



3rd Annual

Tradetech Showcase

September 11, 2020

PART OF

GTR **ASIA** 2020 **VIRTUAL**

Foreword

Welcome to the third edition of the GTR Ventures Tradetech Showcase! Once again, we are partnering with GTR Asia, the world's largest trade finance event, to give the most innovative startups in the trade world a chance to pitch their business models to top leaders in the industry.

This year has been a searing reminder that as the world's supply chains continue to grow in sophistication and complexity, they also need to prepare for unprecedented disruptions. And one of the most relevant tools at the industry's disposal to boost supply chain resilience is technology.

Rise of the #Tradetech sector

More and more attention is being paid to the burgeoning #tradetech sector, and this year, the World Economic Forum (WEF) launched its TradeTech Initiative, aiming to "identify the landscape of technologies and innovations that aim to enable trade to be more efficient, inclusive, and equitable". Reefknot Investments – a joint venture between Kuehne + Nagel and Temasek – is driving next generation supply chain technologies through the NEXST consortium – a closed-door 'think-tank' comprising prominent leaders in trade and trade finance.

Sectors directly linked to trade, namely e-commerce and logistics, are witnessing rising interest from private equity and venture capital investors. According to a Temasek-Google report, gross merchandise value (GMV) in South-east Asia is expected to increase four-times to US\$153bn in 2025 (from US\$38bn in 2019).

Clearly, there are opportunities in the perceived potential of trade technology innovation to remove all kinds of hurdles, and to make trade, and trade financing more efficient, sustainable and inclusive. However, as in all sectors, innovation can be a confusing process: the constant flow of new solutions and technologies is hard to follow, and the wide majority of market entrants don't survive the consolidation of the industry.

Supporting partners



Participants



Navigating this world

With the Tradetech Showcase, our goal is to leverage GTR Ventures' experience in identifying global trade trends to help you navigate the complex world of trade innovation. Three years ago, we created our platform to give exposure to entrepreneurs with brilliant ideas to increase the efficiency and the safety of global trade through technology.

And while financial flows are an undeniable piece of the equation, ours is the only showcase that goes beyond fintech to explore other core elements in international trade: logistics, shipping, customs, and information flows.

For our third iteration, we took advantage of the obligation to go virtual, and left behind the Singapore focus of previous editions to sift through the applications we received with a truly global lens. From more than 20 applications, we narrowed down our selection to four startups — the most promising rising stars of the tradetech sector. Some are focused on specific industries, such as transportation or mining; others strive to increase the transparency and availability of supply chain and credit data.

Join our #future-of-trade journey

Whether you are an investor, a startup or a large corporate, you can trust that the companies we shortlisted are worth your time. In fact, Amazon Web Services (AWS) will award each of them US\$10,000 of cloud credits, as a token of their investment worthiness. So enjoy the presentations, and let us know if you would like more information on any of the finalists.

You can also visit our virtual booth at the GTR Asia 2020 Virtual conference, our website at www.gtrventures.vc, our LinkedIn page, or send us an email at info@gtrventures.vc. We always welcome honest feedback, as well as opportunities to work with investors, corporates, financial institutions, insurers, and technology firms, to co-create new products and joint ventures.

Join us on this exciting journey to shape the future of trade!

Kelvin Tan

Co-Founder, CIO & Chairman (Investment Committee), GTR Ventures

The Demo Lab: Entrants

Arnoud Star Busmann,
President & CEO, MineHub

Jonathan Colehower,
CEO, CargoChain

Kevin Lim,
CEO & Co-Founder, Tramés

Ted Martynov, CEO & Co-Founder,
CARMA

Judging panel

Lucas Chua, Startup Business
Development, ASEAN, AWS

Marc Dragon, Managing Director,
Reefknot Investments

Yasmina Izrar, Head of Marketing
and Innovation, Asia Pacific, Coface

Moderator: Dimitri Kouchnirenko,
Industry Mentor, GTR Ventures

Programme

Sept 11	ON-DEMAND	The Demo Lab pitches released
13:15-14:15	LIVE	Judging Panel review and Q&A
16:50	LIVE	Announcement of winners
17:00-17:30		Networking room with Tradetech showcase participants

Special thanks to our partners for providing this year's prize of US\$10,000 of AWS cloud credits for each participating startup and an exclusive investor deck consultation for the winning startup with VC professionals: Reefknot and GTR Ventures.

