

New Venture Creation Workshop 2004

A 3-day intensive training program for
entrepreneurs seeking necessary skills and knowledge to
start new scalable ventures

NUS Extension, 9 Penang Rd, #10-08, Park Mall ♦
16-17, 20 November 2004

Highlights of the workshop

- Learn about
 - Finding a profitable Idea
 - Market research, competitive analysis and strategy
 - Financial management, fund raising and valuations
 - Preparing a winning business plan
- Analyze your business idea from different angles with our interactive and comprehensive workshop.
- Get real-time feedback on the viability of your business ideas and operations
- Gather critical presentation tips to clinch investment
- Present your business plan to VCs and Angel Investors
- Opportunity to develop business plans based on the wide range of NUS technologies and IP available
- Get assistance and feedback from professional mentors assigned to your team
- Qualified for 14 PDUs under the Continuing Professional Development (CPD) Scheme by Professional Engineers Board.

[NUS Entrepreneurship Centre delivers results](#)

In 2004 alone, students who completed our courses have raised more than \$250,000 in seed funding and business plan prizes

http://www.nus.edu.sg/nec/education/new_vc_wkshop/newvc_index.htm

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NUS ENTREPRENEURSHIP CENTRE



New Venture Creation Workshop 2004

Creating a new business is a challenging and complex task. The road to entrepreneurial success is long, winding and strewn with pitfalls, obstacles and blind turns. The risks of starting a new business are high, as illustrated by the failure rates for new ventures. However, as is always the case, the rewards are commensurate with the risk: in addition to the psychic rewards of starting a business, witness the dominance of entrepreneurs in the Forbes 400 list.

Our New Venture Creation Workshop will equip you with what you need to grow a winning business in today's harsh and competitive entrepreneurial environment. The 3-day workshop will be conducted by top-notch industry veterans, venture capitalists and managers with years of experience in this area. You will learn the right way to find a profitable idea, write a winning business plan and find capital to start your company.

This course is a true hands-on workshop, not a series of talks and slideshows. Each session will be facilitated by an industry expert and will feature interactive discussions of participants' actual business ideas. By the end of the workshop, each participant will be ready to present a business idea to investors.

(1) PROGRAM OVERVIEW

The Workshop is aimed at equipping entrepreneurs with the necessary skills and knowledge to start new scalable ventures. This is a 3-day intensive program which covers all essential areas of starting a business, including, Idea generation and Evaluation, Value Proposition, Market and Competitive Analysis and Strategy, Financial Management, Fundraising and Valuation, and Business Plan Writing and Presentation Techniques.

The hands-on workshop will bring participants through the full-cycle of transforming ideas into a complete business plan; culminating with an opportunity to practise a presentation to potential VCs and Angel Investors. The program will be a highly interactive mix of short lectures, group discussions, group work and presentations.

(2) PRE-WORK

In order to gain full-advantage of this workshop and to allow us to tailor the program to generate results for *your* business idea, please answer the following questions before attending the workshop:

1. What is innovative about your idea?
2. Who is your customer - what is the market for your product?
3. What is your value proposition - what problem are you solving?
4. What is your competitive advantage - how will you compete?
5. How will your business make money - what is your business model?
6. What specialty would you require your mentor to have?

Answers to these questions have to be submitted before the workshop begins on 16th Nov. Please complete the pre-work sheet attached at the end of this document.

(3) TARGET AUDIENCE

This workshop is best suited for working professionals and students seeking essential skills and knowledge needed to start a new scalable venture. Ideally, participants attending the Workshop will possess at least one concrete, scalable, novel business idea. However, if you are seeking to develop an idea in the course of the Workshop, you are also welcome.

(4) EXPECTED OUTCOME

Upon completion of the program, you should know the key processes involved in starting a scalable business as well as the key aspects that need to be addressed in writing a detailed business plan to attract investors. You will also get real-time feedback on the viability of your business ideas and operations, gather critical presentation tips to clinch investment and most importantly, present your business plan to potential VCs and Angel Investors

If you should decide to follow through to actually start a business you can enroll in follow-on, individually tailored mentoring program offered by the NUS Entrepreneurship Centre.

