

### **G-Startup Competition Announces Top 10 Startups Pitching at GMIC Silicon Valley**

*Global Mobile Internet Conference (GMIC) has selected 10 early stage mobile startups to pitch in front of a global investor community during GMIC Silicon Valley on September 28-30.*

Mountain View, CA – September 10, 2015 – Global Mobile Internet Conference has announced the Top 10 finalists for the G-Startup competition who will pitch their companies at GMIC Silicon Valley.

With support from brand management and communications solutions company, [BlueFocus International](#), prize packages from Softlayer's Catalyst Startup Program and GMIC, and support of high-level investors, this competition allows the selected startups to make connections that will spur global growth and success.

G-Startup finalists were chosen based on their innovation in mobile and ability to grow and succeed globally. Selected startups were all founded after September 2011 and have raised less than \$1 million in funding.

The Top 20 finalists will each get a prize package including conference passes, a demo booth at GMIC, and sponsored prizes provided by IBM Softlayer. The Top 10 startups will also take the stage at GMIC and pitch their companies in front of an international investor community.

The grand prize winning startup will receive a prize package from GMIC, sponsor prizes, and complimentary travel and demo booth at GMIC Beijing 2016. ([Full list of competition rules and prizes](#))

#### **The Top 10 competing startups are:**

- **AdsOptimal:** A mobile advertising platform that allows advertisers to optimize their mobile ads and publishers to monetize their web traffic on mobile
- **Cufflink:** Cufflink (by Awear) is a priority messenger app for busy people.
- **ELLA:** ELLA Assistant (by ELLA Robotics) is a connected screen you can place anywhere. It eliminates the need to constantly check your phone, and lets you know about what you care about.
- **Kedzoh:** The mobile learning platform that powers enterprise-level training programs and allows users to create and take lessons anywhere -- even without an internet connection.
- **MultiSense:** Biometric security company that merges multi-biometric factors: face and voice recognition, fingerprint signature, combined with GPS and NFC technologies.
- **Rhymeo:** Rap freestyle network that provides visual inspiration and rhymes.
- **StayTuned:** The personal app concierge that automatically organizes your apps depending on your location, time and habits
- **StudyRoom:** StudyRoom connects students to provide them the help, resources, and support they need to succeed in college.
- **Talenta:** Human resources software that helps HR professionals manage employees
- **Vitamin Garden:** Vitamin Garden addresses China's pollution with home based smart farms.

Runner-up startups include animal welfare adoption platform AdoptMeApp, mobile gaming startup Bandura Games, fully-electric motorbike producer Bolt Motorbikes, social interaction app Crewmix, cloud operating system DashOS, Gloop video app for branded content, Kakaxi social network that connects farmers and consumers, child development tracking app Lyfeline Milestones, voice biometric payment solution SayPay, and indie music distribution platform SmartPhoneRecords.

#### **Judges for the G-Startup competition are:**

Tim Chang – Managing Director, Mayfield Fund

Rebecca Kaden – Partner, Maveron

Noah Lichtenstein – Partner, Cowboy Ventures

Bubba Murka – Partner, DFJ  
Shuchi Rana – Co-Founder, America Innovates  
Hans Tung – Managing Partner, GGV Capital  
Edith Yeung – Partner, 500 Startups

GMIC passes include access to the pitch competition, opening party, all summits, expo tracks, and the exhibition floor. Media registration is open now for all press and industry analysts ([register here](#)). To register and learn more about GMIC Silicon Valley, visit [sv.thegmic.com](http://sv.thegmic.com).

#### **About GMIC**

Global Mobile Internet Conference (GMIC) is an international conference that explores the global impact of mobile technology. Taking place in Beijing, New York, Tokyo, Jakarta, Bangalore, Sao Paulo, Taipei, and Silicon Valley, these conferences provide an opportunity for industry leaders to build relationships, share insights, and develop international growth strategy.

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