METHODOLOGY

Singapore's Best Startup Employers **2026**

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Singapore's Best Startup Employers honors organizations that build dynamic, engaging workplaces

Ranking's cornerstones

Methodology

Despite a cautious global macroeconomic backdrop that has pushed many organizations toward tighter budgets, Singapore-based startups continue to show strong momentum, particularly when viewed in a regional and international context. In Singapore's market, we consistently see founders pairing ambitious, globally oriented ideas with a pragmatic execution mindset—often building from day one with Southeast Asia scale in mind. This underlying confidence in the ecosystem remains visible as investors continue to back Singapore as a trusted launchpad for innovation, supported by its pro-business environment, deep connectivity to regional markets, and a growing pool of tech and entrepreneurial talent.

For the first time, "Singapore's Best Startup Employers 2026" evaluates top startup employers using a defined set of KPIs, helping candidates identify innovative, high-performing, and stable startups to join.

Companies considered in the evaluation must be headquartered in Singapore, founded in the last 15 years, employ more than10 people, maintain a website, and offer an innovative product or business model. The employer must operate independently, meaning it is not a spin-off or a subsidiary of a larger company.

More than 2 million datapoints are analyzed. All data gathered in Q3 and Q4 2025 via a social listening campaign and extensive desk research. An initial longlist of more than 8,500 companies is narrowed down to 1,700 companies that qualify for the in-depth analysis. This analysis is based on three key criteria:

- Reputation as an employer (Social Listening)
- Employee satisfaction
- Growth

Executive Summary

- **Title of ranking:** Singapore's Best Startup Employers 2026
- **Media partner:** Tech in Asia
- **Edition:** 1st
- **Number of awardees:** 200
- **Methodology:** Social Listening, Desk Research
- **Criteria used for determining rank***:* KPIs gathered through social listening and desk research. Companies were scored across multiple dimensions in the categories: reputation, employee satisfaction, and growth, with the highest aggregate scores determining the final rank.

Singapore's Best Startup Employers draws from multiple sources to create one ranking

Ranking's cornerstones

Shortlist

1

The selection of startups to be shortlisted and evaluated is based on the age and size of the companies as well as the location and market focus in Singapore, high web traffic and independency from other companies. An open registration form is also provided to allow organizations to "opt in" to the analysis.

Data Gathering

2

The Social Listening campaign is launched, constantly monitored and mentions are collected. Incoming **data is cleaned and prepared** for analysis.

Additional Research

3

Additional KPI data is collected through **publicly available company information** to effectively measure the reputation, growth and employee satisfaction of the selected startups.

Analysis

4

The prepared data is analyzed with a proven scoring model to create a ranking of the **highest rated startup employer brands**.

