



INTELLIGENT CONNECTED CITIES PROJECT EXPERT PROFILE

SINGAPORE

ZAL DASTUR

Company: Lucep Pte Ltd

Role: Cofounder and Director

Target market covered: Singapore

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BZal Dastur is a Singapore-based entrepreneur, business development advisor, and founder coach with more than 15 years of experience helping companies enter new markets and accelerate growth across Southeast Asia. Having built and scaled his own B2B software business across multiple countries, he brings practical experience in sales, partnerships, go-to-market strategy, and market expansion.

Zal has coached more than 200 founders and worked with organisations including A*STAR, Temasek, Plug and Play, and Start2. He primarily supports technology, deep-tech, climate, and innovation-driven companies seeking to validate markets, refine their commercial strategy, and scale sustainably in Asia.

Expert summary for companies:

- Southeast Asia market-entry strategy and go-to-market planning
- Sales strategy, customer acquisition, and enterprise business development
- Pitch refinement, storytelling, and investor or customer presentations
- Partner, customer, and ecosystem introductions across the region
- Founder coaching on growth, leadership, and strategic decision-making

Sector expertise

- Smart city solutions
- Cybersecurity
- Smart mobility and logistics
- Health tech
- Cleantech and circular economy
- Energy efficiency
- Built environment / real estate technology
- IoT and connected infrastructure
- Education technology

TYPE OF SUPPORT PROVIDED

- Southeast Asia market-entry strategy and go-to-market planning
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AREAS WHERE WE CAN SUPPORT ICC COMPANIES

Market readiness assessment, business model review.

Market-entry strategy - support for companies entering Southeast Asia, including market prioritisation, customer validation, go-to-market planning, and commercial strategy.

Sales strategy - guidance on customer acquisition, enterprise sales, business development, value proposition refinement, and building repeatable sales processes.

Pricing / commercial model advice, marketing and localisation advice, buyer mapping, lead generation, investor / ecosystem introductions

Export mission preparation - preparation for investor, partner, and customer meetings, including pitch refinement, messaging, stakeholder mapping, and meeting strategy.

Support during local meetings, follow-up after buyer meetings, local business culture advice

TARGET CUSTOMER AND NETWORK ACCESS

- Government agencies
- Large corporates
- System integrators
- Transport and logistics operators
- Universities / innovation hubs
- Investors / accelerators