



 **GTR**VENTURES

Tradetech Showcase

September 07, 2022

GTR
ASIA
2022 SINGAPORE



HOST PARTNER



INNOVATION PARTNER



SUPPORTING PARTNERS



VENTURE CAPITAL PARTNER



PARTICIPANTS





Foreword

To all, welcome to the 5th Edition of **GTR Ventures' Tradetech Showcase!** Once again, in partnership with GTR Asia, we showcase some of the most innovative start-ups in the trade and trade finance industry to pitch their business models to the best leaders of the community.

In 2022, the world's supply chains are on a recovery path from the Covid-19 pandemic with strong growth set to return. The more forward-thinking companies can expect to reap the most important benefit from their investment – increased revenue growth and profits. Trade finance fraud and green financing for supply chains are issues that have come into decision makers' spotlight, and are much more likely to be improved under systems benefitting from digitalisation and standardisation.

Can technology and innovation play a role in solving the pain-points for #trade stakeholders? We certainly believe so.

Join our #future-of-trade journey

In this fifth iteration, with **Origin Capital Management** as our global venture capital (VC) partner and **Amazon Web Services (AWS)** as a supporting #tradetech partner, we bring you four early-stage start-ups seeking to transform trade finance through automation, workflow digitalisation, customised end-to-end technology and one-stop fulfillment.

Whether you are an investor, a start-up, a financial institution, or a corporate, we look forward to your feedback and suggestions on ideas and suggestions to shape the future of trade!

Kelvin Tan
Co-Founder
GTR Ventures

The Demo Lab: Entrants

Christopher Lim, Co-Founder, Sales & Technical Director, Glee Trees

Raja Debnath, Co-Founder, Veefin Solutions

Edmund Ng, Co-Founder & CEO, Doxa

Anna Melissa Nava, Co-Founder & CEO, 1Export

Judging panel

Pamela Woon, Regional Head of Business Information, Asia Pacific, Coface

Ruoyun Yang, Head of Asia, Lendable

Pamela Mar, Executive Vice-President, MD, ICC Digital Standards Initiative

Hosted by

Eleanor Wragg, Senior Reporter, Global Trade Review (GTR)

Programme

| | |
|-------------|---------------------------------------|
| 11:05-12:20 | Presentations |
| 12:20-13:05 | Judges deliberate (in private) |
| 13:05-13:15 | The verdict |





Meet the startup

GLEEMATIC A.I.

Our company, **Glee Trees**, is a pioneer in developing Cognitive Automation software. We are headquartered in Singapore and have customers in Indonesia, China, Malaysia, and Vietnam.

Our proprietary product, Gleematic, has been helping companies to improve efficiency for their office tasks by >319%, through AI-empowered automation.

Gleematic automates data movement and processing of transactions by mimicking keyboard strokes and mouse clicks to control multiple I.T. applications. Powered by AI with cognitive functions such as Machine Learning (ML), text-analytics, and Image/Face Recognition, Gleematic can automate tasks that require human knowledge and involve complex decision-making.

Gleematic has been deployed in various business sectors such as logistics, shipping, manufacturing, banking, insurance, and more.

Glee Trees was born with a vision to empower people to have more time for more value-added tasks by automating the manual business processes.

Our website: <https://gleematic.com/>

Introducing Gleematic: <https://youtu.be/CKbBnf2vUEc>

Key statistics:

HQ: Singapore

Founding Year: 2016

Revenue (US\$): ~\$500,000 in the past year

Target Clients and/or Markets: Banks, Insurance, Logistics, Manufacturing

Minimum Viable Product (MVP) Ready: Yes, commercialised since 2017

Latest Funding Round: Seed round of S\$150,000

Future or Current Fund-Raising Plans: To raise S\$2mn

Meet the speaker

Christopher Lim

Co-Founder, Sales & Technical Director, Glee Trees



Christopher Lim is the Co-Founder of Glee Trees Pte. Ltd. He is the “father” of Gleematic, the company’s flagship product, which is Singapore’s first home-grown Cognitive Automation software (automating business processes through AI).

He has been a serial-entrepreneur for almost 15 years with experience managing overseas teams and working with global partners and distributors.

He has always wanted to contribute to the community by creating products that can make life easier, and with Gleematic AI – he and his team are bringing ease to community by leveraging cognitive automation to make their business processes easier, faster, and smarter.



