



## **Expara Partners with Upstream Ventures on IDMPO i.JAM Microfunding Scheme**

SINGAPORE – 24 November 2008 – Expara IDM Ventures, a mentor under the i.JAM Microfunding Scheme, has today announced a strategic partnership with Upstream Ventures.

iJAM (IDM Jump-Start And Mentor) is an IDM Program Office (IDMPO) initiative that supports Singapore-based startup companies with breakthrough ideas in the interactive digital media or IDM space. As an IDMPO-appointed mentor, Expara IDM Ventures is among nine selected public and private business incubators currently providing mentorship and administering the actual microfunding process. As of today, Expara IDM Ventures has mentored and funded five startup companies, namely First Meta, Ikatoo, 2C2P, the Kalypso Agency and Jamifi.

Douglas Abrams, Managing Director of Expara IDM Ventures, is also founder and CEO of Expara Pte. Ltd., an entrepreneurship training and advisory firm that offers innovative learning programs for entrepreneurs in Asia. Expara has worked closely with the Media Development Authority (MDA) since 2005 to help train, develop and secure funding for Singapore-based digital media startups.

Expara's new partner, Upstream Ventures, is a Singapore-based VC firm established in 2003, which focuses similarly on early-stage venture creation by providing funding, expertise and networks to emerging companies across Singapore, India and China.

Now jointly acting as mentors for iJAM, Expara and Upstream Ventures will capitalize on their combined expertise, networks, and capabilities in their pursuit to identify and nurture startup companies with innovative R&D and technology in the IDM sector.

Operating under the name Expara-Upstream, the new partnership will invest in at least 10 startup companies each year.

Pierre Hennes, Partner at Upstream Ventures, said "Expara and Upstream are aligned in our commitment to encourage entrepreneurship at the earliest stages. We are pleased to partner with Expara under iJam as a means of providing budding entrepreneurs with the tools to propel their vision to the next stage."

For complete information on eligibility and funding, please visit the Expara-Upstream IDM Ventures web site at <http://www.expara-upstream.com>.

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### **About Expara Pte. Ltd.**

Expara ([www.expara.com](http://www.expara.com)) is a venture creation company founded in Singapore in 2003. It runs a virtual business accelerator for interactive and digital media companies and provides pre-seed investments and advisory services for start-ups. Expara also develops and teaches entrepreneurship and innovation experiential-exercise-based learning programs for entrepreneurs, start-ups, companies and public institutions in Asia. Expara's mission is help build scalable value-innovation-driven ventures.

### **About Upstream Ventures Pte. Ltd.**

Established in 2003 in Singapore, Upstream Ventures ([www.upstreamventures.com](http://www.upstreamventures.com)) backs outstanding teams that have the vision and discipline to build high-growth enterprises targeting Asian and global markets in sectors such as Internet, IDM (interactive digital media), mobile & wireless, security & biometrics, and semiconductors. Our operationally experienced team engages early in the life of a company when we can most effectively accelerate growth. We build strong and reliable management teams, work closely with our companies to develop and execute strategies, and provide access to key players, markets and capital through our strong industrial and financial networks.