SMU
SINGAPORE MANAGEMENT UNIVERSITY

Institute of Innovation & Entrepreneurship

DEPART MAY 2019
RETURN AUG 2019

GLOBAL INNOVATION IMMERSION

There are no limits in the quest for innovation.

Embark on this life-changing journey.

OUR FLAGSHIP – GLOBAL INNOVATION IMMERSION

Year 2 – Year 4 SMU Undergraduates

Majors in Business, Accountancy, Economics, Social Science, Information Systems, Law

May – August Annually

Students intern for 12 weeks

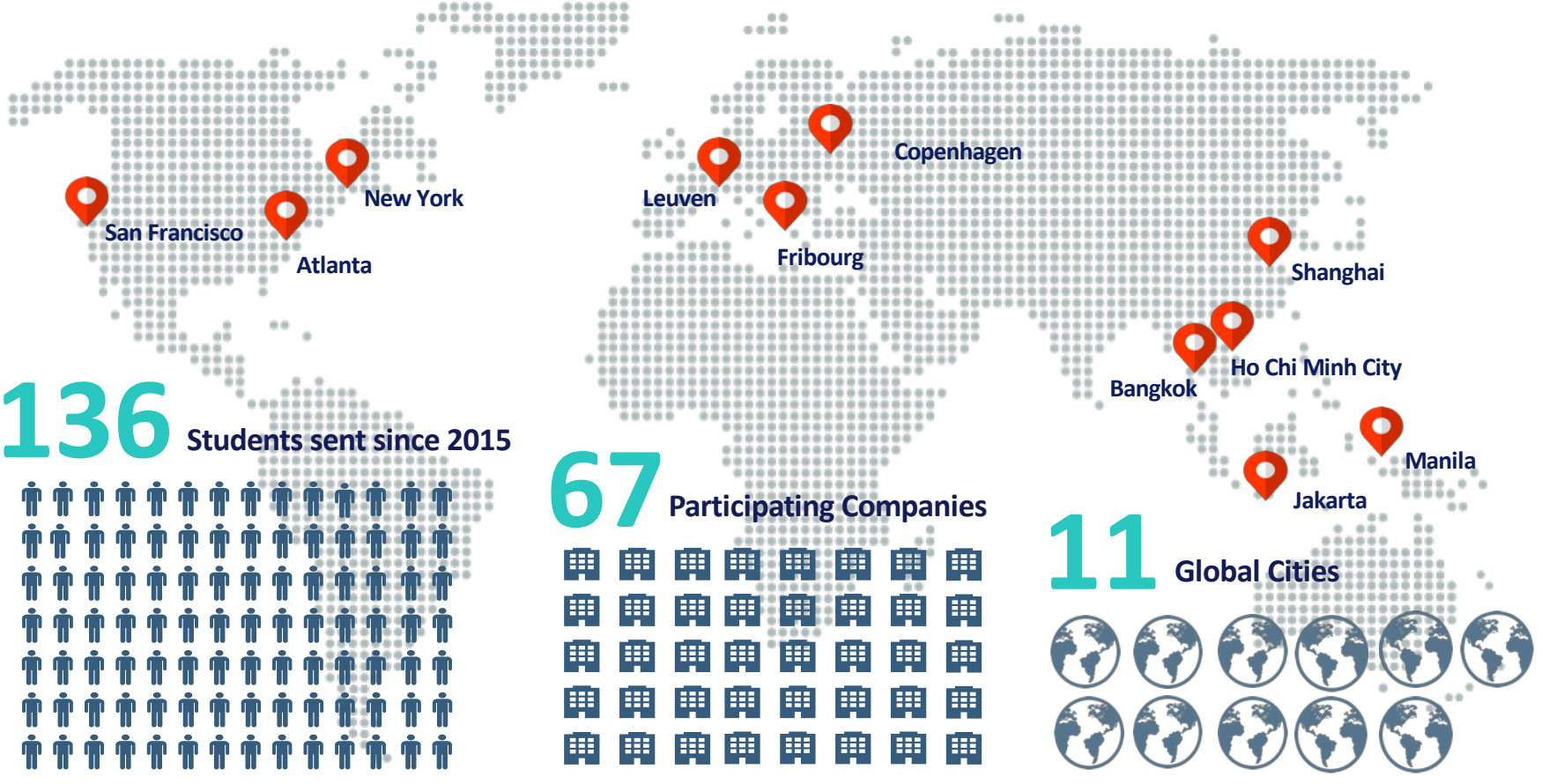
US: San Francisco, Boulder

China: Beijing, Shanghai, Suzhou, Chengdu

Southeast Asia: Jakarta, Bangkok, Manila, Ho Chi Minh City

Europe: Copenhagen

GLOBAL FOOTPRINT 2015 - 2018



136 Students sent since 2015

67 Participating Companies

11 Global Cities

HANDS-ON CURRICULUM

Bootcamp Training

Training in Business Analytics, Digital Marketing & Technology

Experiential Learning

Internship with innovative companies

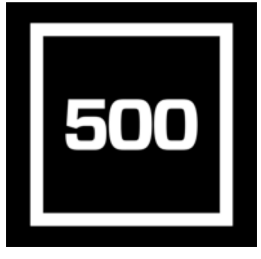
Mentorship

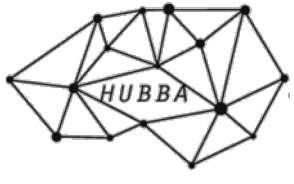
Be coached by industry titans in-country

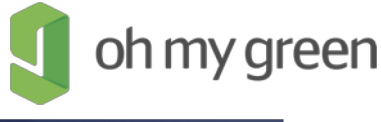
You Network, We Pay

Find ways to make friends with the rainmakers in town

OUR NETWORK OF RECRUITING PARTNERS







FEATURED ROLES

Software Engineer

- Developers to build web & mobile applications
- Work closely with other developers and designers
- Must be able to write clean & reusable code & libraries

Digital Marketing

- Role to identify, evaluate and define content and media to engage target segment
- Plan, execute and measure performance of marketing campaigns
- Familiar with digital marketing tools (SEO, Social Media etc)

Business Development

- Assist with market expansion
- Market analysis & insights
- Plan strategies for expansion
- Work with operations to develop execution plans

