



Asia is a hotbed for innovative technologies and companies. NUS Enterprise helps those in the research, start-up and entrepreneur community gain traction both regionally and internationally. In this issue of ENTERPRISE SPARKS we summarise some of our latest activities in this area, including our flagship InnovFest conference, the launch of the ASEAN+ 3 Silicon Valley Entrepreneurial Network (ASVEN), progress in the inaugural DBS-NUS Social Venture Challenge, and insights from our students from New York City, our newest location.



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InnovFest 2014 attracts largest crowd to date

InnovFest 2014, held from 14th to 16th April at Kent Ridge Guild House (Pre conference workshops) and Copthorne Waterfront Hotel Singapore (main conference), hosted over 1000 delegates and 94 speakers from 13 countries, with support from 33 sponsors.

Themed “Asian Innovations Going Global”, the event drew a wide audience of academics, entrepreneurs, start-ups, industry professionals and government agencies. They were treated to interesting topics in the areas of Urbanisation & Future Cities, Ageing & the Silver Industry, Next Generation Learning and Bottom-of-the-Pyramid Technologies. Speakers from various disciplines and backgrounds brought diverse views and perspectives to the event that delegates found engaging, relevant and enriching.

Keynote speakers, Mr Ike Lee – CEO, Lee Technology Consulting (US) and Dr Emi Kiyota, President Ibasho (Japan), shared their respective

insights into new trends and perspectives on taking Asian innovations global and adopting innovative responses to ageing problems.

The three-day conference encompassed a number of events, namely, pre-conference workshops, an international and sponsors’ dinner, technology pitching sessions, the InnovFest celebration dinner cum Innovation and Enterprise Awards, special gathering of interest groups in the graphene and membrane areas, and business partnering sessions – all of which facilitated networking and exchange of ideas.

The buzz and energy of the conference was further enhanced with a wide spectrum of exhibits and demos showcasing both local and international institutions of higher learning (IHL), companies and start-ups. InnovFest was not only instrumental for displaying NUS technologies, it was also a good platform for the local polytechnics to present their technologies and capabilities. ♦



Pre-conference delegates at the MedDevice Development Primer workshop, one of the five pre-conference workshops at InnovFest.



Over 180 pre-conference delegates networked.



(Upfront L to R) InnovFest co-chairs Ms Irene Cheong, Director NUS Industry Liaison Office, and Mr Brian Koh, Director NUS Enterprise, thanking everyone at the sponsors’ and international speakers’ dinner.



Over 1000 delegates attended the two-day event.



Mr Ike Lee, CEO of Lee Technology Consulting (US) and keynote speaker at InnovFest, speaking on “Taking Asian Innovations Global”.



Dr Emi Kiyota, President of Ibasho (Japan) shared views on “Ibasho model” – a holistic and integrated concept where people age within their familiar community.



Mr Steve Leonard, Executive Deputy Chairman of Infocomm Development Authority of Singapore (IDA), on the need for Singapore to build tech start-ups.



Mr Edgar Hardless, CEO of SingTel Innov8, on adopting new technologies for corporate innovation.



Over 45 exhibitors showcased their products and technologies.



Poly Pavilion a new feature at InnovFest showcased technologies from local polytechnics.



One of the InnovFest Special sessions - Membrane Pavilion. (Standing right) Mr Cort Isernhagen, Managing Director, Asia Pacific, Lux Research shared on the global markets’ unmet needs for separation technologies.



NUS Open House: NUS Enterprise melts hearts with cool ice breakers

The National University of Singapore (NUS) opened its doors and held its annual Open Day on 15th March 2014, welcoming more than 21,000 prospective students eager to learn what NUS has to offer them. High on the list of unique offerings by the university was the NUS Overseas Colleges (NOC) programme, which drew close to 3000 students and parents to its booth at University Town.

