

Proptech Market Exploration Program *(Malaysia & Singapore)*

Organized by:



Supporting Partners:





To establish a Singapore-Malaysia Market Access Program to help foreign growth-stage startups expand into South-East Asia through Singapore and Malaysia.

Why Malaysia and Singapore? Malaysia is one of the largest property markets in the Southeast Asia and Singapore has the highest per capita GDP in the region.

The program, jointly run by **Sunway iLabs (Sunway Group)** and **Meet Ventures**, will target key verticals such as Real Estate.

ABOUT SUNWAY ILABS



Sunway Innovation Labs (iLabs), the innovation arm of Sunway Group, one of Southeast Asia's leading conglomerates, is an innovation ecosystem for entrepreneurs of all stages.

It inspires talents to build sustainable solutions for a better future and helps startups scale for business success through talent, market access, and investment.



Meet Ventures, established in 2019, is an early-stage startup investor and innovation consultancy firm dedicated to driving transformative change. The firm specializes in running market access programs and innovation programs across South-East Asia. Some notable clients include Japan External Trade Organization, Seoul City Government, and Enterprise Singapore.

Meet Ventures currently has 4 offices in Singapore (HQ), Indonesia, Malaysia, and Vietnam. The firm also has a total of 10 chapters across Asia. Each Chapter is helmed by an experienced industry veteran who provides insights and access to local markets.

Program Unique Selling Points (USPs):

1. Meeting with Sunway Group
2. Meeting with Tong Eng Group
3. Meeting with Mapletree
4. Meeting with PropNex Realty
5. Meeting with CapitaLand
6. Meeting with CPG Corporation
7. Meeting with LendLease Asia
8. Meeting with 20+ investors



Program Target Startups:

1. Singapore
2. China: Hong Kong, Shanghai, Beijing
3. South Korea: Seoul, Busan
4. Japan: Tokyo, Fukuoka, Osaka
5. USA and Europe



Program Pricing:

US\$10k program fee per startup with max 2 participants per startup. Pricing excludes airfare, accommodation, F&B, local transport and personal expenses.

(2 Sep - 6 Sep 2024)

Objective: *Preparing to Enter a New Market*

Week 1 (Online)	Program	Event
Day 1	Orientation	<ul style="list-style-type: none">- Welcome and Introduction by Sunway iLabs and Meet Ventures- Workshop on SE-Asia Market Overview by Meet Ventures
Day 2	Expanding Overseas with the Right Mindset	<ul style="list-style-type: none">- Workshop on Identifying Market Opportunities by Meet Ventures- 1-1 Expansion Plan Review by Sunway iLabs and Meet Ventures
Day 3	Expanding Overseas with the Right Plan	<ul style="list-style-type: none">- Workshop on Market Expansion Checklist by Meet Ventures- 1-1 Mentoring by Sunway iLabs and Meet Ventures
Day 4	Sales Preparation	<ul style="list-style-type: none">- Workshop on Enterprise Sales Secrets by Sunway iLabs- 1-1 Sales Deck review by Sunway iLabs
Day 5	Fundraising Preparation	<ul style="list-style-type: none">- Workshop on Fundraising Tips by Meet Ventures- 1-1 Fundraising Deck review by Meet Ventures

(9 Sep - 13 Sep 2024)

Objective: *Exploring the Malaysia Market*

Week 2 (Malaysia)	Program	Event
Day 1	Orientation	- Arrival in Malaysia + Hotel Check-In - Welcome dinner hosted by Sunway iLabs
Day 2	Business Meetings	Visit to corporate ecosystem partners
Day 3	Business Meetings	- Networking with Sunway Group business units - Investor meetings and introductions
Day 4	Business Meetings	Visit to relevant governmental authorities
Day 5	Site visit	Site visit to Sunway Iskandar (Johor)

(16 Sep - 20 Sep 2024)

Objective: *Exploring the Singapore Market*

Week 3 (Singapore)	Program	Event
Day 1	Orientation	<ul style="list-style-type: none">- Arrival in Singapore + Hotel Check-In- Welcome dinner with Meet Ventures
Day 2	Business Meetings	<ul style="list-style-type: none">- Meeting with Director of TE Capital Partners (Tong Eng Group)- Meeting with SVP of Mapletree Investments (Mapletree Group)- Facilitated by Meet Ventures
Day 3	Business Meetings	<ul style="list-style-type: none">- Meeting with Associate Director of PropNex Realty- Meeting with Associate Director of CapitaLand- Facilitated by Meet Ventures
Day 4	Business Meetings	<ul style="list-style-type: none">- Meeting with HOD of CPG Corporation- Meeting with HOD of LendLease Asia- Facilitated by Meet Ventures
Day 5	Investor Meetings	<ul style="list-style-type: none">- 10 X Investor Meetings- Facilitated by Meet Ventures

(23 Sep - 27 Sep 2024)

Objective: *Follow Up*

Week 4 (Online)	Program	Event
Day 1 - Day 4	Mentoring & Follow Up	- Mentoring Sessions by Meet Ventures - Mentoring Sessions by Sunway iLabs - Follow Up Meetings
Day 5	Conclusion	Milestone tracker and feedback session

ORGANIZING TEAM (MEET VENTURES)



MEET VENTURES



John Lim, MBA

*Partner at
Meet Ventures*



Farhan Firdaus, MSc

*Partner at
Meet Ventures*



Bella Puteri, MA

*Senior Associate at
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Serina Abdullah, CIM

*Business Development
Director at
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ORGANIZING TEAM (SUNWAY ILABS)



Karen Lau

*Chief Operation Officer
at Sunway iLabs*



Brendah Beh

*Ventures Development
Executive at
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CONTACT US

Schedule a call to find out more!



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For more information, visit our website:
<https://www.meetventures.com/proptechmarketexplorationprogram>

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