

“SULETECH”: NEW COMMUNITY TECH HUB OPENS IN HEART OF DOWNTOWN YANGON

IDEABOX & PHANDEEYAR JOIN FORCES TO CREATE
NEW SPACE TO FOSTER TECHNOLOGY ECOSYSTEM

Thursday 4th December 2014
SuleTech, Yangon

A new technology hub opened today in the heart of downtown Yangon. The hub, called **SuleTech**, aims to become a vibrant center for the local tech community. SuleTech is a 6000 square foot space with spectacular 360-degree views of Yangon located on the top floor of the “Mac Tower” building. It will be used to foster the ‘technology ecosystem’ in Myanmar, and will have offices, co-working facilities, trainings rooms, a UI/UX lab and a busy program of workshops, trainings and events.

SuleTech was created by **ideabox** and **Phandeeyar**, *Code for Change Myanmar*’s new innovation lab. **ideabox** is a community of entrepreneurs that runs events and offers incubation and acceleration services. ideabox has been active throughout 2014 organizing activities such as the App Bus Tours, Startup Boot Camp, and the Khan Academy Translatathons. ideabox Co-Founder U Kaung Sitt said:

“This year we’ve run events all over Yangon. We think the tech ecosystem would really benefit from having an easily accessible venue that is home to lots of startups, which the community can use to access resources and hold events, trainings and other activities”.

Phandeeyar is a new “Innovation Lab” designed to support social innovation and “civic tech”. It will bring the tech community together with others who are moving Myanmar forward—such as civil society organizations and independent media—to build the digital tools, platforms and content to accelerate change and development. Phandeeyar, which means “creation place”, was born out of *Code for Change Myanmar*, the initiative which ran the country’s first-ever hackathons. Phandeeyar and *Code for Change Myanmar* Founder Mr David Madden said:

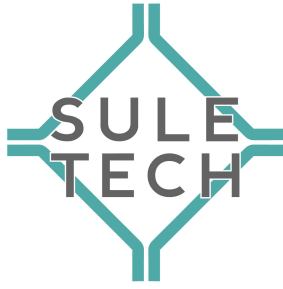
“At the hackathons we saw very clearly the potential for social innovation in Myanmar. When you combine the tech community with civil society organizations, social enterprises and independent media you get new solutions to important challenges. We want to create a permanent space where that kind of creative problem solving can happen 24/7. That’s Phandeeyar”.

Mr Madden continued:

“For innovation labs to be successful you need a big community with lots of different people collaborating. Phandeeyar joined forces with ideabox to create SuleTech because we wanted to create that critical mass of energy and activity”.

U Kaung Sitt added:

“SuleTech is not just for techies. Innovation requires new ideas and fresh perspectives. So everyone is welcome here. We want this to be home for anyone who is interested in doing anything cool with technology.”



SuleTech will serve as the HQ for ideabox and Phandeeyar, but it also has lots of room available for other tech companies, start-ups and freelancers, as well as events, training and workshops. The tech community got a sneak peek of the space recently when monthly industry event “Mobile Monday Yangon” held an AppExpo at SuleTech. Chairman of Mobile Monday Yangon, and CEO of leading tech company Technomation, U Htoo Myint Naung, stated:

“It’s fantastic to have a tech hub like this downtown. Office and event space is a real challenge for the startup community in Yangon. It’s great to have a permanent home for Mobile Monday and I hope that other startups and event organizers will make SuleTech their home too”.

In addition to co-working facilities and events, there will also be education and training programs at SuleTech. Through the USAID-funded ADEPT program, **HP** is sponsoring a state-of-the-art computer lab in SuleTech, which will be used to expand the pool of technology talent and increase digital literacy in Yangon. The lab will also serve as an [HP LIFE](#) (Learning Initiative for Entrepreneurs) Center. Tech startups and other micro, small and medium enterprises will be able to learn critical IT and business skills through HP’s free online training program, [HP LIFE e-Learning](#), which will be available at the Center.

SuleTech’s key sponsors also include **Nokia Networks**. Slow mobile broadband is one of the major challenges facing the tech ecosystem in Myanmar today. Nokia Networks will be utilizing their telecommunications infrastructure expertise to ensure that SuleTech has a great mobile broadband connection.