On hand were staff and NOC alumni, who welcomed prospective students and shared their passion and personal experiences on the NOC programme. Conscious of the hot weather and needs of the students – NUS Enterprise arranged specially for Soyato, once an NUS incubatee company, to be on hand to dish out servings of its soy-based, vegan ice cream, now available at specialty stores and supermarkets.

Visitors needed no further invitation as they queued patiently to try the unique dessert while finding out more about NOC.

Although many prospective students came to Open Day to learn more about subject majors offered by the various faculties, programmes such as NOC as well as the minor in Technopreneurship caught their attention. Many commented on how unique the programme was, and expressed their desire to sign up for it once they entered their second year.

Parents were as equally intrigued by the NOC programme as students, commenting on the array of good opportunities that students get to enjoy nowadays. Indeed there is a mindset shift in parents as they are more encouraging of entrepreneurship as an alternative to professional and corporate life! ♦



Soyato ice-cream, a former NUS incubatee company was a hotspot at the Open Day.



Soyato founders (L to R), Ms Verleen Goh and Mr Alan Phua shared scoops of the various flavours of Soyato ice-cream with NUS President, Prof Tan Chorh Chuan at the NUS Enterprise booth.



NOC Alumni infusing their entrepreneurial passion with prospective students and parents.

ASVEN: Connecting Silicon Valley and Asian Entrepreneurs



(L to R) Mr Paul Rivera, Founder and CEO of Kalibr, Ms Victoria Wu, Director of International Business of Tencent, Mr Frank Levinson, Managing Director and Founder of Small World Group, Mr James Tan, Founder and Managing Partner of QuestVC, Mr Guy Kawasaki, Advisor of Motorola Mobility and Ms Bao Jia Tan, ASVEN Executive Lead of Stanford, on challenges faced by start-ups & Investors in ASEAN+3.

On 22nd February 2014, NUS Enterprise together with the Business Association of Stanford Entrepreneurial Students (BASES) co-organised the inaugural ASEAN+3 Silicon Valley Entrepreneurial Network (ASVEN) Forum. Held at Stanford University, this forum aimed to raise awareness amongst the Silicon Valley investment, tech and student communities about the tremendous start-up and market potential in ASEAN, China, Japan and Korea – collectively known as ASEAN+3.

Over 350 entrepreneurs, students, venture capitalists / angel investors and technical professionals mingled and networked at the ASVEN Forum. Five selected promising start-ups, including NUS Enterprise-supported companies Patsnap and Paofit, pitched their ideas to the audience and received feedback from a panel of investors. Moving forward, NUS Enterprise and BASES will organise the ASVEN Forum on an annual basis, thus helping to strengthen the link between the Silicon Valley and ASEAN+3 entrepreneurial networks. ♦



SVC Bootcamp nurtures Asian change makers

The DBS-NUS Social Venture Challenge Asia, organised by NUS Enterprise in partnership with DBS Bank, recently announced its 12 semi-finalists. These 12 teams come from across Asia, including India, Cambodia, Singapore, Nepal and Thailand, and are changing the world in many ways – from disrupting healthcare with low-cost technology to transforming the way we think about educating under-privileged children.

As part of the competition, the teams were flown to Singapore for a bootcamp held from 19th to 21st March. Participants were housed at Kent Vale, and attended sessions held at various locations such as the NUS Enterprise Start-Up and Incubation spaces at Prince George's Park and Plug-in@Blk71, as well as at DBS Headquarters in Marina Bay Financial Centre.

The three-day event was designed to help these shortlisted social entrepreneurs strengthen their business models through sessions conducted by leaders in the Asian social innovation space. They were guided through the validation and refinement of their business models and equipped with solid tools such as impact measurement and social financing to establish and scale their ventures.

The teams gained access to resources, mentors and collaborators necessary to accelerate their ventures. Session topics ranged from

'building a committed team', 'finding your value proposition', 'marketing strategies' and 'social financing' to 'impact assessment and measurement'. They were equipped with not just high-level strategies but also the nuts and bolts of building a successful social venture. These workshops were facilitated by some of the most experienced social innovators in Asia such as Grace Sai of HUB Singapore, Ann Burgraff of Room to Read Singapore, Raya Papp of LGT Venture Philanthropy, Ayushi Agnihotri of NVPC and Ankita Gupta from Eden Strategy Institute.

