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E-Newsletter (Apr to Jun 2006 / Issue 20)

Dear Colleagues & Friends,

Seasons greetings from the NUS Entrepreneurship Centre (NEC) and welcome to issue 20 of our e-newsletter.

Should there be any suggestions and contributions towards our e-newsletter. Please feel free to drop us a note at necbox2@nus.edu.sg.

Enjoy reading.

Best Wishes

Assoc Prof Wong Poh Kam, Director

Ms Finna Wong, Editor

~~ Upcoming Events & Activities ~~

➤ **Summer Programme at the National University of Singapore (10th & 17th Jul 2006)**



**Summer Programme at the National University of Singapore
(10 July 2006 – 21 July 2006)**

The National University of Singapore (NUS) [Entrepreneurship Centre](#) and [International Relations Office](#) organized a two weeks Summer Programme (10-21 July) for students from top universities in China. This programme had attracted a total of 40 students from Zhejiang University, Fudan University, Nanjing University, Shanghai Jiaotong University, Tsinghua University, Sun Yat-Sen University and Wuhan University.

This programme offered students an excellent opportunity to learn about Singapore and how it has progressed from a small trading port into a modern city-state, with excellent infrastructure and one of the highest per-capita gross domestic products in the world. Participants were able to experience the culture and people of the country, understand how public policies were formulated, and gain an insight about business practices in Singapore.

The participants attended a series of lectures in areas ranging from People and Culture, Government & Politics, Economic Development and Entrepreneurship Development in Singapore. The lectures were conducted by academic staff from NUS. The afternoon programme was filled with organized visits to government departments, statutory boards and

business corporations. These included EDB, HDB, Public Service Division, IE Singapore, SGX, eSys Technologies Group who had recently won the Ernst & Young Entrepreneur of the Year Award and home grown entrepreneurs' companies like Qian Hu Fish Farm, Lynk Biotechnologies and Cygenics.

In addition, our NUS team buddies had also lined up evening activities to bring the participants to our local tourist attractions for an experience of our multi-cultural city.

➤ **Inaugural APRU Business Plan Competition – Extra Chapter Challenge (17th – 21st Jul 2006)**

The inaugural Asia Pacific Rim University (APRU) Enterprise Business Plan Competition - Extra Chapter Challenge (ECC) is an initiative spearheaded by members from the APRU Enterprise Coordinating Group (AECG) and the APRU Doctoral Students Network (DSN).

As part of the APRU Doctoral Students Conference, the business plan competition aims to encourage doctoral students to write an extra chapter in their dissertations on how their research output can be commercialized to create economic and social value beyond their dissertation. With the support of their university, it will serve to enhance the educational experience of doctoral students from APRU universities and create higher visibility of APRU as an enterprising educational consortium.

To be held on 17 – 21 Jul, the Extra Chapter Challenge will feature 13 teams from various APRU member universities including:-

- National University of Singapore
- Fudan University
- University of British Columbia
- University of Indonesia
- University of Oregon
- University of Sydney
- University of the Philippines
- University of Tokyo

➤ **Start-Up@Singapore Enterprise Launcher 2006 (26th Jul 2006)**

Launched in 2004 by NUS Entrepreneurship Centre, the Enterprise Launcher segment brings together Start-Up@Singapore alumni (or past contestants, speakers, mentors & judges) for networking and experience sharing, and gives recognition to the best start-up companies based on Start-Up@Singapore Annual Survey.

It also brings together various venture support programs to help jumpstart business ventures from Start-Up@Singapore, including follow-up mentoring programs, business clinics and workshops, product & technology showcase, as well as investment forums.

The 26 Jul program will feature Dr. Jeffrey Chi, Executive Director of Vickers Financial Group, as the keynote speaker. Other speakers in the business & industry panel include

- Mr. Teo Tat Khai, Deputy Executive Director, Singapore Business Federation
- Ms. Low Yen Ling, Head, Enterprise Ecosystem Development, EDB
- Mr. Lim Chu Chong, Managing Director, Enterprise Banking, Corporate & Investment Banking Group, DBS
- Mr. Fraser Dinnis, Managing Director, Investor Consulting Group Asia Pte Ltd
- Mr. Lum Tain Fore, Executive Director, Ginosko Management Co. Pte Ltd

There will also be an NUS-DP Business Seminar Series in the afternoon on “Marketing, Business Intelligence and Branding as Key Competitive Factors for Startups and SMEs” featuring