(5) WORKSHOP SCHEDULE

Day 1: Tuesday, 16 November 2004	
<i>Facilitator</i>	<i>Douglas Abrams</i>
8.30am	Registration
9.00am	Overview and course introduction
9:15 am	Idea generation and evaluation
10.30am	Tea Break
11.00 am	Developing a value proposition
12.30 pm	Lunch
1:30 pm	Idea presentation and group formation
2:30 pm	Tea Break
3:00 pm	Value proposition analysis workshop
5.00pm	End of Day 1

Day 2: Wednesday, 17 November 2004	
<i>Facilitator</i>	<i>Chow Yen-Lu</i>
9.00 am	Market and competitive analysis and strategy
10.30 am	Tea Break
11.00 am	Marketing workshop
12.30 pm	Lunch
<i>Facilitator</i>	<i>Aw Chye Huat</i>
1.30 pm	Financial management, fund raising and valuations
3.00 pm	Tea Break
3.30 pm	Financial workshop
5.00 pm	End of Day 2

Day 3: Saturday, 20 November 2004	
<i>Facilitator</i>	<i>Douglas Abrams</i>
9.00am	Presenting to investors
10.30am	Tea Break
11.00am	Investor presentation workshop
12.30pm	Lunch
<i>Facilitator</i>	<i>All facilitators plus investors</i>
1.30pm	Investor Presentations I
3.00pm	Tea Break
3.30pm	Investor Presentations II
4.30pm	End of Workshop

(6) SESSION DESCRIPTIONS

Day 1, Tuesday, 16 November 2004

Idea Generation

Contrary to popular belief, there are in-fact many approaches for discovering the right business for you to pursue. In this session, you will receive an outlook of current trends in small business start-ups, learn questions to ask yourself in deciding on a business venture and understand the purpose and importance of developing a business plan.

Value Proposition

The value proposition should be the starting point for any entrepreneur. It is the core of a business plan. One way to look at the business plan is as a detailed elaboration of the value proposition. Yet many entrepreneurs may not have identified and may not be able to clearly elaborate their value proposition. In this session, participants will identify their value proposition and develop the ability to clearly and concisely communicate it to customers, investors, team members, etc.

The value proposition we will develop in this session will address several key questions:

- What is innovative about the product or service
- What problem are we solving for customers?
- What features of our product or service are important to our customers

Day 2, Wednesday, 17 November 2004

Market identification and analysis

It is widely understood that marketing is one of the key success factors in starting a successful business. Yet many entrepreneurs have quite a vague understanding of exactly what marketing is and how to approach it. For example, many entrepreneurs believe that marketing equals the four Ps - Promotion, Price, Positioning and Place. However, the four Ps are only a small part of the whole marketing process.

In this session, participants will learn to:

- Answer the question: who is our customer
- Selecting target markets and customers
- Analyze the market, including customers and competitors
- Develop and implement a marketing strategy
- Develop a product that suits customer's needs
- Position and differentiate one's products and services from the competition

How to compete

Entrepreneurs face a dilemma: if there is not a sufficient market for their idea, their business will fail. If there is a sufficient market for their idea, competitors will enter. These competitors can be existing companies with substantial resources, or new startups attempting to capitalize on the opportunity identified by the entrepreneur. In this session, participants will learn to:

- Create sustainable competitive advantage for their business
- Develop a competitive strategy
- Compete against both established companies and new startups
- Respond to competitive threats

How to make money

Money is the life-blood of any company and is especially important for startup companies. Startup companies face many financial challenges: they often require substantial funds in the early stages of the business to develop the product, build market share, attract and retain a high-quality team, etc. At the same time, they often have limited cash flow in these same early stages. Many startups which might have otherwise been successful fail as a result of inadequate financial management and understanding. In this session, participants will learn to:

- Raise investment funds to support the growth of their business
- Manage their finances and cash flow to avoid running out of cash
- Forecast the financial performance of their business and calculate the valuation of their company.

