Core Team

Leon Lim
CEO, Founder
7+ years in Technology | 2 exits
| Forbes Business Council Member |
Expara Ventures Investor |
Freelancezone Director | Machine
Learning Certified | BBA |

Alex Wong
COO, Co-Founder
Certified ScrumMaster® |
Ex-Management Consultant | Specialist
Diploma in International Trading | B.Eng.
(Chemical Engineering)

Ketul Shah
Chief AI Engineer
3X ML Hackathon Winner |
1X Hardware Hackathon Winner |
Ex-Johnson Controls | MTech (Computer
Science) | BTech (Electronics and
Communication Engineering), First Class
with Distinction

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Core Team

Toong Si En

Head of Marketing

Research & Development | New Product
Development | Marketing Strategy |
Digital Marketing Immersive Certificate |
Bachelor of Business (Marketing)

Andy Ton

Head of Engineering

MSc (Computer Science) | BEng
(Information Technology) | 10+ years
Full Stack experience

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Key Investors & Advisors

Dr. Yuan Xue Ming

PhD, Research Scientist, A*STAR
Adjunct Associate Professor, NUS

Chairman, Mathematics Programme
Advisory Committee, SUSS | Forecasting
Theory Expert | PhD (Operations
Research) | 88 Publications

Choy Siew Kai

Board Member, FactSet
Ex-Managing Director, GIC

1st Singaporean Board Member of
$1b software company, FactSet |
Ex-Director of Data & Analytics,
GIC | Fellow, Stanford University

Jennifer Lewis

Head of Communications &
Engagement, Temasek
Foundation

Ex-Managing Director,
Corporate Affairs &
Communications, GIC

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Key Investors & Advisors

Dr. Assisi Aladdin

PhD, Electrical Engineering, Radar
Professor in Military Technical College

30+ years exp | 20 publications | Design and
implementation of 100's of Electronic Warfare Systems
spec. In Radar | Invented ECM technique of frequency
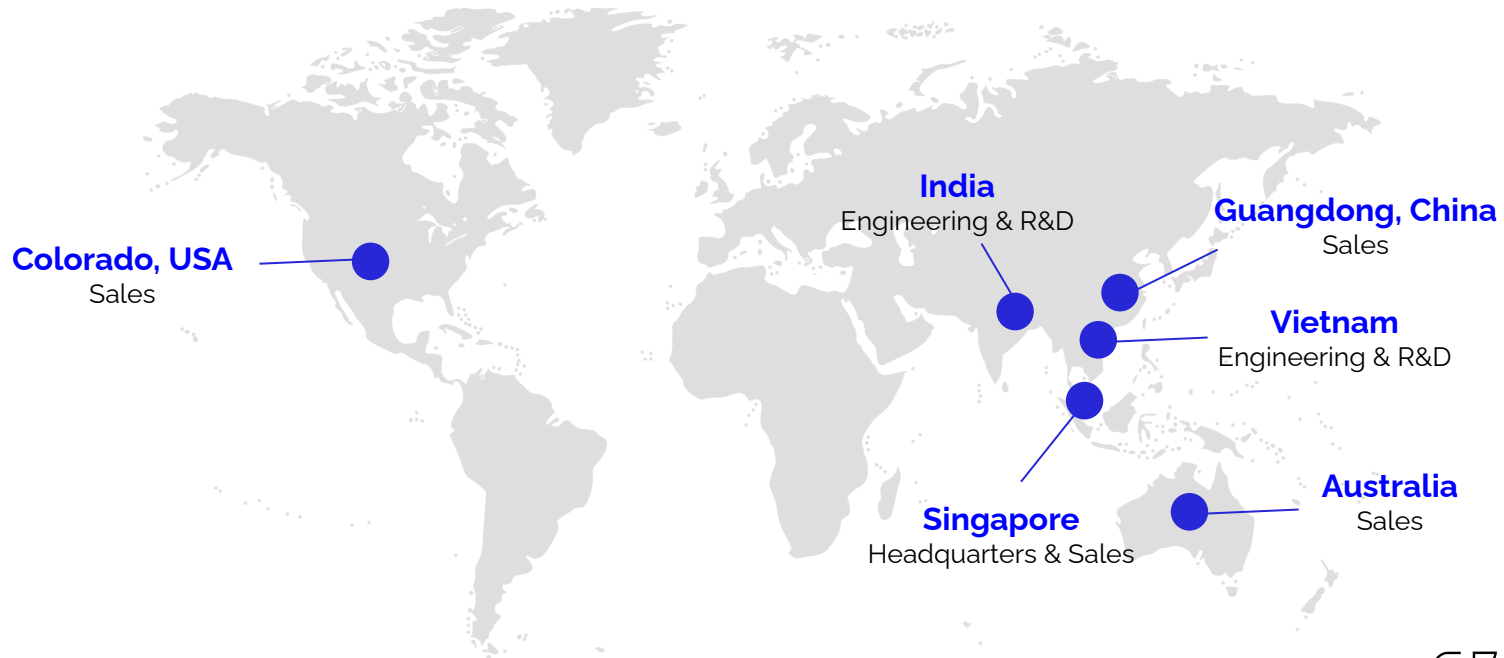hopping | Invented lab model of AGC system

