



Media Invitation

Attention: Editors and Journalists

Entrepreneurs stepping forward to help realise dreams

On 18 March 2009 – Despite the trying economic times, successful entrepreneurs continue to volunteer their expertise to the semi-finalists of the Start-Up@Singapore 2009 nation-wide business plan competition.

As the official mentorship partner of Start-Up@Singapore 2009 (S@S), Spirit of Enterprise (SOE) has volunteered 17 experienced business owners to play the role of a mentor to aspiring young entrepreneurs for a period of ten weeks leading up to the Semi Finals of S@S.

SOE's Mentorship Program will provide the semi-finalists of S@S with the opportunity to tap on the experience, advice and insights of successful real-life entrepreneurs. "The 17 SOE mentors are past SOE Awardees and Nominees whose experiences of conception and establishment of a start-up, make them the best guides for the semi-finalists," said Kelly Teoh, Executive Director of Spirit of Enterprise.

These mentors are entrepreneurs who are contributing their time and efforts to guide these budding entrepreneurs on a pro-bono basis. Said Tony Tan of SmartLab, "It is all about completing the circle - we were once in the same position as these young entrepreneurs and had opportunity to interact with some of the industry's best. We know the importance of good mentorship and we too would like to return the favour by helping the semi-finalists in bringing out the best in their business plans." SOE takes pride in once again being able to promote voluntary mentorship and in being a part of an environment that nurtures and fuels entrepreneurship and experiential learning through interaction.

In line with S@S' objective to educate and empower our participants, S@S will be holding the Semi-finalists' Biz Clinics for the semi-finalists of S@S, with the objective of equipping them with the skills necessary to further develop their executive summaries into full-fledged business plans in preparation for the Semi Finals and Finals. The Semi Finals will be held on 23 May 2009 and the Finals will be held on 30 May 2009.

The semi-finalists teams will be formally introduced to the mentors during the Semi-finalists' Ceremony which will be held on day 1 of the Semi-finalists' Biz Clinics, after which the teams and their mentors will embark on a ten week long journey together. We would be pleased to arrange for you to meet up/track the journey of the teams and mentors.

Your network and journalists are invited to witness the Semi-finalists' Ceremony. I have attached the programme (Annex A). Please RSVP to me by **19 March 2009, Thursday**.

FOR IMMEDIATE RELEASE

If you would need further information, I am contactable at:

Sruthy Parvathy K. (Ms.)
Public Relations Executive
Start-Up@Singapore 2009
Mobile: +65 9794-2635
E-mail: sruthy@startup.org.sg

For enquiries on Spirit of Enterprise, Kelly Teoh is available at:

Kelly Teoh (Ms.)
Executive Director
Spirit of Enterprise
Mobile: +65 9763-9054
E-mail: kelly@soe.org.sg

We at S@S'09 and SOE look forward to your esteemed presence at this exciting event.

ANNEX A: Programme of Semi-finalists' Ceremony

Date: 21 March 2009, Saturday

Venue: NUS Business School
Hon Sui Sen Auditorium
1 Hon Sui Sen Drive
Singapore 117592

Programme:

.....
Date (Time): 21st March 2009, Saturday (4pm - 6pm)

4:00pm to 4:10pm: Welcome Address
Mohd Ridza, Lead of S@S'09

4:10pm to 4:20pm: Keynote Address

4:20pm to 6:00pm: Felicitation of Semi-finalists
Introduction of Semi-finalists to Mentors

6:00pm onwards: Networking Dinner
.....