Day 3, Saturday, 20 November 2004

Business plan workshop

It is difficult not to over-emphasize the importance of good presentation skills in entrepreneurship (and in business in general). Excellent presentation skills can take you very far; whereas poor presentation skills can doom your project from the beginning.

Entrepreneurs are continually presenting: to potential customers, partners, suppliers, and investors. Presentations to investors are especially critical for start-up companies as these are where company futures are decided.

This workshop will enable participants to create and deliver effective presentations to investors, both written and verbal, to investors, customers, partners and others.

In this session, participants will learn:

- What do investors look for in a business plan?
- What do investors look for in a presentation?
- How to avoid the most common mistakes
- How to get an investor to read your business plan
- Achieving legibility, readability, clarity
- Connecting with the audience

- Using anecdotes and illustrative examples
- How to interest your audience
- Practicing and testing
- Handling Q&A

(7) WORKSHOP FACILITATORS

The Workshop Program will be facilitated by experienced lecturers from NUS Entrepreneurship Centre. In addition, experienced technology entrepreneurs, venture capitalists, venture consultants and angel investors will be invited to share their relevant practical insights on each of the workshop topics.

Mr. Douglas Abrams

Managing Director, Parallax Capital
Adjunct Associate Professor, NUS Entrepreneurship Centre

Mr. Abrams is a Managing Director at Parallax Capital Management in Singapore, where he co-manages the private equity business. Prior to joining Parallax, Mr. Abrams managed information technology at J.P.Morgan for 13 years. From 1997 to 1999, he was Global Markets Head of Internet Marketing, and from 1991 to 1997, he was VP and Manager of Investment Banking Technology. He is an Adjunct Associate Professor at the National University of Singapore's Entrepreneurship Centre, where he lectures on New Venture Creation and Technopreneurship. Mr. Abrams graduated from the Annenberg School, University of Pennsylvania with a BAs in Communications and received an MBA from The Wharton School.

Aw Chye Huat

Director, UOB Venture Management

Dr Aw is currently a Director with UOB Venture Management. His experience ranges from R&D, marketing, to venture capital, having started his career as an IC design engineer. He was the Executive Director of CeHage Ventures, a company that helps grow technology ventures by providing value-add services in the area of strategy and fundraising. Before that, he was a Strategic Investment Manager at Intel Capital responsible for Intel Capital's investments in the ASEAN countries. Prior to venture capital, he was the marketing manager at Hewlett-Packard responsible for the worldwide product marketing of infrared data communication components. Chye Huat graduated from Stanford University, USA, with a PhD degree in Electrical Engineering, a Master of Science degree in Electrical Engineering, and a Master of Science degree in Engineering Management. He also holds a Bachelor of Electrical Engineering (First Class Honours) degree from the National University of Singapore.

Chow Yen-Lu

Founder & Managing Director, WholeTree Technologies
Entrepreneur, Angel Investor, Mentor

Yen-Lu Chow's career in the technology industry spans over two decades, with the past 12 years in executive management and leadership capacities in research institutions, multinational companies as well as start-ups. Since 1997, he's been actively engaged in venture creation activities -- starting up companies, turning around troubled ones, building teams and organizations, and serving as advisor and mentor to budding new ventures. He was a venture partner of Venture TDF, a Singapore-based VC firm with a global footprint, and venture advisor to S.AI.L Port, regional incubation center for speech and language technology companies. An active angel investor, he sits on the advisory board of several start-up companies in Asia and the US. He also consults for government organizations including Institute for Infocomm Research (member of A*Star) and the Economic Development Board.

