

2023 STARTUP CAMBODIA INSIGHT

STARTUP
CAMBODIA



DISCLAIMER

The information on Startup Cambodia Insight 2023 is for general information only. Most of the data and information in this book was derived from the current data of Startup Cambodia Digital Platform in addition to rapid surveys and data contributions from key actors in the ecosystem.

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We hope readers will find this Startup Cambodia Insight 2023 informative and valuable.

If you have questions, comments, or suggestions, you may contact us via email at ***info@techostartup.center*** or via our number **087 955 888**.



“CREATING A VIBRANT STARTUP ECOSYSTEM THAT CAN FACILITATE HIGH GROWTH OF BOTH STARTUPS AND SMES IS A KEY DRIVER IN CONTRIBUTING TO THE REVIVAL AND PROMOTION OF CAMBODIA’S ECONOMY AND SOCIETY.”



H.E. DR. AUN PORNMONIROTH

DEPUTY PRIME MINISTER,
MINISTER OF ECONOMY AND FINANCE

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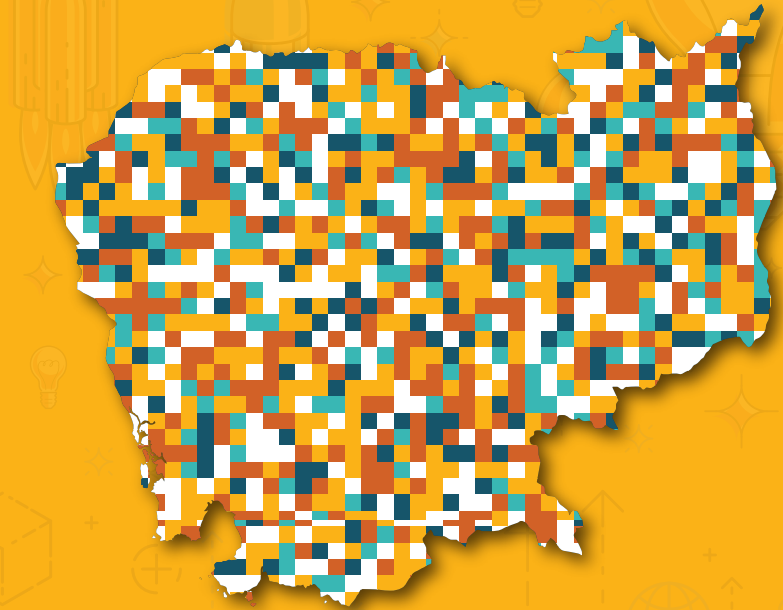
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STARTUP CAMBODIA
INSIGHT 2023

STARTUP CAMBODIA NATIONAL PROGRAM



STARTUP CAMBODIA NATIONAL PROGRAM

Approved by *The Royal Government of Cambodia* in late 2019 and incorporated as a policy measure in the *Cambodia Digital Economy and Society Policy Framework 2021–2035*.

Led by the *Ministry of Economy and Finance*, and has a mission to support local startups and build a vibrant entrepreneurship ecosystem in Cambodia.

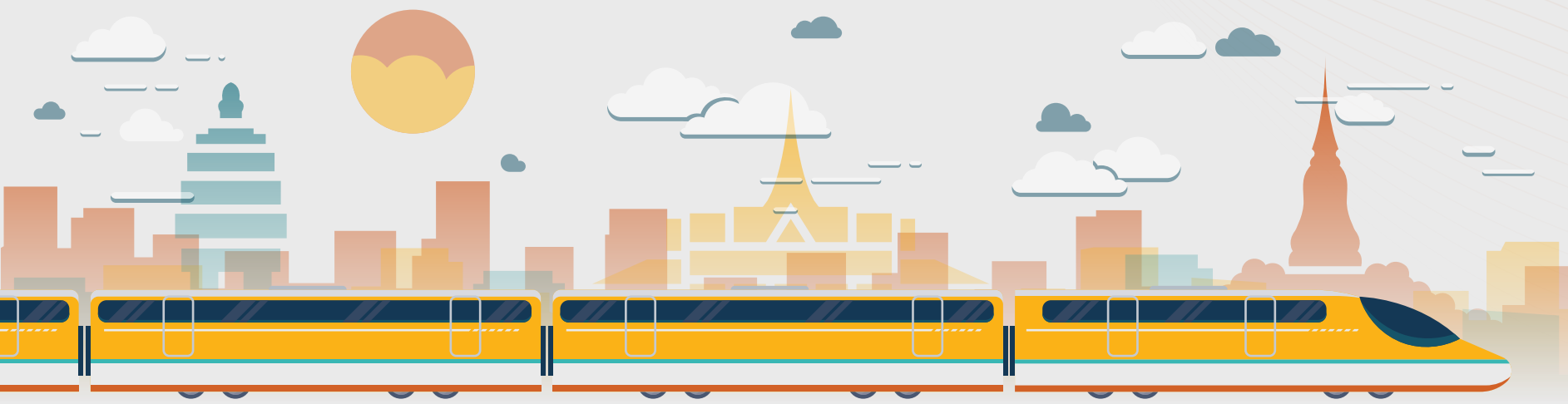
Jointly Coordinated by *Techo Startup Center (TSC)* and *Khmer Enterprise (KE)* in order to develop and operate a national digital platform for startups and entrepreneurship ecosystem development in Cambodia.

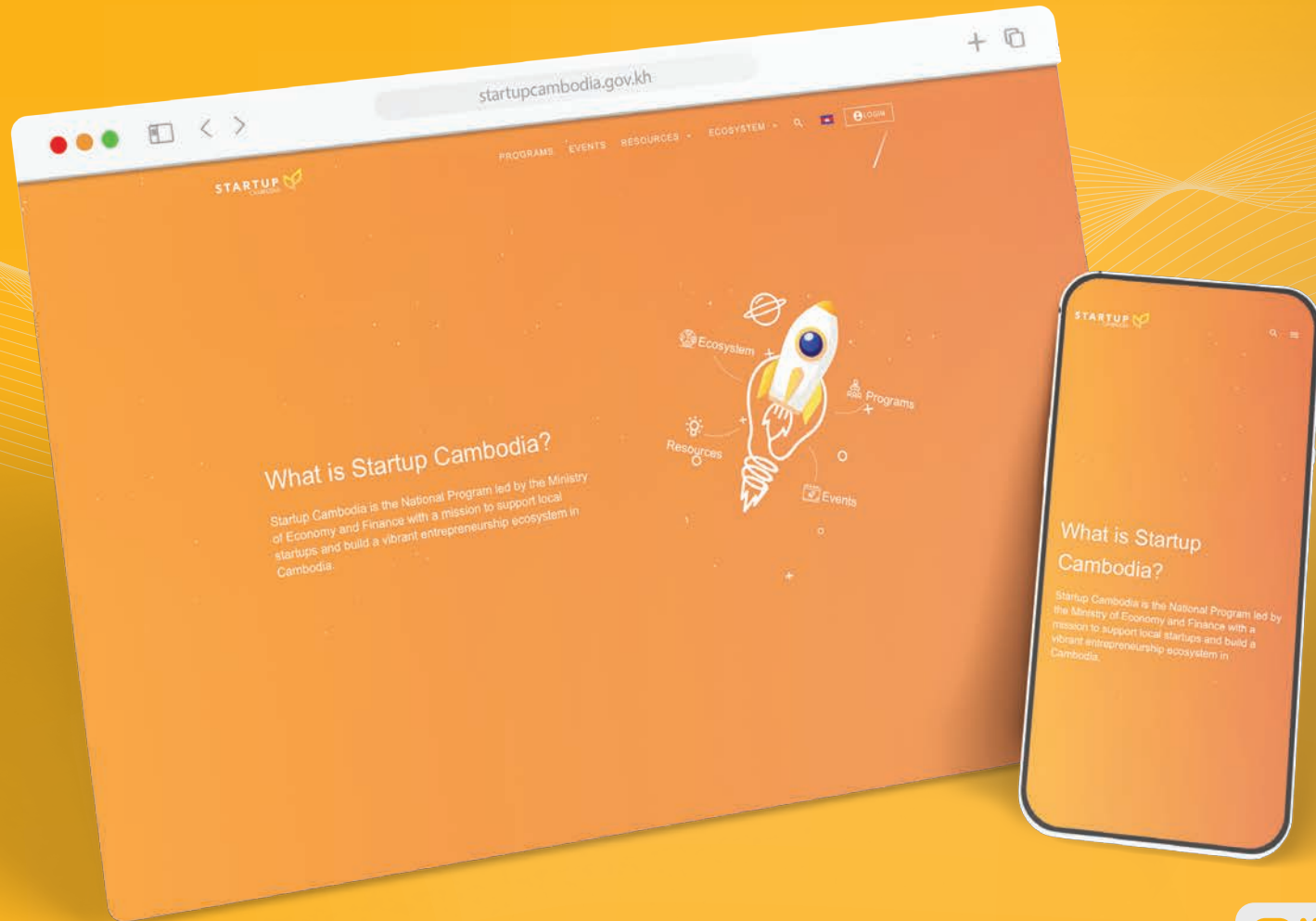


By utilizing digital technology, this digital platform acts as a hub to compile/collect information from all actors as well as provide data-contents about the vibrancy of Cambodia's Startup Ecosystem. It serves as a starting point to facilitate wider participation from all relevant actors for more active interaction that would lead to more partnerships and collaborations among actors in the ecosystem.

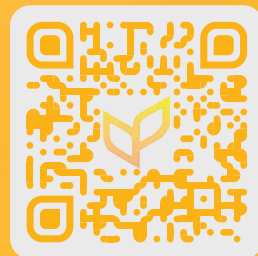
STARTUP CAMBODIA DIGITAL PLATFORM

This platform is not just a website that provides information about the startup ecosystem, but is also a testbed for exchanging the culture of sharing and using living data to be in line with the Royal Government's guidelines on digital transformation. This will allow the government to be able to evaluate the current status of the startup ecosystem and be able to formulate supporting programs or implement supportive intervention policies in the startup sector.

