

In partnership with



Thailand Startup Ecosystem

The RISE logo is centered on the left side of the slide. It features the word "RISE" in a large, white, sans-serif font. To the right of the text is a colorful icon composed of four triangles (green, blue, yellow, orange) pointing upwards and to the right. Below the logo is the tagline "Corporate Innovation Powerhouse" in a smaller, white, sans-serif font.

RISE
Corporate Innovation Powerhouse



Jinn Issarachaikul
COO, RISE



RISE

Corporate Innovation Powerhouse
Thailand | Malaysia | Singapore

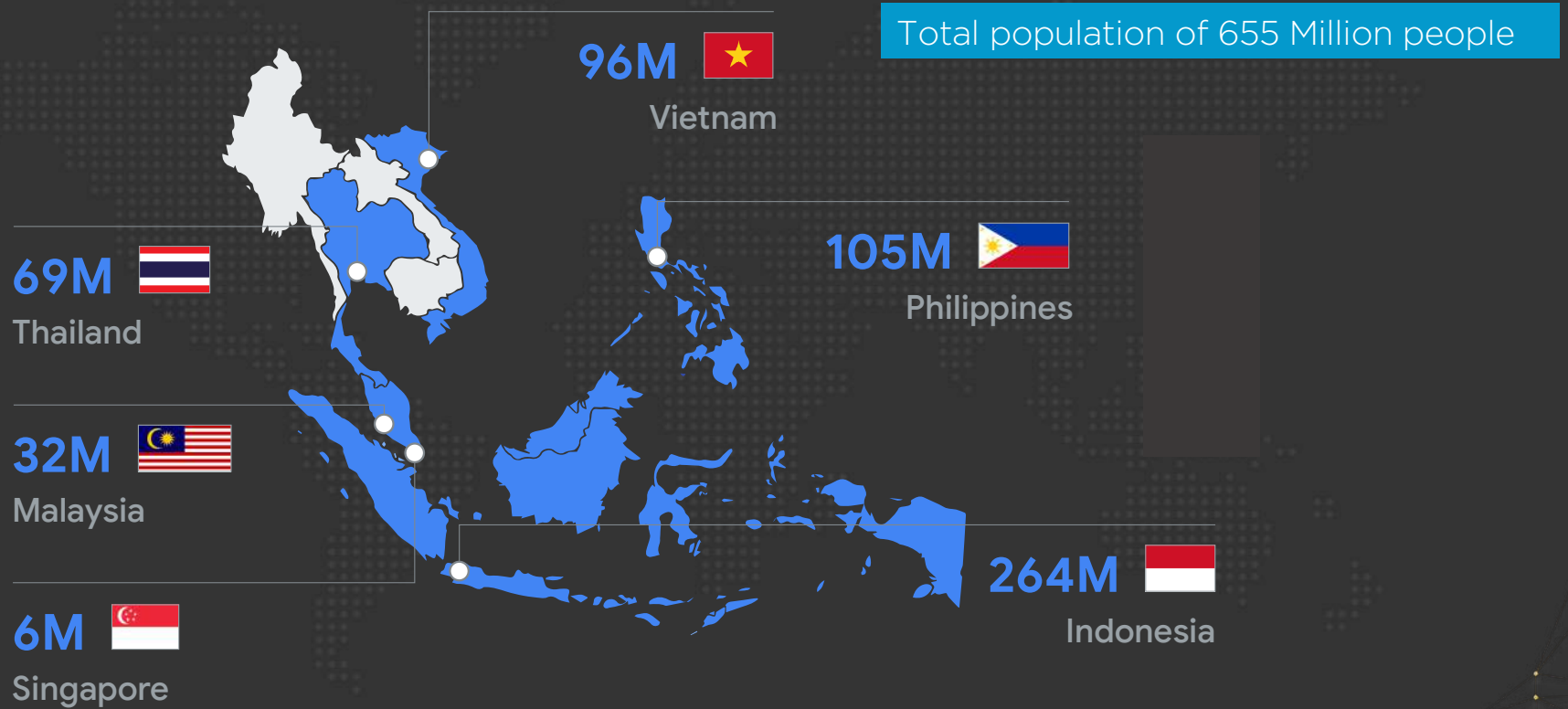
Mission

**To lift 1% of GDP
for Thailand and SE Asia
through Corporate Innovation**



Thailand Overview

SEA at a Glance





Thailand by the Numbers



57M

Internet User
(82% penetration)