- Mr. Eustace Fernandez, Senior Manager, DP Information Group
- Mr. Chow Yen-Lu, Managing Director of WholeTree Technologies; Adjunct Assoc Prof, NUS Entrepreneurship Centre
- Mr. K V Rao, Managing Partner, Idee Nouvelle

The session will also feature the following highlights:-

- Start-Up@Singapore Alumni Award
- Investment Forum for upto 8 – 10 startup companies from Start-Up@Singapore and NUS
- Launch of Mentored CEOs Growth Program 2006
- Launch of Ascendas-NUS Mentoring Program 2006

For more details and registration for the event and any of the above programs, please visit http://www.startup.org.sg/eflyers/el_introduction.htm.

Upcoming Techno-Venture Forums 17th Aug 2006 and 12th Sep 2006

Prominent speakers will be invited to share their venturing experience and insights with the NUS community as well as the general public throughout Techno-Venture Forums. NUS Entrepreneurship Centre has scheduled the following forums for the coming months. We look forward to seeing you at the forum:

- Ⓢ 17 August 2006 by Mr. Ahmad Magad, Managing Director of II-VI Singapore, member of Action Community of Entrepreneurship Council and a Member of Parliament, Pasir Ris-Punggol GRC
- Ⓢ 12 September 2006 by Ms. Chew Yeh Nah, Managing Director, DP Information Network

For more information and registration, please visit <http://www.nus.edu.sg/nec/events/tvf>.

New Venture Creation Workshop 2006 (4th, 5th, and 8th Sep 2006 and 4th, 11th, and 18th Nov 2006)

The New Venture Creation Workshop is aimed at equipping working professionals with the necessary skills and knowledge to start new high-tech ventures. This is a 3-day intensive programme covering all essential areas of starting up a business, including Value Proposition, Market Identification and Competitor Analysis, Marketing Strategy, Financial Projection and Valuation, Business Plan Writing and Presentation Techniques.

The "hands-on, real-life" workshop will bring participants through the full-cycle of transforming ideas into a complete "actionable" business plan; ending with an opportunity to practice an "elevator pitch" to potential VCs and Angel Investors.

It is intended for working professionals who are looking for necessary skills and knowledge to start new high-tech ventures. Participants attending the workshop are expected to have already possessed some business startup ideas. However, those seeking to develop their ideas in the course of the workshop are also welcomed.

On completion of the program, participants should know the key processes involved in starting a business and also the key aspects that need to be addressed in writing a detailed business plan to be considered by investors.

A 3-day intensive programme covering all essential areas of starting up a business

Date: 4th, 5th, 8th September 2006 (Mon, Tue, Fri)

Date: 4th, 11th, 18th November 2006 (3 consecutive Saturdays)

Time: 9.00am to 5pm

Venue: NUSS Suntec City Guild House 3 Temasek Boulevard

#05-001 Suntec City Mall Singapore (038983)

Enquiries: Andy Eng at 65163538 or Sally Chua at 6516 3143 or email necv2@nus.edu.sg or sallychua@nus.edu.sg

~~ Recent Happenings ~~

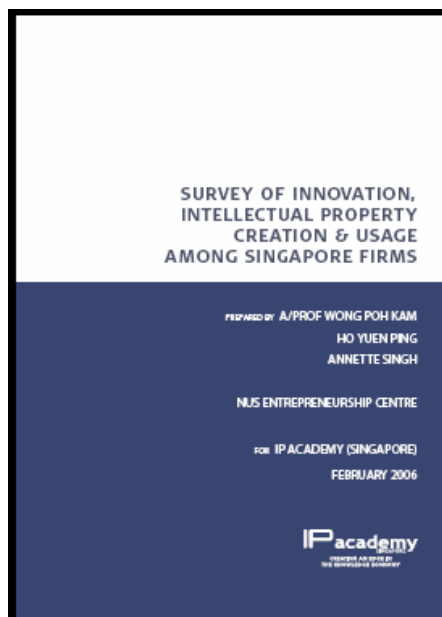
➤ Survey Of Innovation , Intellectual Property Creation & Usage Among Singapore Firm (Feb 2006)

This is a survey of Innovation & Intellectual Property (IP) Creation and Usage among Singapore Firms by Wong Poh Kam, Ho Yuen Ping & Annette Singh, NUS Entrepreneurship Centre

IP Academy (Singapore) commissioned the NUS Entrepreneurship Centre to conduct a study on the economic significance of innovation and IP in Singapore and to identify the factors that influence IP-related industry growth. The resulting Survey of Innovation & Intellectual Property (IP) Creation and Usage among Singapore Firms is a first attempt to explore the emerging structure, performance and development constraints of several key IP-based industries, and to form initial estimates on IP creation and usage in Singapore.