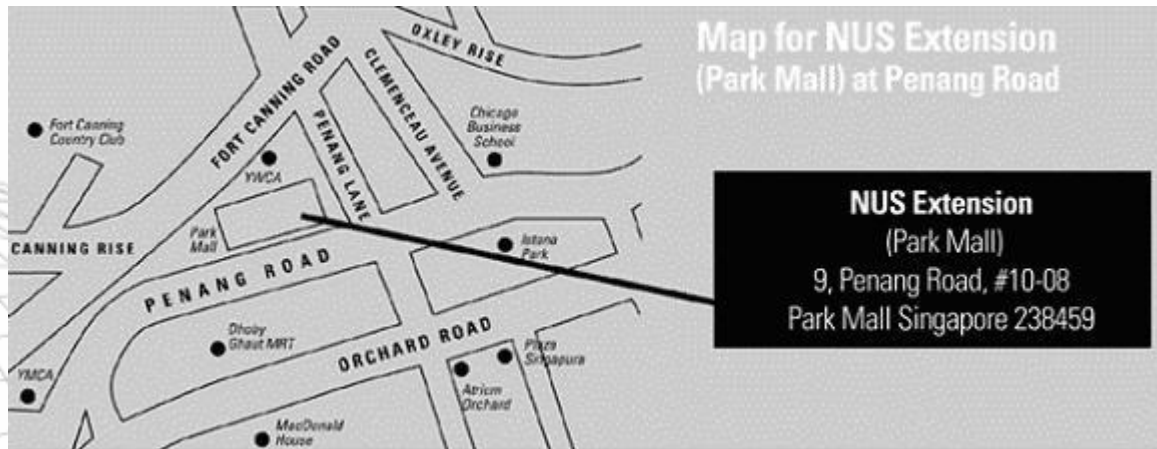
Mr. Chow is an active contributor in the annual National University of Singapore's StartUp@Singapore business plan competition, as a speaker, advisor, judge, facilitator, and mentor, and is an adjunct professor at the NUS Entrepreneurship Center. He has founded or co-founded three companies: AsiaWorks, a technology startup focused on multi-modal Chinese language computing; WholeTree Technologies, a speech and language technology venture, and Expara, an Entrepreneurial Leadership Consulting & Training Practice. As a internationally recognized technologist, and a Distinguished Technologist at Apple Computer, Mr. Chow was responsible for the development of several award-winning technology products, including: Byblos, a state-of-art continuous speech recognition system; PlainTalk, Apple's continuous speech recognition system for the Macintosh; Apple Chinese Dictation Kit, Apple's ground-breaking Chinese dictation product; SPK, the world's first integrated multi-modal speech, pen & keyboard input solution for Chinese computing; and WholeWeb, WholeTree's globalization management platform. He is the holder of 6 international patents, with 12 patents filed. Mr. Chow received his MS and BS degrees in electrical engineering from Massachusetts Institute of Technology, and successfully completed Apple's MBA and Mentoring programs for senior managers.

(8) DATE OF WORKSHOP

16th, 17th and 20th November 2004 (Tue-Wed & Sat), 9am-5pm

(9) VENUE

9 Penang Road, #10-08 Park Mall, Singapore 180261



(10) REGISTRATION FEE

S\$788 Early bird rate (by 6th November 2004)

S\$988 Standard rate (after 6th November 2004)

S\$688 Special rate for IES members, A*star Members and/ or NUS staff

Group Rates - 10% Discount on applicable rate for 2 or more members. For a group of 6 or more, please call us for a quote.

Registration closes on 12th November 2004.

(11) WORKSHOP MATERIALS

Each participant will receive a complete set of workshop materials covering the information and steps necessary to create a professional-level business plan.

(12) CONTINUING SUPPORT

Participants will qualify for our ongoing mentoring program. This program will provide experienced mentors for qualifying participants to assist them with further development of their business plan.

