

# Biz plan contest kicks off with a bang

With a new and exciting array of awards and events, Start-Up@Singapore 2008 promises to be the best yet.

BY VIKRAM PARSANI

DO you have an innovative idea but don't know what to do with it? Are you itching to start your own business yet unsure of what it takes to do so? If you answered yes to these questions, then Start-Up@Singapore (S@S) 2008 will offer you the experience of a lifetime.

Following a couple of months of transition and team building, S@S kicked off this year with their Official Launch on 15 October 2007 at the SingTel hello! Comcentre near Somerset MRT. Gracing this event as the Guest-of-Honour was Mr Michael Yap, Deputy CEO of the Media Development Authority (MDA) and Executive Director of the Interactive Digital Media (IDM) Programme Office.

S@S' Official Launch witnessed the introduction of many exciting new initiatives. One among them was the unveiling of the inaugural BuzzCity IDM Award which will be presented in May 2008 to the team with the best business plan utilizing IDM technologies. Plans were also announced for a Youth Boot Camp to be organized in December 2007 to teach students from Singapore's secondary schools and junior colleges the fundamentals of realizing their ideas commercially.

In addition to this, it was revealed that S@S would be pioneering a series of seminars-cum-panel-sessions on nascent and emerging industries such as Web 2.0, IDM and Alternative Energy. Set to begin in January 2008, this series will give S@S'



**OFF TO A RUNNING START:** Mr Michael Yap, Deputy CEO of the Media Development Authority, was the Guest-of-Honour at the Official Launch of Start-Up@Singapore 2008.

participants some crucial insights into the nature and dynamics of these sunrise industries. Plans are also in the works for a tie-up with the National Library Board (NLB) to organize a "Start it, Grow it" series of seminars-cum-workshops. This series will be held exclusively at NLB venues across Singapore and will teach participants the skills required to create, nurture and develop a new start-up.

S@S' next major event, CEO Unplugged, will see Mr Adam Khoo (Founder and CEO, Adam Khoo Learning Technologies Group), Mr Ivan Lee (Founder and CEO, Thai Express) and Mr Ron Sim (Founder and CEO, OSIM International) share their secrets to success in an informal, Oprah-like setting. Scheduled for 18 October 2007, CEO Unplugged will be held at the NUS Business School's Hon Sui Sen Auditorium.

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