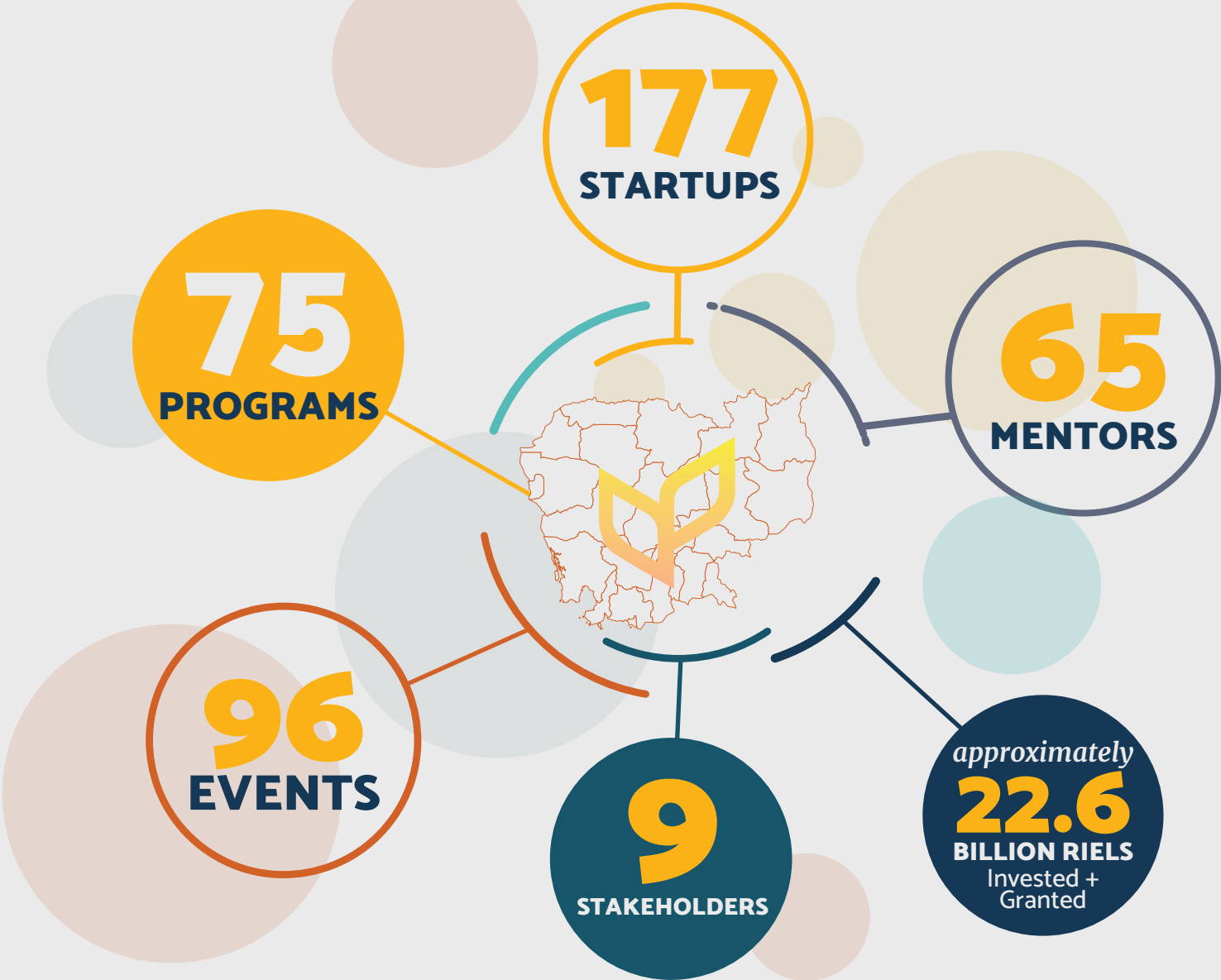




**EXPERIENCE IT
DIGITALLY** **STARTUPCAMBODIA.GOV.KH**

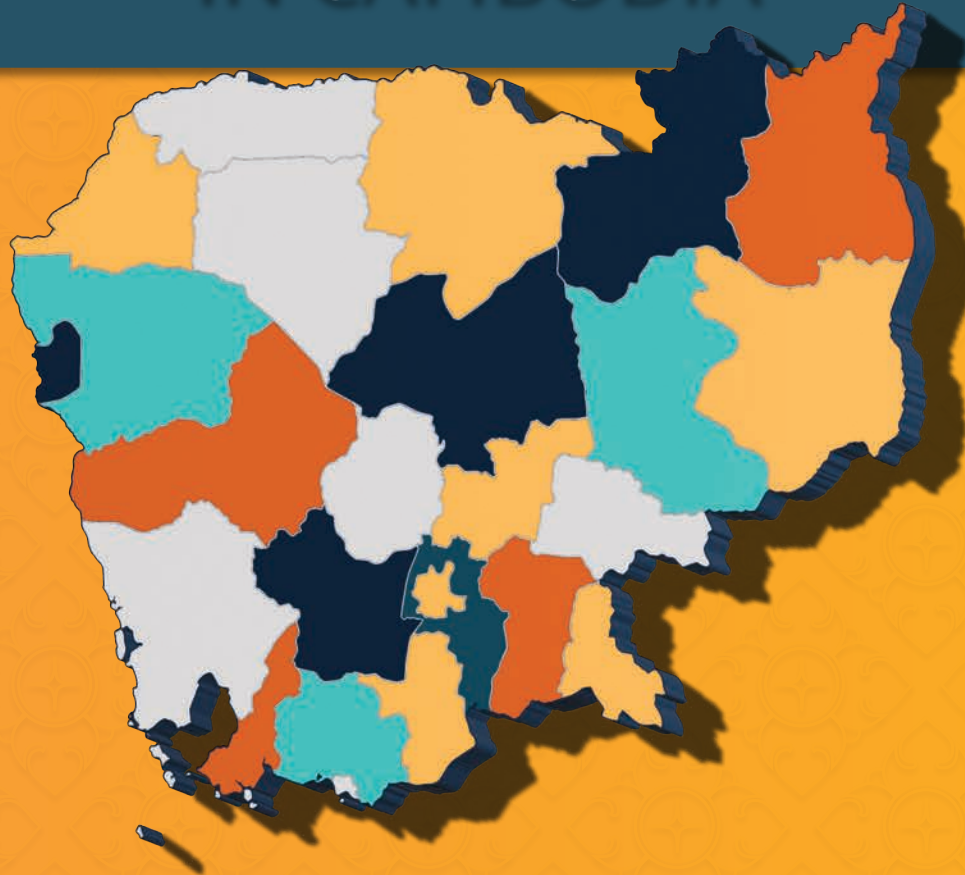


The diagram below showcases the numerical figures of each category as collected by the end of 2023.



**Last updated: December 2023*

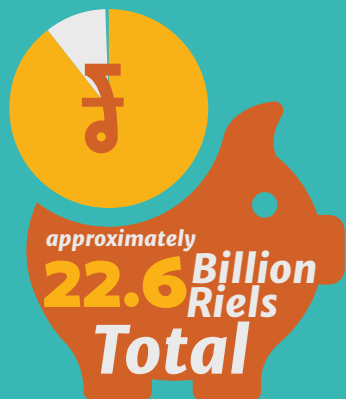
STARTUP ECOSYSTEM IN CAMBODIA



2023 STARTUP ECOSYSTEM IN CAMBODIA THROUGH NUMBERS



177
Startups



150
Active



Through
3 Funding
Sources



STARTUP CAMBODIA
INSIGHT
2023

STARTUP

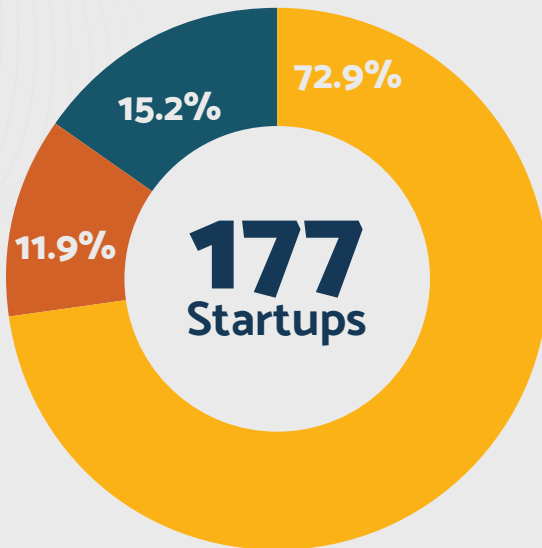


“Startup.”

Startup refers to an institution or the process of establishing and managing business which harnesses the innovations in establishing business models under unclear conditions with higher risks, but with great potential to rapidly grow.

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STARTUP OVERVIEW

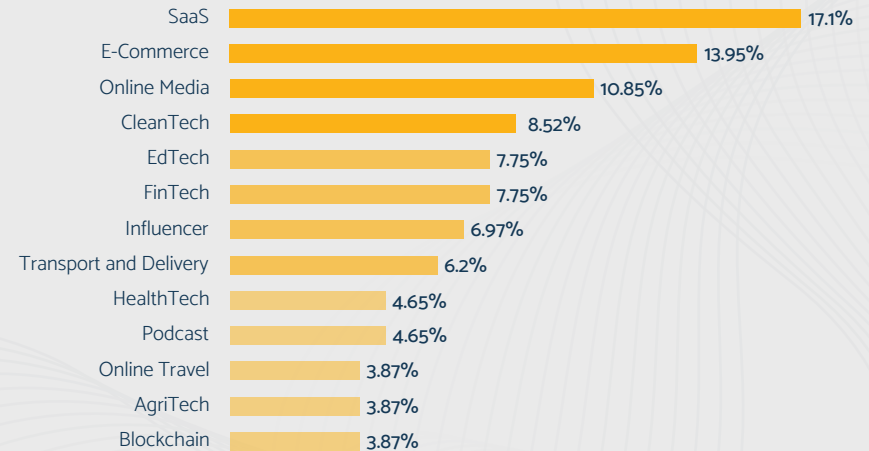


129
Tech Startups

21
Tech-Enabled Startups

27
Inactive Startups

In Tech Startups:



As of 2023, the ecosystem has **150 Active Startups**, equivalent to just over **84%** of the ecosystem.

Out of 129 Tech Startups, **SaaS** is the dominating sector with a 17.1% share. **E-Commerce** is the second largest with 13.95% share, together making up nearly one-third of the ecosystem.

STARTUP SPHERE



AGRITECH

Startups that actively work towards developing innovative solutions for various problems in agriculture.



Angkor SALAD

Founded:
2017

Business Model: B2C, B2B

The Angkor SALAD project uses geodata to deliver services that help vegetable farmers in Cambodia.



DamDoh App

Founded:
2020

Business Model: B2C, B2B

DamDoh is a mobile application that helps assist farmers in sustainable farming.



Greenovator

Founded:
2016

Business Model: B2C, B2B

Greenovator provides innovative services for all stakeholders in AgroEcosystem for sustainable agribusiness.



CAM-Science

Founded:
2021

Business Model: B2C, B2B

CAM-Science is an agritech startup that develops innovative solutions to digital Cambodian agriculture.



FlexFloc

Founded:
2023

Business Model: B2C, B2B

FlexFloc is an IoT-based system that accurately measures the water quality in small to large water tanks.

BLOCKCHAIN

Startups/Platforms that use the decentralized, distributed ledger technology to create innovative products or solutions to existing problems.



Selendra

Founded:
2021

Business Model: B2C, B2B

Selendra is a Substrate-based smart contract network supporting Wasm and EVM, designed for developers and enterprise adoption in Cambodia.



Bakong

Founded:
2020

Business Model: B2C

Bakong is a service that enables you to easily receive and transfer funds, using your personalized QR code or mobile phone number instead of a bank account number.

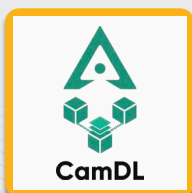


Verify.gov.kh

Founded:
2023

Business Model: B2C

Verify.gov.kh is a platform that can view and verify documents that has been issued by Cambodia government agencies bearing a standard QR Code.



CamDL

Founded:
2023

Business Model: B2C

CamDL is a decentralized blockchain infrastructure that supports the creation, operation, and development of diverse blockchain applications.



Team NID

Founded:
2020

Business Model: B2C

Team NID uses blockchain technology to solve the challenge of people using multiple ID cards and numbers.

CLEANTECH

Startups that provides innovative technological solutions to reduce negative environmental impacts.