The results from this study have been published by the IP Academy. This Research Report provides insight to the level of innovation among these firms and the relationship between innovation and IP creation. It also examines the approach taken towards IP usage and exploitation and the degree of influence they exert on the firm's overall business strategy. It also highlights Singapore's current IP environment and the future challenges to policy makers.

The complete research report is available for purchase from the IP Academy at SGD\$31.50 which covers local GST and local delivery charges. For orders and to view an executive summary of this research report, for more details on the forums, please click here: http://www.ipacademy.com.sg/section/publications/research_report.html



➤ 7th Start-Up@Singapore Business Plan Competition Club Momo Pitching Contest (6th Apr 2006)

The organizers of the competition this year decided to not only promote the entrepreneurial spirit, but also put their own to a test. One Night Stand is a newly introduced event to the Start-Up@Singapore event series.

One Night Stand – This unique night is based on the lines of Entrepreneurial idol, where 6 top teams of the competition are selected to pitch their idea to a panel of judges, which then fire them down with their questions. The winning team of this pitching event is decided by a voting from the audience. What makes this evening an even more sizzling event, is its location which we chose to be club Momo.

With the youthful ambience of Club momo, and the passion of the entrepreneurs packed in the room, the evening was truly a success.

The One Night Stand was very well enjoyed by both the participants of the pitching event, and the audience, which comprised of entrepreneurs both, successful and aspiring. The event added an innovative touch to the organization of the competition itself, which we promise will continue for many more years to come.



Some snap shots of the event.

➤ NUS-IdEA Entrepreneurial Exchange Series IV on 18th April 2006

The NUS-IdEA Entrepreneurial Exchange Series is a platform that brings together high-tech CEOs, senior company executives and technopreneurs to share insights, winning strategies and successful marketing plans with the NUS community, IdEA members and partners, as well as industry practitioners. Each session will feature a panel of prominent industry practitioners who will discuss their challenges, achievements and opportunities based on a topic of interest. It is anticipated that the audience will be actively engaged in stimulating discussions at each session to learn about industry growth trends and opportunities, and how promising startups can tap into Singapore's increasingly vibrant enterprise ecosystem

The NUS-IdEA Entrepreneurial Exchange Series IV - "Funding Your Niche in IT Security" was held on 18 April 2006, featuring 3 entrepreneurial speakers from home-grown IT security companies, namely

- Mr. Andrew Chow, General Manager, Digisafe Pte Ltd
- Dr. Ngair Teow Hin, Chief Executive Officer, SecureAge Technology Pte Ltd
- Prof. Lam Kwok Yan, Founder & CEO, Privylink

The moderator of the evening was Mr. John Yong, Director, 365 Access; and Chairman of Singapore Infocomm Technology Federation (SiTF) Security Chapter, which was a supporting organization of the event.



*Panelists at the NUS-IdEA Entrepreneurial Exchange Series IV
- "Funding Your Niche in IT Security"*

Over the last few years, the significance of internet security has increased strongly. However, the panel members noted that not all customers are willing to pay for it, and the challenge is to develop security solutions that appeal to the customers enough for them to buy it. When faced with competition from companies selling similar products, Mr Chow stressed on customer relations, while Prof Law believed it important to make the product simple to use.

On bringing their companies forward, each of the panel members took their own route, covering getting venture capital funding, selecting good people and internationalizing the business. The panel also covered pricing issues.

"The price depends on whether the product is new or has existing similar versions in the market. For a new product, there is nothing to compare against. The pricing therefore

depends on how much the target audience can pay and the uniqueness of the product. On the other hand, if a similar product exists in the market, be prepared to be squeezed till your price is the lowest," said Prof Lam.

The event was also supported by National Library Board and attended by about 80 people.

Techno-Venture Forums in 2nd Qtr, 2006 (30th May and 27 June 2006)

In 2nd Qtr, we are pleased to have 2 speakers joining us.