Meet the startup



Veefin is a global SaaS leader in Supply Chain Finance and Digital Lending Technology Solutions for Banks and NBFIs. Veefin SCF is the first solution to digitise the entire supply chain finance processes, viz. Onboarding, Underwriting, and Transaction management. Veefin is solving the Access to Finance problem faced by SMEs by being the only non-blockchain platform in the world that allows Financial Institutions and Corporates to offer Deep Tier Financing to Suppliers deeper into Corporate Supply Chains.

The Veefin product has been conceptualised by global Bankers with decades of experience in Retail and Business Lending. We also provide advisory as a service to our clients, leveraging domain expertise to enhance our tech offerings.

Veefin is growing by more than 60% YoY and has played a phenomenal role in the SCF transformation journey of many global financial institutions in just four years. Veefin has also received Best SCF Solution Provider and Fastest Growing SCF Technology Solution Provider awards.

Key statistics:

HQ: Mumbai, India

Founding Year: 2018

Revenue (US\$): US\$1.1 mn

Target Clients and/or Markets: Banks/NBFIs in Supply Chain Finance

Minimum Viable Product (MVP) Ready: Yes. Already in use at multiple lenders

Latest Funding Round: US\$3m in Nov 2021

Current Fund-Raising Plans: US\$10mn

Meet the speaker

Raja Debnath

Co-Founder, Veefin Solutions

Entrepreneur & SME Banking Advisor

Ex-IFC, EY, Citibank, Kotak, GE, Whirlpool



Veefin Solutions is a Global SaaS Leader in Supply Chain Finance and Digital Lending technology for Banks and NBFIs.

- Served as Senior Global Advisory and Business Development Expert for SCF & SME Banking in Asia for IFC & advised over 25+ Lenders globally
- Initiated & built a Small Business Unsecured Lending vertical at Kotak Mahindra Bank (One of India's largest private sector banks) targeting the Micro and Small enterprises in India.
- Was also a part of the founding team of GE Finance for Micro and Small Enterprises in India.

Raja has done MBA in finance and strategy from Säid Business School, University of Oxford, and MBA in Marketing from JBIMS, University of Mumbai.



Meet the startup

The logo for Doxa, featuring the word "doxa" in a lowercase, sans-serif font, centered within a light green rectangular background.

Doxa Holdings International (“Doxa”) is a fintech start-up helping connect and digitalise the workflow of buyers, suppliers, and financiers seamlessly through our best-in-class enterprise platform, Doxa Connex. By creating a single source of truth within a secure system architecture, it enables data authenticity, data analytics and helps buyers to trade seamlessly and financiers to assess and qualify financing.

Doxa has built deep and significant partnerships with financial institutions and government agencies, one of which is the Green Trade Financing pilot under the SGTraDex initiative, apart from being integrated with various Embedded Financial Services within the platform.

Officially incorporated in Jan 2019, it has grown its team size to over 50 employees and serves SMEs to Enterprises, with its HQ in Singapore and expansion into other markets in Southeast Asia, starting with Indonesia.

In 2022, Doxa closed its S\$3mn Pre-Series A round led by a bank, VCs and listed companies, and also obtained ISO27001 and ISO20000 certifications.

Key statistics:

HQ: Singapore

Founding Year: 2019

Revenue (US\$): US\$1.1mn, year ending 2021

Target Clients and/or Markets: Construction & Healthcare in Singapore, Malaysia, Indonesia

Minimum Viable Product (MVP) Ready: Yes, Doxa Connex 2.0, and currently in scaling phase

Latest Funding Round: Pre-Series A, SGD\$3mn

Future or Current Fund-Raising Plans: Series A

Meet the speaker

Edmund Ng
Co-Founder & CEO, Doxa



Edmund has over 20 combined years of experience in Software, Financial Technology (FinTech), and Supply Chain, and has founded 3 start-ups.

On top of being a passionate advocate for digitalisation, he is also a mentor at Tribe, advising and sharing with other startups.



Meet the startup

1eXport

1Export is a one-stop, end-to-end platform for cross-border trade, with the promise of making exporting easy.

Founded in 2016, 1Export has helped hundreds of Small, and Medium Enterprises in the Philippines (and now Indonesia) export to 50 countries all over the world by lowering the time and cost of cross-border trade problems by up to 80% because it focuses on three things:

1) Compliance, 2) Sales, and 3) Logistics.