(11) CPD QUALIFICATION

Participants of the workshop can obtain up to 14 PDUs under the Continuing Professional Development (CPD) scheme by Professional Engineers Board, Singapore. For more details, please refer to <http://www.peb.gov.sg/peb/html/cpdappa.html>

The Organizers

NUS ENTREPRENEURSHIP CENTRE

In line with the strategic vision of NUS to become a global knowledge enterprise, the NUS Entrepreneurship Centre has been established with the mission to nurture the spirit of entrepreneurship and innovation among the NUS community through education and outreach activities, and to advance knowledge of technology venturing practice through research. A university level centre and a unit of NUS Enterprise, the centre integrates its three main functions -- entrepreneurship education, research and outreach -- in a synergistic manner to inject an entrepreneurial dimension to NUS education, to mentor technology spin-offs by NUS professors, researchers and students, and to provide entrepreneurial thought leadership to the venture community of Singapore and beyond.

The Centre has made various educational innovations over the years, including initiating a new MSc (Management of Technology) Program in 1992, launching a Technopreneurship Minor Program for NUS undergraduates in 1999, and expanding the program internationally to support students on high tech internships in NUS Overseas Colleges in 2002. Summer courses on technology entrepreneurship were also initiated to cater to overseas students, and technopreneurship workshops were introduced for working technical professionals. We also pioneered the first nation-wide business plan competition in Singapore (Start-Up@Singapore), and jointly organized with Stanford the first Global Entrepreneurs Challenge outside the US. We are now recognized as a leading research centre in Asia focusing on technology entrepreneurship and innovation management, with active research collaboration with leading entrepreneurship and innovation researchers worldwide.

NUS Entrepreneurship Centre Delivers Results

In 2004, students who have completed courses by the NUS Entrepreneurship Centre swept the top prizes in both major local business plan competition - Start-up@Singapore and the Lee Kwan Yew BPC.

Competition	Number	Result
Start-up@Singapore	1	1st Prize Winner
	2	Finalist
	11	Semi-Finalist
	1	2nd Runner Up
	1	Youth Category 1st prize
	1	Youth Category Merit Award
	1	Best Executive Summary
Lee Kwan Yew BPC	1	1st Prize Winner
	1	2nd Prize Winner
	1	Finalist
Wharton BPC	2	Semi-Finalist
NUS-Motorola BPC	1	1st Prize Winner
	1	2nd Prize Winner
	1	Semi-Finalist
	2	Finalist - Gold Award
	2	Semi-Finalist - Bronze Award

Our students have collected business plan competition prizes and have raised seed funding of more than \$250,000 this year alone. The many successes of these student teams stand testament to the effectiveness of our entrepreneurship training.

For more information, visit us at: <http://www.nus.edu.sg/nec>

INSTITUTION OF ENGINEERS SINGAPORE (IES)

The Institution of Engineers Singapore (IES), established in 1966, is the national society of engineers in Singapore. For the past 36 years, the institution has been working in line with its mission to advance and promote the science, art and the profession of engineering for the well-being of mankind while providing engineers with the recognition and honour that they deserve.

IES is a mutual fairground for engineers to meet and share new ideas of innovation and research. Working with a set of strong objectives, the institution continuously strives to increase the membership of recognized engineers by providing them with opportunities to improve their expertise and learn outside their field of work by organizing courses, conferences and seminars, publishing journals and magazines.

Its objectives are:

- i) to enhance the character and status and to advance the interest of the profession of engineering and those engaged therein;
- ii) to promote honourable practice and mutual respect, and to decide all questions of engineering practice and etiquette affecting members of the Institution;
- iii) to provide quality service to its members and the nation; and
- iv) to provide opportunity for continuing professional development and promote fellowship among members.

For more information, visit us at <http://www.ies.org.sg>

New Venture Creation Workshop 2004

PRE-WORK SHEET

Brief description of your business idea

Q1. What is innovative about your idea?

Q2. Who is your customer - what is the market for your product?

Q3. What is your value proposition - what problem are you solving?

Q4. What is your sustainable competitive advantage - how will you compete?

Q5. How will your business make money - what is your business model?

Q6. What specialty would you like your mentor to have?

