

Searching for the new, the x-factor, or a different experience to broaden our perspectives is a common thread in our thriving community, necessary for ideas to grow, projects to evolve, and possibly new deals to be made. InnovFest unBound 2015, organised in partnership with AcreWhite, provided a bigger platform for our community to interact and engage. It welcomed over 2,500 participants from Singapore and around the world, providing different experiences and new connections for all who came. New in this issue too are insights on trends and perspectives in Asian innovation, as well as a peek into our overseas launchpad in China (Suzhou), NUSRI Enterprise. True to the spirit of seeking that edge, we highlight the experiences of an NOC student who made an unusual choice of internship location, and gain tips from veteran Israeli entrepreneur and angel investor Yossi Vardi, for start-ups to scale new heights. Cheers to more new experiences!



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# InnovFest unBound 2015

Where Asian innovation meets the world



+ Dr Vivian Balakrishnan, Minister for the Environment and Water Resources and Minister-in-charge of Smart Nations, at the Opening of InnovFest unBound on 28 April 2015.

28–29 April, Suntec City Singapore. InnovFest unBound, Asia's most exciting innovation festival hit town and brought together exciting technology displays, potential business leads and conversations for over 2500 people across two days.

Ever mindful of the need to bring more and better to our community, InnovFest unBound 2015 is a partnership between NUS Enterprise and AcreWhite, evolving their respective marquee events, InnovFest and Digital unBound, into an even more impactful one.

The event provided a platform for more than 120 speakers from over 20 countries to share insights via panel discussions and presentations; for delegates to be updated on research and innovations via exhibitions by start-ups, researchers and those from the local institutes of higher learning; as well as for networking for contacts from wide ranging background and industries. It was an occasion to meet, forge relationships, share knowledge, make newsworthy announcements and collaborate for business opportunities.

The first day kicked off with a lively discussion on "Global Innovation: Singapore & the World", where Dr Vivian Balakrishnan, Minister for the Environment and Water Resources and Minister-in-charge of Smart Nation, Dr Yossi Vardi, Co-Chairman InnovFest unBound and Professor Tan Chorh Chuan, President, NUS, traded opinions on why innovation is so important to Singapore and the role that the institutes of higher learning play in shaping the innovation landscape here.

Several technology pavilions in the areas of Modern Aging, Spintronics, Medical Devices, Energy and Environment also attracted and engaged crowds with new research findings, innovative technology applications and latest industry trends. Other programme highlights included satellite events such as Cyber Security, and VC Forums, a hackathon, workshops, kopi-chats and the unique Urban Experience for networking over food and drinks.



+ Speakers, sponsors and specially invited guests rubbing shoulders at the Chairman's reception, hosted by Spotify in its office at Boat Quay on 27 April 2015.



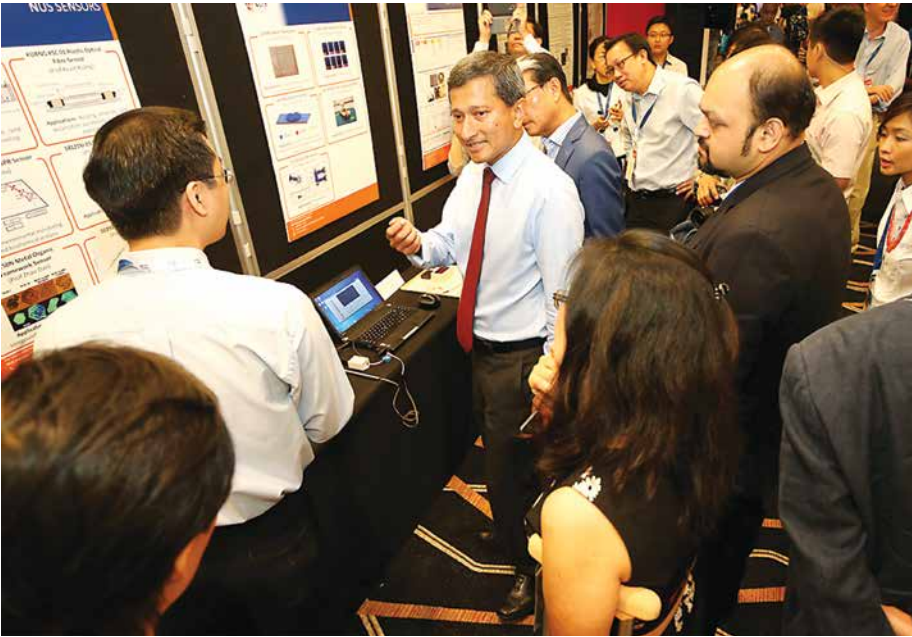
+ A panel discussion on "Global Innovation: Singapore & the world".



