their revenue.

Kudos to [Chee Kong \(CK\) Chan](#) and team!

[#startup](#) [#internationalisation](#) [#tourism](#) [#innovation](#)

<https://lnkd.in/gvuxRGhT>

Singapore Tourism Board
111,723 followers
1mo · Edited · 🌐

+ Follow

Three cheers for the Enterprise Excellence recipients of the Singapore Tourism Awards 2023 🎉 Congratulations!

As the tourism landscape continues to evolve, we are excited to see these organisations effect greater change at every level 🌐

Visit <https://lnkd.in/gHmxF2B> to view the list of recipients.

[#SingaporeTourismAwards](#) [#PassionMadePossible](#)

Singapore Tourism Awards 2023 - Enterprise Excellence · 5 pages



GlobalTix – STA 2023 Awards	
Total Reach	521
Total Engagement	87
Engagement Rate (ER)	16.7%
Total Clicks (Post and photo clicks)	73

SEEDS Capital
1,635 followers
2w · Edited · 🌐

In our efforts to further catalyse the growth of early-stage [#healthcare](#) and biomedical startups, we are proud to announce our recent signing of a co-investment partnership with Coronet Ventures, the first investment entity of [Cedars-Sinai Intellectual Property Company \(CSIP\)](#) outside the US. CSIP is the innovation arm of Cedars Sinai Medical Centre.

With a mission to catalyse the development of innovative health technology and improve patient care all around the world, this partnership looks to jointly invest in healthcare and biomedical Singapore-based startups, and provide opportunities for homegrown companies to leverage Cedars-Sinai's international network of clinical resources and expertise.

"Growing medical needs around the world are driving the push for innovative biomedical breakthroughs," said [Jeffrey Siow](#), Chairman of SEEDS Capital and Managing Director of [Enterprise Singapore](#). "SEEDS Capital is excited to partner with Cedars-Sinai, with its deep expertise and connections, to catalyse the growth of more early-stage healthcare startups in Singapore. This partnership will extend Singapore's presence in the US healthcare and startup ecosystems, and give our own startups a head-start to build track records and hopefully create global social impact."

Read more: https://lnkd.in/gSh_Pth

[#biotech](#) [#healthcare](#) [#innovation](#) [#deeptech](#) [#healthbiomedicalsciences](#)



Cedars Sinai Partnership	
Total Reach	1696
Total Engagement	221
Engagement Rate (ER)	13.03%
Total Clicks (Post and photo clicks)	121

TOP PERFORMING POSTS (BY REACH)



In our efforts to further catalyse the growth of early-stage #healthcare and biomedical startups, we are proud to announce our recent signing of a co-investment partnership with Coronet Ventures, the first investment entity of Cedars-Sinai Intellectual Property Company (CSIP) outside the US. CSIP is the innovation arm of Cedars Sinai Medical Centre.

With a mission to catalyse the development of innovative health technology and improve patient care all around the world, this partnership looks to jointly invest in healthcare and biomedical Singapore-based startups, and provide opportunities for homegrown companies to leverage Cedars-Sinai's international network of clinical resources and expertise.

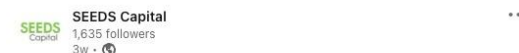
"Growing medical needs around the world are driving the push for innovative biomedical breakthroughs," said Jeffrey Siow, Chairman of SEEDS Capital and Managing Director of Enterprise Singapore. "SEEDS Capital is excited to partner with Cedars-Sinai, with its deep expertise and connections, to catalyse the growth of more early-stage healthcare startups in Singapore. This partnership will extend Singapore's presence in the US healthcare and startup ecosystems, and give our own startups a head-start to build track records and hopefully create global social impact."

Read more: https://lnkd.in/gSh_Pthh

#biotech #healthcare #innovation #deeptech #healthbiomedicalsciences



Karana Feature	
Total Reach	1696
Total Engagement	221
Engagement Rate (ER)	13.03%
Total Clicks (Post and photo clicks)	121



Celebrate the journey of **Aevice Health's** smart wearable device with us as they receive the HSA Approval for the First Smart Wearable Stethoscope in Singapore. Empowering startups to make a difference, here at **SEEDS Capital**, we look for business pioneering scientific and engineering solutions.

