



PRESS RELEASE

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SushiVid Partners with Lazada Malaysia to Groom Future Live Stream Influencers

ASEAN's leading influencer marketing company seizing the opportunity to train the next generation of live stream influencers

Petaling Jaya, 13th April 2021 - SushiVid, ASEAN's leading influencer marketing company is launching its **Live Stream Incubator Program** to help equip Malaysians and SMEs to cater to the upcoming demand for live streams. The incubator program is named The SV Live Room with the tagline as Go Live, Be Your Own Boss. Working on an exclusive partnership with Lazada Malaysia, a leading eCommerce platform, the program is set to take place from **18th May to 6th July 2021** via ZOOM and on the Lazada platform.

The live stream incubator program is an 8-week course with an additional 1-month free consultation for live stream practical. The course consists of an in-depth syllabus with everything the participants need to know about live streaming. These include how to decide a name to go with the live stream, scripting, live stream studio setup, presentation skills, how to choose a suitable live stream software, wardrobe preparation, etc.

The course will also help influencers master live streaming on different platforms (Facebook, Lazada, Shopee, JOOX, etc). Compared to normal influencers, live stream influencers will require a different skill set such as the ability to educate, articulate, present confidently and persuasively, while being approachable are a few criteria to be a successful live streamer. With Lazada Malaysia as the exclusive partner for the live stream incubator program, participants will also get a chance to live stream on Lazada Malaysia's Shoppertainment feature, Lazlive.

"The Live Stream Incubator Course aims to be the solution by promptly grooming a group of live streamers to fit the demand. We can't succeed and try to build an industry without sufficient players in the market. The industry requires a lot of players if the industry succeeds then everybody wins. We just want to be the catalyst to make this happen." said **Yuhwen Foong, Founder & CEO, SushiVid.**



“With eCommerce on an upward trajectory in the country, we believe that live streaming is revolutionising the way people now shop online. As such, influencers and content creators are playing a significant role in driving retail transformation, eCommerce success and helping to propel the ecosystem forward,” said **Diana Boo, Chief Marketing Officer, Lazada Malaysia.**

As technology progresses, consumers’ shopping habits are heading to a more digital space. This is more prevalent in 2020 due to the Movement Control Order (MCO), where people are in lockdown and some businesses are temporary, if not permanently closed. With consumers homebound, this puts physical retail businesses at a disadvantage. Therefore, to survive, businesses need to make the shift to the digital space so they can reach out to their customers at home. This created a huge demand for live streamers last year and the demand continues to grow.

Even before the pandemic, small fishing companies like MyFishMan took the initiative to auction their fish on Facebook Live to keep up with the growing demand of the new online shopper generation. The Facebook Live auction, partnered with DD Fishery Live, had between 100 to 1,000 viewers and they were able to auction up to 300kg of fish daily.

SushiVid is also looking for partners, product sponsors, and location sponsors to collaborate with in hopes to give the best tools and exposure to the course participants. The Live Stream Incubator course is open to influencers and brands, who are looking to learn this new skill set. At the moment, there is an Early Bird package, RM200 (50% off) for the 8-week course with a 1-month free live stream consultation. For more information, please visit incubator.sushivid.com

About SushiVid

SushiVid Sdn Bhd is ASEAN’s leading influencer marketing company. Launched in January 2016, SushiVid started as a technology marketplace charging brands for influencers on a per-post basis. It has since branched out to include live streaming businesses, cost-per-sale influencer marketing, influencer reviews, influencer management, etc.

In 2019, SushiVid’s influencers produced over 11,000 branded content for brands across Southeast Asia for over 1,500 brands. Its influencers currently come from 6 countries including Malaysia, Singapore, Indonesia, The Philippines, Thailand, China and across a variety of platforms including Instagram, Facebook, YouTube, TikTok, and Taobao.

SushiVid is also a recipient of Cradle’s CIP500 Grant, an MSC Status Company, a winner of The Rice Bowl Startup Award Malaysia, a d-awards silver winner, and an A+M finalist.



For more information about SushiVid, please log on to www.sushivid.com.

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