

Japanese startup Moso walks away with US\$10,000 as the winner of Startup Asia Jakarta

JAKARTA, June 8 – [TechinAsia.com](#), Asia’s largest English-language tech and startup blog, announced today that video editing startup [Moso](#) (<http://www.mosoapp.com>) has walked away with Startup Asia’s second international [Startup Arena competition](#). Apart from being the winner, the Japan-based startup will also bring home the grand prize of US\$10,000, along with the new iPad, \$500 worth of [BizNet](#) Credits, and Rp 1,000,000 (US\$106) worth of [Rakuten Indonesia Online Shopping](#) Vouchers.

Press photos:

- High-res <http://is.gd/tiaHI>
- Low-res: <http://is.gd/tiaLO>

Moso is a free Mac OS X video editing application which lets users add fun animations, and motion text, and other fun effects. Videos can then be exported to networks like Facebook, YouTube, and Twitter and shared with your friends. The startup’s founder says that an iPhone app is coming soon as well.

Tech in Asia’s second international Startup Arena competition was a part of the two-day Startup Asia Jakarta conference, where 16 startups battled in front of more than 1,200 attendees and an expert panel of four judges who are all regional giants on the entrepreneurial scene. The judges at the Arena competition included Andy Zain (director of Jakarta Founder Institute), Benjamin Joffe (CEO and founder at +8*), Leslie Loh (managing director at Extream Ventures and Red Dot Ventures), and Daniel Saito (co-founder at SkySQL and Homerent).

The 16 startup contenders, out of more than 300 applications that were submitted before the event, were specially selected to pitch and challenge in front of top investors, industry leaders, and the press over the two-day event.

[Payroll Hero](#) came in as the the runner-up in competition, and walked away with an iPod Touch, \$300 worth of BizNet Credits, and Rp 500,000 worth of Rakuten Indonesia Online Shopping Vouchers. The next runner-up was [NoLimit](#), which goes home with \$150 worth of BizNet Credits and Rp 300,000 worth of Rakuten Indonesia Online Shopping Vouchers.

After wrapping up Tech in Asia’s second international conference this evening at the UpperRoom in Jakarta, Techinasia.com founder [Willis Wee](#) noted:

Indonesia has been a refreshing experience for our team. While selecting the startups for Arena, we also got to learn a lot about the market from the local entrepreneurs. Indonesia’s potential isn’t just about its numbers. There are entrepreneurs building solid products, solving problems, and putting in a lot of hard work to make things happen.

The sixteen startups ^[1] chosen to compete in Startup Arena are as follows:

- [Harpoen](#), Indonesia
- [GrepSr](#), Nepal)
- [Gobann](#), Indonesia
- [Payroll Hero](#), Philippines
- [Bibbycam](#), Indonesia
- [SupportBee](#), Indonesia
- [Promoote](#), Indonesia
- [Moso](#), Japan
- [Cabara](#), Indonesia
- [Onigi](#), Indonesia
- [Loan Garage](#), Singapore
- [No Limit](#), Indonesia
- [PerkStash](#), Singapore
- [Wakuwakuw](#), Indonesia
- [Tripid](#), Philippines

About TechInAsia.com

*[Tech in Asia](#) is an online technology news startup based in Asia, with team members all across the region. As a crew of journalists and bloggers with a passion for new ways of delivering the news, they bonded together under one goal – to create a great Asia-focused tech news site to tell the world about the wonderful things that are happening there. Startup Asia Jakarta is its second technology conference of 2011, [the first one taking place in Singapore](#) back in February.

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1. See a full list of pitches at techinasia.com/tag/startup-arena-jakarta. ↩