Learn more about us at: <https://lnkd.in/gsqFcQkP>

Learn more about Aevice HSA Approval: <https://lnkd.in/gPnXgzkT>

Learn more about Aevice at: <https://aevice.com/>

#biomedical #healthcare #medtech #startup



Aevice HAS Approval	
Total Reach	934
Total Engagement	119
Engagement Rate (ER)	12.75%
Total Clicks (Post and photo clicks)	74

INSIGHTS AND RECOMMENDATIONS

- We continue to see a consistent growth in followers with an increase in overall performance metrics
- A large factor of the increase could be related to the change in content. May had 2 original posts, CS partnership and Aevice Profile feature.
 - The increase in engagement likely due to the content format. Each post whether original or reshared content had a form of engagement either images, documents post or a link to click through.
 - The top performing post for the month was a reshare of a document post which likely contributed to the engagement increase
- Post content also played a part. Although CS Partnership post was a single image post, it had the highest reach indicating that such news are important for the audiences.
- Good to note that Aevice profile feature was also second in reach and overall engagement – though the post should have been a Document post instead of a multi-image post. However it is still good indication that startup profiling may be a content pillar that resonates with the audiences.
- Moving into the upcoming months, we will continue to trial new content formats and topics. A poll will be developed to guide us in the content that audience are interested in.

Q1 NEWSLETTER



Discover our latest highlights, investments and insights in the deep tech space

Dear Readers,

SEEDS Capital is pleased to share our latest newsletter. In this issue, we will be sharing recent developments, awards and recognition of our portfolio companies, as well as our new and follow-on investments.

In collaboration with Startup SG, we held our first community event this year and it was wonderful to see many familiar faces come together to exchange ideas, catch up and build new connections over meaningful conversations. We look forward to growing our community as we continue supporting innovative Singapore-based tech startups.

Follow us on [LinkedIn](#) for the latest investment news and insights, and stay tuned for exciting updates on our portfolio companies!

Our Startups in the Spotlight

Fundraise



Protenga expands its portfolio with its insect protein platform, a flexible and sustainable solution that revolutionises agrifood systems.

Protenga, a homegrown agritech startup, is expanding into key markets such as Indonesia and Malaysia, with our follow-on investment in a round participated by The Yield Labs and JBI Innovations.



AlterPacks creates 100 organic food containers using spent grains such as malt and barley for a truly circular solution.

AlterPacks, a Singapore-based new material technology startup, recently raised US\$1 million pre-seed funding to accelerate production and overseas expansion, to tackle food waste and reduce the use of single-use plastics.

Product Development and R&D



The AeviceMD team drives the development of medical innovations and solutions in tackling chronic respiratory disease.

AeviceMD Monitoring System, an award-winning patient management platform by Aevice Health, has received approval from the Singapore Health Sciences Authority (HSA) as the first of its kind in Singapore.



Singrow utilises their exclusive platform in the production of high quality produce using personalised cultivation techniques.

Agri-genomics firm Singrow, has launched the world's first climate-resilient strawberry variety, and opened a new indoor farm in Singapore to serve as its main R&D hub to develop novel crop varieties. This is in line with its goals to address food security challenges globally.

Overseas market access and expansion



Alchemy Foodtech utilises food science and biochemistry expertise to reinvent Subway's chocolate chip cookies.

Alchemy Foodtech, a Singapore-based foodtech startup, has enhanced its value proposition by expanding into sugar reduction solutions. Its technology has successfully reduced the sugar content in Subway's chocolate chip cookie by almost half, while retaining similar taste and texture.

Partnerships and collaborations



BeeX's Hovering Autonomous Underwater Vehicle (HAUV) lessens the expenses and environmental impact caused by logistic vessels.

Autonomous robotics specialist BeeX will deliver their next-generation Hovering Autonomous Underwater Vehicle (HAUV) for offshore wind, as part of an international consortium with offshore survey and inspection specialist, Sulmara, and structural integrity specialists at the University of Strathclyde.

Startup SG X SEEDS Capital Community Event



Earlier this year, over 150 investors, founders and key startup ecosystem players came together at our first community event, organised in collaboration with Startup SG. Ms Tan Kaixim, General Manager of SEEDS Capital, shared that global early-stage VC fundraising activity remains fairly robust despite delays in new funding rounds and depressed valuations last year.