Data Analyst

- Interpret data, analyse results using statistical techniques to provide reports
- Develop and implement databases, data collection systems that optimize statistical efficiency & quality
- Identify, analyse, and interpret trends or patterns in complex data sets

WE SET YOU UP FOR SUCCESS – BOOTCAMP TRAINING

Skillsets

1. Digital Marketing Track
Gain proficiency in digital marketing tools, including HubSpot, Facebook, Google Analytics

2. Business Analytics Track
Confidently make data-driven decisions, drawing on multiple sources to present a holistic picture

3. Technology Track
Equip yourself with knowledge on the latest programming languages, libraries, and frameworks that startups use

Mindsets

Soft Skills
Be introduced to various forms of problem-solving and collaboration methodologies e.g. Design Thinking, Integrative Approach etc

Language & Culture

Conversational Language
Learn the basics in order to converse & get your way around + understand the cultural differences of each city

INDUSTRY TITANS AS GII MENTORS

I. Small group meet ups once a month during internship
II. Continued access to mentors after completion of GII

Will Ongkowidjaja
Managing Partner & Co-founder
Alpha JWC Ventures (Indonesia)

Katrina Chan
Innovation Hub Director
QBO (Philippines)

Dr. Zhang Zhigang
CEO
neoBay Venture Capital
(China)

Surawat Promyotin
Executive Director/ CEO
Bangkok Venture Club
STYLHUNT (Thailand)

YOU NETWORK, WE PAY

We'll teach you how to find and reach out to people to have coffee chats.

We'll show you how to structure conversations during those coffee chats.

Best of all, we'll pay for your coffee. (SGD$100/student)

If you were to return to the city 6 months later, how many people can you call on for coffee?