Khmer Solar

Founded:
1997

Business Model: B2C, B2B

Khmer Solar is a solar solution provider that offers reliable and high quality solar electric system at a reasonable price.



EcoBatt Energy Cambodia

Founded:
2019

Business Model: B2C, B2B

EcoBatt Energy offers the solutions for battery obsolescence that will reduce the battery use with the regeneration service.



Pteah Baitong

Founded:
2008

Business Model: B2C, B2B

Pteah Baitong aims to transform agriculture in Cambodia by introducing high-quality, clean energy technologies and innovative agri-services.



RUY REACH

Founded:
2017

Business Model: B2C, B2B

RUY REACH aims to reduce organic waste in Cambodia, educate on proper segregation of waste disposal, and minimise landfills for a toxic-free environment.



SOGE Cambodia

Founded:
2008

Business Model: B2C, B2B

SOGE provides solar solutions for paddy rice, cash-crop, vegetable growing, poultry farm and household.



EcoSun Solar Cambodia

Founded:
2022

Business Model: B2C, B2B

EcoSun is a social enterprise that distributes a large range of solar products, from small appliances to large solar and hybrid systems.



SE Cambodia

Founded:
2019

Business Model: B2C, B2B

SE Cambodia supports smallholder and commercial farmers with easy-to-use and economic solutions to feed and protect their animals.



MAUSO

Founded:
2019

Business Model: B2C, B2B

MAUSO provides solutions in electrical power distribution and automated processes for buildings and industries.



AET JAY

Founded:
2023

Business Model: B2C, B2B

AET JAY offers a new model of calling and collecting recycle materials by using mobile phone.

CLEANTECH



Elephant pump

Founded:
2022

Business Model: B2C, B2B

Elephant pump helps farmers meet their irrigation needs using a high-flow, low-cost, floating solar water pump design.



Kasekor Chhlat

Founded:
2018

Business Model: B2C, B2B

Kasekor Chhlat provides a variety of high quality agricultural tools and installation of smart irrigation system.

E-COMMERCE

Startups that specialize in selling and promoting their products online through their own platforms.



VTENH

Founded:
2020

Business Model: B2C, B2B

VTENH mobile application helps users find and purchase various products including electronic appliances, clothing, groceries, beauty products, and many more.



Kokopon

Founded:
2018

Business Model: B2C, B2B

Kokopon is a woman-led agricultural fair trade oriented e-commerce based platform focusing on local products.



Khmer24.com

Founded:
2011

Business Model: B2C, B2B

Khmer24.com connects buyers and sellers across the country, making it easy to find what you need or sell what you don't want.



Khnum - eShop

Founded:
2018

Business Model: B2C, B2B

Khnum - eShop is an e-commerce platform that connects MSMEs, emphasizing women-led businesses, to consumers.



L192

Founded:
2012

Business Model: B2C, B2B

L192 is an online shopping app where products are suggested to users based on their interests, and users can find products through our advanced search tools.



Tenbox

Founded:
2021

Business Model: B2C, B2B

Tenbox is a wholesale e-commerce platform where customers can make entire stock orders easily online.



BLOC Mall

Founded:
2019

Business Model: B2C, B2B

BLOC Mall is a platform that enables users to purchase daily consumed products in a few clicks anywhere, anytime.



Orkun APP

Founded:
2022

Business Model: B2C, B2B

Orkun APP is a mobile application that connects users with vendors who provide house maintenance services and others.



wefix4u

Founded:
2022

Business Model: B2C, B2B

wefix4u is an innovative booking application that offers full maintenance services for your houses, offices, and buildings.

E-COMMERCE



Youngsia Purchase

Founded:
2022

Business Model: B2C, B2B

Youngsia Purchase is a mobile application that allows users to purchase countless products from China affordably and conveniently.



BidNow

Founded:
2022

Business Model: B2C, B2B

BidNow is a mobile application that allows users to buy and sell cars quickly with many benefits.



ADSA

Founded:
2022

Business Model: B2C, B2B

ADSA is an e-commerce platform that connects businesses producing safe and secure agricultural products.



ATELIER

Founded:
2023

Business Model: B2C, B2B

ATELIER provides retailers with a B2B commerce app that enables them to complete order-to-delivery in a one-stop shop and purchase directly from the makers.



Cloth Bird

Founded:
2022

Business Model: B2C, B2B

Cloth Bird is a digital laundry app. Cloth Bird works with partners near you to provide the best laundry service.



PhumCAKE

Founded:
2019

Business Model: B2C, B2B

PhumCAKE is an online platform where anyone can customize, order and get delivered a cake to celebrate any occasion, in a few clicks.



PHZARLAN

Founded:
2020

Business Model: B2C, B2B

PHZARLAN is a platform that connects vehicle buyers and sellers without third-party involvement.



HOMEAPP Asia

Founded:
2020

Business Model: B2C, B2B

HOMEAPP Asia is a mobile application that lets you browse blueprint, building, interior design and construction materials...etc



Eshop855.com

Founded:
2022

Business Model: B2C, B2B

Eshop855.com is a Cambodia Online Marketplace for buying and selling second-hand items.

EDTECH

Startups that focus on the education sector, providing users with educational technology solutions.



OneSala

Founded:
2018

Business Model: B2C, B2B

OneSala provides a digital e-learning platform with various educational video contents.



Rean AAN

Founded:
2021

Business Model: B2C, B2B

Rean AAN aims to promote Khmer reading for children through technology with Chlat App, their educational digital library.



Sala.co

Founded:
2018

Business Model: B2C, B2B

Sala.co is an educational platform that provides university and school information for high school students.

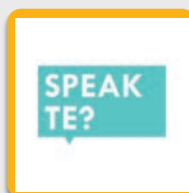


SalaCyber

Founded:
2019

Business Model: B2C, B2B

SalaCyber is a training center that mainly focuses on providing training and workshop on IT security.



SpeakTe

Founded:
2020

Business Model: B2C, B2B

SpeakTe has a mission to help students become capable of developing good speaking skills.



Dang Kouv

Founded:
2021

Business Model: B2C, B2B

Dang Kouv aims to provide high school students with personalised sessions in STEM subjects through high quality tutoring sessions.



Stemunity

Founded:
2022

Business Model: B2C, B2B

Stemunity is a startup aiming to help students to explore themselves in the STEM field.



DAILY PLUS Learning

Founded:
2018

Business Model: B2C, B2B

DAILY PLUS Learning is a platform that provides users with educational video contents from experts in various skills.



Edemy & Tesdopi

Founded:
2018

Business Model: B2C, B2B

Edemy is a competency-based learning platform called Tesdopi for learning math, science, and social science.

EDTECH



DataU Academy

Founded:
2020

Business Model: B2C, B2B

DataU Academy is a skills training provider for individuals and enterprises, equipping future data science leaders in Cambodia with industry 4.0 needs.

FINTECH

Startups that provide innovative technology or platforms to improve certain aspects of the financial industry and its traditional methods.



Banhji

Founded:
2016

Business Model: B2C, B2B

Banhji provides MSMEs with digital financial and financing platforms that power their financial decisions and inclusion.



CamboFinance

Founded:
2019

Business Model: B2C, B2B

CamboFinance is a personal finance community, aiming to embrace the way Cambodian people learn and manage their personal finance.

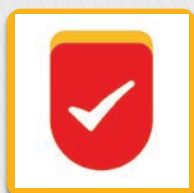


Spean Luy

Founded:
2021

Business Model: B2C, B2B

Spean Luy offers instant access to credit up to \$1,000 for any shopping or emergency needs, anytime and anywhere.



U-PAY Cambodia

Founded:
2019

Business Model: B2C, B2B

U-Pay Cambodia forges a closer tie between consumers and merchants by providing a simpler way of mobile payment services.



Morakot Technology

Founded:
2015

Business Model: B2C, B2B

Morakot Technology provides cloud-based core banking platforms and other solutions for microfinance institutions and banks.



Mora BNPL

Founded:
2022

Business Model: B2C, B2B

Mora BNPL offers ease and flexibility of payment by helping users purchase any products from partnered merchants with installments.



BOBA

Founded:
2023

Business Model: B2C, B2B

BOBA has developed Smart Uni, an application integrated with a bank ecosystem where users can win prizes from games as incentives.



Banki

Founded:
2023

Business Model: B2C, B2B

Banki is a Fintech app that will allow users to connect all banks in one app.



Bomnin

Founded:
2023

Business Model: B2C, B2B

Bomnin is a WebApp that analyzes personal finance for SMEs in food and beverage, retail, and wholesale sales.

FINTECH



Kotluy

Founded:
2021

Business Model: B2C, B2B

Kotluy offers a SaaS Financial Management Platform for individuals and SMEs to set goals, budget, and track transactions.

HEALTHTECH

Startups that uses technology to develop health-related products and services.



CancerCo.

Founded:
2022

Business Model: B2C, B2B

CancerCo. is on a mission to promote early diagnosis of cancers by providing healthcare information and consultations with experts.



TOVPET

Founded:
2019

Business Model: B2C, B2B

TOVPET is an online pharmacy platform, offering safe, affordable medicines and free health consultation.



MeetDoctor

Founded:
2018

Business Model: B2C, B2B

MeetDoctor is a mobile application that helps users conveniently book online consultations with medical professionals.



PrimPharma

Founded:
2023

Business Model: B2C, B2B

PrimPharma is on a mission to become an information hub for health care services, treatment, and medications.



Hospicare

Founded:
2019

Business Model: B2C, B2B

Hospicare serves as the medical caregivers to those needing professional healthcare both physically and emotionally.



Pethyoeung

Founded:
2015

Business Model: B2C, B2B

Pethyoeung is a cloud-based hospital management platform created to advance the healthcare ecosystem.

ONLINE MEDIA

Startups that develop and create online content and services.



Dosslarb

Founded:
2020

Business Model: B2C, B2B

Dosslarb is a multimedia platform aiming to promote the well-being of young Cambodians, by first taking a step on the discussion of sexual and reproductive health.



Khmerload

Founded:
2012

Business Model: B2C, B2B

Khmerload entertains its viewers with news contents especially people's news.

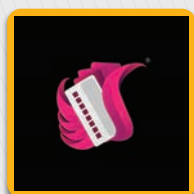


LuyBook

Founded:
2019

Business Model: B2C, B2B

LuyBook shares financial knowledge in Khmer for young Cambodians to understand more about managing finances.



Sastra Film app

Founded:
2020

Business Model: B2C, B2B

Sastra Film app is a Video on Demand (VOD) streaming platform that brings all the latest releases, original series and movies.



Curiosity

Founded:
2021

Business Model: B2C, B2B

Curiosity is a page to discuss topics such as mental health, personal experience, and knowledge of various skills.



Kiripost

Founded:
2021

Business Model: B2C, B2B

Kiripost is an independent digital media company that has been reporting on Cambodia's business, tech and startup scene since its launch in late-2021.



Next Level Entertainment

Founded:
2023

Business Model: B2C, B2B

Next Level Entertainment is a movement to elevate the Cambodian gaming scene to #TheNextLevel.



Focus Cambodia

Founded:
2020

Business Model: B2C, B2B

Focus Cambodia is a social enterprise that produces engaging journalism for the key change-makers of tomorrow.



