

11 Cross-border Tech Startups Presented their Revolutionized Solutions on Chinaccelerator Batch 15 Demo Day

Shanghai, China, June 5th, 2019|11 emerging startups in **HRTech, Entertainment, Travel, Logistics, Esports, Ecommerce, Insurtech, Fitness** and other industries showcased their impactful solutions to the world on Chinaccelerator Batch 15 Demo Day.

No one can ignore the digital innovation boom and massive market opportunities in China. Chinaccelerator, the first accelerator to launch in Asia in 2010, positions itself as a landing pad for cross-border startups from around the world into China, and from China to the whole world. Up to now, Chinaccelerator has invested in and accelerated over 140 startups, across Fintech, Enterprise Software, EdTech, Healthcare, Blockchain, AI, AR/VR, and more.

Chinaccelerator is backed by the US venture fund SOSV with \$500M+ AUM, which is awarded as the #3 most active early stage investor in the world and #2 investing in female founders according to Crunchbase.

SOSV invests in over 170 companies per year and over its two-decade history has a net realized IRR of over 36%, putting it in the top 5% of private equity managers in the world.

In Batch 15, Chinaccelerator handpicked 11 startups from 800+ applicants and equipped them with these 3 unfair advantages: capital, mentorship and network. Chinaccelerator established a robust startup ecosystem with 300+ global startup mentors, 300+ international and local partners and 50+ corporate partners.

Many of Batch 15 companies are founded by experienced entrepreneurs with remarkable track records in their career. Not only that, they have also achieved considerable business growth during the program.

Our founders come from 13 countries, including China, USA, Sweden, India, Malaysia, Singapore, Ukraine, Canada, France, Germany, Cambodia and Australia, who are proactively exploring new opportunities in this cross-border marketplace.

About Chinaccelerator

Chinaccelerator, the first accelerator to launch in Asia, is a mentorship-driven program helping cross border internet startups from around the world cross borders - from the world into China and from China to the world. It is operated by the venture fund SOSV with \$500M+ AUM operating 6 global accelerators. Chinaccelerator offers three months of rigorous guidance, training and resources from mentors, partners and investors. The robust and supportive alumni network continues beyond the Chinaccelerator program.

- General Partner at SOSV, Managing Director at Chinaccelerator, [William Bao Bean](#)

- Partner at SOSV, Managing Director at Chinaccelerator, [Oscar Ramos](#)

About Batch 15



ATIOM

#HRaaS #CorporateTraining #Microlearning

Providing the most efficient HR Tech solution in the world, ATIOM helps businesses move beyond their one-off employee engagement activities by offering a gamified SaaS platform that makes training fun, effortless and measurable.

Matthew Spriegel

CEO, ATIOM

Matt previously worked as VP of Operations (APAC) for a healthcare consulting company. He left the role to pursue a long time dream to change the world of training and education. He founded Atiom in 2016 with his partners Devin and Ali. He has wide-ranging experience in sales, marketing and operations. Over the last 10 years he has immersed himself in Chinese culture and taught himself both written and spoken Mandarin.

PROJECT 5

Project 5

#Entertainment #MusicArtists

Project 5 is a digital platform that helps undiscovered musicians build their fan-base and monetize their talent through online contests and fan communities.

Chin Yao

CEO, Project 5

Chin is an experienced investor, financial professional and entrepreneur with 20 years of experience spanning the high tech, healthcare, real estate, media, entertainment and consumer lifestyle industries. He is the Chairman of Ocean Heights Media, a boutique artist management company representing top international music artists in Greater China and Asia. He is also an early advisor of Chinese entertainment company Ato Ato Integrated Media, which created one of the largest music festivals in China. Previously, Chin served as the Managing Partner of Acorn China Fund I and Managing Director of Suma Ventures.



Guiddoo World

#B2BTravel #InDestinationActivities #IndependentTrip

Guiddoo World provides unique, experiential and customized travel packages for Chinese travel agencies to target the growing number of Chinese independent travellers. Up to now, Guiddoo has negotiated great deals with over 5,000+ excursions from 14 destinations across Africa, the Middle East and Southeast Asia.

Vineet Budki

CEO & Founder, Guiddoo World

Vineet has 15 years' experience in technology, travel and airline industry and has worked with companies including Rocket Internet, Emirates Airlines, etc. In 2009, he started his first company Butel, an online comparator for DTH (Direct-To-Home) Services, which later became the online arm of Videocon d2h and achieved a yearly sales of \$4Mn. With the objective of giving travelers great in-destination experiences, Vineet founded Guiddoo in 2013.



[Web2ship](#)

#Ecommerce #Logistics #Crossborder

Web2ship is booking.com for online shipping, helping online sellers compare and book the best shipping solutions around the world. By identifying the best shipping services and taking advantage of volume discounts, we have helped 5300+ sellers and shipped 300K+ packages to 170+ countries.

Alex Cheong

Founder & CEO, Web2ship

Alex is a serial entrepreneur in heart and a software engineer by training. He was working with PayPal as Evangelist and eBay as Business Development Partner in Malaysia from 2009 to 2013. After that, he co-founded his first company, Everyone Marketing, with the aim to help SME set up their company websites. Later Alex became eBay PowerSeller and Top-Rated Seller and was able to teach more people on how to make money through e-commerce as an eBay Education Specialist.