1Export automates the compliance process – from Local and foreign documents, labels, and other country-specific requirements by using AI, whose database is backed by extensive research, our knowledge-base from their broker network, and their experience in trade. 1Export's Distribution channels allow SMEs to ship to different online and offline channels in major markets; and Ship It by 1Export allows SMEs to ship at flexible and cost-efficient methods.

Key statistics:

HQ: Singapore

Founding Year: 2016

Revenue (US\$): US\$3mn

Target Clients and/or Markets: Supply – SMEs in ID and PH; Demand – Canada, China, Turkey, Russia

Minimum Viable Product (MVP) Ready: Yes

Latest Funding Round: Seed, 860K

Future or Current Fund-Raising Plans: 1.2 Million Pre-A

Meet the speaker

Anna Melissa Nava
Co-Founder & CEO, 1Export



Anna Melissa 'Mel' Nava is currently the CEO and Founder of 1Export. Mel is an alumna of De La Salle University and the Asian Institute of Management (AIM). She has spent most of her career in the exporting industry. She began her career with Monde Nissin Philippines where she handled the U.S and European Markets.

Following her successful stint in Monde Nissin, she became a Business Development Consultant for YCP Solidiance where she was pivotal in the development in the exportation of fiber cement from Vietnam to the Philippines. Throughout her storied career in the field of exports, Mel has always believed in the power of Filipino MSME products.

Hence, after her successful career developing the export market for large corporations, she decided to found 1Export. 1Export is a one-stop, end to end platform for MSMEs to be able to access the world of exporting.

Mel is the CEO and Co-founder of 1Export, a one-stop, end-to-end platform for SMEs enabling SMEs to go global. She is an alumna of De La Salle University and the Asian Institute of Management where she spent most of her career in the exporting industry, authoring the Philippine Export Guidebook in 2018 before scaling 1Export to what it is today.



Meet the judge

Pamela Woon

Regional Head of Business Information,
Asia Pacific, Coface



As Regional Head of Business Information Services, Pamela is responsible for the development of Information Services for Coface in the Asia Pacific Region.

Pamela brings with her more than 15 years of experience in all aspects of sales and management, and a strong strategic perspective of the Business Information industry.

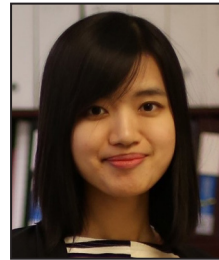
Prior to joining Coface, Pamela was the Strategic Development Director at Experian, where she focused on building strategic direction for South East Asia while managing the commercial teams for credit management services. She has been a critical contributor in identifying, building and growing strategic accounts for all of Experian's services, and also successfully spearheaded the Experian – Grab investment/partnership. Pamela holds a bachelor's degree in Commerce from the University of Melbourne, Australia.

With over 75 years of experience and the most extensive international network, Coface is a leader in trade credit insurance and adjacent specialty services, including Factoring, Single Risk insurance, Bonding and Information Services. Coface's experts work to the beat of the global economy, helping ~50,000 clients in 100 countries build successful, growing, and dynamic businesses. With Coface's insight and advice, these companies can make informed decisions. The Group's solutions strengthen their ability to sell by providing them with reliable information on their commercial partners and protecting them against non-payment risks, both domestically and for export. In 2021, Coface employed ~4,538 people and registered a turnover of €1.57bn.



Meet the judge

Ruoyun Yang
Head of Asia, Lendable



Ruoyun Yang is the Head of Asia at Lendable, a leading debt finance provider to fintech companies across emerging markets globally. She leads the origination and execution of Lendable's investment in Asia, managing nearly \$100mn AUM across four countries. Prior to Lendable, she worked at International Finance Corporation, the private sector investment arm of the World Bank, managing investments across APAC. Ruoyun had diverse experience working at investment banks and management consulting in the US, Canada, and China. She holds a Master of Public Administration from Columbia University and a Bachelor in Management Science from Renmin University of China.

Lendable is a leading debt finance provider to fintech companies across frontier and emerging markets that create access to new financial products and services for un- and under-banked populations. Lendable finances fintech companies that facilitate consumer and MSME credit, productive asset finance, payments, remittances, and digital marketplaces. From its offices in Nairobi, London, and Singapore, and using its proprietary technology and data, Lendable directly originates, structures, underwrites, and monitors all transactions. To date, Lendable has disbursed over \$250mn to fintechs in over 14 countries.



