



Categories & Prizes

(1) Monetary Prizes for Open Category (For any age group)

<u>Finalists</u>	<u>Prizes</u>
Winner	S\$20,000
1st Runner-Up	S\$10,000
2nd Runner-Up	S\$7,000

(2) Monetary Prizes for Youth Category (For youths between 14 – 20 years of age)

<u>Finalists</u>	<u>Prizes</u>
Winner	S\$5,000
1st Runner-Up	S\$3,000
2nd Runner-Up	S\$1,000

(3) Top Three Participants of Both Categories

Non-Monetary Prizes*
A Green Lane to the S\$50,000 SPRING YES Start-ups fund
Direct Entry to Intel Berkeley Tech Challenge
Direct Entry to Global Tic

**Terms & Conditions apply*

For more information regarding categories & prizes, visit us at www.startup.org.sg or email us at competition@startup.org.sg.

Yet Another Successful Winner of Start-Up@Singapore

Verleen and Alan, graduates from National University of Singapore, won Start-Up@Singapore 2009 Open Category. They have launched their company Soyato which makes frozen soy desserts. With no sugar added to their desserts, it is healthier than ice cream and frozen yoghurt. What's more interesting is that their desserts come in 20 different flavours and taste as good as ice cream.

Says Verleen that S@S has provided them with the opportunities to develop their business route and to create a plan that is more than just a product.

Competition Route-map for Participants

Visit our website:

www.startup.org.sg

Register as an Individual Participant

Registration can be done through the online Judging Portal starting from 13th September, 2010

Registration of Team by Team Leader

Team leader will also select the participating category

Invitation of Individuals to the Team by the Team Leader

Invitations may be sent to unregistered members via the online Judging Portal.

Online Submission of 3-Page Executive Summary

Closing Date: 2359 hrs, 5th February 2011 for all categories

Preliminary Round of Judging

Semi-Finalists will be shortlisted.

S@S Semifinalists' Ceremony & Biz Clinic

Semi-Finalists are highly encouraged to attend the Biz Clinic session on 19th March 2011, to gain insights on critical entrepreneurial skill sets.

Online Submission of Full Business Plan

Closing Date: 2359hrs, 26th March 2011

S@S Semi-Finals – Full Business Plan Presentation to judges

2nd April 2011

Mentoring Session 1

Mentors will help the 12th S@S finalists in April 2011, to refine their business plans and pitching skills for the finals

Mentoring Session 2

May 2011

S@S Finals – Full Business Plan Presentation to judges

21st May 2011