+ An attentive audience at the panel discussions on Day1.



+ Delegates and exhibitors from the Institutes of Higher Learning.



+ Minister Balakrishnan touring the NUS technologies exhibition.



+ One of the many spontaneous kopi-chats between speakers and entrepreneurs. An InnovFest unBound special!



+ Useful technologies for user feedback and experience.

“Singapore is one of the best places in Asia for technology entrepreneurs to start their companies. Singapore invests heavily into its education and universities here are top class. This not only provides a well-educated work force, but also provides innovative technologies that are ready for commercialisation. With its high smartphone penetration, good infrastructure, high standards of living, use of English as a working language and solid intellectual property laws, Singapore acts as an ideal launchpad for global companies targeting the growing South East Asia market,” said Dr Lily Chan, CEO NUS Enterprise, during her panel discussion, The Singapore Story: Gateway to Asia.

One such company that is using Singapore as a regional launchpad is DocDoc, Asia’s largest doctor discovery platform, processing thousands of patient bookings every month. DocDoc presented at InnovFest unBound’s Company Showcase, where it revealed that it had raised a total of S\$11.5 million in its Series A investment. This funding will help to accelerate the start-up company’s growth across the region.

Look out for an even more exciting lineup at InnovFest unBound 2016. Contact [info@innovfestunbound.com](mailto:info@innovfestunbound.com) for advance bookings!



+ (Left to Right) SingTel Innov8 CEO, Edgar Hardless chairing the VC & Accelerator Forum with Jixun Foo, Managing Partner, GGV Capital Shanghai; Neal Cross, CIO, DBS; and Wilson Cuaca, Co-Founder & Managing Partner, East Ventures.



+ Continuous conversations at the Start-up Runway.



+ Connecting at the Coffee Corner sponsored by PlayBuzz.



+ Delegates networking at the unique Urban Experience at Ann Siang Hill.



+ Ending on high with winners of the “Unilever Scale Up of The Battle Final”.

# Modern Aging: Supporting Start-Ups for the Silver Sector

**New initiative to tackle problems faced by Singapore's ageing community**



⊕ (3rd from Left) Dr William Haseltine, Chairman & President, Access Health International, and Dr Lily Chan, CEO, NUS Enterprise, inked a partnership for the Modern Aging Initiative, accompanied by (2nd from right) Prof Barry Halliwell, Deputy President (Research & Technology NUS) and members of the Modern Aging team.

In an effort to raise awareness of the issues and challenges faced by the elderly, NUS Enterprise and ACCESS Health International are collaborating to offer a new initiative to explore how innovative technologies can be used to alleviate some of the pains of the ageing population.

This is a four-month programme that will bring together students, researchers and health professionals from across disciplines to create businesses that address problems for the silver sector. Through a blended curriculum of online presentations, workshops and mentoring sessions, participants will gain in-depth knowledge of the unique challenges, needs and wants of an ageing population, both in Singapore and other

markets. Participants will be encouraged to meet and interview seniors as part of their market research. Over the course of the programme, teams will develop and translate their ideas into viable business plans, with a final pitching session awarding a top prize of \$50,000 seed funding. The programme commences with the first workshop in August 2015.

ACCESS Health's global networks will lend an international perspective to the programme, while NUS Enterprise will provide relevant teams with incubation support and/or access to NUS technologies and intellectual property for commercialisation. Duke-NUS Graduate Medical School and ESSEC Asia Pacific are academic partners. Modern Aging is supported by the Ministry of Health as

part of its work to promote successful ageing.

"Modern Aging can contribute to the growth of new business in Singapore and help the country meet the needs of an ageing population worldwide. Businesses that are successful in Singapore may serve the needs of the elderly globally." said William A Haseltine, Chairman and President, ACCESS Health International.

Modern Aging offers Singapore the chance to improve our living environment in a meaningful way, as a Smart Nation. The initiative was officially announced by Dr Vivian Balakrishnan, Minister for the Environment and Water Resources and Minister-in-charge of Smart Nation, at InnovFest unBound on 28 April 2015.

