SMU
SINGAPORE MANAGEMENT UNIVERSITY

Institute of
Innovation &
Entrepreneurship



Launch @SMU

Your Startup Journey Starts Here



You don't need a business idea to begin.

At SMU, you can start small — attend a talk, join a workshop, or simply hang out in a space full of energy and ideas. The **Jay & Marilyn Ng Greenhouse** is your starting point. It's a vibrant space where SMU students, founders, mentors, and investors come together — to brainstorm, build, and learn from each other.

Just step in — and who knows where it leads you.

Your first step? Just show up.



CHECK OUT
this week's events at the Jay & Marilyn Ng Greenhouse



VISIT US
at SMU Connexion (3rd & 4th floors)

https://www.linkedin.com/school/smuiie

https://www.instagram.com/smu_iie

https://www.tiktok.com/@sgsmu_iie

https://t.me/smuiie

FOLLOW IIE'S SOCIAL MEDIA
channels for event updates



Explore – Try Something New
(Even if You Feel Clueless)

Perfect!

"I don't have a startup idea. I just want to see what it's about."

These are fun, low-pressure ways to explore:

Events at the Greenhouse

What they are:
- Fireside chats with founders
- Panel discussions
- Demo Days



Why try:
You'll get inspired, meet other students, and understand startup life



Time:
1-2 hrs per event

Scan QR for schedule

Ideation Sprints

CHECK FOR CLASSES / modules that include ideation, design thinking, or venture creation components.

What they are:
Hands-on session to brainstorm real problems and find solutions



Why try:
You don't need to bring an idea — we help you find one



Time:
Half-day session

Hackathons

What it is:
1-2 day challenge to build something in a team and pitch it



Why try:
Most exciting way to to learn by doing. Zero experience required

Time:
1-2 full days (weekend)



Subscribe to our newsletter to be updated on upcoming hackathons

No experience needed. No pressure. Just bring yourself.

Explore – Try Something New

We will connect you with other builders

“I'm interested but don't have a team yet.”

Be a Student Ambassador for Lee Kuan Yew Global Business Plan Competition and who knows, you might meet your cofounder here!

- **Help** organize Asia's premier student startup competition (1,500+ teams, 90+ countries)
- **Meet** global founders from Stanford, MIT, Tsinghua, Oxford, Cambridge
- **Network** with VCs and mentors without the pressure of competing
- **Forge** connections across the global startup ecosystem — and even source an internship

LEE KUAN YEW GLOBAL BUSINESS PLAN COMPETITION



Recruit in Aug/Sep →

GET INVOLVED

Student Community Managers

Real students who will introduce you to other builders.



Campus Connection Board

Post your idea or join someone else's team.



LEARN MORE

“But I am not sure if Entrepreneurship is for me...”

1	**Programme**	Global Innovation Immersion — **LEARN MORE**	
2	**Action**	Apply for overseas internships at startups and innovation hubs	Work in roles like business, marketing, or product across global cities
3	**Outcome**	Gain real-world hands-on startup experience, global perspective, and connections to make informed decisions on whether to embark on entrepreneurship!	Get your hands dirty by working for a startup and learn from experienced startup founders

“I want to understand more about startup funding, the investor/VC mindset or hottest technologies.”

Find Your Tribe

PROTÉGÉ VENTURES | *VENTURE TRIBE* | *INTEREST TRIBES* | STUDENT CLUBS

Your Tribe:
Protégé Ventures -
for students curious about startup funding, VC mindset, and investing.

LEARN MORE

What You Do:

Apply to be a Student Venture Analyst (intake during summer break)

Learn deal sourcing + evaluation

Work on real startup assessments (learn the language of VCs)

Events You’ll Join:

- Founder / startup pitch sessions
- Investing & due diligence workshops

APPLY NOW

https://bit.ly/4iQsIR3

Find your VC tribe + build investor instincts and fundability know-how.



Your Tribe:
Student Clubs -
for students who want to go deep into a specific domain and find their community.

LEARN MORE

What You Do:

Pick your lane:

- AI
- Fintech
- Blockchain
- Smart City
- Sustainability
- Analytics
- PE

Join a club community that meets regularly & learns together

Events You’ll Join:

- Community meetups + sharing sessions
- Hands-on workshops
- Talks, panels, hackathons

LEARN MORE

https://bit.ly/3OqHnr3

Find your interest tribe + stay plugged into tech trends, projects, and people.



“I want to focus full-time on my startup this summer as a student instead of finding an internship.”