PROGRAMME TIMELINE

SMU GLOBAL INNOVATION IMMERSION AWARD

- Offered to students going to USA and Denmark
- Eligible students can receive an award of **up to** $8,000

REQUIREMENTS FOR AWARD

- Demonstrated interest in Innovation and/or Entrepreneurship
- Complete unbroken internship with startup during GII
- Attend all mandatory events, briefings & classes organized for GII
- Submit post-trip report (5 slides) describing your GII experience
- Be a student ambassador for IIE in the following term (AY2019/2020)

AMCHAM GLOBAL INNOVATION IMMERSION SCHOLARSHIP

- Offered to students going to USA
- AmCham will annually award **6** AmCham GII Scholarships of **S$4,000 each**
- Open to all full-time SMU undergrads

YOUNG TALENT PROGRAMME GRANT (ENTERPRISE SINGAPORE)

- Offered to students on GII Asia (Southeast Asia & China)
- Eligible students can receive award of **up to** $4,200

Requirements for YTP Grant

- Singaporean / PR
- Complete unbroken internship with startup
- Attend all mandatory events, briefings & classes organized for GII
- Submit post-trip report describing your GII experience
- Be a student ambassador for IIE in the following term (AY2019/2020)
- Must not hold any other award which provides funding for overseas programme

AWARD DETAILS

S/N	Description	Europe & USA		ASIA
		Travel Award	Student's Cost	
1	Course Fee	70%	30%	YTP Grant (ESG Singapore) S$300 x (no. of weeks of internship) + Additional top up $600 from SMU Total (12 weeks): ($300 x 12) + $600 = $4200
2	Airfare	70%	30%	
3	Visa & Insurance	70%	30%	
4	Accommodation	Up to S$1800/mth		
5	Living Expenses			

Eligibility & Requirements for GII

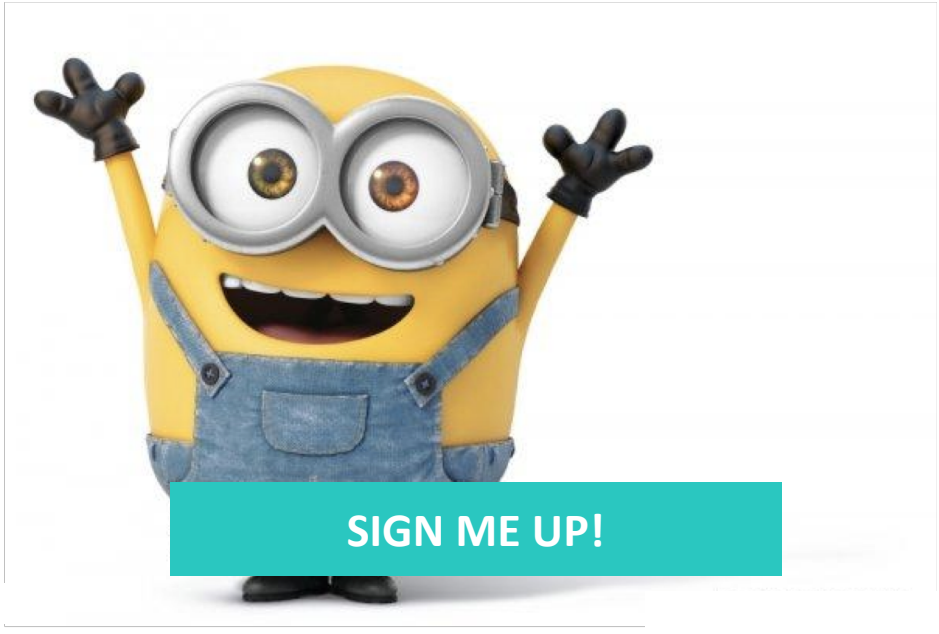
- Programme is open to all full-time SMU Undergraduates
- Students should possess interest in innovation and/or entrepreneurship
- Students should possess maturity to live and work independently in a foreign and fast-paced environment

Students are required to submit the following documents:

- **Curriculum vitae (CV)**
- **Slides (3 – 5)** telling us why you will make a good candidate for this programme. You can share about your interest in innovation and entrepreneurship and how you expect the programme to help you.
- **SMU Unofficial Transcript**

APPLICATION (16 NOV 2018 – 10 DEC 2018)

got.work/iie



@tohjiaxin

jxtoh@smu.edu.sg