Meet the startup



Tramés is an end-to-end supply chain orchestration technology company, which aims to create a streamlined and unified workflow for shippers and their logistics partners. Tramés helps to accelerate traditionally long and error-prone processes within the current trade and logistics landscape – convening stakeholders and other partners onto a collaborative, digital platform, thus reducing physical paperwork, and the number of manual touchpoints in any supply chain resulting in significant efficiency gains from a time and cost perspective.

The Tramés' platform enables its clients to streamline their operations through key features including a blockchain-enabled document repository to facilitate collaborative drafting and confirmation of shipping documentation. The platform also enhances visibility in the supply chain through granular shipping milestones enriched by the carrier and independent data sources. This is further augmented with the incorporation of advanced analytics, coupled with elements of artificial intelligence and machine learning to optimise decision-making.

Since its inception, Tramés has successfully established a partnership with a Fortune 500 global multinational corporation (MNC) in the energy management and automation sector, to orchestrate their international supply chains.

In 2019, the firm raised a seed round of about US\$750,000 in funding from several angel investors.

Key statistics

Last Funding Round: Seed (Aug 2020)

Funding Raised To Date: SG\$3mn

Current/Impending fund raise:
Series A (Q2/3 2021)

Indicative Pre-money: SG\$5mn

Minimum Viable Product (MVP):
Already commercialised and live

Revenue Generation: Yes, already generating revenues from clients

Markets: Global markets, with a focus on certain sectors that have long and complex supply chains, for e.g. FMCG, Automotive, Industrials.

HQ: Singapore

Founding Year: 2019

Meet the speaker



Kevin Lim

CEO & Co-Founder, Tramés

Hailing from a business and finance background, Kevin's streak to venture as an entrepreneur started when he founded his first company in 2015, FreshTurf, prior to founding Tramés with his Co-Founders Alok Rajiv (CTO) and Ivan Seow (CSO).

FreshTurf provides a last-mile platform powered by blockchain technology. The solution was made possible through a collaboration with IBM Garage developers and designers to build a blockchain distributed ledger solution on an IBM Cloud platform. Here, Kevin played a pivotal role in bringing products – in Distributed Ledger Technology, IoT and Machine Learning – from ideation to production. One of their first projects with FreshTurf involved building a blockchain-powered software prototype in a bid to service one of the Infocomm Media Development Authority's (IMDA) logistics flagship projects, termed as federated lockers.

In 2016, while he was the Co-Founder of FreshTurf, he met with Alok who had joined the firm, and realised they had a shared interest in starting a company and disrupting the last mile logistics business in Singapore.

Encouraged by Ivan – who was previously a supply chain advisor – to look further into the logistics problems that some MNCs were grappling with across borders, it became apparent that their supply chains were fraught with various visibility gaps. From there, an opportunity presented itself and in 2019, Alok, Ivan and Kevin embarked on another venture together and founded Tramés, an end-to-end supply chain orchestration technology company providing solutions for industries and enterprises in the Cross Border segment by building the supply chain ecosystem with built-in trust, automation, and privacy.

Kevin is a graduate from The Australian National University, with a Bachelor of Commerce in Business Information Systems, Finance and International Business.

Meet the startup



MineHub is a foundational, open platform for digital trade. It provides global mining and metals supply chain participants with:

- › The ability to transact electronically – securely, efficiently and paperless
- › Real-time visibility of upstream and downstream supply chains, enabling both just-in-time and just-in-case optimisation
- › Transparency in mineral provenance and ESG compliance
- › Improved access to capital.

MineHub is commodity-agnostic and supports concentrates, refined, bulk. MineHub's core platform services are post-trade focused – centred around coordinating the secure and efficient physical delivery of commodities vs payment, including finance.

Minehub uses blockchain technology to decentralise data governance, ensuring that data owners retain full control over the privacy, access and residence of their data assets and can rely on the integrity of data they share with their business partners.

MineHub is a globally operating private company, but designs and builds with industry, for industry. Publicly known collaborations include those with BHP, China Baowu, ING, ABN AMRO, Wheaton, IBM, White & Case and several others.