SuleTech will also offer its members connections with the broader tech community in South East Asia. SuleTech already has reciprocal relationships with two other major ICT Hubs in the region: StarHub i3 and Ideabox Indosat. **StarHub i3** is one of Singapore’s leading startup incubators and **ideabox Indosat** is Indonesia’s premier startup incubator and accelerator. SuleTech members will be able to access StarHub i3 and ideabox Indosat’s network of mentors, investors and companies, as well as use their facilities when they are travelling.

Other SuleTech supporters include **Ooredoo Myanmar**, and Phandeeyar’s backers **Internews**, **Open Society Foundations** and **Omidyar Network**.

Anyone interested in moving into SuleTech or using it to host events should contact info@suletech.org

Details

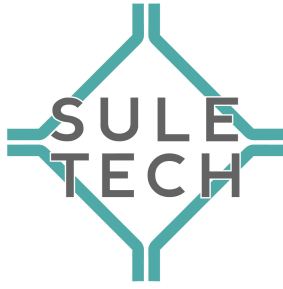
SuleTech

11th Floor, “Mac Tower” Building, 561-567 Merchant Rd
(between 35th St and Mahabandoola Park St)
Kyauktada Township, Yangon, Myanmar

-----ENDS-----

Contacts:

Phandeeyar:
David Madden



Founder, Phandeeyar & *Code for Change Myanmar*
Strategy Advisor, Internews
+95 942 113 6565
david@phandeeyar.org

Ideabox Myanmar:

Kaung Sitt
Co-Founder, Ideabox Myanmar
+95 997 400 1829
kaung@ideabox.com.mm

About SuleTech

SuleTech is a new community tech hub located in the heart of downtown Yangon. It is a 6000 square foot space designed to foster the tech ecosystem. It has offices, co-working facilities, trainings rooms, a UI/UX lab and a busy program of workshops, trainings and events.

SuleTech was created by ideabox and Phandeeyar, *Code for Change Myanmar's* new "innovation lab". Its sponsors include HP and Nokia and it has strategic partnerships with Ideabox Indosat and StarHub i3.

SuleTech is located on the 11th Floor of the "Mac Tower" building at 561-567 Merchant Road (between Mahabandoola Park Road and 35th Street) in Kyauktada Township, Yangon.

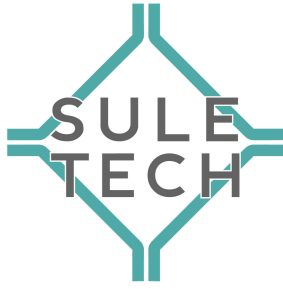
www.SuleTech.org
www.Twitter.com/SuleTechMM
www.Facebook.com/SuleTechMyanmar
email: info@suletech.org

About Ideabox Myanmar

ideabox Myanmar is a collaboration between Ooredoo, Pollenizer and Silicon Straits. The Myanmar story is a once-in-a-generation opportunity for us to help bring startups from ideas to product as we think deeply about solving problems for this previously untouched and unconnected market of 52 million people. We are proud to join the country and its people on the cusp of its digital revolution and accelerate its leapfrog into the future.

www.ideabox.com.mm
www.Twitter.com/IdeaboxMM
www.Facebook.com/IdeaboxMM

About Phandeeyar



Phandeeyar is a new “Innovation Lab” that is designed to support social innovation and civictech in Myanmar. Phandeeyar brings the tech community together with others who are moving Myanmar forward - such as civil society organizations, social enterprises and independent media - to build the digital tools, platforms and content to accelerate change and development.

Phandeeyar, which means “creation place”, was born out of *Code for Change Myanmar*. *Code for Change Myanmar* organized a series of hackathons in 2014. “Myanmar’s First-Ever Hackathon”, held in March 2014, brought 76 members of the tech community together for 48 hours to develop solutions to eight social problems submitted by NGOs. The “Business Solutions Hackathon”, held in September 2014, saw 117 developers and designers build technology products for six local SMEs and social enterprises. These hackathons highlighted the potential for collaboration between the technology community and others in Myanmar working on important challenges and problems. Phandeeyar builds on this work by creating a permanent space in which this type of collaboration can happen 24/7.

Phandeeyar’s backers include the international NGO, Internews (www.internews.org), Open Society Foundations (www.opensocietyfoundations.org), and the Omidyar Network (www.omidyar.com).

www.Phandeeyar.org
www.Twitter.com/Phandeeyar
www.Facebook.com/Phandeeyar
info@phandeeyar.org