126M

Mobile Subscription
(180% of Population)



52M

Active Mobile Social Media Users



4hr56m

Time Spent on mobile per day



65%

Mobile Banking Penetration

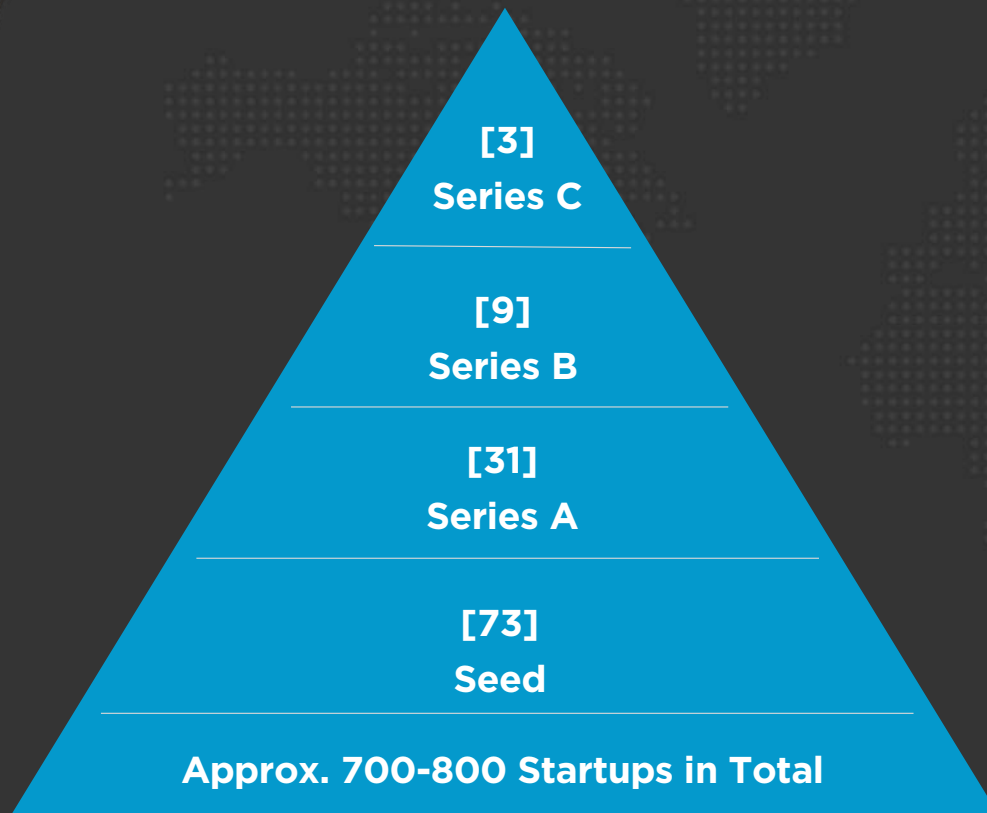


Sizable Internet Population.
2nd leading GDP in SEA
Extremely high mobile internet usage.
World's leading Social Media time spent.
Relatively high mobile banking penetration.
Avg age 40, soon to enter aging society.

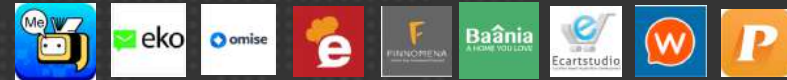


Thai Startups & Fund Raising Activities 2019

Thai Startup by Stages 2019



aCommerce; Pomelo; 2C2P



Ookbee; Eko; Omise; Eatigo; Finnomena; Baania; eCarstudio; Wongnai; Priceza;