1 Need

Time, funding, and recognition to grow your venture



2 Program

Student Entrepreneur Internship (SEI) and **Summer Venture Award (SVA)**

LEARN MORE

3 Action

A

Apply for **SEI** to count your startup as your official internship

APPLY NOW

B

Access mentorship during **SEI** and benefit from potential progression into the **Business Innovations Generator** program

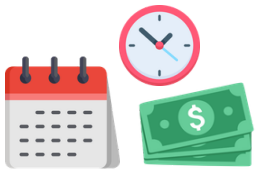
BUSINESS INNOVATIONS GENERATOR

C

Apply for **SVA** for financial support to work on your startup full-time (May–Aug)



OUTCOME



Dedicated time and resources to accelerate your startup



Formal recognition and support while focusing on your venture

SolanaFM: Built at SMU, Acquired Globally



Fathurrahman Bin Muhammad Faizal
Co-founder, SolanaFM (BIG Jan 2022 Cohort)

Sometimes, it's just about showing up.
"My entrepreneurial journey really began at SMU, when a few classmates and I started SolanaFM, a blockchain data company built to make crypto more transparent and understandable. One key challenge early on was believing we had the right to 'play in the big leagues' while still in school; learning to make decisions with incomplete information and live with the consequences shaped how I build today.

SMU IIE, through the **Business Innovations Generator (BIG)**, gave us the structure and confidence to turn an idea into a real company. It provided three things that were critical: a community of founders to learn from, mentors who weren't afraid to challenge our assumptions, and a supportive environment to experiment, fail fast, and iterate."

Milestone
SolanaFM raised US$6.2M and was acquired by Jupiter Exchange.

"The biggest unlock wasn't a perfect plan — it was showing up, building, and iterating."

SolanaFM



“I have an idea but don’t know how to build it.”

BUSINESS INNOVATIONS GENERATOR

SMU's flagship 4-month incubation program

What you get

- Seed funding for selected founders (no equity taken)
- Dedicated workspace at the Greenhouse
- Expert mentors from your industry
- Founder community: Join almost 600 startups who have been through the BIG programme
- Demo Day: Pitch to investors

Who should apply

- Have an idea you've tested with potential customers
- Want to build a fundable startup
- Any stage: undergrad, postgrad, or alumni
- Sector-agnostic

APPLY

January, August intakes

Application open year round



https://bit.ly/48RYxEp

DrinkAid: Localising a Proven Concept with BIG*



Solomon Poon
Co-Founder, DrinkAid (BIG Jan 2020 Cohort)

"**DrinkAid** started with an observation. We saw convenience stores in Korea stocked with hangover aids and wondered why Singapore had none, so we decided to make one ourselves. Sometimes a good business just means importing a proven concept and localising it well.

IIE's greatest gift to us was Donna, our account manager, who stood with us through thick and thin from the very beginning. Having someone in your corner who genuinely roots for you makes the biggest difference.

Five years later, DrinkAid has expanded to four countries and sold over 250,000 boxes worldwide. Huge thanks to SMU IIE, Donna, Shirley, and all the past and present staff who believed in two gym bros with a half-baked idea and helped us turn it into something real."



