



Institute of Innovation & Entrepreneurship



# SMU-PEELI 2018

## ENTREPRENEURSHIP PROGRAMME

\*Travel award for up to 15 students only!

**China:** 4 - 10 May 2018

**Singapore:** 9 July - 3 August 2018

# ORGANIZERS



- Organized by SMU Institute of Innovation & Entrepreneurship & Jiangsu Tao Shing Pee Education Foundation (Tao Foundation)
- Tao Foundation provides bursaries to needy Chinese undergraduates (Tao Students)
- Equip Tao Students with financial support & skills to create start-ups that can transform rural hometowns

# OBJECTIVES

You will be able to:

- Learn the process of starting a company
- Appreciate the **cultural diversity, technology, and innovation & entrepreneurship spirit** of China
- Expand your personal and professional network in China



# PROGRAM OVERVIEW



## Part I: Cultural & Innovation Immersion

Travel to China for a 1 week immersion with Tao Students

Date: 4 – 10 May 2018



## Part II: Entrepreneurship Acceleration

Join 60 Tao Students in Singapore for a month of learning in SMU

Date: 9 July – 3 August 2018

# China – Global Tech Superpower

PROGRAM  
OVERVIEW



Alibaba.com  
Global trade starts here.™



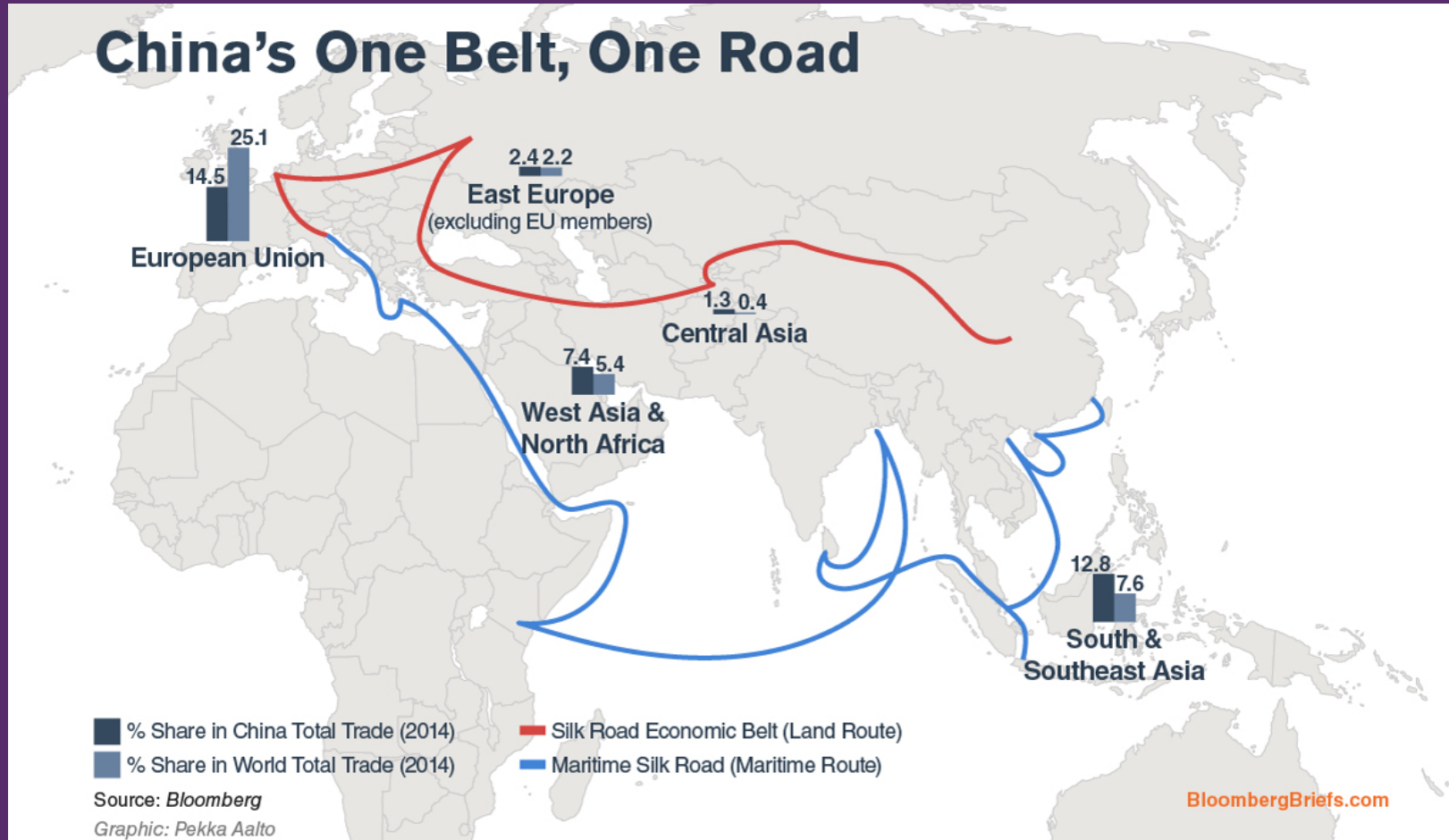
Tencent 腾讯

1. Learn from China's unicorns such as Alibaba and Tencent
2. Exposure to widespread adoption of advanced technology e.g. cashless payments
3. Huge & growing market with many opportunities



