

PARTICIPATING STARTUPS' BRIEF

AYLA

Nowadays, consumers engage many service providers and generate tons of data – but they are the last ones to benefit. What tools might help them utilize their data for their best advantage? AYLA stands for Automate Your Life Admin. It's the first AI assistant to help users optimize how they interact with services like energy, telecoms, insurance and finances. Users only need to link their bank and email, and AYLA will track and organize incoming bills, send due reminders, help on payments and guide users to check prices and switch to the best offers. AYLA is also a digital distribution platform for providers to innovate and acquire customers directly. Launched in Feb 2022, AYLA is already Australia's #1 Bill Tracker and is exploring future possibilities in the UK, US & SEA markets.

Virtetic

Virtetic is an Australia based health tech company. It is developing game-based virtual reality therapeutics for people living with limb loss take advantage of the golden time for rehabilitation. It is at the forefront of virtual reality therapeutics for the prosthetics community, relentlessly driving therapies closer to market. Its goal is to help people transition to life with a prosthesis and regain their function and independence faster. Its vision is to bring the digital health revolution to the prosthetics industry through innovative and engaging virtual reality therapeutics. There are three components to the product: Virtetic VR software platform, Virtetic Data Analytics, and virtual reality therapeutics (VRx).

Viztelligent

Viztelligent Pty Ltd is a wholly Australian owned company focused on the application of artificial intelligence, image analysis and machine learning to clinical medical imaging. The team has built an AI-based multimodal 3D medical image segmentation and reconstruction platform. Using image recognition, machine learning and big data analytics to provide more accurate, rapid pre-operative diagnosis and personalised surgical solutions. It also allows medical and scientific researchers to use AR devices to access data results simultaneously in multiple environments and for remote consultation off-site.

Frethan

Frethan is a buyer centric marketplace to enable importers to identify prospective suppliers, undertake due diligence, and automate the importing process. Frethan is an international trade supplier assurance & management and certificate storage platform based on Blockchain Technology. Frethan connects the global trade users under the shared ecological incentive mechanism, and it establishes a trust-based, efficient and autonomous international trade.

Moonwalk VR

Moonwalk VR is a VR (Virtual Reality) input subsystem that works together with an HMD(Head Mounted Display) system. Moonwalk VR uses two optical sensors on the user's feet to track sliding movements in all directions, and a magnetometer to track body orientations. Together the subsystem can have independent body orientation and all direction movements. The subsystem can also include computer vision for full body tracking. This will provide a lot more freedom in VR player movements. A moonwalk action of the user in the same spot will be interpreted as moving forward in the virtual world. It costs less than \$50 and will work across many App and game titles on the SteamVR platform.

Yuntech

Yuntech is a smart logistics SaaS platform that integrate different logistics demands and operations into one platform and equipped with AI, big data and metaverse technologies. Yuntech started after COVID-19 pandemics which highly damaged global supply chain and logistics industry. Yuntech is one of the solutions to help logistics recover from pandemics by solving its problems, such as efficiency and delivery speed. Yuntech has been recognised by local industries and will expand to global markets soon.

Fuzz Testing for IoV Cybersecurity

After decades of efforts, China has become a large country of automobile production and consumption. However, with the increasing informatization of automobiles, the security of automotive information system has become one of the current automotive hot topics. As a specialized R&D team of embedded system security with considerable technical strength in the international arena, the company is focusing on the research and development of security technology for automotive information system security, focusing on the information management system of automobiles, in-vehicle digital devices, and software related to Telematics.

Trifinx

Trifinx is a fintech company focuses on Australian building and construction industry. They aim at addressing the financial stability, credibility and reliability issues for SMEs in the industry. They provide financial services for builders, tradies and trades, credit assessment schemes and algorithms and build online community. The project is founded by two entrepreneurs who have extensive experience in both building and construction industry and technologies. The project has received seed funds at \$300,000 and progressing the MVP.

Nexus 2022 Pitch Competition Highlights



Follow Us:



If you are interested in this program, please follow ACASE LinkedIn and WeChat, InnoNex Wechat



ACASE/InnoNex

ASIA MARKET SPRINT 2023



ASIA MARKET SPRINT PROGRAM

Asia Market Sprint program is designed by ACASE/ InnoNex, supported by Pukou Hi-Tech Zone and Runway HQ, aiming at activating growth opportunities for Australian and Chinese start-ups and scale-ups in the Asia Pacific region by helping them to:

 <p>Find new business growth opportunities and take their best new ideas to market</p>	 <p>Prepare business market entry plans to get into a new market in the APAC region</p>	 <p>Build and refine emerging business growth plans</p>	 <p>Access key networks in supply chain and market knowledge to support the activation</p>
 <p>Connect business to investors including government backed funds, venture capitals, and untap possible incentives</p>	 <p>Provide knowledge about the protection of unique IP and associated company value</p>	 <p>Build resilience in an existing business or overcome barriers to growth</p>	 <p>Provide follow-up services for entering new markets: such as company registration, financial and taxation services, etc.</p>

Our participants of this cohort are selected from Nexus 2022 Digital Economy Competition (to learn more: <https://www.acase.org.au/Nexus2022>).