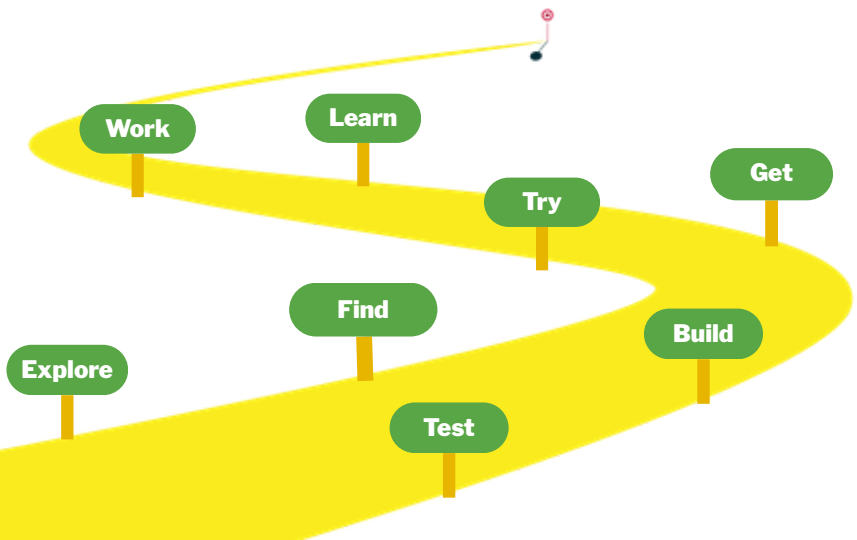


*Business Innovations Generator - SMU's flagship 4-month incubation program

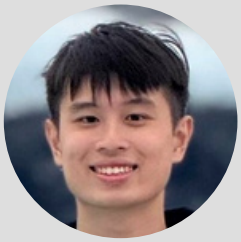
Quick Guide – Find Your Path

I want to	Programme	Time	Apply
Explore, no idea yet	Greenhouse events	1-2 hours	Weekly
Test ideas quickly	Hackathons	Weekend	Term-time
Find a team	LKYGBPC Ambassador	1 year	Biennial
Build a prototype	Ideation Grant	Self-paced	Anytime
Get full support	BIG incubator	3-5 hours/week	Jan/May/Aug
Try startup life	GII overseas	Summer	Summer
Learn VC mindset	Protégé Ventures	Weekly	Year round
Work on startup full-time	SEI/SVA	Summer	Summer

- LKYGBPC - Lee Kuan Yew Global Business Plan Competition
- BIG - Business Innovations Generator
- GII - Global Innovation Immersion
- SEI- Student Entrepreneur Internship
- SVA - Summer Venture Awards



You Don't Have to Want to Be a Founder to Explore



Jonas Ong
SMU BBM, BA (Class of 2029)

The "yes" that changed everything

I almost became a dentist. One small "yes" changed what I could see.
I almost became a dentist. Not because I wanted it — but because it sounded like the "right" path.

This isn't a "drop everything and start a company" story.
It's a story about exploring before you settle — because you never know what you'll find until you step into it.

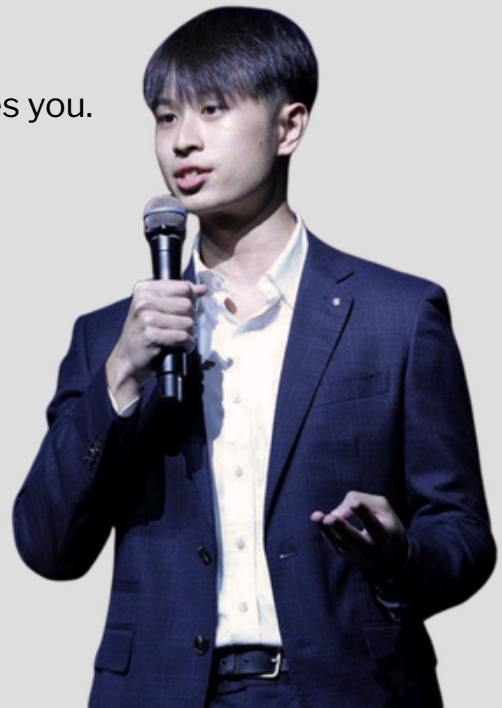
Try this 10-minute move (even if you're not a founder)

You don't need a five-year plan. Start with a small, low-stakes experiment:

- List 3 "resources" you already have: a skill, an interest, a contact, an experience
- Tell one person who's building something at SMU:
  "Here's what I'm good at — where can I help for 2–3 weeks?"
- Make the implicit explicit: what you can offer, how you work best, what you want to learn

And if you're where I was — unsure, curious, stuck —
take the meeting. Make the call. Say yes to what scares you.

"You never know where it'll take you."



You don't need a startup to start thinking like an entrepreneur. Tutoring is one of the most natural ways for us to begin as students ourselves. You may not realise it, but throughout your tutoring journey you naturally develop founder-level skillsets, like managing stakeholders (parents, students, agencies), speaking directly with your customers to gain market insights and on-the-ground validation, and identifying problems that you can solve as a tutor. That is exactly what a founder does.



Teach, Earn, Build: Tutoring as Your First Business

SMU Tutor Community



As a tutor myself, I spent time with fellow SMU tutors and started the **SMU Tutor Community** after realising that many capable SMU students were tutoring but had never really connected with each other, while students looking for help often didn't know who to approach. The community brings tutors and students into the same network for student referrals and opens up opportunities for tutors to potentially partner with one another to start a tuition centre together.

Podsee

Working closely with tutors and tuition centres also showed me how messy and manual trial booking and tuition management still is for parents. This led me to start Podsee, a platform that allows parents to browse and instantly book trial classes at tuition and enrichment centres, while also managing their children's classes without the usual WhatsApp back-and-forth. This is my attempt to give back to the education community by building a more organised and automated system for this space.



I am a Founder, Tutor and Associate at Protégé Ventures. Let's start tutoring and building in education together! Take your first step by tele-ing me @marcustohliao, for reals tho, I'll reply :)

Marcus Toh
SMU BSc Economics (Class of 2028)



Visit Us
Come by anytime!

🏛️ **Jay & Marilyn Ng Greenhouse**
📍 SMU Connexion, Level 3 & 4

👋 **Meet our Student Community Managers — real students who've done what you're doing now.**

https://iie.smu.edu.sg

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