



FOR IMMEDIATE RELEASE

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**SOE sign up as a partner of Start Up @ Singapore 2008
and provide mentors to the semi-final teams via the SOE
Mentorship Program.**

On 31st May 2008 - Start Up @ Singapore 2008 (S@S'08), a nationwide business plan competition organized by the National University of Singapore (NUS) Entrepreneurship Centre, NUS Business School Alumni Association and NUS Entrepreneurship Society, saw its 12 finalist teams pitting against one another at the Matrix Biopolis Auditorium. Guest of honor was Mr Tharman Shanmugaratnam, Minister for Finance. Also present was a panel of esteemed judges, as well as an audience from all walks of life.

Guest of honor Mr Tharman Shanmugaratnam, Minister for Finance, said: "It is this spirit of innovation that holds the key to Singapore's continued success in the globalised economy. This is why we want to do all we can to promote a vibrant entrepreneurial sector, and make innovation pervasive in Singapore, in our universities, and in firms small and big culture."

S@S'08 drew a record number of 285 teams and 945 participants, making it the largest ever in Start-Up@Singapore's nine-year history. In the Open Category, Pic2Pic's business plan, which focuses on providing a professional service in



touching up personal homepages, won the team the top prize. The winner of the Youth category was TheMobileGamer, a massive gaming portal that offers users consecutive hours of mobile gaming entertainment on demand. The highly coveted Interactive Digital Media (IDM) award was swept away by Ikatoo's business plan, which focuses on providing product placement to advertisers in virtual worlds like Second Life.

Spirit of Enterprise (SOE) provided mentors to the semi-final teams via the SOE Mentorship Program. The SOE mentors were past SOE Awardees and Nominees:

1. Mr. Allan Lim (CEO, Alpha Synovate Pte Ltd & Alpha Biofuels Pte Ltd)
2. Mr. Alvin Huang (Principal Consultant, Kapture Consulting Ptd. Ltd)
3. Dr. Clement Chiang (CEO, Freely Ptd Ltd)
4. Eulee (Entrepreneur, PhotographybyEulee.com)
5. Mr. Federick Ang (Atmosphere Air-con)
6. Mr. Jay Ang (Senior Consultant, Savant Consultants)
7. Mr. Joel (F&B, retail and media advertising)
8. Mr. Lim Der Shing (Director, JobsFactory & Jobscentral Ptd Ltd)
9. Mr. Roberto (Xidtech)
10. Mr. Steven Koh (Executive Coach & Mentor, Trillion Training (S) Pte Ltd)
11. Mr. Tony (SmartLab)
12. Mr. Adrian Lee (Account Director, VibrantStyle Ptd Ltd)
13. Mr. Edmund (Kwmktg)

Professor Wong Poh Kam, Director of the NUS Entrepreneurship Society, concluded: “the calibre of this year’s participants is extremely high. Many of them possess workable, potentially fundable business plans. I am confident that some of these teams will succeed in making the critical transition from paper to real-world start-ups over the next few months.”



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NOTE TO EDITORS: For interviews with this year's nominees and/or comments from Spirit of Enterprise, please contact Kelly Teoh on +65 97639054 or email at kelly@soe.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 www.soe.org.sg.