The bootcamp ended with a mock pitching round and a fun session on 'how to make an effective pitch' by a cheery and humorous Frank Levinson, the founder of Small World Group in Singapore.

The 12 teams proceeded to refine and validate their ideas after the bootcamp and the following six teams were selected for the semi-finals of the competition; Interclio Designs (Singapore), Bodhi Health Education (India), Maya Universe Academy (Nepal), Local Alike (Thailand), SOLS 24/7 (Cambodia) and Zaya Learning Labs (India). The 7th team, Kitabisa was voted via a "wildcard" round. The finals will be held at NUS Shaw Foundation Alumni House in Singapore on 6th June 2014. ♦



Great minds at work.



The teams visited Laksania, a Singapore based social enterprise that trains and employs marginalised groups in their Central Kitchen.

ACCOLADES FROM TWO OF THE SEMI-FINALISTS:



SHRUTIKA GIRDHAR, FOUNDER OF BODHI HEALTH EDUCATION FROM INDIA

"The DBS-NUS Bootcamp was a great platform for an early-stage venture like ours to showcase our ideas, our work and get valuable feedback from entrepreneurs, mentors and most importantly become more visible among the investor community, which we can tap into in the near future. The network that we build here will help us scale up in other south-east Asian countries, besides our country of work."



PAI SOMSAK, LOCAL ALIKE, AN ECO-TRAVEL ENTERPRISE IN THAILAND

"DBS-NUS Bootcamp equipped us with all the tools that can guide us to strategically look back on our model and to improve upon it. It's great that the programme linked us to entrepreneurs who are at a similar place and stage of business. We have learnt a lot from each other."



Entrepreneur building a better world

Named by National Geographic Magazine as “One of India’s Future Leaders” and most recently profiled in Forbes India’s “30 Under 30” list, Mr Alok Shetty shared his perspective in wanting to make a difference in the world.



Mr Alok Shetty, Principal Architect & Founder of Bhumi Putra Group, India shared his views on “Thinking Out of the Box” at InnovFest 2014.

27-year old Alok Shetty, Principal Architect and Founder of Bhumi Putra Group is more than a typical architect. Unlike other engineers, architects and designers who are traditionally focused on enhancing the functionality and aesthetics of their products, Shetty has been using his technical skills and knowledge to tackle the more challenging problems facing fellow citizens. A graduate of RV College in Bangalore and Columbia University in New York, he has created many innovative, impactful and ‘disruptive’ solutions that address Third World problems such as lack of education, access to healthcare, and homelessness.

Shetty was invited to be one of the keynote speakers at InnovFest 2014. At the conference he shared with the audience his inspiration and motivation, his motto “Occam’s Razor - the simplest solutions are most often the right solutions”. By truly understanding the needs of the communities, the social and physical landscapes, their culture and

their way of life, Shetty eliminates most assumptions and creates solutions that are feasible, affordable and impactful, and quick to implement. Some of his projects include improving access to education in disaster prone areas, building low cost and mobile housing for slum dwellers, creating rural clinics made of locally available materials and transforming shipping containers to theatres to spread the power of storytelling in the remotest of areas.

Shetty reminds us all that there is a greater need for participation in social causes from doctors, engineers, architects and designers. By using a human-centered approach that truly understands the needs of the societies, technical professionals will be able build solutions that will change the lives of many who were previously considered “too poor to be served”. ♦

MR ALOK SHETTY’S MOTTO:

“THE SIMPLEST SOLUTIONS ARE MOST OFTEN THE RIGHT SOLUTIONS.”

