



Media release – for immediate release

## **Gothere is going places**

### **Web portal set to be Singapore’s best map and navigation guide**

*12 May 2009, Singapore* – Good news for all commuters in Singapore! gothere.sg has set up a new web portal that provides the fastest, most convenient and cheapest route between two destinations. It is helpful for drivers and public transport commuters alike, and is already making its impact felt island-wide.

Although the web portal was set up a year ago, gothere.sg has a strong fan base. There are currently over 30,000 direction searches being made every day, a 125% increase compared to the start of 2009. gothere.sg is also seeing more than 8,000 unique users benefiting from the web portal every day. gothere was recently highlighted by the Finance Minister, Mr Tharman Shanmugaratnam during the Budget speech in January 09, as an example of an innovative start up company that is creating unique and useful products for the local market.

gothere is being lauded as “the best Singapore website ever” by many of its users. Benefits of using gothere.sg include:

- gothere rapidly and easily finds the best and shortest way around Singapore, whether the commuter is driving or taking public transport;
- gothere provides a detailed description on the route, as well as the total time and total fare (for those using public transport). The web portal also shows the way clearly on its user-friendly map;
- gothere is highly customizable;
  - Those using public transport can select to take the smartest, fastest or cheapest routes. They can also choose between using bus only or routes with a combination of bus and train.
  - Commuters taking a taxi can check the approximate fare, as well as all the additional costs, such as ERP charges, peak hour surcharges and CBD surcharges.
  - Drivers can select options such as “Try to avoid ERP” or “Avoid expressways”, to give them choices in planning their routes.
- Users can also search for businesses, such as eateries, cinemas or petrol stations, around locations specified by the user;
- Best of all, gothere.sg is free!

“I discovered gothere.sg only a few weeks ago, and already it has become one of my most frequently used websites! Being in the sales line, I drive around Singapore everyday, so I regularly log into gothere.sg to plan my routes. This

saves me time, petrol and the headache of checking a map, which frequently gets outdated,” said Mr. Nicholas Tan.

“I just love the way that gothere has so many options, whether I’m taking bus, MRT, taxi or catching a lift from a friend. By using the Directions function, I was able to save \$0.30 and 5 minutes of my daily commute to and from work. Obviously, as I need to commute every day, this adds up, and in the current economic situation, even saving small amounts is still important,” said Ms. Niki Torres.

gothere has already formed a partnership with the Land Transport Authority (LTA) in Singapore, to license their technology. LTA is looking at how they can harness gothere.sg technology to help MRT and bus commuters in getting around Singapore. gothere also plans to establish new partnerships with other companies in licensing their technology, as well as partners to integrate advertising or company listings onto their web portal.

### **Starting gothere.sg**

gothere was set up by a group of 4 friends, Dominic Ee Ming Tat, Toh Kian Khai, Kuan Chih Yuan and Ang Jun Han, of which the first three of them have known each other since secondary school. They got together to create the best map and navigation guide for Singapore. The four co-founders, developed the technology that allows people to plan their journey door-to-door. They then spent 9 months driving around every single street in Singapore, surveying roads and the public transport system, as well as taking pictures, in order to create their own proprietary maps.

“We looked around at the other online navigation websites available to help commuters in Singapore, and thought that we could make the service better. We wanted to improve the whole user experience of locating services and traveling to destinations. So we came together, pooled some capital and started a business from there,” said Mr Toh Kian Khai, co-founder of gothere.sg

The company is self-funded with a startup capital of \$80,000, and is in the process of applying for other funds from government agencies. gothere is currently being incubated by NUS Enterprise, which provides an enterprise dimension to NUS. The start-up company is located in the Prince George’s Park bungalows, and receives support from NUS Enterprise, such as access to mentors, assistance in funding and networking.

“gothere.sg has identified and met a real need amongst commuters in Singapore. The public’s response to their web portal has been very good, and I expect that their fan base will only grow, as they continue to add on new features and services to website. The NUS Entrepreneurship Centre will continue to support such innovative young companies,” said Prof Wong Poh Kam, Director of the NUS Entrepreneurship Centre, a division of NUS Enterprise.

## **About NUS Enterprise**

NUS Enterprise was established in 2001 as a university-level cluster, to provide an enterprise dimension to NUS teaching and research involving the university's students, staff and alumni. The functions of the Enterprise cluster complement the academic cluster of the University to nurture talents with an entrepreneurial and global mindset. NUS Enterprise promotes the spirit of innovation and enterprise through experiential education, industry engagement & partnerships and entrepreneurship support. [www.nus.edu.sg/enterprise](http://www.nus.edu.sg/enterprise)

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