On 30 May, Mr. Eddie Chau, Founder, President & CEO, e-Cop, presented on "What drives an Entrepreneur?"

On 27 Jun, Mr. Anton Ravindran, *Group CEO & Co-Founder*, Genovate Solutions presented on "Are Technopreneurs born or made?"

The events together attracted an estimate of about 150 participants.

You could tune in to <http://nuscst.nus.edu.sg/PublicEvents/TVF.htm> for a webcast of our past Techno Venture Forums. For more details on the forums, please click here: <http://www.nus.edu.sg/nec/events/tvf/2006/new-2006.htm>.

7th Start-Up@Singapore Business Plan Competition Finals and Prize Award Ceremony (3rd Jun 2006)

After long hours of preparations, writing of business plans and professional presentations in front of our judges, the finalist teams waited in anticipation for the announcement of the results.

The Prize Award Ceremony of 7th Start-Up@Singapore, was held on the 3rd of June at Raffles Convention Centre. It started off, with an inspirational speech by our guest Speaker MICHAEL MA, Group CEO and Founder of INDOCHINE Winebar & Restaurants Pte Ltd.

The speech was followed by presentations from the finalist teams of the General Category. The presentations, or rather the 2 minute pitch not only gave the finalists to further sell their idea, but also the other participants and the aspiring entrepreneurs in the audience to learn and know what it takes to reach the final stage. Once the audience had seen what the business plans were, it was now time to know which one of it made it to the top, that is grabbed the \$30,000 Cash Prize!

Lenovo Technological Invention Award Winner

-tenCube

TEC Innovation for Public Sector Award Winner

- RNA Therapeutics

The Youth Category Winners are:

2nd Runner up (Lenovo Laptop) – zigAlive

1st Runner up (Lenovo Laptop) – Dysmart

Winner (\$5,000 Cash Prize) – Hydrogene

General Category Winners are:2nd Runner Up (\$5,000) – Voltedge1st Runner Up (\$5,000) – ND_Array

Grand Winner (\$30,000) - tenCube

The ceremony was followed by a large networking cocktail reception, which had people from all sorts of industries and professions. It was an evening, bringing together investors, successful entrepreneurs, aspiring entrepreneurs, professors, industry leaders, professionals from the commercial, service and tertiary sector and students.

Now that the 7th year of the competition has come to an end, the organizing team of the competition, which comprises of a group of 50 students from NUS, supported by the NUS Entrepreneurship Centre, Business School Alumni Association and NUS Entrepreneurship Society, would like to take this opportunity to thank all their supporters through out the year, including their sponsors SMRT, DBS, Lenovo, Capvista, Ascendas and TEC.

We will be back again with 8th Start-Up@Singapore... Wait for US!!!

➤ **Technopreneurship Course for Norwegian Students (22nd Jun – 5th Aug 2006)**

A group of 22 students from the Norwegian School of Entrepreneurship (NSE), a consortium of seven leading Norwegian universities, are attending a special summer course on **TR5105 Technopreneurship** from 22 June – 5 August 2006. The NSE students will take up internships with local start-up companies during their stay in Singapore, and attend classes twice a week in the evenings. The students arrived in NUS on 6 June 2006 for an orientation programme and to attend an introduction briefing on the course. 3 students who had returned from the NUS Overseas College programme were invited to share with the NSE students their internship experience and valuable tips on making the most out of their stay here.

This is the 7th programme that NUS Entrepreneurship Centre (NEC) is conducting for the Norwegians. The course was also open for application to NUS graduate students and the number of applications had been overwhelming. A total of 39 NUS students will be joining the NSE students for the course.

For more information, please logon to:

http://www.nus.edu.sg/nec/education/courses/tech_summer.htm



Ms. Aileen Sim giving a welcome speech and an introduction of the course.



Group photo of the Norwegian Students.

~~ *News Forum* ~~

Ⓢ [Interview with National Library Board published online](#)

High Browse did an interview with Dr. Bernard Leong, a co-founder of SG Entrepreneurs - one of our book blog partners - on how SG Entrepreneurs started, as well as his preferred books. HB team: Hi Bernard, thank you for accepting our interview. First of all, how did you chance upon the High Browse Online blog?

