



## **About SWAT Mobility Pte. Ltd. (SWAT)**

SWAT Mobility (SWAT) is a smart mobility solution firm that provides demand-responsive and ride-sharing technology in high capacity vehicles. With the belief that efficient transport is a fundamental right, SWAT endeavours to use its core mobility engine to improve the way people commute, ease congestion and improve their quality of life.

Founded in 2015, SWAT launched Asia's first-ever dynamic on-demand bus service in Singapore the following year. In addition, SWAT has solutions for employee transport, first mile/last mile connectivity, and its technology is also compatible with autonomous vehicles. SWAT's integrated products optimise public and corporate transportation for industrial parks, overnight shift workers, non-emergency medical transport, and more. Some of their clientele includes Singapore's Sembcorp Marine, MetroConnect and ComfortDelGro in Australia, and J:COM in Japan. In late 2018, the firm won the tender from Land Transport Authority Singapore to launch on-demand bus trials that concluded in 2019.

Behind SWAT's operations is its proprietary tech capabilities and algorithm that computes efficient shared rides, directs buses and their drivers, and ensures passengers reach their destinations quickly. SWAT's algorithm currently holds several records in global benchmarking use cases. To date, SWAT has completed over a million dynamically routed rides worldwide for commuters. The company is headquartered in Singapore, with operations in Australia, Indonesia, Japan, the Philippines, Thailand and Vietnam.

Since its inception, SWAT has garnered more than US\$12 million from investors including iGlobe Partners, ComfortDelGro Ventures, Goldbell Group, Singapore Economic Development Board (EDB) Investments, EDB New Ventures, SMRT Momentum Ventures and the University of Tokyo Edge Capital (UTEC).

Learn more about us at

<https://www.swatmobility.com>

<http://www.swatmobility.com/jp>

Contact us at [press@swatmobility.com](mailto:press@swatmobility.com)

## **About Jarrold Ong**

Jarrold Ong is the CEO & Co-Founder of SWAT Mobility (SWAT), a smart mobility startup that is changing the way people commute. Prior to assuming the role of CEO in 2018, he was the firm's CTO when SWAT was established in 2015.

Jarrold has amassed close to a decade's worth of software engineering experience – in the fields of e-commerce, gaming, and Voice Over Internet Protocol (VoIP). Before founding SWAT, he was the Head of Mobile Engineering at Viki, where his team was responsible for the rapid growth of over 20 million mobile installations.

With the intent to transform the world around him through entrepreneurship, Jarrold is no stranger to the startup scene. From his days as an intern in Silicon Valley through the National University of Singapore's Overseas Colleges programme, Jarrold started and launched several startups. This includes edutech firm Stickery, which was invested by Google Ventures and 500 Startups, and acquired in 2013. Prior to that, Jarrold also co-founded The Real Group and helmed the company as its CTO before it was rebranded to MoneySmart.sg.

Having spoken globally at conferences like Echelon Asia Summit and Cleantech Forum on mobility and sustainable transportation solutions, Jarrold has established himself as a respected thought leader and possesses strong domain knowledge and passion in the mobility industry.

Jarrold holds a Bachelor of Engineering in Computer Engineering from the National University of Singapore, with a minor in Technopreneurship in Engineering.

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## **About Arthur Chua**

As Executive Chairman, Chief Strategy Officer & Co-Founder of SWAT Mobility, Arthur played an integral role in the early days of founding SWAT, when the team had only four people working on its algorithm. Through Arthur's and Co-Founder Jarrod Ong's leadership, SWAT has grown exponentially, expanding to Australia, Indonesia and Vietnam, and completing over a million rides globally.

In addition to Arthur's role at SWAT, he is also the CEO of Goldbell Group, Singapore's leading large vehicle and equipment leasing provider. Arthur works closely with regional partners and governments focused on mobility, developing new business solutions and driving Goldbell's vision to be at the forefront of innovation in the mobility space. Goldbell has been providing its services to the likes of Lazada, Redmart and SingPost through its fleet of vehicles.

Arthur sits on the board of the Singapore River One Precinct and is a panel member in the Land Transport Master Plan Singapore 2040. He is one of the youngest members to be admitted into the Entrepreneurs Organization in 2008 and the Young Presidents' Organization in 2016.