Try&Buy Fashion

#Ecommerce #ComputerVision

Powered by computer vision, Try&Buy helps online retailers increase sales and reduce returns through virtual body models generated from customer selfies. Customers can try on clothes just as if they were in the store.

Nitin Vats

Founder & CEO, Try&Buy Fashion

A computer scientist, ex-researcher at the core research team of Bill Gates at Microsoft, Nitin was in charge of making the best computer security for the software. He invented NNRU system, which was more secure and better than the current and successfully cracked famous French security system NTRU. With a mission to provide fashion e-commerce with the realistic shopping experience, Nitin developed the technology, got US Patents granted and launched Try&Buy.



[Esports Charts](#)

#Esports #BigData #MachineLearning

Driven by machine learning and computer vision, Esports Charts is the world's leading Esports data analytics and insights platform. Esports teams, tournament organizers, betting companies, brands and media can use key data and statistics to make better informed decisions.

Ivan Danishevsky

Founder & CEO, Esports Charts

Ivan is a strong charismatic leader who has 15+ years of experience in building IT products and businesses with software engineering and business development background. He has been in the media, esports and entertainment industry for 6+ years. He is also President of Esports Ukraine. Previously, he worked as CTO for Fraza.ua for 13+ years, one of the most visited political and entertainment projects in Ukraine and served as CCO for Game Show Entertainment to manage communications and business development of esports projects and offline events.



MotionsCloud

#Insurtech #ComputerVision #Automation

Using computer vision technology, MotionsCloud streamlines and automates property and vehicle insurance claims processes to evaluate damages for insurance companies and policyholders. We reduce claims cycle time from 3 weeks to 3 hours and save up to 75% on the claims processing cost. Today, MotionsCloud is serving clients in the US, Europe and Southeast Asia.

LeX Tan

Founder & CEO, MotionsCloud

A serial entrepreneur, insurtech speaker, former insurance claims manager and engineer. Lex worked in the insurance industry for 5+ years as a claims manager and a software engineer. Currently he serves as a mentor in W1 Insurtech accelerator backed by 12 German insurers in Munich, Germany. He was ranked as one of the top 10 Insurtech influencers by Instech London and one of the award winners of the HSBC Young Entrepreneur Award and Erasmus For Young Entrepreneur Award.



[allrites](#)

#ContentMarketplace #Film&TV #Entertainment

allrites.com is Asia's leading online marketplace to discover, buy and sell film, TV and sports content rights. We enable content licensing distribution on a global scale 24/7, 365 days.

Riaz Mehta

Founder & CEO, allrites

Riaz is on a mission to transform the \$500b Film & TV content industry. He is the founder of Imagine Group (IGE), a successful TV production company with an Int'l Emmy nomination and Asia's longest-running reality TV series under its belt. IGE's shows are syndicated in 40+ countries on Netflix, Fox, Sony and more. Together with his co-founder Damian Miles, who successfully launched National Geographic's production capability in Asia, the duo are a force to be reckoned with.



Overhand

#Fitness #GamifiedWorkout

Overhand motivates users to stay fit by creating engaging, social workouts with a gamified coaching system using our custom real-time movement tracking technology.

Luc Micaelli

Founder & CEO, Overhand

Luc has a strong vision to enable people to lead more active lifestyles via entertaining, immersive fitness experiences. That's where Overhand started. Before Overhand, Luc was the head of business and corporate development at Guanxi, a location-based social networking and events platform funded by Singapore Telecom and DFJ. He is also an amateur boxer with a 6-0 record.



Yumi

#SocialCommerce #NewRetail #WeChatMiniProgram #⚡

Yumi lets modern brands anywhere in the world launch WeChat shops in less than 10 minutes and activate social commerce.

Adrian Lai

Co-Founder & CEO, Yumi

Originally from Singapore, Adrian is a long-time Shanghai resident who's built a career connecting top millennial brands in the world with the next generation of Chinese consumers. Prior to Yumi, Adrian was Head of Culture Marketing at Red Bull China, launching Red Bull Music Academy to the tune of 1M cans sold in year one. He was also Head of Digital at Wieden+Kennedy Shanghai helping Beats by Dre and Tiffany & Co. launch their social media channels in China, and overseeing award-winning campaigns for Nike and Converse.



Mark It 享试

#ViralMarketing #KOL #WeChatMiniProgram

Mark It allows brands to rapidly experiment and collect critical early user feedback on new products and services. We create low-cost viral marketing campaigns encouraging customers to earn free trials and samples if they promote products to their networks. In only 3 months, Mark It has reached over 200K WeChat mini program users.

WeChat official account



WeChat mini program



Kassie Wang

CEO, Mark It 享试

Kassie is a serial entrepreneur and KOL. She used to work for a 4A advertising agency, providing creative service for clients like BMW and Chanel. After her master education in Experience Design at Central Saint Martins, she went back to work for K11 as an Intrapreneur where she founded K11 Kuriosity, a global independent designer platform. She used to run social media platforms with 500,000+ followers and achieve 8% conversion rate.