# Innovation in Asia

## Three mega shifts to note

Asian companies are among the most innovative in the world. The 2014 edition of Thomson-Reuters' Top 100 Global Innovators features 46 Asian companies, a significant increase from just three years earlier when only 31 Asian companies made the list. Asia is clearly at the forefront of global innovation. What macro-trends have driven this development? What opportunities do these trends create for innovative entrepreneurs in Asia?

Speaking at Innovfest unBound 2015, Professor Wong Poh Kam, Director of NUS Entrepreneurship Centre, shared some insights on innovation trends in Asia. Drawing on research conducted at the NUS Entrepreneurship Centre, with supporting data from NUS start-up PatSnap, Prof Wong highlighted three mega-shifts that have taken place in Asia's innovation landscape.

### I. West to East

Statistics from the US Patent and Trademark Office (USPTO) reveal an increasingly large share of patents being invented in Asia, eroding the long-held advantage of Western advanced economies.

In the early 1980s, Asia's contribution to global patenting was a mere 14%. By 2014, the figure had risen to 33% and is expected to climb further. In absolute terms, Japan remains the dominant innovative Asian economy. However, more detailed analysis shows the rise of non-Japan Asia, in particular the East Asian newly industrialised economies (NIEs) in the 1990s, and the emergence of China and India in the post-2000 era.

Innovation strategy in non-Japan Asia has changed over time. The aggressive pursuit of patenting growth was initially at the expense of quality, evidenced by decreasing citations attracted by patents invented in non-Japan Asia. However, patent quality is beginning to improve in more recent periods as national and firm-level strategies have shifted to a dual focus on quantity and quality.

### II. Hard to Soft

Software has become one of the fastest growth areas of patentable innovations. In the 1980s, an overwhelming 73% of



ICT inventions were in hardware, and only 27% in software. This composition has shifted drastically, with software now contributing 47% of ICT inventions. The number of software patents has more than doubled in the last ten years. Software innovation now accounts for one-fifth of patents issued by the USPTO.

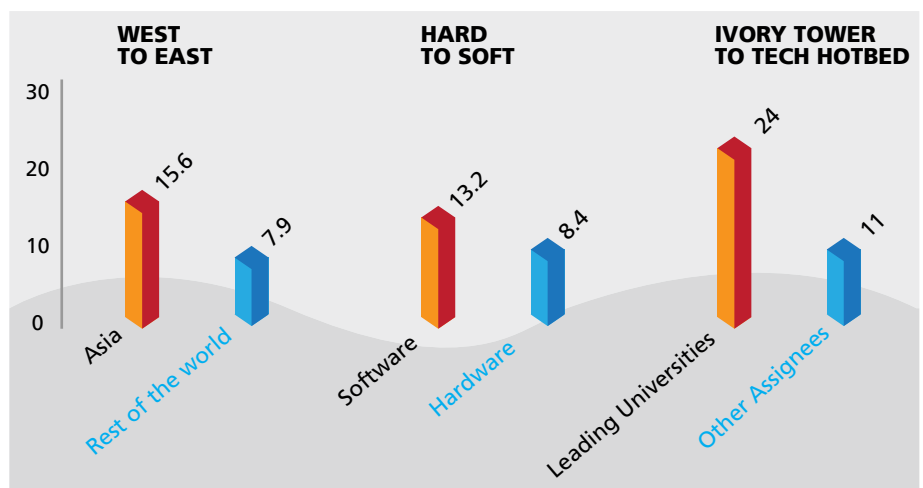
Asia as a whole has not kept pace with this global explosion, primarily due to the erosion of Japan's share in global software patenting. Corporations that established their brands as hardware producers struggle in the current software-centric paradigm.

IP strategy for software companies and the potential to develop the IP services industry in Asia.

### III. Ivory Tower to Tech Hotbed

Universities have always been recognised as a source of basic research, with limited downstream impact. Recent empirical evidence shifts away from this traditional view, pointing to the significance of universities as a source of innovation with industry application. This is especially true of leading universities in non-Japan Asia.