Please attach separate sheet if space is insufficient

Completed
by:

Date:

Please submit completed pre-work sheet by 12th Nov 2004 to:
National University of Singapore Entrepreneurship Centre
14A Prince George's Park, Singapore 118413
Attn: How Bee Lan
Tel: 6874-3143 / Fax: (65) 6773-2269 / Email: nechbl@nus.edu.sg

NEW VENTURE CREATION WORKSHOP 2004

16th, 17th & 20th Nov • Park Mall

REGISTRATION INFORMATION

CONFIRMED REGISTRATION

Only paid registration will be confirmed and payment must be received by November 12th, 2004 for participants to be included in the official participants' list.

CANCELLATION/REFUND POLICY

All cancellations must be received in writing prior to November 12th, 2004 to qualify for a refund, less a \$50 cancellation fee. There will be no refunds to any cancellations received after November 12th, 2004.

WAIVER OF INTELLECTUAL PROPERTY

Participants shall have no objections to the free use of any intellectual property created by them for or during the workshop, such users may include fellow participants, or the organizers and their principals, servants or agents.

REGISTRATION FORM

Please attach your business card or print/type your personal particulars clearly:

Title (e.g. Prof. /Dr. / Mr. / Mrs. /Ms.):	
Name (Family name):	(First name):
Designation:	
Company:	
Address:	
Postal Code:	Country:
Tel / Fax / Email:	

PAYMENT OF REGISTRATION FEE:

- Early Bird Rate:** S\$788 (Payment received by 6th Nov, 2004)
 Standard Rate: S\$888 (Payment received after 6th Nov, 2004)
 Special Rate: S\$688 (for IES member, A*Star member and/or NUS Staff)

Fees include 3-day workshop, luncheon & tea break, all course materials as well as 5% GST.

IES member, please state IES Membership No: _____

NUS staff, please state NUS Staff No: _____

A*Star Member, please state Staff No: _____

- Cheque made payable to "National University of Singapore"
 Charge my credit card Visa MasterCard

Card No.:	Expiry Date:
Name on Card:	Signature:

Please submit completed registration form, pre-work sheet and cheque or credit card details to:

National University of Singapore Entrepreneurship Centre

14A Prince George's Park, Singapore 118413

Attn: How Bee Lan / Tel: 6874-3143/ Fax: 6773-2269 / Email: nechbl@nus.edu.sg

For enquiries, contact Ms Arpita Halgeri on Tel: 94895452 / Email: sci00330@nus.edu.sg

Closing date for registration and deadline for submission of pre-work sheet is 12th Nov 2004

All information in this brochure is correct at the time of printing. The organizer reserves the right to amend any details due to unforeseen circumstances. For latest update, please refer to http://www.nus.edu.sg/nec/education/new_vc_wkshop/newvc_index.htm

GROUP REGISTRATION FORM

Please attach your business cards or print/type the group members' personal particulars clearly:

Title (e.g. Prof. /Dr. / Mr. / Mrs. /Ms.):	
Name (Family name):	(First name):
Designation:	
Company:	
Address:	
Postal Code:	Country:
Tel / Fax / Email:	

PAYMENT OF REGISTRATION FEE (10% Discount for each Member)

- Early Bird Rate:** S\$709 (Payment received by 6th Nov, 2004)
 Standard Rate: S\$799 (Payment received after 6th Nov, 2004)
 Special Rate: S\$619 (for IES member, A*Star member and/or NUS Staff)
IES member, please state IES Membership No: _____ NUS staff, please state NUS Staff No: _____
A*Star Member, please state Staff No: _____

Title (e.g. Prof. /Dr. / Mr. / Mrs. /Ms.):	
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 NUS staff, please state NUS Staff No: _____
 A*Star Member, please state Staff No: _____

Fees include 3-day workshop, luncheon & tea break, all course materials as well as 5% GST.

- Cheque made payable to "National University of Singapore"
 Charge my credit card Visa MasterCard

Card No.:	Expiry Date:
Name on Card:	Signature:

Please submit completed registration form, pre-work sheet and cheque or credit card details to:
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 14A Prince George's Park, Singapore 118413
 Attn: How Bee Lan / Tel: 6874-3143/ Fax: 6773-2269 / Email: nechbl@nus.edu.sg

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