



Programme Booklet  
**Monday to Friday**  
**2<sup>nd</sup> - 6<sup>th</sup> Mar 2015**

Organised by

Time	Programme	Venue
9.00 am	<b>Welcome Address</b> Gerry George, Dean, Lee Kong Chian School of Business, SMU	<b>Executive Seminar Room 4.2,</b>  Level 4, SMU Admin Building, 81 Victoria St. Singapore 188065
9.15 am	<b>Innovation and Entrepreneurship in Singapore</b> Geraldine Teo Manager, Infrastructure & Partner Management SPRING Singapore	
9:30 am	<b>Introduction to SMU, IIE &amp; AYEP</b> Desai Arcot Narasimhalu Director, Institute of Innovation & Entrepreneurship, SMU	
9:45 am	<b>Ice Breaking</b> – self introduction by student participants	
10:30 am	<b>Team Formation &amp; Logistic Briefing</b>	
11:00 am	<b>SMU Campus Tour</b> Sharon Yeo Qian Hui; Lim Weiyuan; Theresa Syn Wai Mei SMU Ambassadors	SMU Campus
12:30 pm	<b>Lunch</b>	<b>University Lounge,</b> Level 6, SMU Admin Building
2:00 pm	<b>Business Opportunity Identification</b> Desai Arcot Narasimhalu Director, Institute of Innovation & Entrepreneurship, SMU	<b>Executive Seminar Room 4.2,</b> Level 4, SMU Admin Building
3:30 pm	<b>Tea Break</b>	Outside ESR 4.2
4:00 pm	<b>Sharing by Young Entrepreneurs</b> Randy Tan, Managing Director, Red Dot Payment Jorim Fu, Founder, Pytheas Infosys	<b>Executive Seminar Room 4.2,</b> Level 4, SMU Admin Building
7:00 pm	<b>Welcome dinner</b>	<b>Buffet Town</b> Raffles City, #B1-44E 252 North Bridge Road

Time	Programme	Venue
9.00 am	<b>Building a Company</b> Dr Virginia Cha Entrepreneur-in-Residence Institute of Innovation & Entrepreneurship, SMU	<b>Executive Seminar Room 4.2,</b> Level 4, SMU Admin Building
10:30 am	<b>Tea Break</b>	Outside ESR4.2
11:00 am	<b>Business Plan Writing</b> Dr Miles Gilman Entrepreneur-in-Residence Institute of Innovation & Entrepreneurship, SMU	<b>Executive Seminar Room 4.2,</b> Level 4, SMU Admin Building
12:30 pm	<b>Lunch</b>	<b>University Lounge,</b> Level 6, SMU Admin Building
2:00 pm	<b>Team meet the mentor *</b>	<b>Executive Seminar Room 4.2,</b> Breakout session at Executive Studio 4.1, 4.2, 4.3, 4.4, 4.5, 4.8, 4.9, 4.10
3:30 pm	<b>Departure to Gardens by the Bay</b>	Gather at SMU taxi pick up/ drop off point
4:00 pm	<b>Tour of Gardens by the Bay</b>	18 Marina Gardens Drive, Singapore 018953
7:00 pm	<b>Free &amp; Easy</b>	

**\*List of Mentors:**

1. **Matthew Foley**, Managing Director, Foley Tan Group Pte Ltd
2. **Krishna Kumar Nallur**, Associate Director, Institute of Innovation & Entrepreneurship, SMU
3. **Parin Mehta**, Google SE Asia (Business Development/Partnerships)
4. **Philip N Morgan**, Chief Operating Officer, muvee
5. **Yoav Elgrichi**, CEO, YuuPay Secure Pte Ltd
6. **David Ng**, Managing Partner, I Investment Advisory Pte Ltd
7. **Ben Hamilton**, CEO, WISE.Net Information Systems
8. **Rahul Harkawat**, Director, Mobitila Pte Ltd