The patent portfolios of leading universities in non-Japan Asia grew an average 24% annually in the last 5 years, far outstripping region-wide growth of 11% per annum. Universities in non-Japan Asia are also expanding their patenting activities at a much faster rate than counterparts in Japan (17.4% annual growth) and USA & Europe (6.6%). In addition to patenting, co-publications with industry have also increased in the last ten years. This suggests stronger university-industry linkages in Asia.



On the other hand, non-Japan Asia is rapidly catching up, driven initially by the NIEs of Korea and Taiwan and followed by the recent emergence of India and China.

The expansion in software patenting has led to an escalation in software lawsuits, especially in the mobile communications space. This highlights the importance of

The Asian university is a tech hotbed. Increasingly, ideas and inventions developed at Asian universities demonstrate the potential for commercialisation. Opportunities abound for entrepreneurs and corporations seeking technology pipelines and collaborative engagements.

# Spreading Wings into China

NUS (Suzhou) Research Institute as a gateway



+ Project roadshow at NUS (Suzhou) Research Institute Cafe.

Since its launch in May 2013, the NUS (Suzhou) Research Institute (NUSRI) Enterprise, a launchpad for Singapore technology start-ups to enter the China market, has helped its incubatees achieve over RMB10 million in government grant funding, with one incubatee securing land within Suzhou Industrial Park for a manufacturing facility.

NUSRI Enterprise provides office and incubation facilities, access to international technology, and linkages to local government support, investors and mentors. To date, the NUSRI Enterprise incubator has hosted 18 start-ups from diverse backgrounds, ranging from environment, food safety, IT and engineering to biomedical devices. Many of these incubatees are also offshoots of Singapore companies with connections to NUS Enterprise in Singapore. They include PatSnap and Kai Square, both of which use the NUSRI location as a means of expanding their presence in the China market.

NUSRI Enterprise also operates the Singapore-China (Suzhou) Innovation Centre, which consists of three main platforms: the International Tech Commercialisation Centre, which promotes Singapore-China technology transfer and commercialisation; the Enterprise Space platform, which focuses on developing closer entrepreneurial links between the two countries; and the IP Academy, which promotes practitioner-based technology and IP management courses to help update the IP management skills within China universities and industries.

Moving forward, NUSRI Enterprise's services will be expanded to Ascendas' Suzhou iHub science park. This will allow Singapore-based companies in Suzhou to use space beyond the current 5000 sqm offered in the NUSRI building.

NUSRI is fully operated by NUS with strong support provided by the Suzhou Industrial Park government.



+ NUSRI building in Suzhou Industrial Park.



+ Singapore-China Tech roadshow exhibition.

# Acing the Disrupt Hackathon

## TechCruch Disrupt Hackathon winners

Do you typically use smileys and other emojis when texting? How about playing old school arcade games, like Space Invaders, Bingo and Word Scramble? If you enjoy both, then Whatsnex, an emoji gaming platform, is for you!

NUS students Joleen Lee, Faculty of Arts & Social Sciences; Abdul Hadi Bin Abdul Halim, Choo Yan Sheng and Er MeiYi from the School of Computing developed Whatsnex in just 24 hours, at the Disrupt New York 2015 hackathon. These students are in New York on the NUS Overseas Colleges programme.

Whatsnex is an emoji gaming platform that is hosted through text serving company Nexmo. It is a new, fun and creative way to game with emojis and text. Users can simply text a dedicated mobile number to play old school arcade style games.

Whatsnex is a new, fun and creative way to game with emojis and text. Users can simply text a dedicated mobile number to play old school arcade style games.

In less than a day, the team coded and designed a minimum viable product that was ready to be demonstrated on stage. They successfully created three different categories of games with varying degrees of difficulty.

The major challenge in this hackathon was the fight against time, exhaustion and perfection. There were several sponsor challenges that were available for teams to integrate into their ideas, however, they had to be strategic in coming up with a simple and innovative idea that could be developed and demonstrated in the limited time

