

Funds for cookies, thanks to Kickstarter

MOST Singaporeans using crowdfunding platform Kickstarter want to raise funds to make widgets of one sort or another. But Mr Tan Ying Quan is raising funds on Kickstarter to make green pea biscuits.

His start-up Peasures LLC has raised more than US\$27,000 (S\$36,800) – enough to make more than 33,000 green pea biscuits – from more than 890 backers, exceeding his initial US\$5,000 target.

The idea for the biscuits began when Mr Tan was on a one-year exchange programme in Silicon Valley under the National University of Singapore (NUS) Overseas College programme. While he was there, his parents sent him green pea biscuits, known in the US as cookies, which he shared with his American friends.

“I was thrilled that my friends liked them and they were asking for more,” he said in a media release.

So he decided to co-found the company, which is registered in the US to make the cookies.

Mr Tan is a fourth-year human resource management undergraduate at NUS.