UOT APP

Founded:
2020

Business Model: B2C, B2B

UOT APP is to become the leading digital community for travel enthusiasts in Cambodia.

ONLINE MEDIA



Chumrum Digital

Founded:
2020

Business Model: B2C, B2B

Chumrum Digital was created to share knowledge of digital hygiene and online security in Khmer.



Snapkyu

Founded:
2021

Business Model: B2C, B2B

Snapkyu allows you to connect with friends, share what you're up to, or see what's new from others worldwide.



Bondoul

Founded:
2023

Business Model: B2C, B2B

Bondoul helps enterprises, in onboarding talented interns who are actively looking for paid internships.



AGORA Eco-Ads

Founded:
2021

Business Model: B2C, B2B

AGORA Eco-Ads supports the single-use plastic reduction movement via digital platforms and social media.



Scholar Library

Founded:
2016

Business Model: B2C, B2B

Scholar Library aims to promote intellectual society and economy in Cambodia. Library encourage local people to create local knowledge resource for country.

ONLINE MEDIA PODCASTS

Startups that create digital content in the form of episodic audio series.



Rising Giants

Founded:
2021

Business Model: B2C, B2B

Rising Giants serves as an upbeat medium for changemakers to share their experience building in some of the most dynamic and positively evolving countries.



Dy Reel Phatcast

Founded:
2023

Business Model: B2C, B2B

Dy Reel PhatCast is a collaborative podcast with three Cambodian creators focusing on Content Creator Economy, Consumer Tech, Digital Security and Film / Video Production.



Rean Podcast

Founded:
2021

Business Model: B2C, B2B

Rean Podcast is a digital audio series about a random topic by entertainers or influencers in Cambodia, naturally and non-performing.



Podcast Them Maong

Founded:
2023

Business Model: B2C, B2B

Reborn as "Podcast Them Maong" from the original "Nerd Minute Podcast". We back bigger, more value, and even more engaging.



MED Podcast

Founded:
2022

Business Model: B2C, B2B

MED Podcast talks about medical school in Cambodia.



Vipassa Podcast

Founded:
2016

Business Model: B2C, B2B

The Vipassa Podcast is a transformative experience that uses inspirational storytelling to change people's lives positively.

ONLINE MEDIA INFLUENCERS

Individuals who are well-known throughout the internet and social media and use their influence to promote and endorse certain lifestyles, products or services.



Chandy

Founded:
2017

Business Model: B2C, B2B

I make easy-to-understand technology videos so that you can use it in the right way.

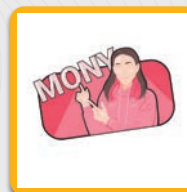


Runaway

Founded:
2016

Business Model: B2C, B2B

Runaway is a digital creator who is all about saving and earning money to flee the country and return.



Seng Rothsethamony

Founded:
2020

Business Model: B2C, B2B

SENG Rothsethamony is a content creator who creates educational and inspirational videos about study tips and tricks.



Switching

Founded:
2020

Business Model: B2C, B2B

Switching creates content to engage with youth to help them build their capacity, education, and modern youth lifestyle.



Rean Thort

Founded:
2014

Business Model: B2C, B2B

I share my personal experience about photography, technology and my life with my audience.



JarnEng

Founded:
2020

Business Model: B2C, B2B

I read books about self development and apply them in real life! I recount those often hilarious fails, but sometimes worthwhile life-changing journey here.



Zell

Founded:
2013

Business Model: B2C, B2B

Storytelling via video content is my passion, don't care Youtube gonna pay me or not ill make them anyways.



Poly ratanak

Founded:
2017

Business Model: B2C, B2B

My name is Mony Polyratanak. My journey is to get better in life so join me if you have the same goal.



Film Reel

Founded:
2018

Business Model: B2C, B2B

Film Reel shares entertainment and knowledge related to cameras, photography, video production, new content, and technology.

ONLINE TRAVEL

Startups in the travel and hospitality industry that aim to help users plan their trips conveniently.



Tovtrip

Founded:
2023

Business Model: B2C, B2B

Tovtrip is a platform where users can conveniently find flights, accommodation, transportation, tour packages, activities, and more.



Unseentra

Founded:
2016

Business Model: B2C, B2B

Unseentra is an online booking platform which allows tourists to book local and authentic activities/experiences in Cambodia.



Camboticket.com

Founded:
2015

Business Model: B2C, B2B

Camboticket.com provides real-time online bus and ferry ticket booking service in a simple and efficient way.



Bookmebus.com

Founded:
2015

Business Model: B2C, B2B

Bookmebus.com is a ticket-booking platform that helps users find and book various transportation methods around Cambodia, Vietnam, Thailand, and Laos.



TapApp

Founded:
2022

Business Model: B2C, B2B

A leading long-distance taxi service in Cambodia covering from/to Thailand, Vietnam, and Laos.

SaaS

Startups that develop and deliver applications over the Internet as a service.



CheckinMe

Founded:
2019

Business Model: B2C, B2B

CheckinMe is a digital business solution that helps enterprises automate their human resources and sales activities through QR code.



Jobify

Founded:
2018

Business Model: B2C, B2B

Jobify is a job matching service specialized in IT, providing accessibility to a vast pool of job opportunities.

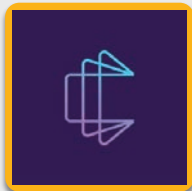


Casstack

Founded:
2019

Business Model: B2C, B2B

Casstack chatbot helps business owners reduce their workloads as well as respond and connect to customers quickly.

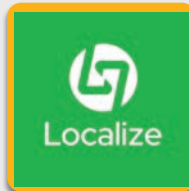


Invoice Mouy

Founded:
2021

Business Model: B2C, B2B

Invoice Mouy is a simple online invoicing software that provides online payments and tax-compliant invoices to SMEs.



LocalizeBook

Founded:
2018

Business Model: B2C, B2B

LocalizeBook accounting system helps businesses keep their transactions accurate and in accordance with the Accounting Standards.



Kakvei

Founded:
2022

Business Model: B2C, B2B

Kakvei provides a tool to convert Khmer transliteration into Khmer words and to check Khmer documents or articles for unexpected spelling mistakes.



Delightech Plc.

Founded:
2021

Business Model: B2C, B2B

Delightech Plc. helps unbanked people gain convenient, instant access to financial products without complicated requirements.



Khmer Tech Market

Founded:
2020

Business Model: B2C, B2B

Khmer Tech Market provides matching between the supply and demand sides of technology, science, and engineering services.



Bong IT

Founded:
2019

Business Model: B2C, B2B

Bong IT provides website and mobile application development and technology consultant for various businesses.

SaaS



eCO app

Founded:
2021

Business Model: B2C, B2B

eCO app provides end-to-end solutions such as eCo Digital Menu, eCO Store Operation, and eCO Premium Store.



Kommong

Founded:
2023

Business Model: B2C, B2B

Kommong is a mobile application that allows users to manage their orders and stock up products.



Hor Pao

Founded:
2021

Business Model: B2C, B2B

Hor Pao app is a POS system that helps businesses control their sales and financial data anywhere, anytime.



Optimus

Founded:
2021

Business Model: B2C, B2B

Optimus fuels security innovation through intelligent License Plate Recognition System.



606 Digital

Founded:
2023

Business Model: B2C, B2B

A media production and software development agency that aims to provide an outstanding service.



Digital Mavericks

Founded:
2023

Business Model: B2C, B2B

A platform for make online table reservation and order the food.

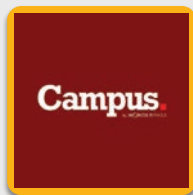


Polymer Invoice

Founded:
2022

Business Model: B2C, B2B

We offer you an invoice management software integrated with accounting books and QR payment gateway.



Campus. by Wonderpass

Founded:
2022

Business Model: B2C, B2B

Cambodia's first Student Financial Launchpad App provides financial tools and discounts for students.



InsurTech

Founded:
2023

Business Model: B2C, B2B

InsurTech developed a blockchain-based system for decentralized data storage of insurance client records.

SaaS



MGA Cover

Founded:
2015

Business Model: B2C, B2B

MGA Cover is an Insurtech company that digitalises insurance products from most trusted insurance companies in the kingdom of Cambodia.



Workingna

Founded:
2019

Business Model: B2C, B2B

Workingna.com is widely recognized as the foremost and highly efficient automated hiring platform in Cambodia



Ocean Technology Co., Ltd.

Founded:
2010

Business Model: B2C, B2B

Ocean Technology Co., Ltd. is a GPS tracking system and GPS products provider in the local market.



Quadusk

Founded:
2021

Business Model: B2C, B2B

Quadusk offers two primary services: Real Estate Property Promotion (Virtual Tour Technology) and Construction Technology.

TRANSPORT & DELIVERY

Startups that develop applications or platforms to help users book their means of transportation and deliver packages.



Bro Express

Founded:
2019

Business Model: B2C, B2B

Bro Express is an international delivery and logistics company, specializing in delivery from Thailand to Cambodia, Vietnam, Laos and from Cambodia to Thailand.



Moverly

Founded:
2022

Business Model: B2C, B2B

Moverly is a moving service aiming to reduce waste during moving such as plastic and one-time-use materials.



Raksa Delivery

Founded:
2021

Business Model: B2C, B2B

Raksa Delivery is a delivery platform that provides information from picking up, delivery status & estimation, to getting delivered.



Jalat Logistics

Founded:
2021

Business Model: B2C, B2B

Jalat Logistics has built a transparent, eco-friendly, and hyperlocal logistic process and model, keeping the planet CO2 free and healthy.

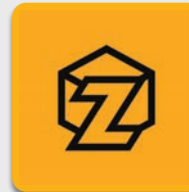


Sursdei

Founded:
2023

Business Model: B2C, B2B

Sursdei is committed to provide the best online experience for users to safely buy any products online at a reasonable price.



Zippy Express

Founded:
2022

Business Model: B2C, B2B

Zippy Express aims to solve and simplify the delivery service for online business owners by enhancing the efficiency and reliability of the services.



LuckyMe FoodDelivery

Founded:
2023

Business Model: B2C, B2B

We're creating LuckyMe to improve economy in Cambodia especially for Our Riders and Merchants.



NHAM24

Founded:
2016

Business Model: B2C, B2B

NHAM24 is a Cambodian-founded super app that offers a variety of services to make life easier, and more convenient.

TECH-ENABLED

Startups that offer innovative products or services using existing technologies.



JUNLEN

Founded:
2018

Business Model: B2C, B2B

JUNLEN recycles organic waste into rich nutrients through the cultivation of earthworms.



SPIEN

Founded:
2018

Business Model: B2C, B2B

SPIEN was created to promote local agricultural products while also connecting farmers or producers to suppliers of agricultural equipment and techniques.



Husk

Founded:
2018

Business Model: B2C, B2B

Husk has developed biochar-based fertilizers which regenerate degraded soils, improving yields and helping farmers increase long term profitability.



SmartAgro

Founded:
2020

Business Model: B2C, B2B

SmartAgro is committed to achieving the SDGs through designing, engineering and implementing new cropping systems.



WeFarm

Founded:
2020

Business Model: B2C, B2B

WeFarm is a social enterprise that connects people to farming and promotes agri-tourism in Cambodia.