ANNEX B: Industry Breakdown of Semi-finalists

	Open	%	Youth	%	Overall
Alternative Energy	2	6%	1	8%	3
e-Commerce	4	13%	1	8%	5
Environmental Engineering	1	3%	1	8%	2
Food and Beverage	0	0%	2	15%	2
Healthcare	6	19%	1	8%	7
Interactive Digital Media	3	10%	0	0%	3
IT Software	4	13%	1	8%	5
Life Sciences	2	6%	1	8%	3
Logistics and Solution Providers	1	3%	0	0%	1
Manufacturing	1	3%	1	8%	2
Media and Publishing	1	3%	0	0%	1
Other	1	3%	2	15%	3
Research and Development	1	3%	1	8%	2
Service Sector	1	3%	0	0%	1
Social Entrepreneurship & Welfare-based Services	3	10%	1	8%	4
Total	31		13		44

ANNEX C: List of SOE Mentors

Name	Firm	Designation
Dr. Adrian Peh	Synergy Strategic Planners	Director
Mr. Aslam Sardar	The 8th Pinnacle Pte. Ltd.	Managing Director
Mr. Daniel J Charles	DNA Motorsports, Global Racing Schools	Managing Director, Founder
Mr. Frederick Ang	Atmosphere Airconditioning & Engineering Pte. Ltd.	Director
Mr. Justin Li	Style House Pte. Ltd.	Director
Mr. Lau Shih Hor	Elixir Technology Pte. Ltd.	CEO
Mr. Lee Seng Shoy	Hong Guan (Tackle) Pte. Ltd.	Managing Director
Mr. Max Tan	MBC Aircon Engineering	
Ms. Merry Riana	Merry Riana Organization	Chairlady
Mr. Neeraj Sundarajoo	Comwerks Interactive	CEO
Ms. Pamela LIN	Kooshi Concepts Pte. Ltd.	NA
Mr. Peter Tan Shou Yi	D&D Financial Services Pte. Ltd.	Director
Dr. Roberto Mariani	XID Technologies Pte. Ltd.	Founder and CTO
Mr. Rudy Pierre Low	X-synergy Group Pte. Ltd.	Managing Director
Mr. Saxone Woon	Immortal the Design Station Pte. Ltd.	Managing Director
Mr. Tan Choo Kok, Anderson	XPRIENZ Pte. Ltd.	Director
Mr. Tony Tan	SmartLab Pte Ltd	CEO

ANNEX D: Programme of Semi-finalists' Biz Clinics

Date (Time): 21st March 2009, Saturday (9am - 6pm)
.....

- 9:00am – 10:00am: Registration
- 10:00am – 10.30am: Opening
- 10:30am – 11.30am: Workshop: Writing Your Business Plan
- 11:30am – 12:30pm: Workshop: The Art of Pitching & Presentation
- 12:30pm – 1:30pm: Networking Lunch
- 1:30pm – 2:15 pm Pitching Competition Preparation
- 2:15pm to 4:00pm: 'Hot Date'-Style Pitching Competition
- 4:00pm to 6:00 pm: Semi-finalists' Ceremony**
- 6:00pm onwards: Networking Dinner
.....

Date (Time) : 28th March 2009, Saturday (10am – 6pm)
.....

- 10:00am – 11:00am: Registration
- 11:00am – 12:30pm: Panel Discussion - 'Start-Up. Sustain. Succeed!'
- 12.30pm – 1.30pm: Networking Lunch
- 1.30pm – 2.30pm: Workshop: Making Sound Financial Projections
- 2.30pm – 3.30pm: Workshop: Marketing Analysis & Strategy Development
- 3.30pm – 4.30pm: High Tea
- 4:30pm – 5:30pm: Workshop: Intellectual Property Protection
- 5:30pm – 6:00pm: Prize Presentation & Closing
- 6:00pm onwards: Networking Dinner
.....

ANNEX E: Start-Up@Singapore and SOE

About Start-Up@Singapore

Start-Up@Singapore is a world-class business plan competition that was first organized in the year 1999. Organized by National University of Singapore (NUS) Entrepreneurship Society, and supported by the NUS Entrepreneurship Centre and NUS Business School Alumni Association, S@S aims to be the beacon for start-ups on their road to success. Since our inception, S@S has attracted more than 2000 teams and 7000 participants, some from countries as far away as Australia, Canada, Norway, Pakistan, Russia and Greece. In recognition of our commitment and dedication to Singapore's entrepreneurial community, S@S recently received the Friends of Enterprise (Public Service) Award 2005 from the Spirit of Enterprise.