[Read More](#)

Awards and Recognition



XOPA AI was recognised in J.P. Morgan's Asia Pacific Top 100 Women-Powered, High-Growth Businesses Report. The B2B SAAS platform helps support hiring processes to be efficient and bias-free. The company has a presence in Singapore, UAE, India, and the United Kingdom.



Our portfolio companies ZES and Transcestial were part of the team that contributed to the success of launch of the 6U satellite JANUS-1. With their payload technologies now in space, the companies can collect data to ensure their products are fully functional and pave the way for commercial success in future.

Recent new investments



With Greenwillow Capital Management

[Read More](#)



With Real Tech Holdings

[Read More](#)

KARANA Foods, Asia's first whole-plant-based meat brand, will continue to bring Singapore-developed technology to address food security and climate change challenges globally.



With Real Tech Holdings

Nanofiltration solutions provider SepPure has secured US\$12 million in a new Series A funding round, as it works towards replacing the complex gas-based distillation of oils with a membrane engineered at the nanometre scale.

[Read More](#)



With MassMutual Ventures

QRITIVE joins our portfolio with their recent US\$7.5 million in a Series A funding round. The healthcare AI startup plans to utilise the funds to grow its market presence, increase its product portfolio, and continue with regulatory clearance.

[Read More](#)

Recent follow-ons



Ampotech
With Silicon Solution Partners
Ampotech improves building performance with IoT and edge computing technology. It will use the funds raised to further its international expansion and open its first international office.



Transcestial
With Wavemaker Partners
Transcestial specialises in next-generation wireless laser communications. It will use the funds raised for market expansion in the US and product development.



VFlowTech
With Real Tech Holdings Co.,Ltd.
VFlowTech manufactures low-cost and efficient modular vanadium redox flow batteries. It will use the funds raised to set up a 200MWh production line capacity and to scale up the manufacturing of energy storage solutions.



Insectta
With Trendlines Agrifood
Insectta develops an agritech solution converting pupae shells into valuable biomaterials. It will use the funds raised to set up pilot plant, expand its team, and file patents.