– OCCAM’S RAZOR



Our homegrown heroes

An entrepreneur’s lot is a hard one but with fulfilling rewards. We heard from a few of our homegrown heroes who came together for a candid discussion to a standing-room only crowd during InnovFest. Darius Cheung (founding member of tenCube, now founder of 99.co), Wayne Chia (Techsailor) and T Fuad (travelMob) shared their experiences in growing and steering their companies from fledgling start-ups to final exits via acquisitions. Some of their interesting pearls of wisdom are shared below:

How did you get to know the acquiring company?

T Fuad: We knew of HomeAway, since they are the largest vacation rental site in the world. I connected with the co-founder of HomeAway via LinkedIn, since we are from the same university. We had a great connection and discovered synergies between the two companies. We started off with a partnership, where we syndicated each other’s listings. This had great results and led to HomeAway making an offer for travelMob.

Wayne: Years back, we collaborated with a company called Thought-Buzz and they introduced us to TO THE NEW.

Darius: By our fifth year, tenCube was amongst the top mobile security companies and McAfee gave us a cold call. Although unexpected, it was not a great surprise, as everyone knew that mobile security was where they were heading.

Was an acquisition your exit strategy from day one?

T Fuad: travelMob is the second start-up company that I’ve sold, so I’m familiar with the acquisition scene and it was an option for us from the beginning. We had received another offer 7 months earlier, even before we launched the solution, but decided that the timing was not right. So when we got an attractive offer from HomeAway, we went for it.

Darius: When we started tenCube we were naïve and didn’t know what an exit strategy was. However, since we were pitching to investors, we had to learn pretty fast, and came up with an M&A strategy, to appease our backers. Eventually, tenCube hit a plateau of growth. We knew that our product would be better off in the hands of a larger company that could bring it further.

Wayne: For the longest time, we never bothered to think of a trade sale, as we were making money. However, we knew that if we wanted to bring Techsailor public, we needed market capitalisation of roughly \$100 million and saw we had a long way to go. We felt that with TO THE NEW, it could really propel us there much faster.

How do you decide which business idea is the most feasible?

T Fuad: The most basic thing is to figure out how to make money. If it takes you longer than 15 seconds to explain the business model, it’s too complicated and you need to change the concept.

Darius: I’ve always chosen based on the idea I care about the most. That way, you know you can go the long-haul, even when things are not looking good. And because you’re passionate about it, it’s usually got the highest probability of success. ♦



(L to R) Mr Turochas Fuad, CEO and Co-Founder of travelmob, Mr Brian Koh, Director of NUS Enterprise (moderator), Mr Wayne Chia, CEO and Co-founder of TechSailor and Mr Darius Cheung, Co-founder of 99.co, presented a panel discussion on the successful acquisitions of their start-ups by foreign companies.

“WHEN WE STARTED TENCUBE WE WERE NAIVE AND DIDN’T KNOW WHAT AN EXIT STRATEGY WAS... EVENTUALLY, TENCUBE HIT A PLATEAU OF GROWTH. WE KNEW THAT OUR PRODUCT WOULD BE BETTER OFF IN THE HANDS OF A LARGER COMPANY THAT COULD BRING IT FURTHER.”

– DARIUS CHEUNG



Innovation and Enterprise Award winners

NUS Enterprise has long been a nurturer of start-ups. The 4th run of the Innovation and Enterprise Awards, an NUS Enterprise initiative with co-organiser NUS Society, recognises contributions of NUS innovators and entrepreneurs to the community. This year was no different as the panel of judges got together to evaluate the applications and went through the hard task of determining the winners for the Promising NUS Start-Up Award and the Outstanding NUS Innovator Award. The 2014 entries covered a range of technologies – from infocomm to biomedical science to engineering and each team demonstrated great potential to scale and make real impact to society.

The Promising Startups

The Promising NUS Startup Award recognises innovation-based ventures within the NUS community that have the potential to make a global impact. This year three young start-ups – Ayoxxa, Pirate3D and Semantics3, were presented with the Award and each received a trophy and S\$100,000 in prize money.

