IBM announces partnerships with NUS Enterprise, SiTF's 123JumpStart and muru-D to build a supportive ecosystem for startups in Singapore to innovate

SINGAPORE – **20 August 2015** – IBM (NYSE: [IBM](#)) today announced three new partnerships with NUS Enterprise, Singapore infocomm Technology Federation (SiTF)'s 123JumpStart and muru-D, to promote innovation among startups and aspiring entrepreneurs in Singapore. Through these partnerships, startups will gain access to leading technologies and mentorships to help them build next-generation solutions that contribute towards Singapore's Smart Nation initiative.

Together with NUS Enterprise, IBM has launched the IBM Innovation Space at Plug-In@Blk71[1], which will serve as a co-working space for startups to exchange ideas, develop new solutions on IBM's cloud development platforms, Bluemix and Softlayer, and test out proof of concepts. IBM Technical Evangelists will be onsite to help startups harness the power of Cloud, Big Data & Analytics, Mobile, IBM Watson, the Internet of Things and other emerging technologies in their product and services development.

Under the Global Entrepreneurs Program for Cloud Startups (GEP4CS), IBM will offer up to USD120K of IBM Cloud Credits to selected startups. This will be extended through IBM's partnerships with NUS Enterprise, SiTF's 123JumpStart and muru-D. Members of the program will have access to IBM's research community, industry frameworks, and sales, marketing and technical assets. They will also be able tap into over eight million IT professionals from around the world from within the IBM developerWorks community.

"IBM has a deep commitment to the startup community. We have worked with over 2,000 startups globally through the Global Entrepreneurs Program for Cloud Startups. In Singapore, we have also engaged with some very creative developers and entrepreneurs through corporate and community hackathons. We are really excited to be taking a step further and providing startups with even more support through the IBM Innovation Space and our newly formed partnerships with NUS Enterprise, SiTF's 123JumpStart and muru-D to jointly provide the resources to nurture local startups and build skills within the community," said Mr. Tim Greisinger, Managing Director, IBM Singapore.

Dr. Lily Chan, Chief Executive Officer, NUS Enterprise, said, "We are delighted to partner with IBM to provide yet another valuable resource for entrepreneurs within the startup community. We look forward to working with more corporate partners to offer further support to startup companies, helping them to develop unique products, shorten their time-to-market and scale up their businesses for global markets."

"Startups need access to markets and technical resources. SiTF aims to help fill the gaps by bringing forth partnerships with leading stakeholders of the startup ecosystem. With this partnership, our startups are now able to gain easier access to IBM's rich technical resources," Mr. Michael Yap, Chairman, 123JumpStart.

Mr. Jamie M Camidge, Head, Strategic Partnerships & Alliance, muru-D said, "muru-D is proud to have IBM as one of the key anchor-tenant technology partners for our startups. It is wonderful that IBM is

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[1] Plug-In@Blk71 is a joint initiative by NUS Enterprise, the Media Development Authority and Singtel Innov8, aimed at creating a collaborative and synergistic community for young and aspiring startups.
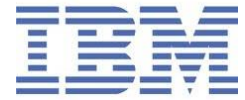
providing an enhanced tool kit for startup success that includes not just its world-class, industrialised cloud platforms, but also use of its cognitive services, IBM Watson."

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About IBM

IBM is a globally integrated technology and consulting company headquartered in Armonk, New York. With operations in more than 170 countries, IBM attracts and retains some of the world's most talented people to help solve problems and provide an edge for businesses, governments and non-profits.

Innovation is at the core of IBM's strategy. Today, IBM is focused on five growth initiatives - Cloud, Big Data&Analytics, Mobile, Social and Security - in creating new markets and capturing new buyers. IBMers are working with customers around the world to build a smarter planet - by applying the company's business consulting, technology and R&D expertise to develop systems that enable dynamic and efficient organisations, better transportation, safer food, cleaner water and healthier populations.

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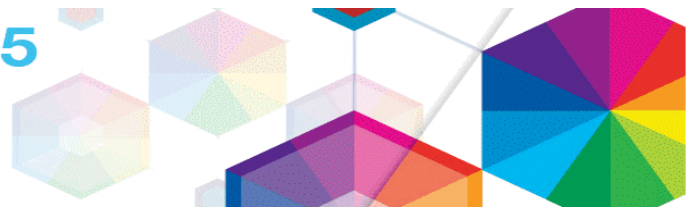
IBM Connect 2015 is IBM ASEAN's signature event of the year, which will take place at Resorts World Sentosa in Singapore. It is designed for the C-Level (CIOs, CFOs, CMOs, CxOs), Line of Business Heads, and start-ups to join IBM and eminent industry forward thinkers and experts in a dialogue on how organisations can innovate by leveraging advanced technologies such as Cloud, Analytics, Social, Mobile Security. Attendees will gain access to IBM Experts, witness innovation in action through experiential demo tours, and engage in insightful conversations through a series of breakout sessions and industry panel discussions.

Learn more about IBM Connect 2015 at https://ibm.biz/BdXgZG and follow event updates at #IBMConnect2015, #NewWayToThink, #NewWayToWork, #NewWayToEngage.

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