

NEXEA's Startup-Corporate Matching Programme To Involve Allianz General, Spritzer



Subang Jaya, Selangor Jun 21, 2022 ([Issuewire.com](https://www.issuewire.com)) - NEXEA's Startup-Corporate Matching Programme is a programme that aims to provide Malaysian start-ups access to embark on potential partnerships, mentorship, pilot programmes, and customer acquisitions and revenue through its collaboration with local corporates across various industries.

Startups joining the accelerator programme have the opportunity to get corporate investment and acquisition. They have the potential to get corporates as clients creating millions in revenue and learn how to work with corporates by joining their workshop to gain a better understanding of how to work with corporates better.

The Startup-Corporate Matching Programme also offers up to RM2 million of startup benefits for participants. The programme has partnered with top providers so that startups can avail the benefits from them.

“Corporates are very keen to work with the Startup ecosystem as a complementary source of innovation to their internal innovation efforts. This is called open innovation, and it is a trend among leading Corporates all around the world to leverage the speed and technical capabilities of Startups for Corporates to acquire new revenues, services, and even innovative business models these days” said Ben Lim, the Managing Partner of NEXEA.

In 2021, the programme matched 30 startups with 10 corporates. Startups that were more popular were introduced to five to ten corporates each with five serious startups matching on average. Additionally, one of their past startups who joined the programme raised RM3.5 million in investment through the programme.

Participants of NEXEA’s programme would be given a chance to partner with top corporations namely Allianz General Insurance Company (Malaysia) Berhad and Spritzer. The corporates joining the programme are always on the lookout for startups that offer fresh, bold ideas that can change or elevate the way a business is done, and transform how customers can benefit from products and services.

Kyan, the founder of ParkIt, a previous participant of NEXEA’s Startup-Corporate Matching Programme, said “We managed to meet with corporates through NEXEA which otherwise would have been tougher... I would recommend the programme to any startup looking to fast track or get connected to the corporate world quicker.”

For Startups that are keen to find out more about the programme, visit corporateaccelerator.org/startup-corporate-matching-programme/

About NEXEA

Visit us at [NEXEA](#) for more information.

[NEXEA](#) is a Malaysian [Venture Capital](#) and [Startup Accelerator](#) firm that specialises in supporting and funding technology companies that have the potential to be the next technology giants. NEXEA also has services for investors and corporations that want to invest or work with future technology giants.

NEXEA is known for its mentors who are successful ex-entrepreneurs, or C-levels who own or have sold (IPO, M&A) their businesses. The combination of experienced mentors, experts, and partners proves potent as the top companies out of 35+ startups invested by NEXEA have grown three to sixteen times per year. NEXEA is based in Bandar Sunway, Selangor. For more information, visit us at www.nexea.co.

About Corporate Accelerator

Startups looking for support from experienced mentors, corporates, and ecosystem players are encouraged to find out more at <https://corporateaccelerator.org/>

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Source : Allianz General Insurance Company (Malaysia) Berhad, Spritzer,

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