June 2006, National Library Board, Singapore

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~~ *Entrepreneurship Resource Guide* ~~



MicroAppli today announced the launch of XShare, a service for camera phone users that allows easy sharing of any user-generated content such as pictures, videos & ringtones among other files. Using this service, user can post pictures and videos instantly on blogs, photo-sharing sites, or web communities after adding tags; alternatively they can send them to other phones. Sharing is a click away with MicroAppli's XShare(tm).

The simplicity of the service enhances user experience and eliminates any need for education on their part.

XShare- multiple destinations and more

XShare users have the choice of sending their photos to Flickr, Snapfish(HP), Xuqa.com, 23Hq, Fotki, Pixpulse, Photosite, TextAmerica, Moblog.uk, Smugmug, CampusJoint and new sites are being added everyday.

Its peer to peer sending feature works seamlessly across mobile networks, operators, and overcomes mobile device variability. In effect, any audio, video or other files can be sent to any mobile user anywhere across the globe using XShare(tm).

One of the outstanding aspects of the product is its automatic detection & prompting, the moment a picture or video is shot, making it one of the best services on the mobile in terms of usability. The application also automatically attaches information such as the location (country), cell ID, and time, when the content (photos, videos) is created.

The future of mobile content

Almost 69 billion pictures were clicked using camera phones in 2005 alone, and the world is now witnessing an increasing convergence in multi-media phones that double up as cameras and video recorders as well. No doubts that the era of user generated content are here to stay.

MicroAppli aspires to become the enabler for sharing/publishing of such user-generated content on mobile devices. The CEO summarizes MicroAppli's vision, "All mobile phone-users across the world would be able to one day share and access content on the mobile network, seamlessly across different countries, network operators, regardless of the phone devices".

About MicroAppli

MicroAppli operates in the area of mobile applications and services, with specific focus on user generated content. It specializes in providing integrated solutions for mobile phones and other micro devices, and developing applications for these purposes. It was started by enthusiastic and aspiring entrepreneurs from Singapore right after university and funded by angel investors from Silicon Valley. The alpha version of XShare is currently available for download via invitation only from <http://myxshare.com> & will be available for public use via operators in SE Asia from Q4 '06 onwards.

~~ Announcement ~~

New Staff

We are pleased to introduce two visiting researchers; they will be with us for the next couple of months.

1) Eugene Sng (Email: ecssng@gmail.com)

Eugene Sng graduated in 2001 from the University of Toronto in Canada with a major in Neuroscience (High Distinction) and had since worked in Singapore's biomedical field until 2005 when he had the opportunity of taking up a Masters (Society, Science and Technology) with Lund University in Sweden. The degree will be awarded by CIRCLE (Centre for Innovation, Research and Competence in the Learning Economy) of Lund University in conjunction with ESST (European Inter-University Association on Society, Science and Technology).

Eugene's project deals with the economic dynamics of biomedical-healthcare cluster development. He has recently returned to Singapore to conduct empirical studies. The thesis will be completed in August 2006 and thereafter he might either pursue doctoral research or further his career in the following possible areas: healthcare management; business development for biotech enterprise; policy and strategic planning for healthcare/life sciences cluster development.

2) Ulrika Thunstrom (Email: U.Thunstrom@MERIT.unimaas.nl)

Ulrika Thunstrom is a researcher at UNU-MERIT since January 2005, and a member of the institute's governance of science, technology and innovation research group. She is working on policy development, analysis and evaluation in the areas of Higher Education, Research, Technology and Innovation policy, for UNESCO and the European Commission, and teaches courses at Maastricht University. She holds an MSc in international business administration from Linkoping University (Sweden), and an MA in Asian regional studies and development

economics from SAIS-Johns Hopkins University, (Washington DC, USA). Before joining UNU-MERIT, Ms Thunstrom held various positions in the private sector. Her current work focuses on comparisons of innovation promoting policies in countries in various stages of development.

~~ *Foot Notes* ~~

For a list of NUS Related Ventures, please visit this website:

http://www.nus.edu.sg/nec/venture/venture_index.htm

We would like to invite our NUS alumni, who have been involved in entrepreneurial ventures, to submit a 1-2 paragraph write-up of their business ventures to contactnec@nus.edu.sg. Please include the following details: Contact person and details, business descriptions, business updates and success stories/ customer profiles.

To subscribe to our quarterly free e-newsletter, please provide us with your email address at this link: <http://www.nus.edu.sg/nec/enewsletter/index.htm>.

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The information in this electronic newsletter is accurate at the time of launch (1 Aug 2006).

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