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## About Grace Ho

Grace Ho, President at SWAT Mobility (SWAT), is responsible for driving revenue growth and market expansion in Asia. She leads, alongside co-founders Jarrod Ong (CEO) and Arthur Chua (Chief Strategy Officer and Executive Chairman), the firm's vision to improve the way people commute, ease congestion and improve their quality of life. Her role also involves forging strong partnerships to scale SWAT's differentiated mobility tech offerings in transportation and other verticals.

Prior to her role at SWAT, Grace was the APAC Chief of Staff and ASEAN Area Vice President at US software firm Commvault. She brings, to SWAT, more than 20 years of international experience spanning across business development, sales and marketing at technology heavyweights like Microsoft, Motorola Solutions and Hewlett-Packard. She has also held several transformational leadership positions, namely, Chief Marketing and Communications Officer and Strategy Leader at IBM ASEAN, Chief Commercial Officer at Singapore Post's (SingPost), and Managing Director and Head of Marketing at SAP.

In addition to her corporate career, Grace also commits her time as an independent Board Member and in advisory roles at SQL View, NTUC Link, NTUC Income and The National Library Board of Singapore (NLB). Grace is an active member at the Young Presidents Organization (YPO), a global leadership community made up of 29,000 chief executives in 130 countries, and is a newly elected EXCO member of The Singapore Computer Society (SCS).

Grace holds an MBA from the Australian Graduate School of Management, University of New South Wales, Australia; and a Bachelor of Science degree in Microbiology and Biochemistry from the National University of Singapore.

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## **About Evgeni Makarov**

Evgeni Makarov is the Head of Data at SWAT Mobility (SWAT). He is responsible for developing algorithms/models and production-ready systems which have been integral in powering Singapore's on-demand public bus system trials as well as other projects at SWAT.

Based at SWAT's headquarters in Singapore, Evgeni leads a team of data scientists and engineers in Singapore and Russia from research backgrounds and big software companies. With the team, SWAT has developed a mobility engine that currently holds several records in the Li & Lim Benchmark, the best-known international standard for the pickup and delivery problem. SWAT's methodology includes running simulations by using an in-house developed simulation engine for on-demand logistics which makes real-world ridesharing operations as smooth and efficient as possible.

Evgeni holds a PhD in mathematics and physics from the Lobachevsky State University of Nizhny Novgorod – National Research University (UNN). He is also a co-author of more than 20 scientific papers, with topics in nonlinear wave propagation, remote sensing and computational science for urban systems. His current scientific interest lies in operations research and optimisation techniques, especially in various types of vehicle routing problems with applications on shared transportation of passengers in on-demand bus systems.

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## Links

Website - <https://www.swatmobility.com/>

Japan Website - <https://www.swatmobility.com/jp>

LinkedIn - <https://www.linkedin.com/company/swatmobility/>

Facebook (Main) - <https://www.facebook.com/swatmobile/>

Facebook (Philippines) - <https://www.facebook.com/swatmobilityph>

## Timeline

- 2016** SWAT was founded
- August 2016** SWAT launched its dynamic on-demand bus booking service in Singapore. It was the first of its kind in Asia.
- June 2017** SWAT raised US\$2.2m in pre-Series A funding. Investors include iGlobe Platinum Fund II Pte. Ltd. and Chua Chuan Leong Investments Holding Pte. Ltd. (Goldbell Group family office)
- August 2017** SWAT's dynamic routing algorithm tops the Li & Lim Benchmark, which is the world renowned benchmark to beat for the pickup and delivery problem with time window constraints. It continues to hold several records to this date.
- December 2018** SWAT launched an on-demand bus trial with Land Transport Authority Singapore
- May 2019** SWAT entered Australia
- September 2019** SWAT entered Vietnam
- November 2019** SWAT raised US\$10m in Series A funding, led by The University of Tokyo Edge Capital (Utec) 4 Limited Partnership. New investors include ComfortDelGro Ventures, EDB Investments, EDB New Ventures, LKJ Capital Japan and SMRT Momentum Ventures.
- December 2019** SWAT entered Indonesia
- March 2020** SWAT rebrands from Ministry of Movement Pte. Ltd. to SWAT Mobility Pte. Ltd.
- May 2020** SWAT Mobility entered Thailand and the Philippines
- July 2020** SWAT Mobility entered Japan