

### **Oddup Startup Research Extends Startup Coverage to Bangkok, Thailand**

*Oddup provides analysis and ratings on startups, leading the way for accuracy and transparency in financial services*

HONG KONG, 28 Nov, 2016 – Oddup announced today their startup network and coverage expansion to Bangkok, Thailand. Oddup has now extended its reach to 11 major cities globally. Oddup continues to grow its presence across Asia, the fastest growing economy and is the go-to startup rating and research platform.

With the increasing need for startup knowledge amongst investors and the financial industry, the demand for reliable sources of data and transparency of startups is strong as startups as a new asset class is establishing itself. Oddup provides in-depth analysis, data and insight on startups, as well as the Oddup Score, a rating from 0 to 100, which is seen as the barometer of health of the startup. The Oddup Score is based on factors such as the company's product, team, competitors and growth potential.

This ASEAN city launch enables investors to gain more insights and updated startup news from around the world, thus helping them make informed investment decisions faster and more accurately.

"We are excited about stepping into Bangkok's startup ecosystem. Bangkok has strong ambitions to establish itself as a major startup hub. With increasing support from local corporate companies, the startup scene in Bangkok is bound to place some pressure on its counterparts in Southeast Asia.", said James Giancotti, CEO of Oddup.

This is also an opportunity for startups in Thailand to gain international exposure and media coverage through Oddup's network and partners. The platform enables startups to reach potential investors from around the world.

"We help investors discover more about startups. This may help in diversifying their portfolios. On the other hand, startups on Oddup's platform get a huge boost in market exposure and extended reach to potential investors.", says James.

Link to Bangkok location report: <https://www.oddup.com/location/bangkok>



## NEWS RELEASE

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FOR IMMEDIATE RELEASE

### **Oddup**

Oddup is a data-driven research platform that focuses on startups. Known as The Startup Rating System, it provides trends, current and expected future valuations of startups. The company's vision is to bring insight and transparency across the startup landscape to enable smart startup investing. Oddup rates startups with a rating score from 1-100. It is based on the combination of analyst view points and the computed algorithm, the Oddup Score. The startup rating scores are then offered as views: Buy, Hold, Sell with expectation metrics and future valuations. For more information, visit [www.oddup.com](http://www.oddup.com)

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