Agri House

Founded:
2019

Business Model: B2C, B2B

Agri House has developed climate-resilient solutions for marginalised communities to promote inclusion, alternative livelihoods, and good nutrition for youth.



SUDrain

Founded:
2018

Business Model: B2C, B2B

SUDrain is a social enterprise working on wastewater treatment and management.



MeaKea

Founded:
2021

Business Model: B2C, B2B

MeaKea is a youth-for-youth project that guides students to become a skillful, capable workforce.



VIPASSA

Founded:
2018

Business Model: B2C, B2B

VIPASSA is on a mission to build mindful leaders by bridging their hearts and minds to their unique, authentic callings.

TECH-ENABLED



Inclusion+

Founded:
2019

Business Model: B2C, B2B

Inclusion+ is a digital platform that connects people with disabilities with various job opportunities.

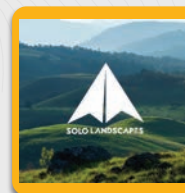


AGRO Nature

Founded:
2021

Business Model: B2C, B2B

AGRO Nature promotes organic and eco-friendly products by producing compost through upcycling organic waste.



Solo Landscapes

Founded:
2019

Business Model: B2C, B2B

Solo Landscapes promotes eco-tour-related sustainable tourism through new experiences in community engagement, environmental responsibility, and survival skill.



Cambodia Coaching Institute

Founded:
2022

Business Model: B2C, B2B

Cambodia Coaching Institute aims to train and nurture an army of transformative coaches, enabling healing and thriving in Cambodia.



CONSA Tech

Founded:
2022

Business Model: B2C, B2B

CONSA Tech unites SMEs/Industries, Service Providers, Universities, Government, and Consumers to support Cambodia's growth in food, cosmetics, and pharmaceuticals.



SAMATOA LOTUS TEXTILES

Founded:
2013

Business Model: B2C, B2B

To be the most innovative and socially responsible producer of sustainable textiles.



Cyber Savants

Founded:
2023

Business Model: B2C, B2B

Cyber Savants involves building a third-party app with specific functions for Merchants and Delivery Drivers.



Fixh.me

Founded:
2019

Business Model: B2C, B2B

Fixh.me offers home maintenance services such as AC, washing machine repair, and plumbing/electricity solutions.



MUCH Mobile Health Care

Founded:
2016

Business Model: B2C, B2B

We are the professional home health care field in Cambodia.

TECH-ENABLED



AGRO AGAPE Co., Ltd.

Founded:
2018

Business Model: B2C, B2B

AGRO AGAPE is a coffee business led by women on whole supply chain that stands behind farmers to create a support system by training and developing their products.



BomNorng

Founded:
2022

Business Model: B2C, B2B

BomNorng is a website that helps university students to get job opportunities.



Bondoul

Founded:
2023

Business Model: B2C, B2B

Bondoul is a non-profit organization that connects companies with student applicants seeking paid internships.



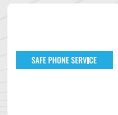
LUMA



Smart Farm Assistance



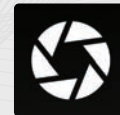
Kela



SAFE PHONE SERVICE



SaveUp



Moul



E-Piller



DermLuy



Adero



Microport



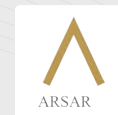
SERSITY



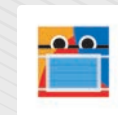
EatyPal



napt



ARSAR



KlemBox



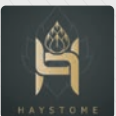
Khmerism Keyboard



Khmer Probiotics



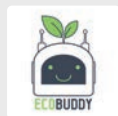
Clik



Haystone



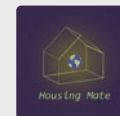
FaS eKYC



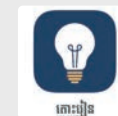
EcoBuddy



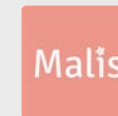
3S



Housing Mate



Tos Rean



Malis

27 INACTIVE STARTUPS



Solar Innovation Edge



JAYA

*Startups that lack operational activities and presence.

MENTOR



“Mentor.”

Mentors are experienced individuals who provide guidance, support, and advice to less experienced individuals, known as mentees.

”

MENTOR OVERVIEW

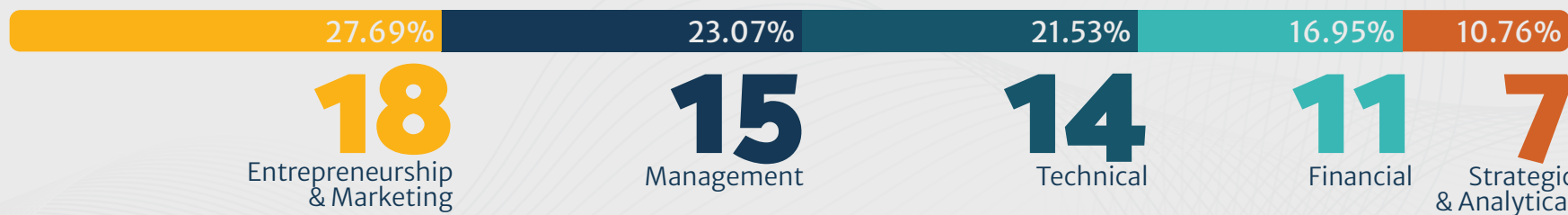


Out of 65 Mentors, only **20%** are female.



24.62%

of all mentors hold position as founder, co-founder and CEO of their own business.



***Reader's should be aware:**

Based on the survey conducted on Mentor, Mentor's Name that is colored in **Blue** indicates that the individual has provided an updated profile for 2023. Name that is colored in **Orange** indicates that the info has been reused from the previous year.

TECHNICAL



Mr. Kimmeng Hao

Front-end Developer,
Software House, Startup

Skillsets:
Full-Stack Development,
Front-End Development, User
Experience and User Interface



Mr. Chetra Seng

Full-Stack Developer,
SaaS, EdTech

Skillsets:
Full-Stack Development,
Front-End Development,
Back-End Development



Mr. Sovisal Chenda

Applied-Ai Associate Researcher,
EdTech, Machine Learning

Skillsets:
Business Development,
Laws and Regulations,
Artificial Intelligence



Mr. Teckchun Aing

Senior Software Developer,
Gig Economy, Software Development

Skillsets:
Product Development,
Full-Stack Development,
Front-End Development



Mr. Penhchet Dara

Software Engineer,
E-Commerce, SaaS

Skillsets:
Blockchain,
Full-Stack Development,
Back-End Development



Mr. Rina Buoy

Applied AI Researcher,
EdTech, Artificial intelligence

Skillsets:
Product Development,
Artificial Intelligence,
Full-Stack Development



Mr. Thydaduong Marady

Developer,
E-Commerce, Service

Skillsets:
Full-Stack Development,
Front-End Development,
Back-End Development



Mr. Borin Min

Software Developer,
SaaS, Tech Company

Skillsets:
Artificial Intelligence,
Full-Stack Development,
Back-End Development

TECHNICAL



Mr. Ponhrith Nhep

Project Manager,
FinTech, EdTech

Skillsets:
Business Development,
Pitching and Sales,
Back-End Development



Mr. Serey Vathana Tum

Software Developer,
FinTech, Software Development

Skillsets:
Blockchain,
Full-Stack Development,
Product Development



Mr. Chhaileng Peng

Senior Software Developer,
Software Engineering, Tech

Skillsets:
Project Management,
Blockchain,
UX/UI



Mr. Lymeng Pen

Chief Technology Officer,
FinTech, Telecommunication

Skillsets:
Software Engineering,
E-Commerce,
Computer Science



Mr. Kokpheng Yin

CamDX Tech Manager,
Technology, Software

Skillsets:
Software Engineering,
Back-End Development,
Technology research



Ms. Porhour Ly

Manager, UX/UI Designer,
Technology, Consulting

Skillsets:
UX/UI,
Design Thinking,
Branding Identity & Strategy

FINANCIAL



Mr. Chhory Toeun

Chief Executive Officer,
CleanTech, Tourism

Skillsets:
Business Development,
Business Management,
Financial/Funding Management



Mr. Seyla Sok

Project Coordinator,
CleanTech, Tourism

Skillsets:
Laws and Regulations,
Financial/Funding Management,
Sustainability



Mr. Phorst Chim

Trust Regulator,
FinTech, Public Sector

Skillsets:
Trust Regulator,
Financial & Business Models,
Approaching Investors



Ms. Kimlang Choeu

Financial Planning and Analysis Manager,
Finance, Food and Beverage

Skillsets:
Cost Accounting,
Financial Accounting,
Financial & Business Models



Mr. Tobias Bauer

Principal,
Investment, Consulting

Skillsets:
Sales Forecasting,
Funding & Capital,
Pitching and Sales



Ms. Sophy Ly

Executive Assistant and Analyst,
FinTech, Service

Skillsets:
Business Planning,
Strategy Formulation,
Department Performance Tracking



Mr. Paul Leong

Vice President,
Investment Banking, Banking

Skillsets:
Funding & Capital,
Mergers & Acquisition,
Venture Capital



Mr. Chhiengleng Phan

Lawyer,
Investment Law, Commercial Law

Skillsets:
Legal: IP,
Real Estate,
Joint Ventures

FINANCIAL



Mr. Thomas Hesketh

Deputy Executive Director,
Investment, Private Sector

Skillsets:
Product Market Fit,
Impact Measurement,
Financial & Business Models



Mr. Bandith Keo

Founder,
E-Commerce, Investment

Skillsets:
Digital Marketing,
Financial Accounting,
Financial & Business Models



Mr. Rithy San

Managing Director,
FinTech, Finance

Skillsets:
Financial Accounting,
Financial & Business Models,
Cost Accounting

MANAGEMENT



Ms. Chanthy Oem

Startup Program Coordinator,
Service, Program Management

Skillsets:
Business Development,
Business Management,
Team Management



Ms. Ilana Tulloch

Founder,
E-Commerce, Tourism

Skillsets:
Business Development,
PR and Marketing,
Business Management



Mr. Hongthakvika Lov

Co-founder & CEO,
SaaS, Software Development

Skillsets:
Business Development,
Product Development,
Full-Stack Development



Mrs. Molika Meas

Co-founder and Group CEO,
FinTech, E-Commerce

Skillsets:
Business Development,
Business Management,
Financial/Funding Management



Ms. Ponnary Path

Chief Executive Officer,
Social Media, Service

Skillsets:
Business Development,
Pitching and Sales,
Business Management



Mr. Kolmen Tin

Founder and Managing Director,
Social Media, Service

Skillsets:
Business Development,
Business Management,
Project Management



Mr. Saly Uon

Managing Director,
Automotive, Manufacturing

Skillsets:
Business Development,
Customer Acquisition,
Product Market Fit



Mr. Borei Pat

Director,
Tourism, Hospitality

Skillsets:
Soft Skills/Communication,
Leadership/Inclusion,
Digital Marketing

MANAGEMENT



Mr. Rotha Chhoem

**Managing Director,
Consulting, Coaching**

Skillsets:
Business Development,
Pitching and Sales,
Product Market Fit



Ms. Chanamrithvatey Kim

**Founder & Managing Director,
CleanTech, Service**

Skillsets:
Go-To-Market Strategies,
Business Development,
Financial & Business Models



