



Turning concepts into solutions

Wellness apps and wearables dominate

This year's ten hottest startups in Hong Kong have an average funding of over HK\$17m.

This is our sixth edition of the hottest startups issue where we present notable and up-and-coming local startups. In compiling the list, we first looked at the startups we have featured on our website, www.hongkongbusiness.hk, and we then filtered by amount of funding raised. Startups whose funding is not disclosed are not included, and they must have started operating in the last three years. We then checked our list with industry players to get

recommendations and to weed out those that do not make the grade. For this year's list, the lowest funding is at HK\$3.8m.

We don't claim that this is the most comprehensive list, and whilst we have tried to verify funding quantum, we cannot verify all amounts declared. Nevertheless, we feel this list represents the most talked about startups in Hong Kong. Enjoy the read and send feedback to research@charltonmediamail.com.

1. PRENETICS

FOUNDERS:

Danny Yeung, Lawrence Tzang

FUNDING:

HK\$100,000,000;

Ping An Insurance,

SXE Ventures, 500 Startups,

Venturra Capital, REAPRA

START OF OPERATION:

2014



Prenetics is the leading genetic testing / digital health company in Southeast Asia. Prenetics empowers individuals with valuable health information. With a simple saliva sample, individuals can discover how their genes affect their diet, drug response, disease and cancer risk. This information enables people to make health a choice, by living healthier and proactively preventing diseases.

2. SOUNDBRENNER LIMITED

FOUNDERS:

Florian Simmendinger,

Julian Vogels

FUNDING:

HK\$15,600,000; Wistron

Corporation, Asgard Capital, Brinc.io

START OF OPERATION:

2014



Soundbrenner is a platform that empowers musicians to master rhythm in a more effective way. The Soundbrenner Pulse, a wearable, smart vibrating metronome, allows musicians to feel the beat instead of hearing the click. It works hand-in-hand with its metronome mobile app, as well as with digital audio workstations through their desktop application.

3. LAMPLIGHT ANALYTICS

FOUNDERS:

Fergus Clarke, Nathan Pacey

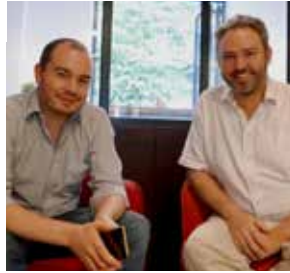
FUNDING:

HK\$11,600,000;

Vectr Ventures, Private Investors

START OF OPERATION:

2014



Lamplight Analytics is a social data analytics firm that analyses online conversations from traditional and social media sources to give marketers, strategists, and business leaders various insights to their audience, and help them make smarter commercial decisions.

7. VERIDATE

FOUNDER:

Peter Hatz

FUNDING:

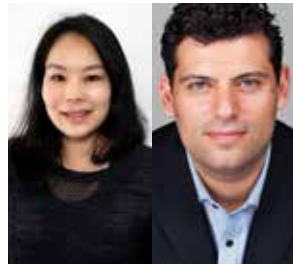
HK\$6,600,000; Private Investors

START OF OPERATION:

June 2015



Veridate Financial Limited is a provider of fund administration and back-office services to private equity funds and hedge funds, and consolidated reporting services to family offices. Its mission is the end-to-end automation of investor on-boarding, administration, accounting, and reporting.



4. ODDUP

FOUNDERS:

James Giancotti, Jackie Lam

FUNDING:

HK\$8,700,000; 500 Startups, Click

Ventures, Kima Ventures, Bigcolors,

Justin Dry, Andre Eikmeier

START OF OPERATION:

2015

Oddup is a data-driven research platform that gives analytical information on startups. It gives ratings and a curated view on the company's capability by pinpointing potential high return of investments. More than 50,000 users utilise Oddup's platform.

5. TALKPUSH

FOUNDER:

Max Armbruster

FUNDING:

HK\$7,700,000; 500 Startups,

Seedcamp, Cocoon

START OF OPERATION:

2014



Talkpush is a recruitment platform that leverages the power of messaging and social media. The solution consists of Stanley, the first recruitment Facebook chatbot, which collects all the relevant interview responses, and an application management tool, which allows recruiters to compare candidates.

9. ORII

FOUNDERS:

Kevin Johan Wong, Yan Shun,

Marcus Leung-Shea

FUNDING:

HK\$4,500,000; Alibaba, Cyberport

Incubation Programme, The Mills

Fabrica, The Elevator World Tour

START OF OPERATION:

2015



Orii is a ring that combines bone conduction technology and a phone's voice assistant. As the world's first wireless audio wearable worn on the hand, Orii opens up the world of stylish, screen-free interactions.



6. GROKING LAB LIMITED

FOUNDERS:

Serena Pau, Ming Tong

FUNDING:

HK\$7,000,000; Private Investors

START OF OPERATION:

December 2014

Groking Lab is the maker of Ozmo Smart Cup and Water App (www.ozmo.io), an innovative smart technology that tracks users' water and coffee consumption to support overall energy and optimum health. It works with activity trackers to coach people in staying hydrated. Health institutes, trainers, family, and caregivers can manage water intake accurately.



10. VALOOT

FOUNDER:

Ovi Olea

FUNDING:

HK\$3,800,000;

Private Investors, Cyberport

START OF OPERATION:

June 2016

The process behind FX conversion when a card is used to pay abroad is not transparent and is heavily in favour of the banks. Consumers bear the conversion costs, whilst the merchants receive no rebate. Valoot offers consumers the option to pay in their home currency at ultra-competitive rates sourced directly from the FX markets, and at the same time give the merchants a rebate.