Dr. Joydeb Mandal

PhD, Electronic Engineer, RF,
Microwave, IIT

10+ years exp | 10 Publications in IEEE and Google
Scholar | Microwave Resonator and Power
Divider | Inventory of new Radiofrequency Filter
method

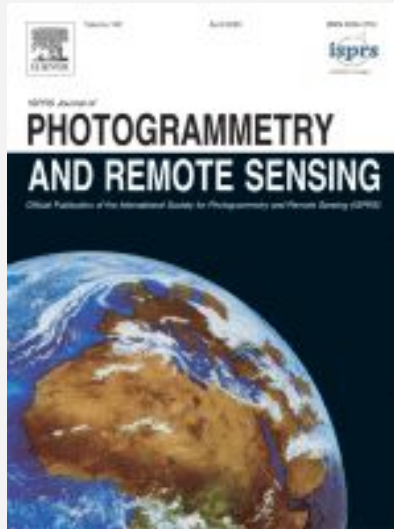GR UNDUP.AI

Our Global Presence

Global Headcount: 30 FTE

Colorado, USA
Sales

India
Engineering & R&D

Guangdong, China
Sales

Vietnam
Engineering & R&D

Singapore
Headquarters & Sales

Australia
Sales

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Our Thought Leadership in AI

Communications in Computer and Information Science

Springer

[Targeted Optical Character Recognition: Classification Using Capsule Network](#)

Pratik Prajapati, Shaival Thakkar, Ketul Shah

PHOTOGRAMMETRY AND REMOTE SENSING

[Destruction from sky: Weakly supervised approach for destruction detection in satellite imagery](#)

Muhammad Usman Ali, Waqas Sultani, Mohsen Ali

IEEE Advancing Technology for Humanity

[Dynamic 3D Hand Gesture Recognition by Learning Weighted Depth Motion Maps](#)

Reza Azad, Maryam Asadi-Aghbolaghi, Shohreh Kasaei, Sergio Escalera

Cornell University

[Real-Time Human-Computer Interaction Based on Face and Hand Gesture Recognition](#)

Reza Azad, Babak Azad, Nabil Belhaj Khalifa, Shahram Jamali

NETFLIX

- Achieved >80% accuracy recommendation success rate based on RMSE and MAPE benchmarks
- Awarded 2nd prize in Netflix Prize open competition

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Awards & Accolades

Only company with:

✔️ 3X Back-to-Back Finalist of IMDA Call 5 and 6

✔️ 4X Finalist of Trade and Connectivity Challenge 2020

✔️ Maritime Port Authority PIER71 Smart Port Challenge 2020 Special Mention

✔️ Singapore Mobility Challenge 2020 2nd Prize

✔️ 1 of 4 winners of Energy Open Innovation Challenge 2020

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