Key statistics

Last Funding Round: July 2020
(working capital for runway to Series A)

Funding Raised To Date: -

Current/Impending fund raise:
CA\$3-5mn, TBD public (TSXV) or
Series A private – October / November

Minimum Viable Product (MVP):
Available for pilots and testing; currently
building commercial release version ETA
November 2020

Indicative Pre-money: -

Revenue Generation: Some participation
fees, but revenue to be on back of
commercial release (~ from Dec 2020)

Markets: Canada, Europe, Singapore, China,
Japan, Latam; initial focus is on
iron ore and copper concentrate

HQ: Canada

Founding Year: 2018

Meet the speaker



Arnoud Star Busmann

President & CEO, MineHub

Arnoud Star Busmann is one of the pioneers in the intersection of commodities, finance and blockchain technology.

Prior to joining Minehub, he was focused on transformation and new business set up in ING Bank's global commodities business. As Innovation Lead for Commodities he led the cross-industry initiative 'Easy Trading Connect' that spawned various ground-breaking experiments and initiatives.

He led the consortium that became VAKT, initiated komgo, inspired Covantis through the work with Louis Dreyfus Commodities, and has been focused on mining & metals supply chains since 2018.

Arnoud was appointed President & CEO at MineHub technologies in April 2019 to build the next generation post-trade platform for digital commodity supply chains.

Arnoud is an all-round executive with tech DNA, and has over 20 years experience in strategy execution, enterprise transformation and "blue chip" startups.

After obtaining a master's degree in Computer Science from the Netherlands, he lived and worked across Europe, Asia and Oceania.



Meet the startup



CARMA is the World's First Credit Data Marketplace for unbanked countries.

The company's solution gives a quick fix on creating credit reference services which are usually a missing layer in mobile money-based economies. This fix allows lenders to make better credit decisions for loans to individuals and MSMEs.

The company was founded in 2020 by Ted Martynov and Lina Milyutina, the experienced lenders in banked and unbanked countries. CARMA made deals with the National Association of Credit Unions for Zambia to enable a credit footprint of 15% of Zambia population and partnership with Nexus Group to rollout in Vietnam.

Meet the speaker



Ted Martynov

CEO & Co-Founder, CARMA

Ted is a serial entrepreneur focused on lending fintech.

After a decade of consumer lending in Eastern Europe, Ted started from scratch SolarHome the pay-as-you-go solar company in Myanmar entailing his experience into loans for unbanked.

He left SolarHome in 2019 leaving it as the biggest PAYGO solar company in SE Asia to fill in the gap of credit reference services for countries underserved by credit bureaus.

CARMA, the current venture of Ted, is a data one-stop-shop for lenders of unbanked.

Key statistics

Last Funding Round: Bootstrapped, closing first venture round in the following weeks

Funding Raised To Date: -

Current Round: Venture round

Indicative Pre-money: US\$400,000

Minimum Viable Product (MVP):
Ready for commercialisation

Revenue Generation: Pre-revenue

Markets: Zambia, Vietnam, Nigeria

HQ: Nigeria

Founding Year: 2020



Meet the startup



CargoChain is an information sharing platform with native blockchain capabilities. The company's mission is to break the old model of highly structured, one-to-one data sharing by providing an independent, open platform that collects, organises and serves all data types in a many-to-many environment.

- › The API receives, organises and shares structured and unstructured data according to its permission-based protocol
- › CargoChain allows every actor in the supply chain to share, creating a many-to-many relationship with complete, immutable visibility
- › Smart contracts enforce business controls and information flow
- › Customers can build apps on top of the platform to customise the experience

Use Cases

- › Trade Finance – Financial institutions have immediate and immutable visibility of goods in transit, including chain of custody, product condition, and regulatory compliance
- › Food provenance – perishables, contamination risk, brand protection
- › Pharmaceutical – DSCSA compliant, chain of custody, network-wide inventory, environmental history
- › Medical Device – certificates of origin, asset tracking, maintenance planning
- › Ocean Freight – contract manufacturer status, customs, container tracking, intermodal planning

Key statistics

Last Funding Round: NA

Funding Raised To Date: -

Current/Impending fund raise: US\$3mn

Indicative Pre-money: -

Minimum Viable Product (MVP):
Already commercialised and live

Revenue Generation: Yes, already generating revenues from clients

Markets: Pharma, Life Science, Food Production, Asset-intensive Industries, Trade Finance

HQ: Atlanta, USA

Founding Year: 2020

Meet the speaker



Jonathan Colehower

CEO & Co-Founder, CargoChain

Mr. Colehower is a software industry veteran with deep strategy formulation and execution experience, leading large and early stage companies to deliver business growth and increase shareholder value.