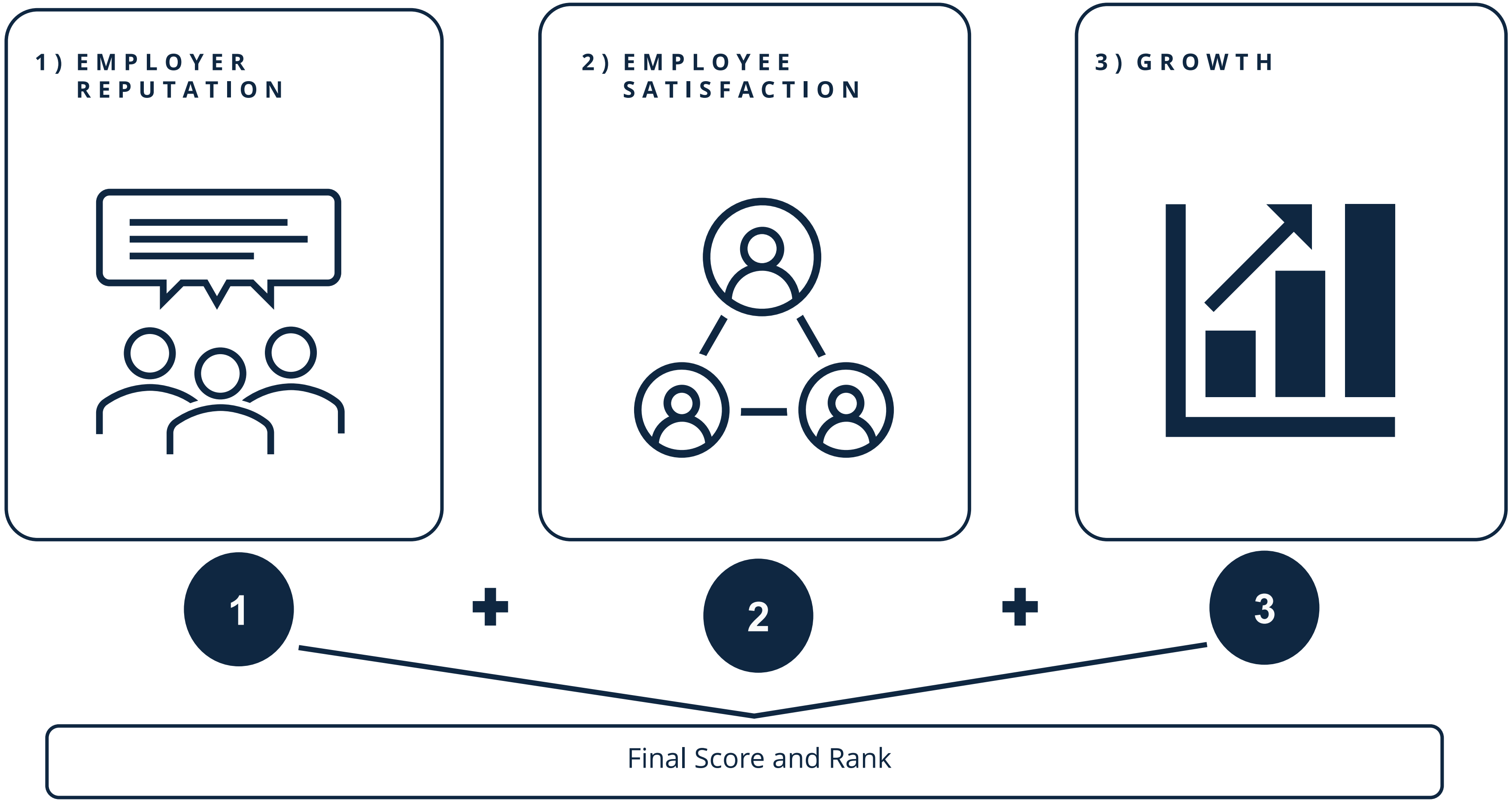
Publication

5

The final ranking is published by Tech in Asia - Singapore's Best Startup Employers.

The final score is the result of KPIs gathered in three topical categories

Pillars overview



A broad bandwidth of KPIs are considered to create a complete picture of Startup Employers

Pillars overview in detail

1. **Employer Reputation (Social Listening):** Comprehensive web and social media monitoring for a period of 3 months on employer attractiveness and employer branding. Relevant workplace aspects are defined, and search terms tested (e.g., employee engagement corporate culture,...). The results describe employer reputation based on direct information in terms of **reach**, **virality**, **volume** as well as **sentiment** of relevant posts.
2. **Employee Satisfaction:** Employee Satisfaction is important especially for companies in the early stages of maturity. Not only are happy employees productive, but they also represent the first line of marketing and can act as brand ambassadors. KPIs such as "benefits" or "culture and values" are collected from online platforms and the company websites. We collect and evaluate employee reviews and an employers' general relevance. Presence and form of predefined criteria on topics such as **benefits**, **flexible working hours** or **workplace mobility**. Gathering information directly from the websites adds objectivity to what the company has to offer.
3. **Growth:** The main objective for many startups is growth. This is important not only for founders and shareholders, but also for employees. Growth means opportunities to learn new skills and to take on new responsibilities. We research and evaluate various sources on **website traffic**, **headcount growth** and **job openings**.

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The scoring model is founded on the same three KPI pillars as the data collected

Scoring model visualized

KPIS/RAW DATA

SUB SCORES

SCORE

1) EMPLOYER REPUTATION (SOCIAL LISTENING)

Sub score Reputation

Calculation based on:
- Origin of content (social media channel)(1)
- Distribution (percentiles)(2)

2) EMPLOYEE SATISFACTION (REVIEWS)

Sub score Employee Satisfaction

Calculation based on:
- Distribution (percentiles)(2)

3) GROWTH (HEADCOUNT, JOB OPENINGS, WEBSITE TRAFFIC)

Sub score Growth

Calculation based on:
- Distribution (percentiles)(2)
- Seasonal peaks(3)

Weighting

1/3 + 1/3 + 1/3

Final Score

(1) Different weightings are assigned to different types of media. Logistic regression analysis was used to evaluate the impact each channel has on the sub score.
(2) Scores reported on an ordinal basis and were attributed by the percentiles.
(3) To control for seasonal peaks and valleys in the time series data, a 4-month rolling average was applied

Industries

Each employer grouped by industry

1. Finance, Banking & FinTech
2. (AI-based) Enterprise Software & Services
3. AI Tools & Data-Science Services
4. Digital Infrastructure
5. (Cyber) Security
6. Professional Services
7. Health Tech & Services
8. Creative Media & Entertainment
9. Retail
10. Education & EdTech
11. CleanTech & Renewables
12. Logistics & Transportation
13. Advertising
14. Travel & Leisure
15. Social Networking & Communication
16. Lifestyle & Wellbeing
17. Agri-Food Production & Innovation
18. Search & Discovery
19. Hardware
20. Biotechnology & Drugs
21. Real Estate
22. SpaceTech & Defense Tech
23. Heavy Industry