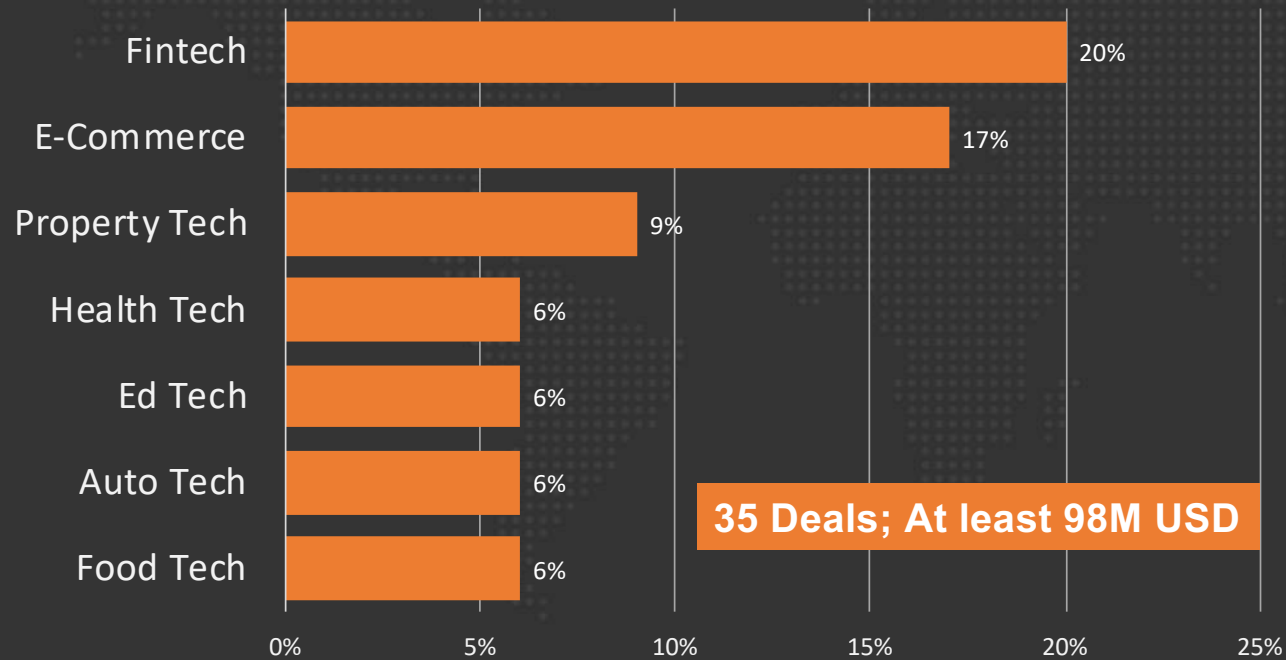


Update: Jan 2020, aCommerce, end-to-end ecomm enabler had raised \$15M, making them the 1st series D in Thailand. Total fund raised \$119M and they are projected to be the first Thai unicorn.