Mr. Emanuele Faja

**Chief Executive Officer,
Technology, Consulting**

Skillsets:
Product Development,
Design Thinking,
Branding Identity & Strategy



Mr. Sovandara San

**Co-Founder,
Construction, Real Estate**

Skillsets:
Monitoring & Evaluation,
Leadership/Inclusion,
Branding Identity & Strategy



Mr. Elj Mangahis

**Investment Professional,
Banking, Investment**

Skillsets:
Venture Capital,
Financial & Business Models,
Go-To-Market Strategies



Ms. Kim Tan

**Coach,
Coaching, Consulting**

Skillsets:
Leadership/Inclusion,
Soft Skills/Communication,
Personal Coaching



Mr. Hai Chhieng

**Manager,
Trade Management, Recruitment**

Skillsets:
Business Development,
Customer Acquisition,
Product Market Fit

STRATEGIC & ANALYTICAL



Mr. Rithyden Ren

Software Engineer,
E-Commerce, Manufacturing

Skillsets:
Business Development,
Product Development,
Blockchain



Dr. Vatana Chea

Vice President,
EdTech, Academia

Skillsets:
Business Management,
Financial/Funding Management,
Talent + Recruiting



Mr. Virasak Sokun

M&E Assistant,
Human Resources, Public sector

Skillsets:
PR and Marketing,
Product Development,
Business Management



Ms. XinYan Jiang

Head of Finance and Strategy,
Tourism, Investment

Skillsets:
Pitching and Sales,
Business Management,
Financial/Funding Management



Mr. Nguon (Edward) Lim

Director of Strategic Services,
Service, Marketing

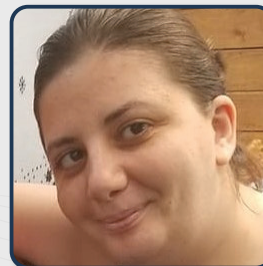
Skillsets:
Marketing & Branding Strategy,
Design Thinking,
Product Development



Mr. Juveris Tenisons

Branding & Strategy Expert,
Advertising, Creative

Skillsets:
Marketing & Branding Strategy,
Design Thinking,
Strategy Development



Ms. Lilit Margaryan

Sr Product/Growth Manager,
EdTech, Technology

Skillsets:
Product Market Fit,
Education,
Product Development

ENTREPRENEURSHIP & MARKETING



Mr. Soveaddh Pech

CEO and Co-founder,
Tourism, Social Media

Skillsets:
Business Development,
PR and Marketing,
Pitching and Sales



Ms. Sophavina Bunthan

Startup Program Associate,
E-Commerce, Agri-Tech

Skillsets:
Business Development,
PR and Marketing,
Business Management



Dr. Meirambek Zhaparov

Vice-Rector for Student Affairs,
EdTech, Academia

Skillsets:
Product Development,
Talent + Recruiting,
Artificial Intelligence



Mr. Nam Sok

Operation Manager,
Gig Economy, Logistics

Skillsets:
Business Development,
Product Development,
Business Management



Mr. Ratheany Uy

Managing Director,
Service, Investment

Skillsets:
Business Development,
Financial/Funding Management,
Talent + Recruiting



Mr. Seavpor Teng

Director,
E-Commerce, Trading

Skillsets:
Business Development,
Pitching and Sales,
Product Development



Mr. Sophara Phorn

DDG's Assistant,
FinTech, Gig Economy

Skillsets:
Business Development,
PR and Marketing,
Business Management



Mr. Sovannarith Ouch

Startup Program Associate,
Service, Startup Support

Skillsets:
Business Development,
Pitching and Sales,
Product Development

ENTREPRENEURSHIP & MARKETING



Mr. Virak Run

CEO & Co-Founder,
Tourism, Social Media

Skillsets:
Business Development,
Product Development,
Business Management



Mr. Awen Delaval

Co-Founder,
Consulting, Service

Skillsets:
Business Development,
Project Management,
Digital Economy



Mr. Bill Chea

CEO and Social Entrepreneur,
Influences, Social Media

Skillsets:
Project Management,
Business Development,
Pitching and Sales



Mr. Chandara Sok

BDM and Head of Marketing,
Marketing, Supply Chain

Skillsets:
Supply Chain Management,
Go-To-Market Strategies,
Sales Forecasting



Mr. Reaksmei Thy

Co-founder & Senior Technical Advisor,
Service, Mentoring

Skillsets:
Soft Skills/Communication,
Branding Identity & Strategy,
Business Development



Mr. Sirey Sum

Business Development Manager,
CleanTech, Consulting

Skillsets:
Impact Measurement,
Branding Identity & Strategy,
Product Development



Ms. Vichra Di

Business Owner,
E-Commerce, Social Media

Skillsets:
Supply Chain Management,
Product Development,
Digital Marketing



Ms. Katerina Kim

Director of Marketing and Branding,
Banking, Finance

Skillsets:
Go-To-Market Strategies,
Digital Marketing,
PR & Communications

ENTREPRENEURSHIP & MARKETING



Mr. Sam Ath Houy

Lecturer of Business Management, Education, Entrepreneurship

Skillsets:

Business Development,
Product Market Fit,
Startup Governance/Structure



Mr. Chamroeun Rich

Founder and Managing Director, FoodTech, AgriTech

Skillsets:

Product Development,
Product Market Fit,
E-Commerce

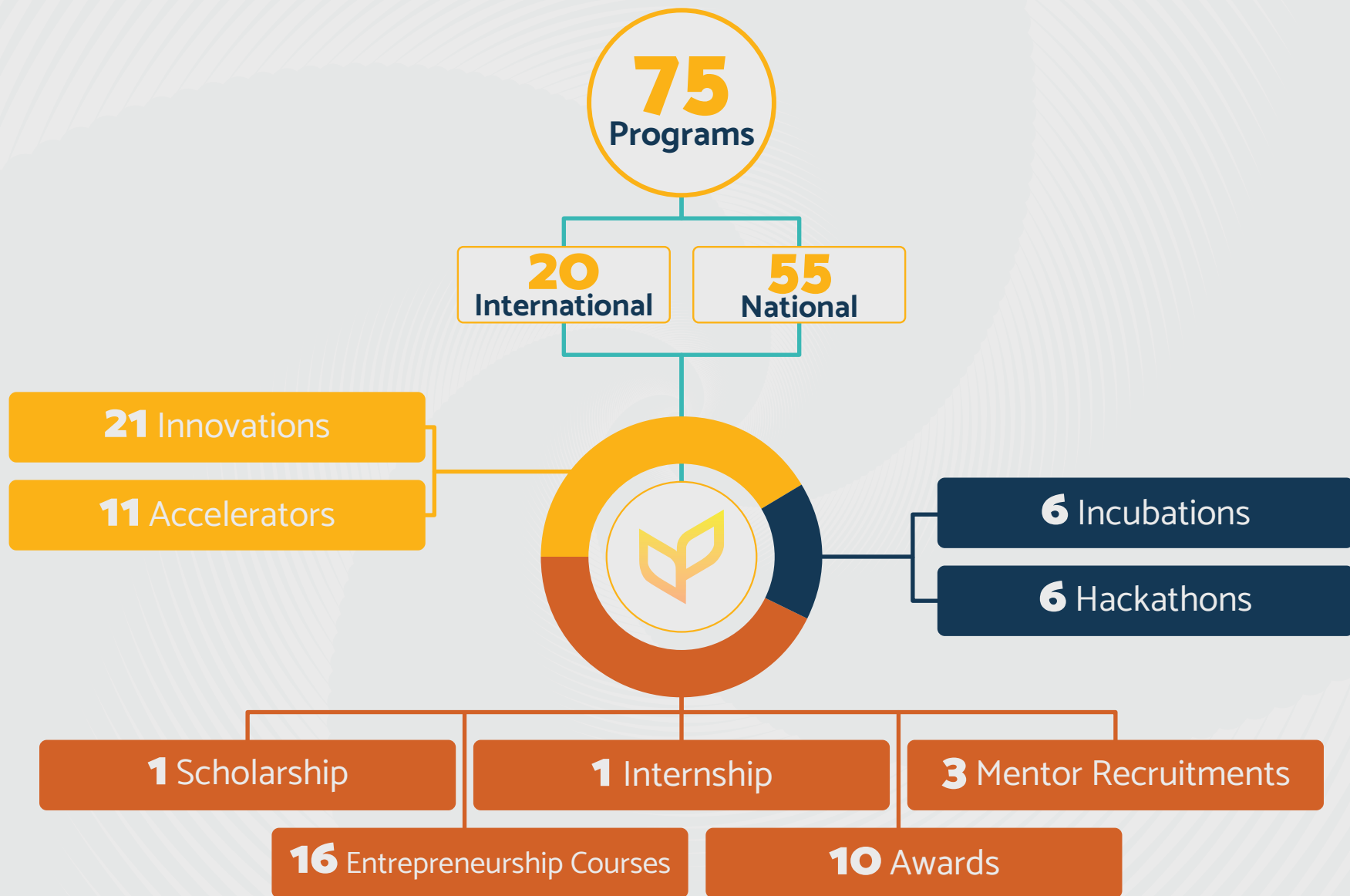
PROGRAM



“Program.”

Programs are structured initiatives designed to support and nurture startups at every stage of their development.

”



HIGHLIGHT PROGRAMS



EVENT



“Event.”

Events are conferences, meetups virtually or physically, or expo that bring together entrepreneurs, investors, industry experts, and other stakeholders.

”



HIGHLIGHT EVENTS



INVESTOR



“Investor.”

Investors are individuals or entities who provide financial backing to startups/companies with high growth potential.

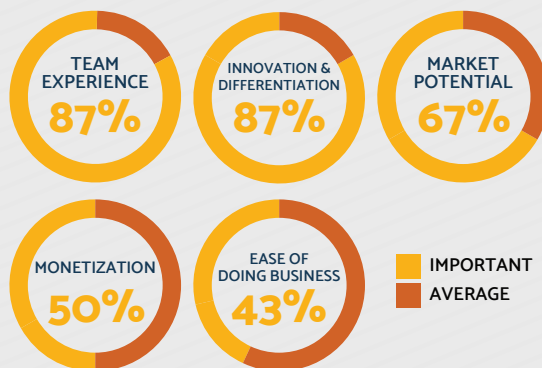
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INVESTOR OVERVIEW

TOTAL INVESTMENT



IMPORTANT FACTORS WHEN INVESTING



DECIDING FACTORS

HIGH GROWTH POTENTIAL
URGENCY TO BE MARKET LEADER
ALIGN WITH INVESTOR'S INTEREST
TEAM MANAGEMENT AND LONGEVITY
NATIONAL IDENTITY AND AWARENESS

CONCERNS FOR MOST WHEN INVESTING

From Least to Most

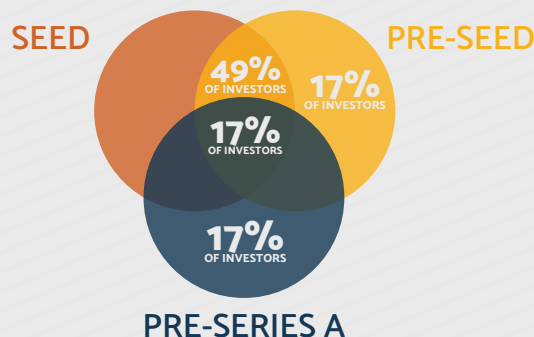
LACK OF
**INFRASTRUCTURE & REGULATORY
SUPPORT IN ECOSYSTEM**

