

Tech Startup in Thailand

At present, foreign investors have constantly been interested in Thai startups which have had support from both the public and private sectors. A myriad of agencies are there to facilitate startups to grow in leaps and bounds. To promote the startup ecosystem, One-Stop Service (OSS) has been set up to be a hub for business promotion both in Thailand and abroad, from the ideation stage to commercialization. Startups are properly incubated as they will receive assistance in finding workplaces and facilities, considering whether the capital sources are credible and appropriate, looking for capital sources or co-investors.



Value of the Startup Business/Market

In 2021, the total disclosed value of deals reached over

USD 319 million



Thailand now has 3 unicorns.



Flash Express

Delivery and logistics



Ascend Money

EWallet by TrueMoney



LINE MAN Wongnai

On-demand services
(food delivery, products,
and messengers)

According to the data from Techsauce, Tech Startup service industry in Thailand in 2021 had the total amount of disclosed deals of over USD 319 million from 58 rounds of fundraising. Apart from the total amount and value which have gone up, the value per round during fundraising in Thailand has also gone up compared to before 2019. However, investors are likely to decide to invest in startups which are already growing or Series A upwards. The highest value of investment is seen in Series A or above. From the data this year, Series A fundraising constituted 48% of the total deal (not including VentureRound and Undisclosed).

With regard to the trend of investment in 2022, the data until May 2022 shows that the investment had a total value of more than USD 211 million from 17 rounds of fundraising.

Total amount as a result of fundraising rounds in Thailand in 2022

USD 211 million



(data until May 2022)



Thailand Startup Ecosystem

According to the survey conducted on 100 startups from across Thailand in 2020, the top sectors of the startup industry were Business Service at 26%; and PropertyTech and Innovative Technology on music, arts and culture (MARTech) at 11%. The rest are Lifestyle 10%, Deep Tech 10%, FinTech 9%, AgTech & FoodTech 6%, MedTech 5%, EdTech & GovTech 5%, TravelTech 4%, and IndustryTech 3% respectively.

According to the survey of 100 Startups from across Thailand in 2020, the top sectors of startups were:






(Data from the Report on the Development of Startup Ecosystems in Thailand in 2021)

Relevant Agencies/Associations



National Innovation Agency (Public Organization)

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