2019 Thai Startup Deals in 2019

By the Sector



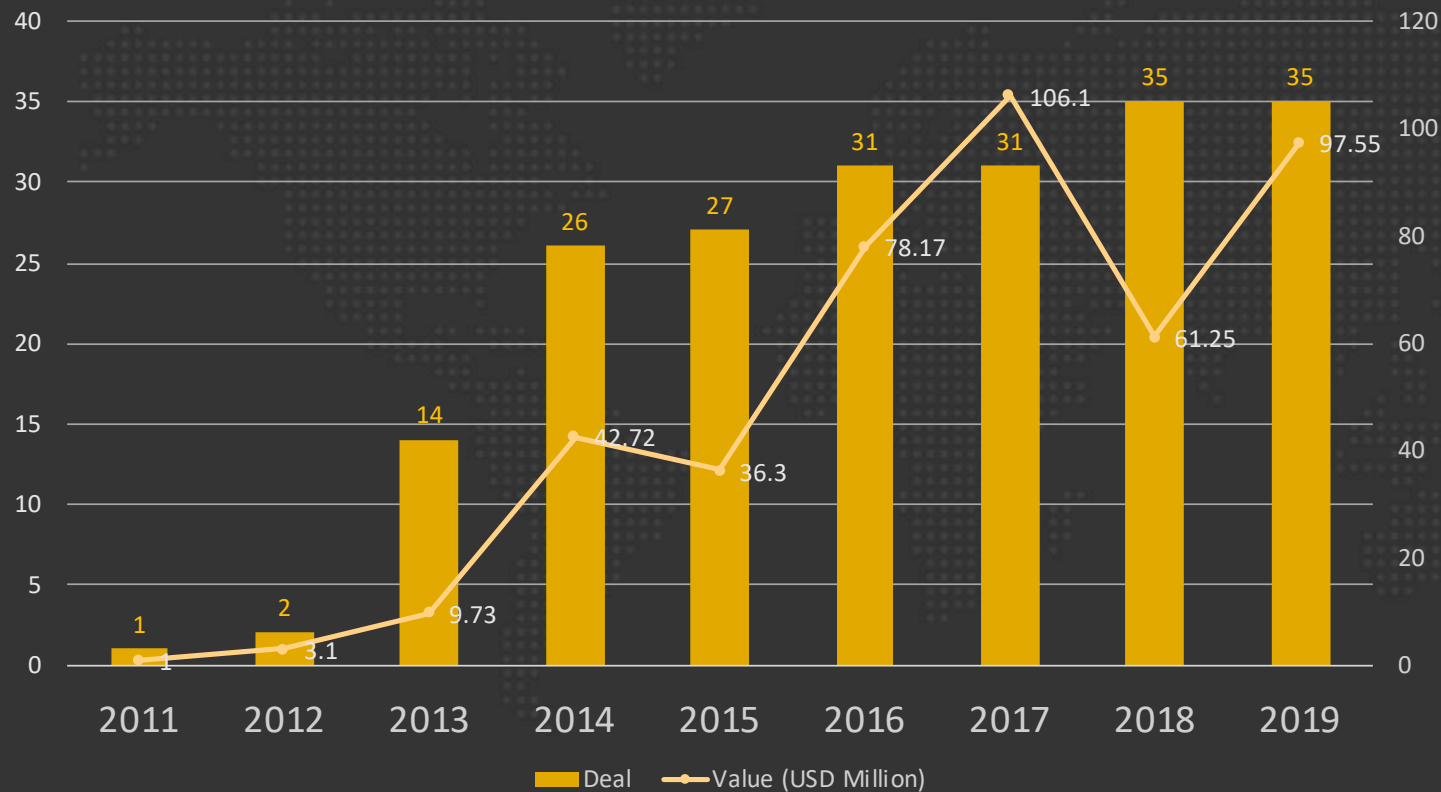
35 Deals; At least 98M USD

Notable Deals 2019



E-Commerce Retail Raised \$52M Series C

Thai Startup Fund Raised 2011-2019



Over 9 years

- Total 202 deals
- USD 435M Value

RISE's POV on Outlook 2020

- We foresee numbers of deals staggered
- COVID-19 will likely impact investment activities across all stages

Opportunity: B2B Play

Thailand's Focus Industries

- Food Tech
- Agri Tech
- Tourism & MICE Tech
- Health Tech
- Manufacturing & logistics

In-demand for B2B

- FinTech
- AI/Big Data
- IoT & Robotics
- Enterprise Solution

Avoid:

- B2C e-Commerce
- B2C Services



Food, agri and tourism are main sectors where Thailand needs to maintain its competitive advantage. In addition, high quality health care at a reasonable price will boost health tourism. Together with aging society, this would lead to higher demand in healthcare and insurtech service providers in the long term. We also expect an upside demand for B2B solutions on the enterprise side as COVID-19 caused more companies - not just industry leaders- to transform faster. Avoid B2C marketplaces, eCommerce and services as Asian Unicorns and even Global firms are competing heavily.



