



Salesforce Startup Program Launches in Singapore to Foster Growth and Innovation

- *Aims to nurture the startup ecosystem by providing a platform to learn, connect and scale their businesses.*
- *Partners with Digital Industry Singapore (DISG) to extend the benefits of the program to its startup community.*

SINGAPORE, 24 January 2024 - Salesforce, the #1 AI CRM, today announced the launch of its Salesforce Startup Program in Singapore to foster growth and innovation for the country's vibrant startup ecosystem. The program will provide Singapore startups access to the vast Salesforce ecosystem, including AI-powered products, marketplaces like Salesforce AppExchange, mentorship programs, and joint go-to-market opportunities. At the core of the program lies its robust community, creating a collaborative environment for accelerated growth and innovation. Participants will also have access to Salesforce's dedicated investment arm, Salesforce Ventures, which invests in companies based on viability and relevance.

Digital Industry Singapore (DISG) is the inaugural partner of the Salesforce Startup Program, providing DISG's network of Singapore-based startups with access to the program's benefits. To facilitate knowledge exchange, participants will also be a part of joint events and conferences, to build and expand their network.

Home to around 4,000 tech startups and over 400 venture capital managers, Singapore has established its position as a leading startup hub in recent years. According to Startup Genome, Singapore is leapfrogging regional peers to rank [8th globally](#) as a favourable startup ecosystem, particularly for its ease of doing business and access to top talent. The ongoing AI revolution also presents new growth opportunities for startups, creating [up to US\\$215 billion in gross value](#) by 2035.

"Singapore's vibrant startup ecosystem offers many opportunities for startups to scale, innovate, and thrive. As AI continues to transform the business landscape, startups are seeking essential guidance, expertise, and access to trusted tools and technologies to fully capitalise on these opportunities, and chart a path for future growth," said **Sujith Abraham, Senior Vice President and General Manager, Salesforce ASEAN**. "The launch of the Salesforce Startup Program in Singapore comes at a crucial time, providing startups with the platform, tools, and community they need to succeed."

"We have built a tech ecosystem where companies big and small work together to thrive. Our collaboration with Salesforce will further strengthen the partnership between our base of MNCs and local startups. This program will help Singapore startups unlock new growth opportunities, and we



encourage more MNCs in nurturing more of such partnerships with other players in our wider tech ecosystem," **said Mr Chan Ih-Ming, Executive Director and Head, DISG.**

"This program underlines Salesforce's commitment to support the region's startup ecosystem and drive innovation, building on the success of our first Startup Program in India. Singapore's thriving ecosystem supported by a favourable business environment, makes Singapore an ideal country to roll out our program. The Salesforce Startup Program intends to bring local startups access to a thriving community and platform to reach global audiences and markets. These are exciting times and we look forward to playing a vital role in the region's startup landscape," **said Sanket Atal, Senior Vice President and Head of Salesforce Startup Program.**

"We joined the Salesforce startup program to leverage its robust suite of customer relationship management tools and innovative solutions tailored for startups. Envisioning increased sales efficiency, streamlined workflows, and enhanced customer engagement, we anticipate the program will empower us to scale our business more effectively, foster meaningful relationships, and stay at the forefront of technological advancements in the industry," **said Phaneendra Arigachetta, Founder & Chief Technology Officer, Valuehub.**

"We're excited to join the Salesforce Startup Program, recognising Salesforce as a key ally in addressing the needs of our enterprise customers. This partnership will amplify our ability to provide WhatsApp conversation tracking solutions, optimising visibility and sales efficiency for executives like CROs and VPs of Sales as well as strengthening our compliance solutions for regulated industries," **said Wen Shaw, CEO & Co-Founder, Cooby.co.**

Singapore is the second country to host the program, which debuted in India in December 2021. Since then, it has witnessed participation from over 200 startups, including Yellow.ai and unicorns such as Darwinbox.

For more information on the Salesforce Startup Program: <https://www.salesforce.com/in/salesforce-startup-program/>

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