LACK OF
DATA AND INFORMATION

**MARKET
UNCERTAINTY**

**WITHHOLDING TAX
TOO HIGH!**

INVESTMENT STAGES

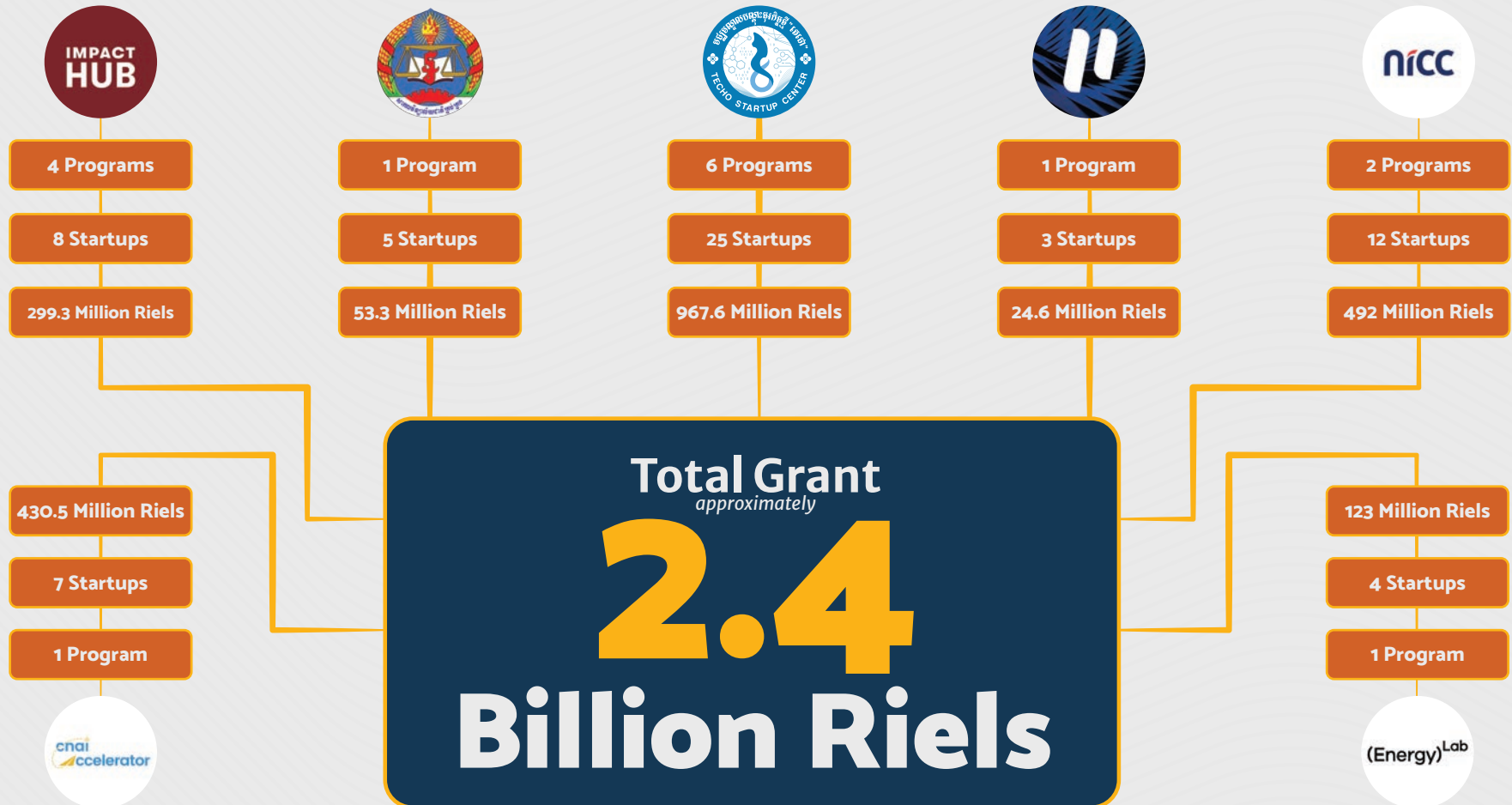


SECTOR PREF

LOGISTICS B2B SAAS WEB 3.0
AGRITECH FINTECH EDTECH
SECTOR AGNOSTIC HEALTHTECH

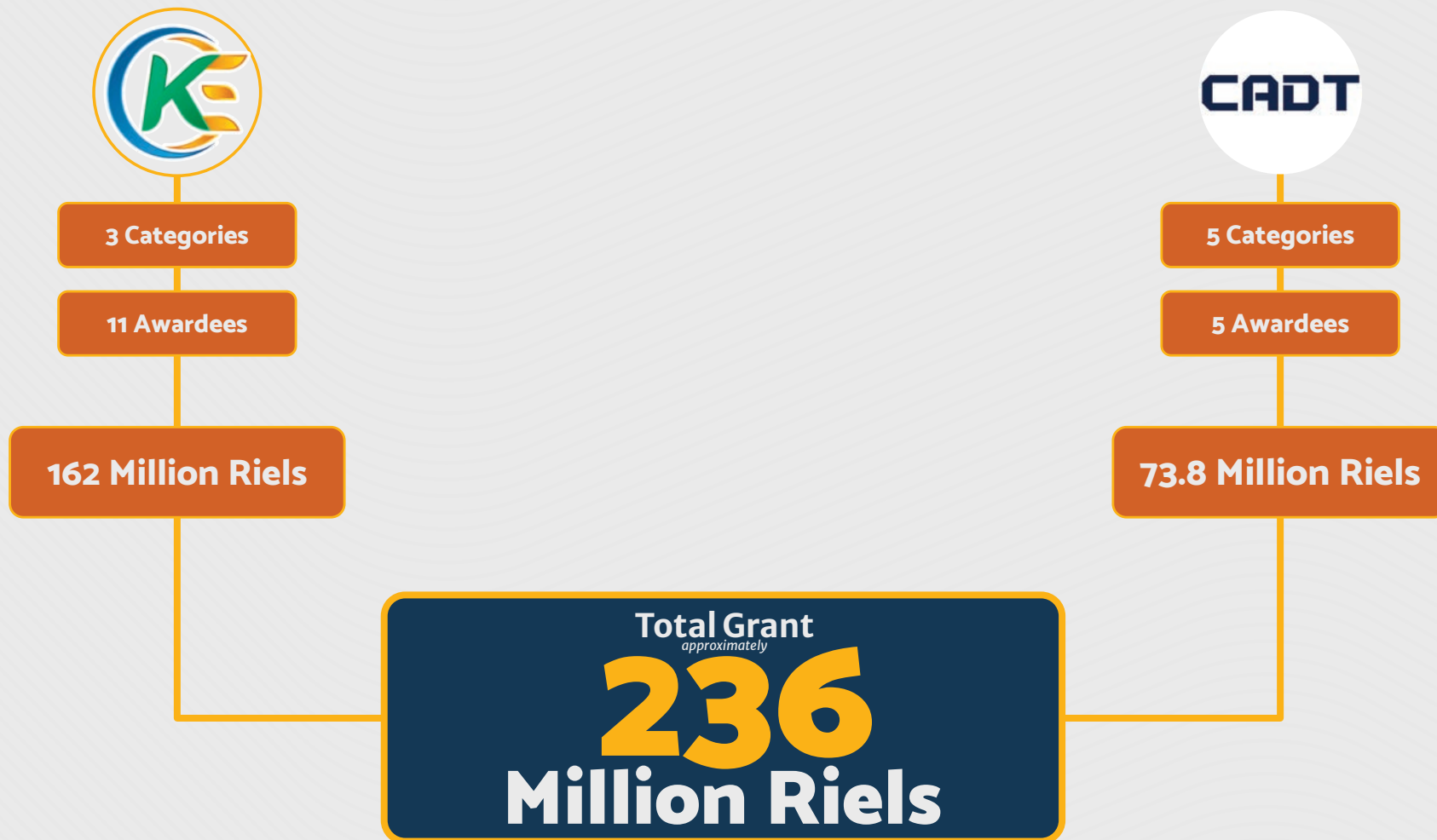
*Note: We fully acknowledge that these data doesn't reflect the whole ecosystem but is based on the result that investors chose to provide us through a survey. These numbers are approximate based on the average ticket size and the amount of deals.

In 2023, there were **16 Startup Support Programs with cash prize***, run by **7 key incubators and accelerators**, and disbursed a total of **2.39 billion riels** worth of financial support (in term of pre-seed, seed and cash prize) to **64 winning startups/businesses** combined.



*Note: The amount is based on a conversion rate of 1\$=4100 Riels
 * The figure is not exhaustive – only capturing programs with financial support disbursed to winning teams in 2023.

Besides support programs, there were 2 key Awards & Recognition events* in 2023 as well, namely **Cambodia Digital Awards 2023 by CADT** and **KE Awards 2023** - with a combined cash prizes of **235.8 million riels**.



*Note: The amount is based on a conversion rate of 1\$=4100 Riels

* KE Awards also have SME Category and CDA Awards are open to all actors including Corporates.

STAKEHOLDER



“Stakeholder.”

*Stakeholders refer to individuals or entities
with a vested interest in the success and outcomes of a startup.*

”