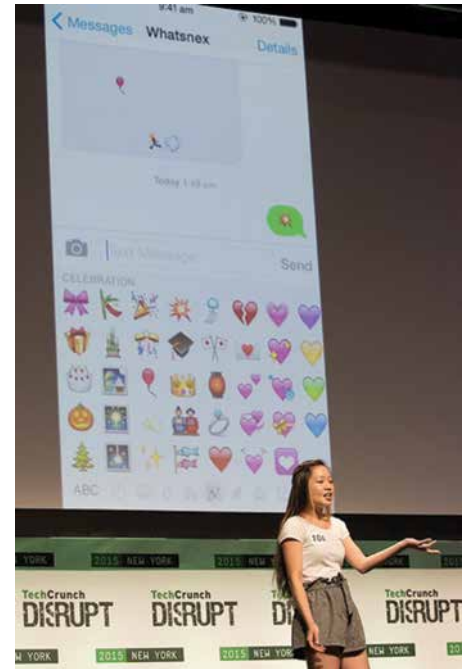
available. The NUS quartet also learned that teamwork and adaptability was crucial in keeping the team together when difficulties arose. The struggles of the competition included having to pivot the idea, picking up a new programming language, and time management.

“This hackathon was a humbling experience for us and we are very thankful to be hacking amongst la crème de la crème. It definitely served as great exposure to a different playing field and opened our eyes to the flow of creativity, talent and skills,” said Joleen Lee, NUS Communication and New Media undergraduate.

The team was delightfully surprised to win the Nexmo sponsor challenge as their initial intention was to participate in the hackathon for the experience. This sponsor challenge was for the Best Creative Use of Nexmo, and the NUS team walked away with 3 Parrot Bebop Drones worth USD \$500 each. The hackathon also helped to fuel their burning passion and eagerness to further challenge themselves through other hacking opportunities.

The future for the team seems bright as Nexmo has since expressed their interest in taking the idea forward into a partnership. It is truly exciting for the quartet as they are looking forward to the collaboration and they have planned to further develop Whatsnex. So stay tuned as the team aims to launch a second version of their text-based emoji game in a few months together with a campaign by Nexmo.

To try it yourself, text “whatsnex” to +1 239 900 0619.



+ Demonstration of Whatsnex SMS emoji puzzle game by Joleen Lee, NUS Communication and New Media Undergraduate at Disrupt New York 2015 Hackathon on 2 May 2015.



+ Team Whatsnex with sponsor Nexmo.

### More about Disrupt New York 2015 Hackathon

Disrupt New York 2015 Hackathon is the biggest and the most professional hacking event organised annually by TechCrunch. The weekend-long event took place from 2-3 May as hundreds of coders and developers gathered at New York's Manhattan Centre to form teams and build something amazing over just 24 hours.

Each team was given 60 seconds to pitch their idea on the massive Disrupt stage to a panel of judges and over 500 audience members. The judges then rated all presentations based on functionality and creativity. Teams that scored 3 points and above received two tickets to the Disrupt NY 2015 Conference and the best team walked away with a grand prize of \$5,000 from TechCrunch. Sponsorship prizes of cash, gadgets and geeky prizes were also up for grabs.

# A Naturally Excellent Collaboration

## CENGas & Gaspartners explore alternative uses for liquid natural gas

NUS and Gaspartners Pte Ltd signed a Memorandum of Understanding at the Energy Pavilion within InnovFest unBound 2015, to work together in the areas of natural gas, specifically focusing along the Liquid Natural Gas (LNG) value chain. The current priority is the use of LNG as a bunkering fuel, but the collaboration will also focus within the industrial sector where LNG can replace diesel or gas oil, and even Compressed Natural Gas (CNG), as a source of energy.

Through the Centre for Excellence for Natural Gas (CENGas), under the NUS Faculty of Engineering, this partnership aims to collaborate in developing technology strategies and solutions which support the use and distribution of LNG as a clean, safe and efficient fuel. The scope of the collaboration entails design, construction and operation of downstream supply chains post-liquefaction within all areas of maritime and shore based industries where LNG can be used as a competitive and safe fuel source.

This collaboration is a testimony to the excellent research of NUS in the area of natural gas, CENGas is the first of its kind



Signatories at the MOU signing between NUS and Gaspartners Pte Ltd were (Left to right) Mr Wong Toon Suan, Chairman, Gas Partners Pte Ltd, Capt Rolv Stokkmo, Managing Director and Partner, Gas Partners Pte Ltd, Prof Iftekhar Abubakar Karimi, NUS Department of Chemical and Biomolecular Engineering, Prof Chua Kee Chaing, Dean, NUS Faculty of Engineering and Mr Sean Flanigan, Director, NUS Industry Liaison Office.

in Singapore that pools expertise within academia for a strategic approach to Singapore's energy use. By partnering with Gaspartners, NUS positions itself as a University that focuses on the relevant needs of the industry.