Ayoxxa was founded in 2010. This biotech start-up, based in Singapore and Germany, has developed a platform for multiplexed protein analysis. The Ayoxxa biochip can simultaneously and cost-effectively analyse proteins from very small biological samples. They have recently secured their Series B funding.

Pirate3D launched a Kickstarter campaign in 2013 and successfully raised over US\$1.4 million from some 3,500 backers. This catapulted them into the list of top 20 crowd-funded companies in 2013. They found innovations from existing 3D printer technology resulting in the filing of 8 new patents for their efforts. Their flagship product is the Buccaneer 3D Printer.

Semantics3 has built one of the largest databases of product and pricing information and crunches data from well over 1.5 million online

merchants and sellers. Through its Product API, retailers, brands and financial institutions are able to determine the optimal price to sell their products, track market trends, gain competitive insights and make data-driven decisions. Semantic3 is also the first Singaporean start-up to be accepted into YCombinator, one of the world's most well-regarded start-up accelerators.

Outstanding NUS Innovators

The Outstanding NUS Innovator Award recognises individuals within the NUS community who have developed innovations, generated commercialisation value or made social impact. The two winners – Prof Lim Chwee Teck and Prof Ng Kim Choon, each received a trophy and S\$10,000 in prize money.

Prof Lim has been the technical driving force and co-founder of the Clearbridge group. Prof Lim is currently working in the area of skin regeneration and was instrumental in clinching a research partnership with L'Oreal. This project aims to characterise the behaviour of skin cells present in the dermis and epidermis after exposure to mechanical stresses and variations in the environment. Prof Lim is an inventor of eight independent patent families.

Prof Ng has been translating his inventions into spin-off companies with his son, Joseph Ng. Medad Technologies is the latest spin-off, commercialising a system design driven on the basis of absorption-desorption in heat exchanger beds. This has applications in water management and cooling, as it can produce pure drinking water from sea water or brackish water, and simultaneously producing cooling effects.

The start-ups shortlisted this year reflect the growing maturity of the start-up environment in Singapore. We thank all participants and wish all the 2014 winners the best as they continue to strive for greater heights in their future endeavours. ♦

(Below L to R) Winners of Outstanding NUS Innovator with Mr Gay Chee Cheong, NUS Executive Committee, Dr Lily Chan, CEO NUS Enterprise and Dr Lim Wei Ming, Alumni Development & University Relations, NUSS and Co-Chairman Innovation & Enterprise Awards. ▼



(3rd from left) Prof Ng Kim Choon, Medad Technologies founder created a water management system enabling purification of brackish water to pure drinking water simultaneously producing cooling effects.

(3rd from left) Prof Lim Chwee Teck, Clearbridge co-founder has eight independent patent families.



(L to R) Mr Vinoth Gopinath and Mr Sivamani Varun, co-founders of Semantics3, built one of the largest product and pricing databases from 1.5 million online merchants.



(L to R) Ayoxxa co-founders, Prof Dieter Trau, CSO, and Dr Andreas Schmidt, CEO invented a cost effective protein analysis technology.



Pirate 3D team, a 3D printing start-up.



Inking new collaborations and partnerships with Industry

Several partnerships were formed with a number of organisations at InnovFest 2014, in educational and research projects to support development of new inventions and solutions.

The SAP connection

NUS signed a master agreement with SAP Asia Pte Ltd (SAP) to collaborate on PhD research projects over a period of four years. An expected 15 student projects will be identified by NUS and SAP under this master agreement, and will cover areas including data analytics, data mining, image recognition, big data, high performance computing, interaction networks, social networks, real-time intelligence and mobile technologies. This is a joint collaboration with National Research Foundation.

"R&D fuels innovation and plays an important role in increasing Singapore's competitiveness and future sustainability. The research projects conducted under the master agreement with NUS and SAP will help to establish Singapore as a world-class R&D hub and prepare the PhD students with critical industry skill sets for future roles. We look forward to welcoming these PhD students into the SAP family upon the successful completion of their doctoral studies so that they can help shape the future of business through the innovative use of SAP software and technology," said Kelly Tan, Managing Director, SAP Singapore.

