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Boustead unit launches start-up programme

by Yasmine Yahya

Boustead Singapore subsidiary Esri Singapore has launched a start-up programme aimed at helping emerging businesses develop sustainable solutions by equipping them with sophisticated location analytics capabilities.

The programme is focusing on promising businesses that have been established for less than three years and generate less than \$1 million in revenue annually. Selected businesses will receive a bundle of technology support and services worth \$250,000 for three years.

Under the scheme, the start-ups also get access to Esri Singapore's ArcGIS platform, which gives them data and visualisation capabilities.

Since the programme was introduced in the United States in 2012, hundreds of start-ups all over the world have benefited from using location-based analytics technology to develop breakthrough solutions for industries such as aviation, utilities, transportation, retail and media.

The programme has also been launched in Japan, India and Europe.

"Through this programme, we look forward to playing a part in the development of sustainable smart nation solutions that address real-world challenges in our communities," said Esri Singapore chief executive officer Thomas Pramotedham.

In Singapore, the first start-up to benefit from the programme is Neuron Mobility, which will launch its shared-use mobility system today.

Neuron Mobility is a transport technology start-up that allows users to share bicycles and e-scooters using the same app.

Since May last year, Neuron Mobility has been using the ArcGIS platform to analyse commuter behaviour, to better understand how it can distribute bicycles and electric scooters in a manner that would optimise consumer usage.

Following the roll-out, location analytics will continue to guide Neuron Mobility's decision-making for its sharing system, as it looks to improve last-mile connectivity for Singapore residents.

Neuron Mobility founder Zachary Wang said the Esri Start-up Programme has provided the firm with a full-suite software platform and professional support, which a start-up would typically not be able to afford.

"By participating in this programme, we have now been equipped with a powerful tool that enables us to make informed decisions for the initial years of our business."

While Neuron Mobility is the only start-up to have joined the scheme so far, Esri plans to have 10 on board by the end of the programme's first year.