PROGRAM OUTLINE

Week	Date	Objectives	Format and Agenda
Week 1	16/02	Know the cohort	In-person event <ul style="list-style-type: none"> Opening event and introduction of the program, followed by self introduction of each team and the mentors, networking
	17/02	Understand the deliverables and expectations	In-person workshop <ul style="list-style-type: none"> Introduction of program deliverables and business plan tools Panel discussion: how to raise funds in Australia – from the perspective of investors and startups Experience sharing by a previous Asia Market Sprint participant
Week 2	22/02	Investors engagement	Online webinar <ul style="list-style-type: none"> Engage with investors including government backed funds, private investors and venture capitals Experience sharing: raising funds in China
Week 3	01/03	Cross-border business engagement	Online webinar <ul style="list-style-type: none"> Representatives from Pukou High-Tech Zone and Nanjing municipal government will present the local supporting policy and incentive mechanisms Experience sharing: Landing in China successfully
Week 4	08/03	Connect with professionals	Online meeting with business professionals <ul style="list-style-type: none"> Consult with Chinese business professionals on topics such as IP protection, local business law and tax, etc.
Week 5	15/03	Getting ready for pitch	In-person session <ul style="list-style-type: none"> Pre-pitch coaching and networking dinner
	16/03	Conclusion of the program	In-person session <ul style="list-style-type: none"> Pitch Chinese market entry plan to the investors and Pukou representatives Nexus and Asia Market Sprint Ceremony

MENTORS



**Chief Mentor
Michelle Xu**

Michelle Xu has extensive experience as project leader, new product development lead, business development manager, venture capital investment manager and start-up business Operation Manager. Her many years of industry experience has included working with Asian clients from small start-ups to large corporate where she led the new market entry strategy development and execution which resulted in three-fold the number of Asian-based customers. She is also a seasoned entrepreneurship mentor for the Australian national accelerator and pre-accelerator programs, helping companies to develop technology commercialization strategies. As an external consultant, she has an active relationship with Chinese scaleup companies delivering digital platforms for logistic management, transportation, and financing.

Rich is a successful entrepreneur who has rich experiences in hospitality, media, Households industry. He has set up Oz Trampolines which has grown from a business run from the garage to Australia's leading online Trampoline company. His experience of building up multiple start-ups and successful exits gave him valuable entrepreneurial experience, and gave him a better understanding of the Chinese market, and product development, manufacturing, wholesale, trade and online retail sales channel development.



Rich Haby



Ken Cao

As the managing partner of the GoFintech Innovation Fund and the executive director of Aoying Capital, Ken has extensive hands-on and mentoring experience in venture capital investment, incubating companies for IPO and internationalization of companies. As an early-stage investor, Ken has invested in several Australian and Asian startups, and involved in coaching and sponsoring companies in the listing process of major Asian exchanges, many of which have been included in the S&P Dow Jones Select Index stocks.



Jeff Peng

Jeff is an experienced business development strategist specializing in Fintech, Cryptocurrency and Blockchain. He is a fund manager and partner working in automated algorithmic trading strategies targeting Fintech initiative accumulation, blockchain, NFT and other Web3 related projects. Jeff also manages a global Cryptocurrency trading operations providing crypto sellers with liquidity and crypto buyers access to a diverse supply of coin through relationships with exchanges, hedge funds, family offices and institutions.



Connie Ren

Connie is the Australian partner and mentor of SheLoveTech, a global women's technology startup incubator. She is also the Managing Director and Co-Founder of Evolution Ventures, a venture capital firm focused on assisting Asian technology start-ups to land in Australia for local incubation and assisting venture capital firms to go public, with a focus on pre-incubation and post-investment management.



Will Zhang

Will is the founder and director of Eightrivers Group and has over 16 years of experience in the Australian investment industry. He has extensive experience in investment analysis, macroeconomics, asset allocation, project financing, and corporate consulting and management. Will was the Director of Private Wealth and Director of Institutional Investment of Noah Holdings Australia, the head of Pitcher Partners Melbourne China business, cross-border business consultant. Will has also held senior analyst roles at BNP Paribas and Mercer.