Capt Rolv Stokkmo of Gaspartners said, 'This cooperation re-emphasises NUS's commitment to develop and promote environmentally friendly technology for the purpose of reducing emission of sulphur and noxious gases.'

# Internet of Things Asia 2015

## NUS technologies gaining traction in industry

The NUS Industry Liaison Office (ILO) participated as an exhibitor at this year's IoT (Internet of Things) Asia 2015, an international exhibition and conference held on 8th and 9th April 2015 at the Max Atria@Singapore Expo. Speakers from various industry verticals (manufacturing, retail, consumer, healthcare, transport and logistics) shared their insights on how they have successfully adopted or helped their clients deploy IoT solutions. The event was attended by more than 2000 participants from 43 countries.

ILO was one of the 44 exhibitors at the event and showcased IoT technologies from NUS with applications in

social media, healthcare, consumer electronics, construction and sports. Nine technologies from NUS, including technologies from Singapore-MIT Alliance for Research and Technology (SMART), Faculty of Engineering (FoE) and Interactive Digital Media Institute (IDMI), were showcased and were well received by the industry.

More than 35 companies (both SMEs and MNCs) visited the NUS booth and were introduced to NUS technologies. The visitors included ST Electronics, Intel, AT&T, NXP, Global Foundries, Cisco, Bosch, SAP, Toshiba, Mediatek and Murata, as well as many local SMEs.



Introducing NUS technologies and capabilities at the Internet of Things Asia 2015.



# NEAT IP

## A neat idea to encourage adoption of innovative NUS technologies by start-ups

NUS Easy Access to Technologies for Industry Partners (NEAT IP) was launched in early 2015 to encourage more companies to adopt innovative NUS technologies to enhance their businesses.

Through NEAT IP, certain NUS technologies are made available to companies at no upfront cost. Another benefit is that the entire licensing process is simple - licensors only need to complete a straight-forward one-page license agreement. Once the company is successful in commercialising the technology, a small percentage in royalties is returned to NUS.

Sypher Labs was the first company to license an NUS technology through this new initiative. It took less than two weeks to complete the process. Shamir Rahim, its founder and CEO, had wanted to improve his VersaFleet solution to support the logistics industry. He found and decided to license a geo-tracking technology from NUS.

The technology provides trajectory data-filtering, which improves the accuracy of map-matching trajectory data and GPS route tracking. When fully incorporated into VersaFleet, which is a cloud-hosted portal that helps fleet operators manage their operations, it could improve accuracy by up to 80%. Sypher Labs aims to commercialise this NUS technology within the next three months.

“With precise vehicle route histories, fleet owners will benefit from data analytics on their operations. For example, they can now calculate ‘revenue per kilometre’ for each vehicle. This helps them make better business decisions and sets the ground for possibilities, like insurance premiums on a per kilometre basis,” said Shamir.

There are currently some 15 interactive digital media technologies ready for licensing under the NEAT IP initiative. These include a software that automatically embeds images in QR



+ Sypher Labs and NUS COSMIC working together to commercialise the NUS technology.

codes, a smartphone application that captures human conversation networks and a sensor-enabled video capture and management tool to effectively store and index videos.

For more information on NEAT IP, please contact NUS Enterprise via Asha Srinivasan at [asha.srinivasan@nus.edu.sg](mailto:asha.srinivasan@nus.edu.sg)

# Fuelling Collaborations in Oil & Gas

## Introducing NUS technologies to the industry

More than 70 participants, academics and business partners, attended the “Technology Sharing Session for the Oil and Gas Industry” on 19 May 2015 at NUS. It was jointly organised by the NUS Industry Liaison Office, a part of NUS Enterprise, and the Trade & Industry Association of Singapore (TIAS).

Attendees were introduced to the technologies and capabilities of:

- the Centre for Offshore Research & Engineering (CORE) Labs,
- the Centre for Energy Research & Technology, and
- the Technology Centre for Offshore and Marine, Singapore (TCOMS) Ocean Basin Development.

They gained insights into the technologies that NUS is working on, the capabilities of the University, and how

companies can work with NUS.

Ms Irene Cheong, Director of the NUS Industry Liaison Office, welcomed delegates and said, “We hope that companies will be intrigued by the technologies and capabilities that NUS has to offer, and hope that they will be keen to work with NUS in the near future”.