Mr. Colehower served as an Associate Partner at McKinsey & Co. and Accenture. Mr. Colehower served as the chief marketing officer at Manhattan Associates and Vice President of Applications Marketing at Oracle Corporation.

Mr. Colehower earned his MBA in marketing and operations from Vanderbilt University.



Meet the judge

Host

Marc Dragon

Managing Director



Marc is currently serving as the Managing Director/CEO of Reefknot Investments, a Global Venture Capital firm, focusing on Supply Chain and Logistics Technology start-ups. Reefknot, backed by Temasek and Kuehne + Nagel, strives to help drive Supply Chain and Logistics industry transformation by identifying and actively supporting high growth technology start-ups seeking to transform the industry.

Throughout his 20+ yr career, Marc has actively been involved in the Supply Chain/ Logistics and Technology space, Global and Asian Industry Think Tanks, as well as being an Advisor in several Global and Asian growth companies and Venture Funds.

Marc has also previously served as the CEO for an Asia Pacific Supply Chain Technology firm, in Executive/Directorship capacities in MNCs such as IBM and Deloitte Consulting, as well as founded/co-founded several successful start-ups.

In addition, Marc has co-founded a Global Supply Chain/Logistics Technology Think Tank, co-authored multiple whitepapers, and is a frequent speaker especially on the subjects of Innovation & Reinvention, Big Data/Analytics, and Supply Chain Management. He has been interviewed and featured by CNBC Asia, DealStreetAsia, Nikkei Asian Review, China Daily, The Business Times (Singapore), Channel NewsAsia, Portfolio Magazine, and other media.

He is Certified in Production & Inventory Management (CPIM) from The Association for Operations Management (APICS), holds an IT Infrastructure Library (ITIL) Foundation Certification, and graduated with an Honours Degree in Electrical & Electronic Engineering.



Meet the judge

Yasmina Izrar

Head of Marketing and Innovation, Asia Pacific



Yasmina joined Coface Group Innovation Department in 2017. Since 2019, She's been driving marketing and innovation across Asia Pacific. Her mission is to structure Coface's marketing and innovation processes, monitor technological developments in Trade Credit Insurance Industry and beyond, explore potential partnerships with startups and fintechs.

Prior to Coface, Yasmina worked at Tinubu Square, a Tech Company specialised in credit risk management and surety solutions.

Over the last 10 years, she has been supporting credit insurers in digitising their processes and revamping their products. Yasmina holds a Master's degree in Finance and an MBA in Risk Management.

About Coface

With over 70 years of experience and the most extensive international network, Coface is a leader in trade credit insurance and adjacent specialty services: Factoring, Single Risk insurance, Bonding and Information services. Present in more than 100 countries, Coface's experts work to the beat of the global economy, helping 50,000 clients build successful, growing, and dynamic businesses across the world.



Meet the judge

Lucas Chua
Startup Business Development, ASEAN



Lucas is currently responsible for ASEAN Startup Business Development in Amazon Web Services. He works with startups, venture capital firms, accelerators and incubators with the aim of driving their growth and scale with AWS. He has held C-level positions in two startups (fintech, digital media) backed by East Ventures, SoftBank Indosat and Eduardo Saverin among others.

In the early part of his career, he spent 3+ years at IBM Cloud/SoftLayer where he led the APAC startup program in more than 10 markets. He launched and built the startup business in Indonesia from zero to one and partnered with startups such as Kudo (US\$100mn exit to Grab), Tiket (exit to Blibli), Talenta (exit to Mekari) and many more.

Lucas graduated from Singapore Management University with a Bachelor of Science, Information System Management.

About Amazon Web Services

Amazon Web Services provides startups with low cost, easy to use infrastructure needed to scale and grow any size business. AWS Activate is a program with resources designed to help startups get started on AWS. Join some of the fastest-growing startups in the world and build your business using AWS.



Meet the moderator

Dimitri Kouchnirenko
Industry Mentor



Dimitri is a seasoned entrepreneur, co-founder of two trade finance fintechs, Incomlend and LC Lite, that generated hundreds of millions of US\$ in funding turnover and attracted world class corporations such as Sequoia Capital. Graduated from Top Business Schools in France and the USA, Dimitri has a 20-year overall professional experience covering the sectors of fintech, banking, consulting, sales and marketing.

