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Media Advisory



Mediapreneur attracts deeper partnerships in phase two

Launched in 2013 as part of Mediacorp's efforts to support the growing startup ecosystem in Asia and expand its own digital assets, Mediacorp's incubator programme, Mediapreneur enters phase two with a deeper partnership both from the government and the private sector.

Nine startups who commenced on phase two of the programme get to interact in the new incubator space at Mediacorp Campus at Mediapolis@one-north, tap into Mediapreneur's mentorship and gain access to an accreditation environment to jump start their seed-stage growth.

Mediacorp partners with Accreditation@IMDA (A@IMDA) to assist the growth of young and promising media start-ups. A@IMDA is a programme under the Infocomm Media Development Authority (IMDA) which helps the growth of promising Infocomm Media (ICM) start-ups through establishing their track records and credibility, as well as providing opportunities for their products to be showcased and bought by government buyers and large enterprises. In this partnership, A@IMDA will complement Mediapreneur's efforts to nurture media-related start-ups by providing mentorship in areas such as technical product testing, building of financial models and fund raising pitches, tailored to the different growth stages of start-ups.

Mediapreneur is the only media incubator that A@IMDA is partnering to actively nurture high potential technology companies in the media industries. To-date, there are 16 companies under the Mediapreneur incubator programme and out of which, start-ups like Infini, Mentorica, Markedshot and VOSTOKVR have started to work with A@IMDA.

The Mediapreneur programme has also increased the number of mentors in the mentor network from 12 to 16 including practitioners from Deloitte. Indranil Roy who is Deloitte Leadership Practice Leader and Richard Mackender, the Business Process Solutions Leader, both of whom have immense experience in nurturing startups. Deloitte also runs a customer-centric workshop for Mediapreneur's startups which addressed how startups can use the customer-centric innovation and human centered design to create more value for their customers.

Media contact

Yeong Lai Lai
Senior Manager, Brand and Communications, Mediacorp
Tel.: +656350 3945
Email: yeonglailai@mediacorp.com.sg