Recent Acquisition



With SEEDS Capital

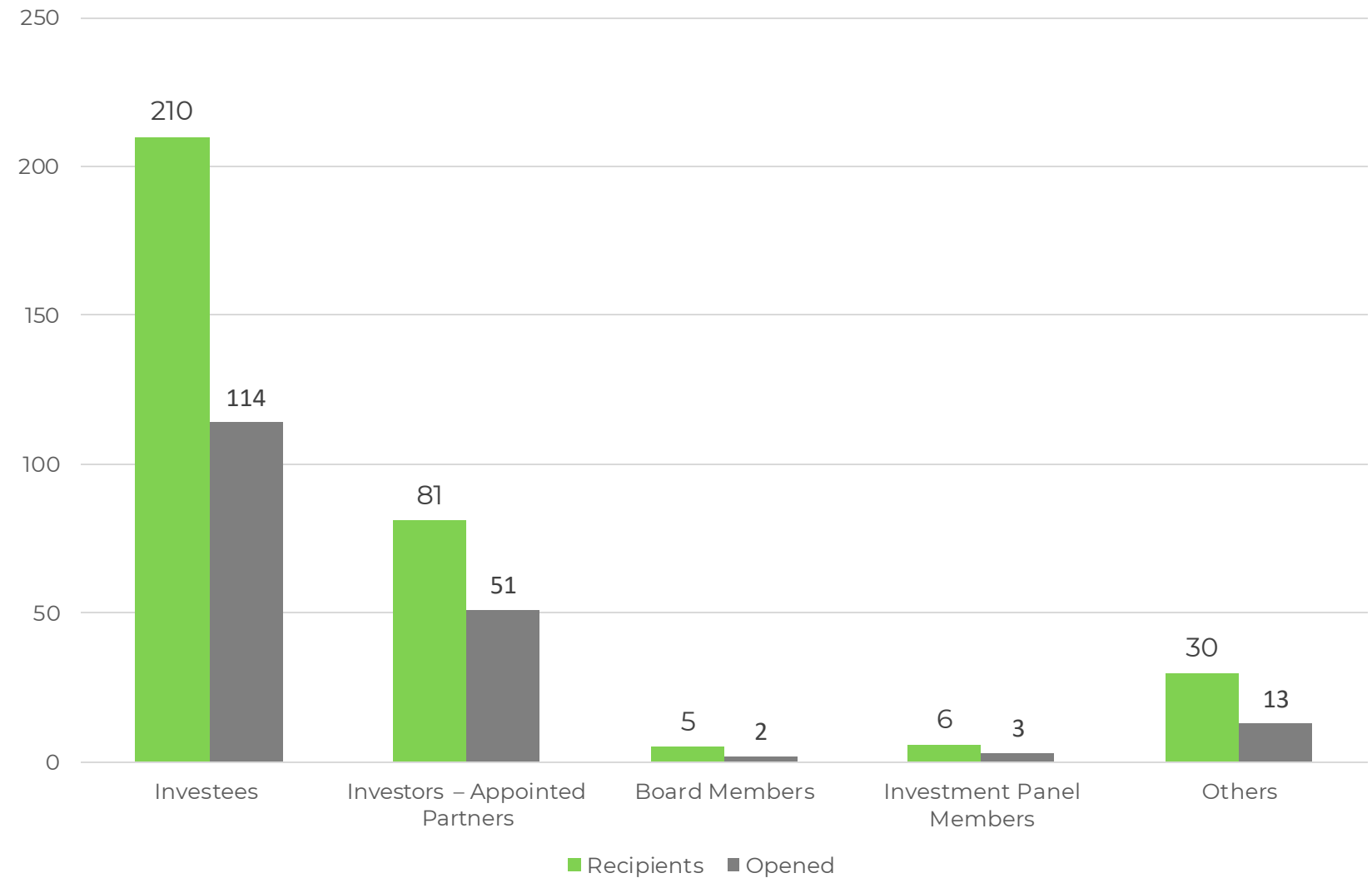
AIDA Technologies, an AI insurance tech startup, has been acquired by Amplify Health. Its established client base across Southeast Asia will bolster Amplify Health's data capabilities.

As the investment arm of Enterprise Singapore, SEEDS Capital catalyses smart investments into innovative Singapore-based early-stage startups with strong intellectual content and global market potential. We adopt a co-investment model, working hand in hand with institutional investors from around the world. Leveraging our collective expertise and networks, we help startups commercialise, realise their business development plans and expand globally. We focus our investments into emerging and strategic sectors aligned with national priorities, including Manufacturing, Trade & Connectivity, Human Health & Potential, Urban Solutions & Sustainability, and Smart Nation & Digital Economy.

ACTIVITY OF RECIPIENTS

Successful Deliveries

332 out of 353 recipients



ACTIVITY OVERVIEW

Unique Open Rate	Bounce	Clicks per Unique Open
55.1% (183)	21	7.7% (14 recipients who clicked / 183 unique opens)

Learnings and recommendations

- The open rate of 55.1% is highest compared to average campaign performance (46.8%). To increase this open rate, we want to experiment with a catchier subject line or to use emoji to draw recipients' attention.
- Suggest to trim copy down to fewer than 200 words to make sure audience's average reading time is reduced. Short and simple content is easier to skim and understand quickly, which could help increase audience's intake and retention.
- Top locations by opens is USA (44.5%), followed by Singapore (29.4%) followed by Sweden (16.5%), which may signal to why the higher clicks on Transcelestial content. We may want to look at expanding audience base to include more audience in Singapore given the localised content we share.
- Looking at the Click Summary, we see interest in biomedical/ biotech content, considering the most clicks on Aevice and Ampotech.

Click Summary

Links by: Most clicked ▾

aevice.com/aevicemd/	12.8%	>
linkedin.com/posts/seedscapitalsg_startu...	12.8%	>
transcelestial.com/	12.8%	>
linkedin.com/feed/update/urn:li:activity:7...	10.3%	>
linkedin.com/feed/update/urn:li:activity:7...	10.3%	>
ampotech.com/	10.3%	>

SEEDS Capital

Monthly Report
May 2023