The international delegates from the region found the session to be insightful as it provided them with a good understanding of research and development both at university and the industry levels in the area of oil and gas.

Delegates later toured some of the laboratories at the Faculty of Engineering at the end of the Seminar.



+ Ms Irene Cheong, Director, NUS Industry Liaison Office, welcoming the audience at the Technology Sharing Session for the Oil and Gas Industry on 19 May 2015.



+ Participants touring the NUS Faculty of Engineering for a glimpse of the latest innovation and R&D work in the oil and gas space.

# 我听不懂

“Wo ting bu tong”

Amirul Rasyid Lasiman takes the plunge into Chinese waters



+ The Traintracks.io team. (Top) From left to right: Nils Pihl, CEO, Jeff Hsu, CTO and Ryan Braley, Chief Architect. (Bottom) From left to right: Miao Ziming, Senior Engineer, Shuning, Programming Intern and Amirul Rasyid Lasiman, Creative Content Intern.

To many, feeling lost wouldn't be something they'd like to experience. For me, it felt strangely liberating.

To be honest, I didn't put much thought into my decision to take the leap into the unknown; all I remembered was that I did so with a slightly reckless abandon. The exclamations of “You know how to speak Chinese meh!? You gonna die man!” only served to push me further into taking the road less taken. I wanted to prove that in the world today, language wasn't a barrier to experience.

I left for my year-long NOC programme last September, armed with some marketing, sales and design experience. Applying these skills in a mismatched environment for me, however, would be the challenge that I had to confront, something that I wouldn't have had the privilege to face from the comfort of lecture theatres and tutorial rooms.

Nonetheless, upon arriving in Beijing, I was instantly hit by how fast things were. From the trains, to your run of the mill bicycles, everyone seemed to always be in a rush. For a city where a car couldn't even stop for a crossing pedestrian without bashing its horn, there was no time to accommodate to my brew of limited Chinese. All these, coupled with the stark contrast in culture and religious incompatibility, made me question: what have I gotten myself into?

It took me some time to get into gear. I worked at a data analytics startup called Traintracks.io, and we developed a productivity tool that we hoped could revolutionise the way the Big Data market operated. My team was talented, motivated and most importantly willing to give me the opportunities to prove myself. Before long, I found myself as motivated, albeit not as talented, as my team. Nevertheless, I started to develop

a mindset that taught me to always look at things with a positive attitude; that if you viewed everything from the right perspective, you will come out of the experience with a lesson that would benefit you in one way or another, regardless of how mundane it was. I came here to learn, and I went to work every day to the mantra of: “they give, I take.”

And take I did. I was given tasks that required me to stretch my current skill sets and learn new ones. From designing user interfaces, to heading product development projects and business development initiatives, I made it a point to make what I didn't know into something I did. I even took up programming lessons online to augment my effectiveness in product development.

Before long, this mindset started to rub onto my entire lifestyle in Beijing. What started as sulking due to my inability to do anything without confusion turned into a mission to prove myself as adaptable as I claimed to be in my resume. I realised that the most dangerous trait that we subconsciously have is the feeling of entitlement, especially when things don't go our way. Life doesn't always give you what you want, but you learn and try to work towards it.

Earlier, I said that I felt liberated amidst my utter incapability to understand 75% of my interactions here. This must be strange to you as a reader, but to me, I felt that it freed me from the shackles of comfort and what was familiar. It allowed me to realise that your mindset was the single most important weapon you had in your arsenal.

This is my BeiArea, and boy has it taught me a lot about living.