# Global Game Changer – One Belt One Road

PROGRAM  
OVERVIEW



# Cultural & Innovation Immersion

@ China

PROGRAM  
OVERVIEW

The father of the nation,  
Dr. Sun Yat Sen Mausoleum, Nanjing



Tencent, the biggest internet  
company in China



Team building at Zhenjiang



# Entrepreneurship Acceleration

@ Singapore

PROGRAM  
OVERVIEW



## LEARN

- Case studies
- Discussion with peers and instructors



## INTERACT

- Fireside Chat with practitioners
- Company Visits



## APPLY

- Business Plan Competition
- Join our Incubation Programme



# Learn From The Best

**PROGRAM  
OVERVIEW**



**Professor Gerard George**  
Dean  
Lee Kong Chian School of Business, SMU

---

**World-renowned professor in  
innovation and entrepreneurship**



**Paul Santos**  
Managing Partner,  
Wavemaker Partners

---

**Co-founded 6 companies and  
sold 3 of them**



**Jonathan Chang**  
Executive Director, Lien Centre for  
Social Innovation

---

**Founded 4 companies in the US**

## TESTIMONIALS

“The norm is to choose a safer career path with a stable life for the rest of one’s life and join the corporate ladder. These Tao students have burning passion and motivation that keeps them pursuing their entrepreneurial dreams. As a graduating student, this has *reminded me of my own entrepreneur dreams as a possible career path.* “

*CHEN Weifang, LKCSB 2015*

## 【南京：陶学子见面会】

第一次见陶爷爷真的感触很深，今天从陶爷爷和其他老师和优秀陶学子身上学到了不少，尤其是人生和生意的道理。非常感恩我在陶基金第一届时参加了这个这么有意义的活动，认识了这么多优秀的陶学子并且能说也是陶基金家庭的一份子。

也非常感恩所有今天请我吃东北烧烤的优秀陶学子和大老板们。跟你们相处，看到你们在两年内卓越成长，然而大部分的新加坡学生犹如我在原地踏步，真的感到很惭愧。我们新加坡的学生和人真的要把梦想放得更远。

在新加坡的家人和朋友们一直问我，我追求什么，干嘛新加坡好好一个平稳和高薪的生活不要，来到中国。看到了陶学子的成就，我只说：别井底之蛙，没看过中国真正的年轻人的实力和市场潜力。我只希望有超一日，我也能在我最喜欢和看好的中国找到属于自己的天地和生活吧。

今天陶爷爷说了第一我们中新两国关系要好，学生一定要互相学习和合作。第二也希望，中国陶学子英语和演讲能力能学好。希望我这个新加坡人做英语辩论演讲的也能出份力，很乐意帮忙互相学习。

*George, PEELI 2015*

## TESTIMONIALS

“I gained the inspiration to think bigger, and the motivation and the right frame of mind, to step out of the norm and innovate!”



*Gerald ONG, LKCSB 2016*

“ I have also gained a greater interest in China; if possible, I would like to have a partnership with the Tao students and work in China in the future as the market is so much more vibrant and big there.”



*Cheryl TAN, LKCSB 2016*



## SUCCESS STORIES



**Qiyewan** is an one-stop comprehensive services platform for SMEs. It is funded by the Tao Foundation, Suhehui and the Founding Team. Through the integration of excellent financial, legal, personnel and IT resources in the industry, it brings together the best students and professional retirees in China.



**Bei Bei Bang** is a leading custom platform for privately-chaired children in the country. It focuses on one-to-one paternity services for children in kindergartens and primary schools. The company was established in April 2015 and headquartered in Qixia, Nanjing.

# WHAT IS IN IT FOR ME?

1. Experience the booming Chinese innovation & entrepreneurship scene
2. Learn from and interact with top tech companies and industry professionals
3. Develop your own business plan and stand to win a \$10,000 grant to further develop it
4. Make Friends!



## KEY DATES

**23 January 2018 (Tues)**  
Application opens

**1 March 2018 (Thurs)**  
Application Closes

**4 to 10 May 2018**  
Cultural Immersion  
Programme  
(China)

**8 July to 5 August 2018**  
Entrepreneurship  
Acceleration Programme  
(Singapore)

# Eligibility and Requirements

- All SMU Undergraduates Students
- Basic Conversational Chinese
- Able to FULLY COMMIT to all aspects of the programme
- Keen interest in innovation and/or entrepreneurship

Sign up early to avoid disappointment!

Travel Award for 15 SMU students to China:

- Students will pay S\$300 only.
- Upon successful completion of the programme, participants will receive a certificate from SMU and Tao Foundation.



Apply Now!

<http://bit.ly/Peeli2018>





# Contact Me

**Sufia Lim**

Manager, Operation and Education Programme

**+65 6828 0933**

**[sufialim@smu.edu.sg](mailto:sufialim@smu.edu.sg)**

SMU Institute of Innovation & Entrepreneurship

81 Victoria Street

SMU Administration Building, Level 9 Singapore 188065

**[iie.smu.edu.sg/](http://iie.smu.edu.sg/)**