Meet the judge

Pamela Mar

MD, ICC Digital Standards Initiative



Pamela Mar is currently Executive Vice President for Knowledge and Applications with the Fung Group, where she has been a sustainability and supply chain innovation and digitalisation leader for over 10 years. In September 2022 she will become the Managing Director of the Digital Standards Initiative (DSI) of the International Chamber of Commerce, based in Singapore.

The DSI is a public private partnership backed by the ICC, Asian Development Bank, World Trade Organisation and the Singapore government, dedicated to accelerating the digitalisation of global trade as a key driver of growth, development and inclusion.

She was named one of Asia's ten A-list sustainability leaders in 2019, and is a recognized industry leader in this area. Prior to moving to Hong Kong, Pamela was based in Shenzhen as a Director of Global Finance for TCL Multimedia Technology, the first major Chinese company to go global by buying a foreign brand.

Prior to TCL, Pamela ran Greater China for the World Economic Forum, based in Geneva for five years. Pamela was born in New York and went to university in the USA, but has spent the majority of her life abroad, with stints in Bangkok, London, Geneva, Shenzhen, and now Hong Kong.



Meet the host

Eleanor Wragg

Senior Reporter, Global Trade Review



Eleanor is a Senior Reporter at GTR where she covers the trade, export, commodity and supply chain finance markets, as well as the political risk and trade credit insurance, treasury and fintech sectors. She has been a financial journalist for over a decade, with work published in media outlets including the Guardian, the Wall Street Journal, Die Welt and the Economic Observer of China.

She also regularly produces analytical and research work for organisations including UNDP, UNWTO, the British Business Bank, the Mastercard Foundation for Inclusive Growth, and the Bill and Melinda Gates-backed initiative, Women and Girls Deeply.

GTR Global
Trade
Review

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Venture Capital (VC) Partner

spotlight



Headquartered in Singapore, **Origin Capital Management** is a global venture capital (VC) fund management firm, regulated by Singapore's Monetary Authority of Singapore ("MAS").

We are not just a venture capital investor, but a venture builder. Our team is amongst Asia's first few specialist VC fund managers focused on a unique blend between investing and building. We work alongside founders and our network of corporates and venture/operating partners, who bring with them deep sectoral expertise and industry specialisation.

In terms of investment themes that are specific to trade and supply chain, we look at the entire physical trade ecosystem and B2B fintech; including credit insurtech, logistics, SME finance, and embedded finance.

Our rigorous investment framework accelerates a firm's path from minimum viable product (MVP) to commercialisation. This approach delivers faster revenue cycles for founders and generates greater equity value for subsequent round investors.

It is our belief that a specialised investment fund lowers the investment risks associated with early stage/start-up companies; and sharpens an investee firm's potential for an exit. This approach caters to the increasingly sophisticated investment needs of VC investors, HNWIs, family offices, and corporates. We cater to such accredited investors who are innovative, dynamic, enjoy creating new businesses and are hands-on.

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Innovation partners spotlight

aws activate

Amazon Web Services (AWS) provides start-ups with low cost, easy-to-use infrastructure essential for business scale and growth. Through its AWS Activate program, start-ups gain access to resources that they need to swiftly get started on AWS – including credits, training, and support.

AWS currently has a portfolio package designed for start-ups in participating accelerators, incubators, seed/venture capital funds, and other start-up enabling organisations. Some of the world's leading and most prominent start-ups are users of AWS, including Airbnb, Lyft and Slack. Join them and build your business on AWS today.

In this fifth iteration, with **Origin Capital Management** as our global venture capital (VC) partner, **Amazon Web Services (AWS)** and **Infobip** as our innovation partners, we bring you four start-ups seeking to transform trade finance through automation, workflow digitalisation, customised end-to-end technology and one-stop fulfillment.

infobip

With over 700 **direct operator connections** across **six continents**, Infobip is the number one choice to globally scale your customer communications over the world's most popular channels including **SMS, Email, Voice, WhatsApp Business, Messenger** and many more. Deliver connected customer journeys with our portfolio of channels such as **data platform, customer engagement hub, digital contact center, chatbot building platform** and security solutions that meet your clients' changing needs.





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