Media technology firm Netccentric's co-founder Cheo Ming Shen hopes to raise about A$12.5 million (S$13 million) from the listing on the Australian Stock Exchange, which is expected in early July. PHOTO: NETCCENTRIC

Call Levels' mobile app

LOCAL financial technology start-up Call Levels has released a mobile app that alerts investors when their stocks hit preset price levels.

It has added United States equities to its coverage of financial assets that include foreign exchange, commodities and indexes across the world, the firm said in a press statement.

Co-founder Daniel Chia said in the statement: "There are more than 328 million people in the world who own stocks directly and they need market assistance."

Call Levels, which was founded last September, is developing a patent-pending technology that combines real-time financial monitoring with cloud-based platforms to provide users with alerts for multiple assets on mobile devices.

It has raised US$140,000 (S$189,000) from angel investors.

The mobile app has garnered about 6,000 downloads across Android and iOS devices, including the Apple Watch.

Netccentric seeks ASX listing

HOME-GROWN media technology firm Netccentric has applied to list on the Australian Stock Exchange (ASX). Co-founder Cheo Ming Shen said the Australian investment community has a clearer understanding of technology stocks and the opportunities in Asia.

"In the past two years, some Malaysian and Singapore start-ups were listed on ASX and they led the way for us," he told The Straits Times.

"Tech stocks in Singapore are not prevalent on the Singapore Exchange and the Singapore investment community has less understanding of tech stocks. The market will not price us correctly."

Mr Cheo expects to raise about A$12.5 million (S$13 million) from the listing, which is expected in early July.

Netccentric, a digital media, marketing and technology business, was founded in 2006.

Its digital assets, like blogging network Nuffnang and social media advertising network ChurpChurp, generate online advertising.

Mr Cheo said the money raised from the initial public offering will help Netccentric expand in the growing digital advertising market, which was estimated to have been worth A$39.7 billion in the Asia-Pacific region last year. Netccentric is profitable with revenues of A$11.1 million, he added.

Social media entertainment start-up Migme was listed on the ASX last August at 20 Australian cents. Yesterday it closed at 82 Australian cents.

The Singapore-based firm has a market capitalisation of A$216 million.

Malaysian firm iProperty listed on the ASX in 2007 and iCar followed in 2012. They are part of the Catcha Group in Kuala Lumpur.

iProperty has gone from 25 Australian cents at listing to A$2.65 today, giving it a market capitalisation of A$450 million, up from A$25 million on listing.

iCar followed the same trajectory. It listed at 20 Australian cents and has risen to A$1.05. Its market capitalisation has grown to A$200 million from A$30 million.

IP rights workshop

PROTECTION of intellectual property (IP) is important for start-ups developing new products and services.

A half-day workshop on June 12 will address ways to get protection for trademarks, patents and designs.

The free event being organised by the Action Community for Entrepreneurship (ACE) will also cover how start-ups can conduct online searches to find out if their intellectual property is new or unique.

The workshop will be held at ACE Ideation Centre, Block 79, Launchpad@One-North #01-03 from 1.30pm.

Register at goo.gl/forms/z6MFkpaeG8

GRACE CHNG

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