

FUNDERBEAM PICKS REDHILL AS IT GEARS UP FOR APAC EXPANSION

Singapore, 20th February: Estonia based Funderbeam has picked REDHILL Communications as the agency on record for public relations and communications.

Headed by Kaidi Ruusalepp, previously CEO of the Nasdaq Tallinn stock exchange, Funderbeam is building a full-suite funding and trading engine for- startups and SMEs - based on blockchain technology.

Funderbeam has raised over \$7 million in funding so far. Recent investors include Mistletoe Inc. led by Taizo Son, Draper Associates, Thomson Reuters, and IQ Capital. Notable investors also include Skype co-founder Jaan Tallinn, and David Braben, the CEO and Founder of Frontier Developments.

“The APAC region is more than a critical component of our growth strategy, it has the potential to become our global hub for trading. In the coming months we will be planting seeds and growing roots in the region to build and nurture relationships. A large part of succeeding will rely on clearly communicating our vision and values. In REDHILL we found an agency who understands our vision and shares our values.” said Kaidi Ruusalepp, founder and CEO of Funderbeam.

Awarded the 2017 APAC New Agency of the Year by Holmes Report, REDHILL is the fastest growing public relations and communications agency in the region. Headquartered in Singapore, the agency was started by founders Surekha Yadav and Jacob Puthenparambil three and half years ago and has since expanded into 13 cities across the world.

“From the first time we heard about Funderbeam, we wanted to be a part of it. We truly believe they are going to revolutionise growth investments as the only ones to offer liquidity through their blockchain based trading platform. Being a fast growing Asia SME ourselves, and working with over two dozen startups from angel round to series B and beyond, we understand the pains associated with funding, finance and liquidity. We are excited to partner with Funderbeam and share what they have to offer with the financial community, SMEs and regulatory authorities” said Jacob Puthenparambil, Partner, REDHILL Communications.

Eight of the region’s most active and largest VCs have retained REDHILL as their agency on record. In addition to family offices, fintech and biotech clients, REDHILL holds regional retainers for over 30 clients across FMCG, pharma, aviation and government agencies. In addition to Southeast Asia the agency has offices in San Francisco, Tokyo, Berlin, New Delhi and Colombo.

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