Dimitri has worked for large multinationals such as BNP Paribas in transaction banking and trade finance, Capgemini in management consulting and L'Oreal in marketing. Fluent in French, English and Russian, Dimitri is a world class citizen with an international career across Europe, Asia and North America.

Throughout his executive and entrepreneurial career, Dimitri has successfully launched multiple new brands and projects that later on transformed into multi-million dollar businesses.



Tradetech partner spotlight



Amazon Web Services (AWS) provides startups with the low cost, easy to use infrastructure needed to scale and grow. With the AWS Activate program, startups get access to the resources they need to quickly get started on AWS – including credits, training, and support.

AWS currently has a portfolio package designed for startups in participating accelerators, incubators, seed/VC funds, and other startup enabling organisations. The world's hottest and most successful startups use AWS – including Airbnb, Lyft and Slack. Join them – and build your business on AWS today.

We thank AWS for making available up to US\$10,000 of startup promotional credits for this showcase.

Invest in trade finance.

An asset class churning at US\$16 trillion annually



Research has shown that trade finance is

LOW RISK

The International Chamber of Commerce and other proprietary research report that trade finance assets are low risk in nature compared to other asset classes

STABLE

Expect lower volatility in your portfolio and more resilience in trade finance investment assets

LIQUID

Recycle your capital easily due to the short term nature of trade financing cycles

With our partners and portfolio companies,
we champion trade finance as an asset class.

If you are a hedge fund, portfolio manager, family office, or private accredited investor, contact us today at invest@gtrventures.vc for more information.



www.gtrventures.vc

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Tradetech partner spotlight



Reefknot Investments is a global Venture Capital Fund seeking to partner and actively support high growth technology businesses seeking to transform the Supply Chain and Logistics industry. We invest in founders and companies that solve meaningful problems and have the potential to make a transformational impact in the Supply Chain and Logistics sector. We are focused on companies that develop and/or uniquely utilise Technology as a foundation or differentiating anchor for their respective business models. Our solution areas include but are not limited to: Artificial Intelligence (AI)/Deep Tech, Digital Logistics and Trade Finance. We will invest mainly in growth stage high potential companies and will proactively partner them to optimise their growth and success.



Prowler's platform is designed to ensure business decisions are powered by people, empowered by AI. Their solution can be applied to a vast number of verticals, including Supply Chain & Logistics, Finance, Autonomous Machines, Smart City infrastructure, etc.

Since launching in 2016, this Cambridge-based startup has developed an AI decision-making platform based on a combination of probabilistic modelling, reinforcement learning and Gaussian Processes, designed to offer autonomous, adaptive and data-efficient decision making, while controlling the risk associated with the forecasting inaccuracy.



Prewise is an AI-powered B2B financing platform which analyses invoice data from corporate buyers to quantify likelihood of invoice settlement and score dilution risk.

Prewise's algorithms predict the very few invoices which need intervention, enabling the rest to be paid instantly. With Prewise's InstantPay technology, large corporate buyers can have their SME suppliers paid by third-party financiers on the day an invoice is received without having to give a cumbersome, formal payment undertaking. With these capabilities, Prewise enables the market to fund deeper and earlier in the supply chain.

Proud to be a founding member of NEXST. NEXST aims to positively create value and impact for the Supply Chain and Logistics industry, to partner with and support high growth technology businesses seeking to transform the Supply Chain and Logistics industry, and to become a global centre of gravity for all technology start-ups in the Supply Chain and Logistics industry. We invite Corporates who are interested to partner & collaborate with NEXST to reach out to us directly.

Find out more about us at www.reefknotinvestments.com or contact us at info@reefknotinvestments.com

Invest in the future of trade.



DISCOVER GAME CHANGERS

Pick the winners with us – as we screen and invest into experienced teams and companies in the world of trade and trade finance.

CAPTURE GLOBAL OPPORTUNITIES

Leverage our international presence, as we originate unique investment deals.

With our partners and portfolio companies, we serve as your portal to making strategic equity investments into the future of trade, trade finance and supply chain.

If you are a private equity fund, investment arm of a financial institution, family office, or private accredited investor, contact us today to explore collaboration opportunities at invest@gtrventures.vc.


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