

# Mediapreneur – making winners out of startups

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By Varun Balakrishnan 13 Jun, 2016

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At Mediapreneur, our startups receive seed funding and mentorship from a network of experienced entrepreneurs, investors and technologists. They get to work with the businesses in Mediacorp and have access to a vast library of news and entertainment content. And they get to work in the brand new Mediacorp Campus in Mediapolis, Singapore’s media hub.

Mediapreneur startups *Spotted* and *Infini Videos* have ‘graduated’ from the programme and secured commercial deals with businesses. Here’s your chance to meet with the 11 startups with Mediapreneur and find out how the programme can work for you!

***“Our raison d’etre is all about turning startups into successful technology businesses. No startup is too early or late to join***

***Mediapreneur – if you think you have the next big idea, have a chat with us and let us help you realise your dream!”  
Guillaume Sachet, Mediacorp Head of Strategic Planning***



To find out more about Mediapreneur, visit us at Mediapreneur’s booth at Echelon (BR18) and have a chat with our promising upstarts!

### **Our startups**

#### **DingGo**

DingGo is a last-minute yield management engine for merchants to push out real-time deals to attract and convert nearby users into customers. DingGo is designed to solve one of the biggest problems faced by merchants in modern cities today – having empty seats or spare capacity and inventory, even during peak hours. At the same time, DingGo helps those with highly dynamic schedules who can ill-afford to plan daily meals, to still be able to enjoy great-value meal offers. Currently, DingGo offers a mobile application that allows merchants to push out real-time deals to nearby users, through a unique last-minute yield management engine that aggregates various factors such as users’ preferences and distance-discount elasticity. Beyond mobile, DingGo also aims to tap into other digital platforms, from digital screens in malls and bus stops, to social media accounts and even instant messaging. This allows merchants more flexibility and reach to get their message to potential customers. While starting out in the F&B space, DingGo has also made plans to quickly moving into other verticals like fashion, entertainment and also hospitality in the future.. For more information, please visit [dinggo.co](http://dinggo.co).

#### **eOasia**

The eOasia team strongly believes that a big part of living comes from the departure into unknown lands. At the heart of our company lies a group of travel enthusiasts, eager to share the knowledge they’ve acquired from their trips in hopes that you’ll embark on these life-changing experiences too. Our online booking platform caters to all your travel needs around Asia. Search for a variety of tours, activities and

transportation services, all tried and tested first-hand by our passionate travel team based in different Asian countries. You can be rest assured that if a deal is up, we've done it and we want you to try it out as well. For more information, please visit [www.eoasia.com](http://www.eoasia.com)

### **Infini Videos**

Infini Videos is a B2B online technology platform for the creation and delivery of HTML5 interactive videos. Infini Videos makes it easy for businesses to create engaging interactive videos as well as to access the rich data analytics offered on the platform. The company currently offers branching aka "Choose-your-own-adventure" and 360-degree types of interactivity. In addition to the technology platform, the company also provides specialized creative services as a one-stop solution for clients. Infini Videos is part of the Mediacorp's Mediapreneur Incubator programme. For more information, please visit [www.infinivideos.com](http://www.infinivideos.com)

### **Mentorica**

Mentorica offers an innovative suite of disruptive apps targeting the high-touch retailer, with the overarching goal of increasing customer conversion rate. For a fraction of competitors' legacy systems cost, our apps -- data acquisition, e-Commerce, visualization, retail data analytics -- enable a new business model and deliver an unfair competitive advantage. Our turnkey solution, from software to hardware, from offline to online, allows a retailer to understand the customer's perspective across every touchpoint -- information the retailer can monetize and use to improve topline growth. For more information, please visit [mentorica.com](http://mentorica.com)

### **Mooder**

Mooder is the social network that connects the world's emotions. It provides us with a permissible context to verbalize our feelings. For the emotionally sensitive, Mooder offers a viable avenue to express empathy to others. For the emotionally introverted Mooder serves as an indirect way to tell others how they feel. For all of us, Mooder is a place to gain emotional intelligence as we learn about the emotional journeys of our friends, loved ones and even of ourselves. In a nutshell, Mooder is an outlet to rant, to practice mindfulness, to appreciate, to reflect, to learn and much more! For more information, please visit [mooder.com](http://mooder.com)

### **Nomster**

Vanquish your hunger with Nomster, the mobile app that celebrates the marriage between gaming and food discovery. Nomster rewards users as they engage themselves with the application; allowing players to indulge in their fruits of their labour when using credits they earn in playing the mini games to exchange for real-life food discounts and deals. We humans live to eat, but Nomster lives to discover. For more information, please visit [nomster.com](http://nomster.com)

### **Popsical**

Popsical is building the future of Karaoke through beautifully designed hardware and software. Just plug Popsical into your TV, connected it to the internet and stream from our library of thousands of songs in 7 different languages. Popsical ships in September and will be open for pre-orders in the near future. For more information, please visit [popsical.tv](http://popsical.tv)

### **Spotted!**

Spotted! gamifies mobile advertisements by turning passive, flat adverts into a time-based puzzle game. Through gamification, Spotted! solves 3 key problems every mobile advertisers face - Low Attention, Lack

of Engagement & Minimal Conversion. Users earn cash by playing and solving the puzzle, while advertisers benefit from increased content retention, brand awareness and increased conversion. Since our launch in Dec 2015, Spotted has delivered over 325,000 advertisements to more than 6,000 players whom devoted over 4,600 hours of gameplay time. For more information, please visit [www.spotted-it.com](http://www.spotted-it.com)

### **Talentora**

Talentora is on a mission to connect masses of talented people in Asia through a mobile app. It allows the creation of a large connected and profiled community. Users will be able to share their talent through 10-second creative videos, discover other users as well as engage in conversation. In addition, talent-seekers can offer jobs and talents can apply for those jobs in the areas of film, print, music, tv, theatre, radio and events. Talentora strives to become a large mobile video and talent platform in Asia. For more information, please visit [talentora.co](http://talentora.co)

### **Tuitui**

If Google is the entrance of all websites, then Tuitui is the entrance of all shopping mall promotions & events information. Shopping malls can publish exclusive or normal promotion information on Tuitui freely, and Tuitui will detect correct potential consumers and the push that information to the consumers. Besides push notification, consumers can also actively search for all shopping mall promotions and events information on Tuitui. With Tuitui, consumer no need to install mobile app for each shopping mall they visit, and shopping malls no need to spend a lot of money to develop an in-house mobile app. For more information, please visit [tuitui.sg](http://tuitui.sg)

### **Voice2Choice**

Voice2Choice (Singapore) is a deep technology company (Tech Start-up) with a unique product in the field of Voice Synthesis and Personalization. We are creating new voices. The voices are synthetic voices (created with a computer) but sound like a natural human voice. We empower a semi-professional audio user (business or casual) with a choice of voiceovers, which are automatically created on a computer without the need of a recording studio. Our technology solution is aimed to bring a new approach in the field of voice transformation for the Gaming Industry, Movie Dubbing and Post Production Studios as well as for the Social & Media Entertainment areas (e.g. Mobile Apps). We provide an ease of creating new voices as per our customers unique needs. The current substitutes are voice over artists who are both rare and expensive. We aim to give semi-professional or casual users an ability to work with different voices on a computer without the need to book expensive artists or studios. For more information, please visit [voice2choice.com](http://voice2choice.com)

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