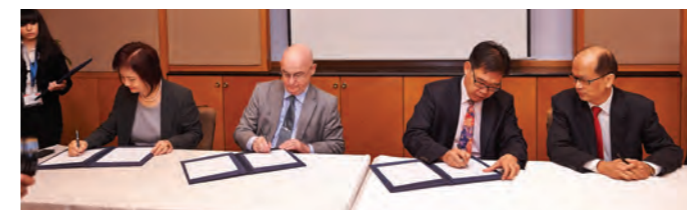


Signatories (L to R): Dr Andre Wan, Research Director of NUS, Professor Barry Halliwell, Deputy President of Research & Technology of NUS, Ms Kelly Tan, Managing Director of SAP Singapore and Steve Lee, Director of SAP Research & Innovation Singapore.

The tripartite deal

NUS School of Computing has signed a collaboration agreement with StarHub to undertake various research and/ or development projects within the infocommunication technology space over the next five years. With this partnership, StarHub hopes to discover and deliver new engines of growth for and beyond its traditional info-communications business.

NUS and StarHub additionally signed an MOU with Nanyang and Temasek Polytechnics to collaborate on various innovation and entrepreneurship-related activities, including incubation support by StarHub to entrepreneurs and start-ups within the NUS community and collaborations bringing NUS technologies to market, with support from both the polytechnics as translational partners.



Signatories (L to R): Mrs Lay-Tan Siok Lie, Deputy Principal Temasek Polytechnic; Professor Barry Halliwell, Deputy President (Research and Technology) NUS; Mr Mock Pak Lum, Chief Technology Officer StarHub; Mr Edward Ho, Deputy Principal Nanyang Polytechnic.

Partnering People's Association

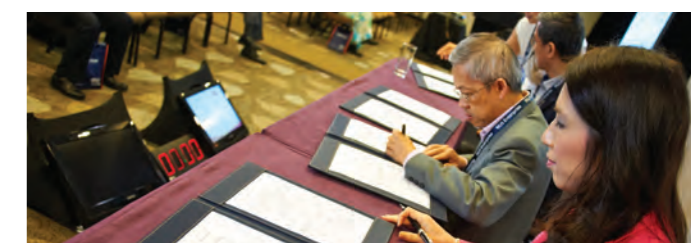
The Keio-NUS CUTE Center signed a collaboration agreement with the People's Association (PA) Active Ageing Council to recruit senior citizens to test a new mobile app, Silver Sense. This will use multiple sensors in a smartphone, providing information such as light levels, acceleration, GPS and motion of the user's phone. Silver Sense will aggregate the sensor data and analyse it. This can potentially detect scenarios such as an incapacitating fall, long periods of inactivity or unexpected movement patterns – upon which the app would send an alert to a family member. An expected 30 senior citizens identified by PA will test-bed this app over a period of nine months. The end objective of Silver Sense is for family members and caregivers to know the activities of senior citizens who are living independently, without invading their privacy.



Signatories and observers: (1st row L to R) Mr Chia Tze Yee, Group Director, Engagement Cluster-Life Stages, PA, Dr Tan Yong Seng, Chairman, Active Ageing Council, PA, Professor Barry Halliwell, Deputy President (Research and Technology), NUS and Ms Irene Cheong, Director, NUS Industry Liaison Office (2nd row L to R) Mr Kelvin Tan, Deputy Director, NUS Enterprise, Ms Joan Pereira, Director, Active Ageing and Family Life, PA, Prof Ellen Do, Co-Director, NUS-Keio CUTE Centre and Mr Chew Boon Heng, Deputy Director, Active Ageing, PA.