APRIL	01	N-House: Pitch Night	• N-House, PGP Residence
	09	Forget Kick-starting your startup. It's all about Zooming Ahead! An Afternoon with Marc Jones, CTO, SoftLayer	• Blk71
	11	The NOC Connection	• NUS, University Town
	17	Accounting Seminar@ PGP	• NUS, PGP 5
	23	Its lunch on us! Lunch with IBM Bluemix	• Blk71
	27	Kopi Chat with Yossi Vardi, Chairman, unBound Digital	• NUS, Kent Ridge Guild House
	28-29	InnovFest unBound 2015	• Suntec Convention & Expo Centre Singapore
	28	Urban Experience at InnovFest unBound 2015	• Ann Siang Hill / Club Street
MAY	12	MVP Workshop	• MVP Studio@Prince George's Park
	19	Technology Sharing Session for the Oil and Gas Industry	• NUS, I-Cube Building
	15	ILO Outpost@FOS	• Faculty of Science
	20	Kopi Chat@Blk71 – How To Find Early Adopters For Your Product by Parin Mehta, Head of Strategic Partnerships, SE Asia, Google.	• Blk71
	29	Friday Huddle@Blk71	• Blk71
JUNE	03	Philip Yeo Initiative Fundraising Golf 2015	• Jurong Country Club
	12	DBS-NUS Social Venture Challenge Asia Finale	• Shaw Foundation Alumni House, NUS
	19	Friday Huddle@Blk71	• Blk71
	26	Walkabout SG	• Blk71
	26	Friday Huddle@Blk71	• Blk71

# Lean Launch PAD @ SINGAPORE

Next Run : 13 Aug to 16 Oct 2015

Weekly sessions & plenary : 6pm – 9pm (Wed)

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Application closes : 31 Jul 2015

### For more information contact:

Ms Susan Kheng, Programme Manager, NUS Enterprise

✉ [susankheng@nus.edu.sg](mailto:susankheng@nus.edu.sg) ☎ +65 6516 4571

## CALL FOR LLP@SG 4th RUN - TEAM APPLICATION

LLP@SG is a 10-week entrepreneurial learning programme which helps researchers move their technological inventions from their labs to the commercial marketplace.

Adapted from the US NSF's I-Corps programme, LLP@SG focuses on the search and customer discovery process and the principles of agile engineering. Teams spend about 80% of their course time out of the lab interviewing potential users, customers, partners, regulators and other stakeholders, understanding the landscape and challenges of the market space they want to get in. Using the Business Model Canvas as the analytical tool, they test and validate their hypotheses iteratively. Teams will be under the mentorship of LLP faculty and mentors throughout their discovery journey.

### Who may apply ?

- Professors/Inventor, Post-docs and Ph student keen to commercialise their technologies.
- Graduates, MBA students, Working professionals, with entrepreneurial experience and business training



Yossi Vardi spoke at Kopi Chat held at NUS University Hall on 27 April 2015, as a prelude to NUS Enterprise and AcreWhite's InnovFest unBound 2015 conference. Hailed as the "Godfather of Israeli High-Tech," Yossi has over 40 years' experience as an entrepreneur and angel investor. Here's his advice on starting up, the importance of failure, and overcoming fear.

+ Up close and personal with Yossi Vardi, Godfather of Israeli high-tech, kopi chat moderated by Daniel Seal, CEO, AcreWhite

1

### Culture Matters

While government and education policies are key to developing an entrepreneurial ecosystem, Yossi strongly emphasised the importance of an entrepreneur's personal characteristics. Likening entrepreneurship to a state of mind, Yossi noted that self-confidence, ambition, and determination are vital traits for an entrepreneur to possess.

2

### Innovation Shifts

According to Yossi, the "innovation game" has undergone its largest change within the past decade, as the rise of the internet has helped remove traditional barriers to innovation. Further, many of the most innovative ideas are coming from start-ups, as opposed to established corporations or corporate labs. This presents an opportunity for entrepreneurs, but also requires smart leaders that can capitalise and convert.

3

### Don't Let Fear Paralyse You

One of the biggest roadblocks to becoming an entrepreneur is the inhibition that you will fail and look stupid to other people. But, quoting from a Theodore Roosevelt speech, Yossi noted that "It is not the critic who counts...the credit belongs to the man who is actually in the arena."

4

### Teamwork, teamwork, teamwork

Crucial to any start-up is the right mix of people that can work well together; this may take a lifetime to find, but it is one of the key factors in a start-up's functionality.

5

### Redefine Failure

Yossi has helped build over 80 companies, but he is quick to point out that he has had 25 exits and 27 closures. The latter, he explained, is "part of the cycle;" rather than measuring success by money gained or lost, Yossi looks at the work done by the company- how committed they are, how much time they spent, and how much they believed in what they were doing.

6

### Reward Demands Risk

Success cannot be guaranteed and there is often no way to predict whether a company will survive or not. However, Yossi mentioned, if you never fail then it means you are not taking enough risks to be truly successful.