COMMUNITIES AND ASSOCIATIONS









GOVERNMENT INSTITUTIONS

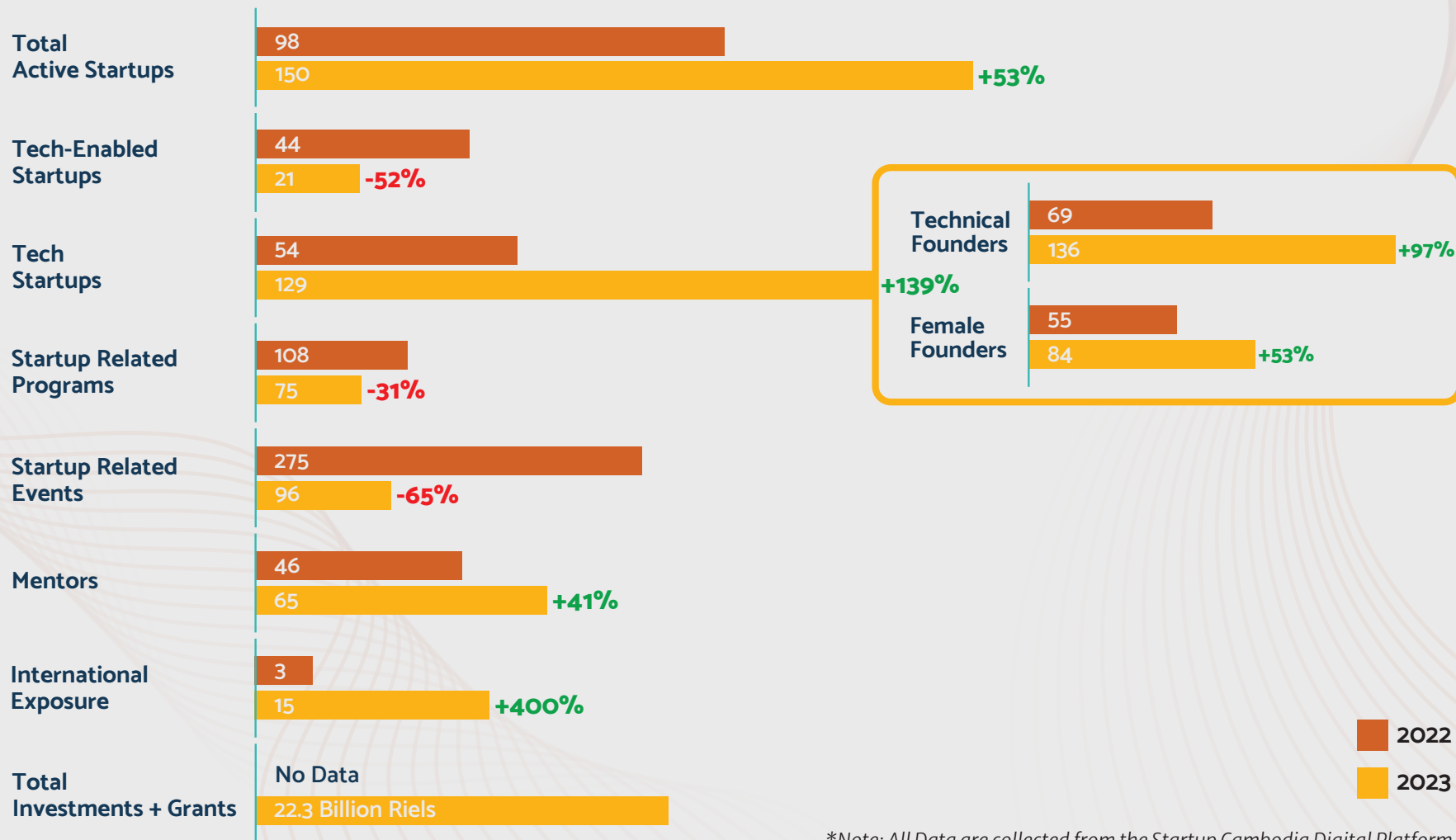




STARTUP CAMBODIA ECOSYSTEM STATUS



THE STATUS OF STARTUP CAMBODIA ECOSYSTEM: 2022 VS 2023



*Note: All Data are collected from the Startup Cambodia Digital Platform

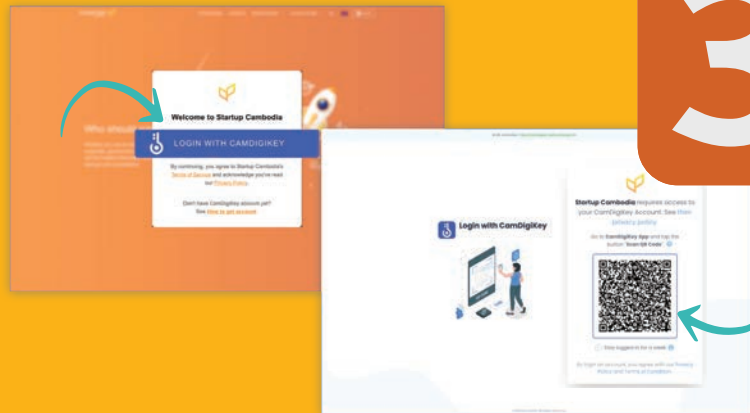
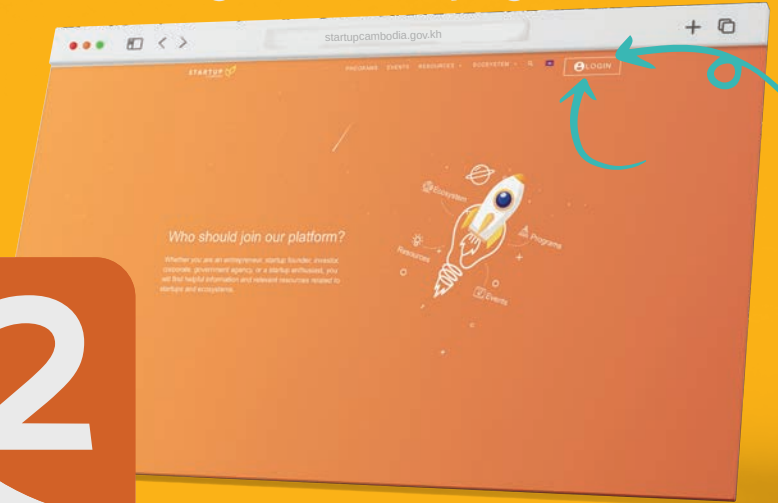
CREATING A PROFILE ON STARTUP CAMBODIA



Download “CamDigiKey” on your mobile device, register your account and wait for approval.



Go to “startupcambodia.gov.kh” and click on “Login” on the top right corner.

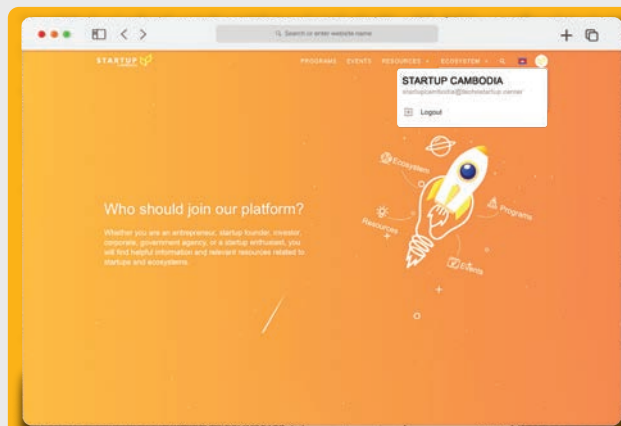


Click “Login with CamDigiKey”, then the QR code page will pop up for you to scan.

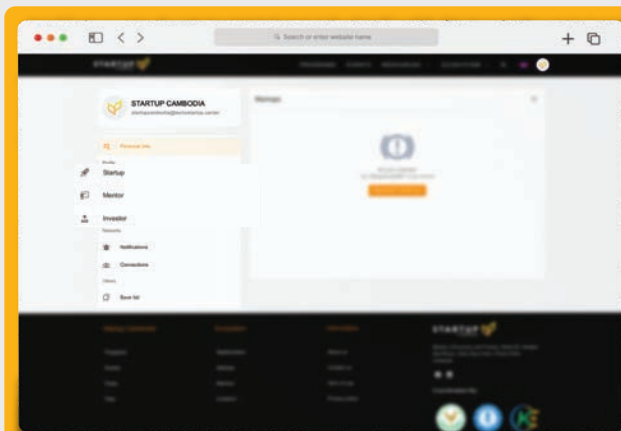


Scan the QR code, then key in your 6-digit code on your mobile device. You are done!

CREATING A PROFILE FOR EACH KEY ACTOR ON STARTUP CAMBODIA



1. CLICK ON YOUR PROFILE,
THEN CLICK ON YOUR NAME



2. SELECT THE ROLE
THAT FITS YOU

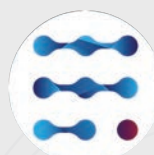
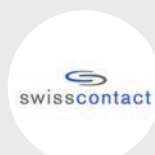
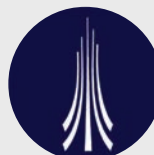
A screenshot of the 'Startup' profile creation form. At the top, there's a progress bar with four steps: 'Get Started' (checked), 'Basic info.' (checked), 'Additional info.' (checked), and 'Verify your info.' (4). Below the progress bar is a large circular icon with a stylized 'S' logo. The form contains various input fields for personal and company information, including Name, Email, Phone number, Address, and Social media links. At the bottom right, there are 'BACK' and 'CREATE' buttons.

3. FILL IN YOUR INFORMATION,
THEN CLICK CREATE

YOU ARE DONE!

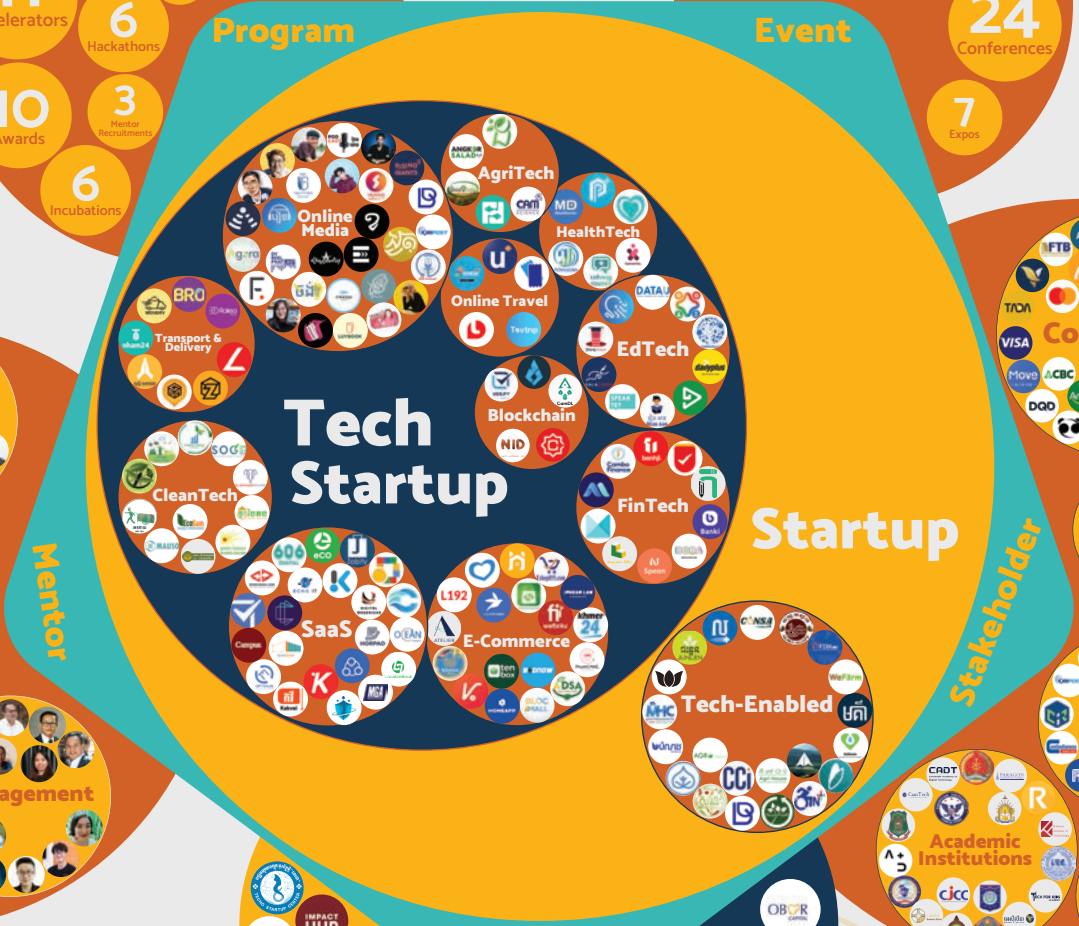
OUR PARTNERS







MAP OF STARTUP CAMBODIA ECOSYSTEM 2023





A YEAR-TO-DATE REPORT ON THE STARTUP ECOSYSTEM AND THE ESSENTIAL FEATURES ON STARTUP CAMBODIA DIGITAL PLATFORM

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