**Investors
& Ecosystem**

Investors Landscape

At least 50 VC, CVCs and Corporate Investors



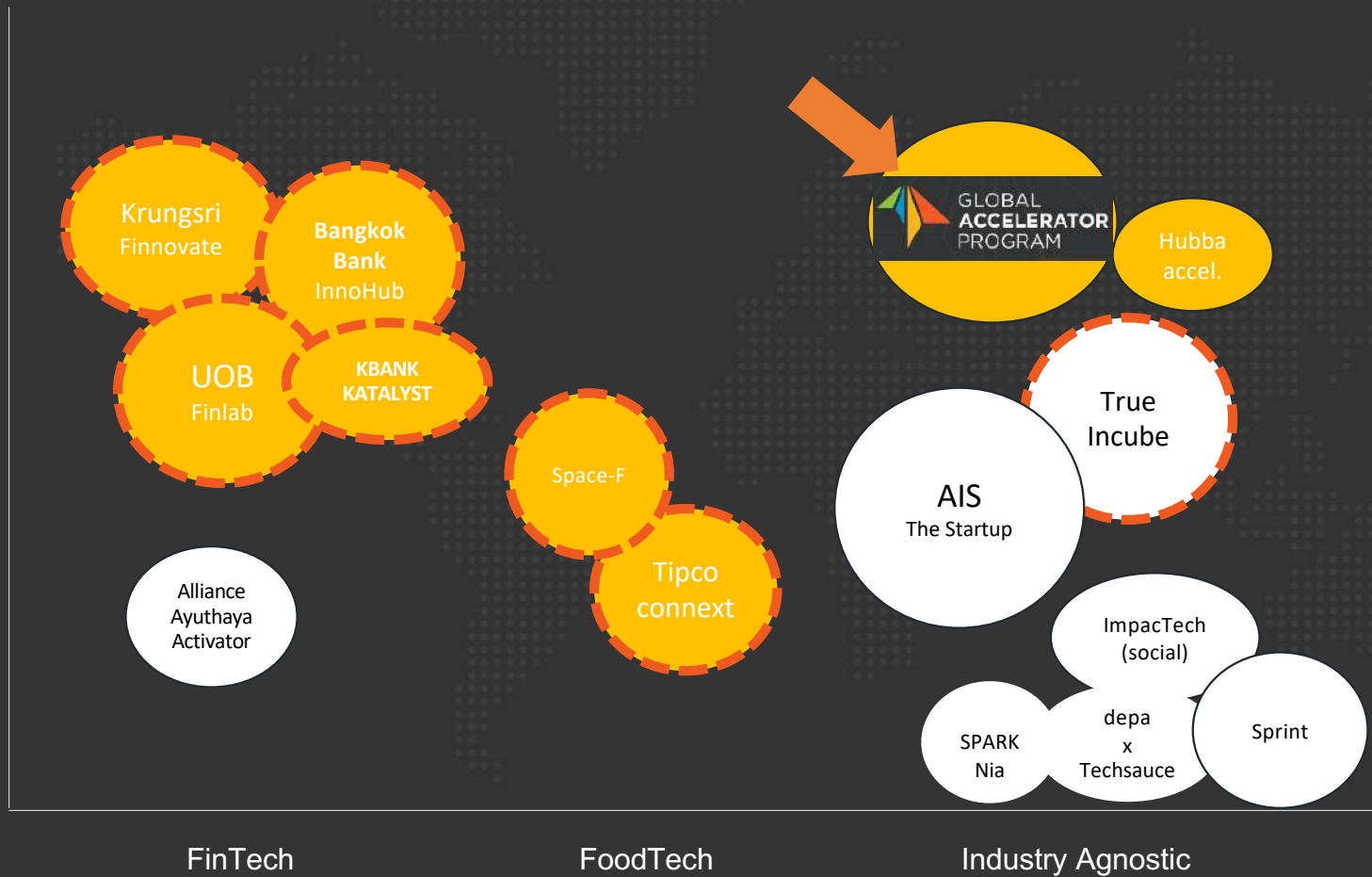
- Thailand has the most CVCs in SE Asia, out numbering VCs
- Most Thai CVCs invest in late stage startups, prioritize strategic fit or synergy. Financial return comes second.
- Thai CVCs have appetite in late stage foreign startups. 63% of Thai CVCs said they would invest out of Thailand
- The biggest TH investment in foreign startup deal in 2019: Kbank invested \$65MB in Send, Vietnam.

Thailand Incubators and Accelerators Landscape

Growth stages

Early stages

- Open for Foreign Startups
- Thai Startups Focus
- with Venture Funding
- size Years Operated



INTRODUCTION TO RISE'S GLOBAL ACCELERATOR PROGRAM





GLOBAL ACCELERATOR PROGRAM



UNIQUE STANDPOINTS



Real World Real Problem

We bring real corporate pain-points to startups who can address their pain. This way we can ensure that corporates have real need and urgency to collaborate with startups.



Outcome Driven Get Real Corporate Deals

Our program is designed to deliver tangible business results for both corporates and startups. The program focus on matching startups with corporate partners to work on a POC or pilot project which can lead to commercial deals and investment opportunities.



No Equity taken

RISE is committed to searching and plugging in notable startups to work with leading corporates in Southeast Asia without any equity taken.

COMMERCIAL PROJECT/POC FOCUSED PROGRAM



PRE - PROGRAM

ACCELERATOR PROGRAM



Executive workshop
to identify problem
statements



Roadshow in
chosen cities

Global Startup
Applications

▼
30

FINALISTS



Pilot project
scoping



Pilot project
implementation



Demo Day

PROGRAM 2020



For our 2020 program, we are focusing on 4 major technological tracks:



Open for Application Now - June 15, 2020

THANK YOU

Learn more and apply to our Global Accelerator Program

Open for Application Now - June 15, 2020



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