Entrepreneurial link

NUS Enterprise signed MOUs with two organisations – the Institution of Engineers Singapore (IES) and Singapore Infocomm Technology Federation (SiTF). Through these MOUs, IES and SiTF will match-make experienced industry practitioners to serve as mentors for the technology commercialisation teams participating in the Lean LaunchPad@Singapore (LLP) programme. They will mentor the LLP teams during the 10-week programme* through their domain expertise, industry knowledge and business networks. ♦



Signatories: (Upfront) Er. Emily Tan, Chairperson of Technopreneurship Development Committee IES, Professor Wong Poh Kam, Director NUS Enterprise and Mr Roger Yuen Chairman SiTF 123JumpStart.

*The LLP is a 10-week technology commercialisation programme that was introduced in 2011 at Stanford University by serial entrepreneur and academic, Steve Blank. It brings together new approaches on how to build a successful start-up and also teaches researchers how to move their technology from a research lab into the commercial world. NUS Enterprise introduced this course for the first time in Asia in 2013, and is running this course again in 2014. LLP@Singapore will run from April to June 2014.



Going to Market with ILO



Attendees gained insights into NUS Industry Liaison Office services and expertise.

The NUS Industry Liaison Office (ILO) organised an inaugural Go-to-Market talk at the Faculty of Engineering (FOE) on 24 February 2014. Close to 40 academics, researchers and faculty members from FOE attended the event. The aim of the session was to introduce ILO services and expertise in commercialisation efforts in reaching out to the market. Some focus areas included IP filing processes, contract management, technology transfer and industry partnership frameworks.

Speakers from government agencies such as the Ministry of

Education, SPRING Singapore and A*STAR were invited to share the various funding options available for the academic community to further their research and commercialisation aspirations. Representatives from Institutions of Higher Learning were also invited to attend.

Participants found the session useful and meaningful as they gained a better understanding about ILO's role and its services to help bring their inventions to the marketplace. Plans are in store to organise more of these sessions in other faculties. ♦



Opportunity for academics to network with government agency representatives and other IHL counterparts.



Pioneering NOC in New York

By Vivian Ting and Hazel Wang

A mixture of emotions ran through us; part disbelief, part elation, and part uncertainty when we received offers for a coveted place in NUS Overseas College in New York. Are we gutsy enough to leave everything behind for a year? A chance to live in the Big Apple posed too large a temptation for us to even contemplate further. In a heartbeat, we decided to take a leap of faith and go for it.

This January, we started interning at technology-based start-ups, such as Agolo, PublicStuff, and Rumble. Beyond learning the ropes from these companies, we are also taking entrepreneurial and technology-based courses. Despite already having work and study on our plates, there will always be room for dessert: be it attending start-up events or taking to the streets to soak up inspiration, everyone can have their cake and eat it too.

We attended events such as NYU Entrepreneur Festival, hackathons, and tech events that are constantly blossoming around New

York. At these tech events, serial entrepreneurs often share their passions and mistakes made when building their own business. It was refreshing to hear about their struggles as we often perceive them as successful people who knew what they were doing all the time. We rubbed shoulders with countless start-ups at these events too. Getting to know the different services and products offered by them was exciting because we had never seen them on the market before. It was like stepping into the future.

We realized that being an entrepreneur often looks fun and easy, but people do not see the amount of hard work involved behind all the glitz and glamour. Entrepreneurs can appear capable, but there is an enormous amount of work poured into it. Naturally, the sense of fulfilment when your dream takes off is probably one of the best feelings in the world. ♦

EXPERIENCES IN A NUTSHELL



"New York has many opportunities, free events and talks for self-learning and improvement. It's a place filled with driven people who inspire you but at the same time, one has to be comfortable with speaking up and being independent to survive here."

MANDY LIM



"New York is a city of great opportunities for the adventurous mind. It has a vibrant art scene and people here lead a busy lifestyle. It's a city for independent and creative souls."

HAZEL WANG



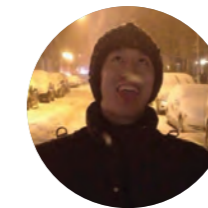
"New York has so many different shades to it. Walking across each street and every avenue, something feels a little different, like breathing a different kind of air. Not as neat and systematic as Singapore, but there are plenty of humane touches to this busy city that are just intoxicating. The people here are so energetic about what they do. From the newspaper man at subway stations to the CEO of a thriving start-up, everyone seems to pour their energy into their work and no motivation can be better than that."

