



For immediate release
Media Release

Angel's Gate launches search for the next big business idea

Asia's first 360-degree reality show in partnership with YouTube and major brands including CapitaLand, BlackBerry, and SingTel

19 October 2011, Singapore –Over 100 investors and entrepreneurs from around the region converged in Singapore for the launch of **Angel's Gate**, Asia's first business-focused reality programme on a 360-degree media platform. Using a mix of television, online and mobile, *Angel's Gate* offers budding entrepreneurs an unprecedented opportunity for exposure, allowing them to pitch their dream business ideas to a global audience and some of Asia's biggest investors and venture capitalists.

Angel's Gate takes reality-based programming beyond the television set and into a whole new level. It is produced by Asia's leading digital media company and new business accelerator, Interactive SG, and supported by Singapore's **Media Development Authority (MDA)**.

Angel's Gate targets enterprising individuals who believe they have the next big business idea and want a shot at securing public support and funding. "*Angel's Gate* aims to help entrepreneurs find co-founders and mentors, and project backers through our crowd funding platform. Our goal is to help entrepreneurs lower their over-all time to market by providing them with the impetus to succeed," says Ash Singh, Founder and CEO of Interactive SG.

Entrepreneurs who believe they have what it takes can submit their business ideas to AngelsGate.com. There, they can leverage their social graph (through Facebook, Twitter and LinkedIn) to crowd-source support for their ideas.

The most compelling and well received ideas will advance to *Angel's Gate TV*, which is set to start airing in the coming months on a regional broadcast partner, and will be available to viewers anytime, anywhere on the web and on mobile on **YouTube**, the programme's online content distribution partner. With the 360-degree exposure, *Angel's Gate* targets a viewership to reach well over 100 million.

"Entrepreneurs involved in *Angel's Gate* will receive more exposure than they could by any other means, empowering them through the use of technology and the media. Over and above delivering unparalleled reach and visibility, the vision behind *Angel's Gate* is to create a level playing field for the aspiring entrepreneurs of this generation," Ash explains.

Entrepreneurs will also be offered an opportunity to think about how they can make a meaningful contribution to society through philanthropy and corporate citizenship. CapitaLand Hope Foundation will donate S\$1 to selected children's charities for every 'Facebook Like' gathered by entrepreneurs for their respective business ideas on AngelsGate.com, and winning entrepreneurs on *Angel's Gate TV* will get to earn bonus donations from the Foundation to benefit the children beneficiaries.

In addition to CapitaLand, global brands backing *Angel's Gate* are BlackBerry, SingTel, NUS Business School, Audi, Canon, Google, Microsoft, PayPal, Skype, Sony, Focus Media, Fitness First, Intuit, Rice Communications, and partners the ArtScience Museum, Business Angels Network SEA (BANSEA), Singapore Venture Capital and Private Equity Association (SVCA), Singapore Tourism Board, SingTel Innov8, SPRING Singapore and The Indus Entrepreneurs (TiE) Singapore.

Comprising the panel of judges for *Angel's Gate TV* are Dr Finian Tan, Founder of Vickers Financial Group; Karan Singh Thakral, Executive Director of the Thakral Group of Companies; Ken Mandel, Founder of Jam Ventures; Patrick Grove, Co-founder and CEO of Catcha Group; and William Klippgen, Founder and Managing Director of Tigris Capital.

About *Angel's Gate*

Angel's Gate is Asia's first reality TV series focusing on business and entrepreneurship. Backed by Asia's leading venture funds, the *Angel's Gate* is a 360-degree platform spanning the TV, Web and Mobile that gives entrepreneurs the opportunity of a lifetime to pitch their dream business ideas to some of Asia's most successful investors. For more information, visit www.angelsgate.com

For more information, please contact:

Interactive SG

Donna Garcia or John Tan

Tel: (65) 6221 8729

Mob: (65) 9734 8808; (65) 9336 9092

Email: angelsgate@ricecomms.com