For more information, visit <http://www.startup.org.sg>

About Spirit of Enterprise

Spirit of Enterprise (SOE), an Institute of Public Charter, promotes and advances entrepreneurial spirit in Singapore by honouring local self-reliant entrepreneurs operating small and medium-sized businesses, and serves to inspire Singaporeans, especially the young, to become entrepreneurs by facilitating interaction, communication and knowledge dissemination between students, the entrepreneurs and the general public. Its key programmes include Spirit of Enterprise Awards, Student-Entrepreneur Programme, and SOE Books on Entrepreneurship distributed free to local university and polytechnic business school courses. SOE is funded by the private sector and its board of governors which consists of established entrepreneurs, corporate senior management, students, public service and political leaders.

For more information, please visit <http://www.soe.org.sg>

ANNEX F: Key Start-Up@Singapore 2009 Events

S@S Mixer

Held on the 25 October at the NUS University Hall Auditorium, S@S Mixer was a first of its kind networking effort to bring together senior level students, young entrepreneurs, academics, researchers, venture capitalists and anyone interested in exciting, new businesses. The Mixer event allowed participants to establish connections and find new and suitable team members for their group. With team members coming from different backgrounds and walks of life, our aim was to create new networks between these budding entrepreneurs and enrich their experience in Start-Up@Singapore. Past S@S participants also graced the occasion and shared their entrepreneurial journey in an interactive panel discussion session.

CEO Unplugged

As one of our most popular events, CEO Unplugged has constantly been attracting a large crowd interested in finding out how entrepreneurs made it big. Aimed to be a source of inspiration and a wealth of knowledge, CEOs are put under the lens as they are fielded with tough questions. CEO Unplugged was held in conjunction with Global Entrepreneurship Week this year, and saw eminent names in the entrepreneurial industry such as Mr. William Lim (CEO, Old Chang Kee) and Ms. Claire Chiang (Executive Director, Banyan Tree Holdings).

Technopreneurs' Boot Camp

The Technopreneurs Boot Camp, a first ever effort by S@S, brought together top-notch researchers and MBA students with the aim of facilitating the interaction and exchange of ideas and skills between the two groups. This technology focused event provided an excellent platform for researchers and business students to find out more about what makes an idea unique, marketable and sustainable. Held over two days, a range of engaging workshops were conducted by guest speakers and experts in the field, with the aim of providing participants with the necessary skills in creating a successful business plan.

Youth Entrepreneurship Workshop

As part of our sustained focus on youth, Youth Entrepreneurship Workshop was a half-day workshop on 8 November 2008 that aimed to inspire and educate the youth on entrepreneurship and the fundamentals of starting up a business. There were talks given by successful entrepreneurs and venture capitalists. On top of that, there was a showcase of what Start-Up@Singapore is about, giving the youths a deeper insight into the world of entrepreneurship and innovation.

ANNEX G: Key Start-Up@Singapore 2009 Events

Full List of Sponsors

Diamond Sponsor

1. A*STAR Exploit Technologies

10th Anniversary Sponsor

2. National University of Singapore

Gold Sponsor

1. SPRING Singapore

Silver Sponsors

1. Action for Community Entrepreneurship (ACE)
2. National Youth Council (NYC)
3. NUS Business School
4. NUS Faculty of Engineering
5. JTC Corporation
6. Infocomm Development Authority of Singapore (IDA)

Special Category Award Sponsor

1. Media Development Authority (MDA)

Partners

1. Spirit of Enterprise (SOE) – Official Mentoring Partner
2. Association of Small and Medium Enterprise (ASME) – Official Enterprise Partner
3. The Neat Company (Asia) – Official Scanning Partner