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Starcount bags \$12.7m

Singapore-based social media research firm Starcount has raised US\$10 million (S\$12.7 million). The investors include Sir Terry Leahy, former chief executive of English retail giant Tesco.

Starcount tracks data across major social networks such as Facebook and Twitter to provide clients such as stars and brands with a measure of their social media popularity.

The funds will be used to further expand the technology and double headcount to about 100. Mr Leahy will become chairman of Starcount's client council, Star Chamber, a select group of high-profile brands and organisations brought together to develop solutions and products to improve their social media insight and fan interaction.

The founding partners of Star Chamber will be announced in the next few months.

Hack for solutions

Software developers are invited to join a three-day "hackathon" to create new solutions for the large Mice (meetings, incentives, conventions and exhibitions) industry. Mice visitors spent \$5.73 billion here in 2012.

Different technologies are needed to enhance both connectivity and the overall experience for visits, and also boost industry productivity.

The hackathon called Mice coLAB 2014 will be held from Feb 21 to Feb 23 at the Suntec Singapore Convention and Exhibition Centre.

Organised by UP Singapore, participants will attend workshops on issues affecting the industry and the technologies available.

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