HAYLEY JANG



"New York can appear to be proud and cold but truly, I find the people here amazing, inspiring, and loving. They all do what they love, believe in it and slog their guts out for it."

VIVIAN TING



"Warm and spontaneous defines my experiences with the locals in NYC. Recently, I met a variety of people at a General Assembly course, after which we went to play pool at an underground bar where we continued our conversations about passion, programming and design. The city may be chilly and the scenery lacking, but the people make all the difference."

LEE JUN WEN



CHECK OUT WHAT'S BREWING IN OUR SPACE AND DO JOIN US IF YOU CAN.

WHEN	WHAT	WHERE
7-8 Apr	Lean LaunchPad@Singapore Bootcamp	NUS
14 -16 Apr	InnovFest 2014	Kent Ridge Guild House (pre-conference) & Grand Copthorne Waterfront (main event)
6 May	Kopi Chat@Blk71 on Tomorrow's Wearables	Plug-In@Blk71 - Blk71 Ayer Rajah Crescent #02-18
17 May	iLead Start-up Validation Programme Session 1	NUS, 5 Prince George's Park
24 May	iLead Start-up Validation Programme Session 2	NUS, 5 Prince George's Park
28 May	Kopi Chat@Blk71 on Jobstreet.com's Journey	Plug-In@Blk71 - Blk71 Ayer Rajah Crescent #02-18
29 May	iLead Start-up Validation Programme Session 3	NUS, 5 Prince George's Park
30 May	Friday Feeds@Blk71 – Durian!	Carpark@Blk71 Ayer Rajah Crescent
31 May	Start-Up@Singapore 2014 Final & Award Ceremony	University Town
2 June	Hydro Pitching Day @ Singapore International Water Week	Sands Expo and Convention Centre, Marina Bay Sands
1- 5 June	Singapore International Water Week	Sands Expo and Convention Centre, Marina Bay Sands
6 June	DBS-NUS Social Venture Challenge Asia Awards Ceremony	NUS, Shaw Foundation Alumni House
9 June	Lean LaunchPad@Singapore Finale	NUS

SPARKS food-for-thought.

Useful Tinder



Asia is the happening place!

Mr Ike Lee of Lee Technology Consulting, keynote speaker at InnovFest2014, shared his thoughts on why it is the right time for tech entrepreneurs to be in Asia.



TIP 1

"We need to rethink what 'Going Global' really means. Do we need to take our innovations to the West? Why not focus on Asia? Take this simple pop quiz: Which continent is driving global economic growth? Which continent has the most Internet and smartphone users? Which continent are most Western companies staking their future success on? The answer for all is Asia."

TIP 2

"A strategy of focusing on Asia first can lead to your global success. A good example of this is Alibaba, which focused on Asia first. Alibaba now outsells both Amazon and eBay combined. The Asian market is a wonderful place for your innovation to thrive."

TIP 3

"When I first moved from Korea to Silicon Valley, I had no money, no fancy degree, no context of how things were done and no English. Since then, I've led 7 IPOs and played a role in many M&As. I think it's been pretty good! How did I do all this? A lot of it has been due to two things I did. First, I smiled a lot. And secondly, I said "Thank you" whenever I could. This has helped to break down barriers. Try it, it really works!"

A spark is in many ways, a magical mysterious occurrence.

Often taken for granted, the spark gives life to a flame, which can lead to roaring fires. In much the same way, ENTERPRISE SPARKS the fires of entrepreneurship. The flames are held by NUS students through entrepreneurship internship programmes in Singapore and around the world. Fires are also stoked in scientific researchers, through commercialisation of their discoveries. Finally, would-be entrepreneurs are given fuel with an environment and runway to achieve their business dreams. Our networking events, workshops and events constantly strive towards keeping the fires of entrepreneurship alive in the community.

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