Day 3

Wed, 4<sup>th</sup> Mar 2015



Time	Programme	Venue
9.00 am	<b>Financial Planning and Raising Funds</b> Dr Lim Kuo Yi Co-Founder/Partner Monk's Hill Ventures	<b>Function Room 6.1,</b> Level 6 SMU Admin Building
10:30 am	<b>Tea Break</b>	Outside FR6.1
11:00 am	<b>Getting Early Customers</b> Tuomas Peltoniemi Head of Digital at TBWA\ Digital Arts Network	<b>Function Room 6.1,</b> Level 6 SMU Admin Building
12:30 pm	<b>Lunch</b>	<b>University Lounge,</b> Level 6, SMU Admin Building
1:30 pm	<b>Departure to Joyful Frog Digital Incubator</b> (JFDI)	Gather at SMU taxi pick up/ drop off point
2:00 -3:00 pm	<b>Visit JFDI</b>	71 Ayer Rajah Crescent, #05-16 Singapore 139951
3:30 -5:30 pm	<b>Visit Fusionworld</b>	1 Fusionopolis Way, #13-10 Connexis North, Singapore 138632
6:30 – 9:00 pm	<b>Entrepreneurs' Corner Networking Event</b> (dinner provided)	<b>University Lounge,</b> Level 6, SMU Admin Building

Day 4

Thu, 5<sup>th</sup> Mar 2015

Time	Programme	Venue
9:00 am	<b>Internationalisation</b> Dr Charles Chow Managing Director; East-West Group	<b>Function Room 6.1,</b> Level 6 SMU Admin Building
10:30 am	<b>Tea Break</b>	Outside FR6.1
11:00 am	<b>Prepare for Competition</b>	<b>Function Room 6.1,</b> Level 6 SMU Admin Building
12:00 pm	<b>Lunch</b>	<b>University Lounge,</b> Level 6, SMU Admin Building
1:00 pm	<b>Departure to Keppel Fels</b>	Gather at SMU taxi pick up/ drop off point
2:00 -4:00 pm	<b>Visit Keppel Fels</b>	Keppel Offshore & Marine Technology Centre, 31 Shipyard Road, Singapore 628130
5:00 pm	<b>Back to hotel, free &amp; easy</b>	

Time	Programme	Venue
9:00 am	Prepare for Competition	Function Room 6.1, Level 6 SMU Admin Building
10:30 am	Tea Break	Outside FR6.1
11:00 am	Prepare for Competition	Function Room 6.1, Level 6 SMU Admin Building
12:30 pm	Lunch	University Lounge, Level 6, SMU Admin Building
2:00 pm	<b>Presentation to Judges*</b> 2:00 pm Presentation by Team A 2:20 pm Presentation by Team B 2:40 pm Presentation by Team C 3:00 pm Presentation by Team D 3:20 pm <b>Tea Break</b> 3:50 pm Presentation by Team E 4:10 pm Presentation by Team F 4:30 pm Presentation by Team G 4:50 pm Presentation by Team H	Function Room 6.1, Level 6 SMU Admin Building
5:10 pm	Judges Deliberation	Meeting Room 6.1
6:00 pm	<b>Awards Presentation Ceremony</b> - Participants' sharing - Judges' remark by Dr Virginia Cha - Presentation of Certificate - Closing speech by Desai - Hand over to next host - Photo taking	Function Room 6.1, Level 6 SMU Admin Building
7:00 pm	Farewell Dinner	University Lounge, Level 6, SMU Admin Building

## \*Panel of Judges:

**Dr Virginia Cha**, Entrepreneur-in-Residence, Institute of Innovation & Entrepreneurship, SMU  
**Dr Miles Gilman**, Entrepreneur-in-Residence, Institute of Innovation & Entrepreneurship, SMU  
**Mr Uday Deshpande**, Co-founder, Tenshi Peak



Partners



**HKUST**  
**ENTREPRENEURSHIP CENTER**  
香港科技大學創業中心

