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# EPIC startups: Early Stage

Three companies at the Singapore event stood out for us this week.

By Ken Wong Sun Aug 25 2019



With support from Enterprise Singapore, the Action Community for Entrepreneurship (ACE) and JTC Corporation launched the inaugural EPIC— Experience the Power of Innovation and Collaboration.

The one-day event placed startups, enterprises, and entrepreneurs together, and marked ACE’s fifth year of steering innovation and entrepreneurship in Singapore.

In all, 40 startups pitched their solutions for corporate problems outlined at the event, with SGD 25,000 in prize money up for grabs. Startups that have been shortlisted will be notified in September and October so they can develop prototypes for their pitched products, followed by a showcase to the ACE network and potential partners like The Coca-Cola Company, Rolls Royce, and Roche.

In this week's "Early Stage," *KrASIA* takes a look at three of the startups and their solutions.

**Elxr (<https://www.the-elxr.com/>)** is a fitness app available on Android and iOS devices. It uses a customer's gene sequence to develop the training and exercise program that is most suitable for her. It determines a user's muscle type—power, endurance, or hybrid—and based on that, what sort of exercise would benefit her the most. For example, a user with an endurance muscle fiber type may perform better in long-distance sports like triathlons, while a user with the power muscle fiber type is more suited for sprints.

J Rental Centre (**[JRC \(https://jrc.sg/\)](https://jrc.sg/)**) calls itself Singapore's first peer-to-peer event logistics provider and rental platform for camera gear and creative spaces. With 20 event spaces and 100 partners, JRC provides students and small production teams with professional advice and services through its network of experts. It also offers affordable rental prices for camera equipment at 25–30% lower than market rates as they do not maintain a physical store.

The founders of **[Perfomatix \(https://perfomatix.sg/\)](https://perfomatix.sg/)** realized that there weren't enough developers in the startup world, which delayed progress and product launches. The company is now an "outsourced innovation lab" that provides technology solutions and support for enterprises in areas like product ideation, mobility, digital commerce, CRM, analytics, cloud services, digital marketing, and enterprise web applications.

*“Early Stage” is a series where the writers of KrASIA highlight startups that caught our eye for the week, whether they achieved an important milestone, rolled out a truly innovative product, or became embroiled in controversy.*

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