

FACT SHEET

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Brief Description of Business Plans

Team 1	NiviBio Nano Systems (NNS)
Students	Vinayak Ashok Prabhu (Leader), postgraduate (MSc) Zhong Changbin, postgraduate (MSc) Neelmegh Ramaswamy, postgraduate (MBA) Souvik Bera, postgraduate (MBA) Srividya Rathna, postgraduate (MBA) Balpreet Singh Ahluwalia, postgraduate (PhD)
Birth of a start-up	During the NNS team's research and past work experience, they sensed a need for the improvisation of the present biomedical diagnostic systems by alleviating the pain points of original equipment manufacturers. Focused research and development in both France and Singapore in this area and its positive results sparked the birth of NNS.
Description	The advent of miniaturization into biotechnology, smart diagnosis and personalized drug therapy have revolutionized the biomedical field. NNS presents a hybrid single-chip approach, enabling biotechnology tools like throughput screening, real time PCR and drug susceptibility analysis, to fact-paced realization of these tools into reliable products through technology innovation. Prominent application areas include point-of-care diagnostic systems, drug discovery and forensic sciences, among others.
Future plans	NNS desires to exploit the excellent networking platform provided by NTC and the competition to launch their venture and to make their business model into a reality.

Team 2	VR Edutainment Corp.
Students	Lim Kian Teck (Leader), postgraduate, School of Mechanical and Production Engineering (MPE) Lu Baifang, postgraduate (MPE) Guan Yunqing, postgraduate (MPE)
Birth of a start-up	The VR edutainment technology was the brainchild of an NTU team headed by NTU MPE Assoc Prof Cai Yiyu. Sensing the

	market potential of their solutions, the team hopes to help students and teachers to meet the new "Teach Less, Learn More" education policy. The team, after having played a part in the development of the systems, hopes to play a further role to market the innovation, after brushing up on their marketing and entrepreneurial know-how through participation in this competition.
Description	With a new generation of virtual reality (VR) technology developed by NTU researchers, two patents were filed in 2003 and a best application award was received by the team. VR Edutainment Corp hopes to exploit novel VR-enabled edutainment technologies for creative and inter-disciplinary education and research for students and teachers in the booming Asian-Pacific region.
Future plans	The team looks forward to implementing the business plan, and is currently looking for investors, while taking the opportunity to learn more about what it means to start-up a company from this competition.

Team 3	TROIS
Students	Andrew Chong (Leader), postgraduate (Technopreneurship & Innovation Program (TIP)) Manfred Seow, postgraduate (TIP) Liu Ying Ivy, postgraduate (TIP) Yahya Nurhidayati, postgraduate (TIP) Low Hong Guan, postgraduate (TIP)
Birth of a start-up	TROIS started as an academic exercise for the coursework of the TIP, where the group teamed up with Assoc Prof Daniel Lim Chu-Sing to work on the commercialization of his invention.
Description	TROIS specializes in the development, commercialization and marketing of medical diagnostic tools in the detection of tuberculosis (TB), which has been declared by the World Health Organisation (WHO) as a global health threat. The flagship product of TROIS is the T ² kit, which being light and handy, will enable doctors to carry out tests that would otherwise be conducted in hospitals, which will be a boon to Third World countries.
Future plans	The team hopes to enter a partnership with government and non-profit organizations to accelerate the pathway to commercialization and market adoption of this invention

Team 4	Romance d' Amour
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Students	Ngiam Tee Woh (Leader), postgraduate (TIP) Meliza Bte Mohd Salim, postgraduate (TIP) Adrian Chye Choon Hoong, postgraduate (TIP) Victor Callegari, postgraduate (TIP) Zhou Yuan, postgraduate (TIP)
Birth of a start-up	Meliza first proposed the idea as a follow-up to a similar project she had done in her days as an NTU Business undergraduate, and her fun-loving and culturally-diverse team decided to present it as a winning business plan with lessons from the TIP.
Description	Romance d' Amour aims to be a provider of romance and intimacy products for busy executive couples, with retail-concept stores offering a wide collection of products, varying from lingerie, aromatherapy, CDs to books, and services related to the romance theme.
Future plans	The team hopes to carry the business idea beyond the competition, and has done extensive networking and field studies in both Singapore and the United States. To prepare for this competition, the team even forsook individual holidays in the United States!

Team 5	QuadTrac
Students	Kwong Pei Meng (Leader), postgraduate (TIP) Brian Vytialingam Tianxi, postgraduate (TIP) Ho Khim Weng, Gibson, postgraduate (TIP) Tang Willson, postgraduate (TIP)
Birth of a start-up	The group got the idea from observing people rushing to and fro work everyday, and decided to work on a business idea that could harness the energy from the crowds to power up a wireless means of tracking moving goods in a clear manner.
Description	QuadTrac Technologies are primarily engaged in the design, development and marketing of kinetic-powered and cutting-edge radio frequency identification technologies (RFIDs) for the global market, in-line with Singapore's vision to be the RFID and logistic hub of Asia.
Future plans	While the team sees the huge potential in this product from research and surveys conducted, they feel they lack the technical expertise to carry this project through. However, should technical experts come forward to offer consultancy, it will spur and encourage the team to make this business plan a reality.

Team 6	ImageMatters
Students	Benjamin Ong (Leader), undergraduate (1 st year Common Engineering) Hardy Hutajaya Lim, undergraduate (3 rd year School of Computer Engineering (SCE)) Fu Chuanjie, undergraduate (1 st year Accountancy) Nicholas Tan, undergraduate (1 st year Bioengineering)
Birth of a start-up	With the rise in popularity of male grooming products, the team feels that a specialized male image consultancy company will be an ideal business venture, as demand far outstrips supply at the current moment.
Description	ImageMatters is an image consultancy company to bring out the best in men's image. With the aid of technology, services will be integrated into an "One Stop Solution" e-portal where customers can browse through a list of services and choose one suited to them.
Future plans	The team will be assessing the feasibility of this business idea from the judges' feedback at the finals, before planning their next course of action. Currently, they have already established some networking contacts with relevant industry partners.

Team 7	ICE Box
Students	Mok Shu-Li, Sachel (Leader), undergraduate (3 rd year School of Biological Sciences (SBS)) Shaaretha Pelly, undergraduate (3 rd year SBS) Ong Shuling, Michelle, undergraduate (3 rd year SBS) Chew Yi Zhi, Marcus, undergraduate (3 rd year School of Electrical and Electronic Engineering (EEE)) Tay Si Qi, Audrey, undergraduate (3 rd year Accountancy) Ng Jian Wen, Bertram, undergraduate (1 st year CE) B. Senthil Priya, undergraduate (3 rd year CE) S.R. Hari Har Sudan, undergraduate (3 rd year EEE)
Birth of a start-up	Brought together by their common love of food and passion for entrepreneurship, this team of eight from diverse backgrounds decided to venture into the ice-cream industry, as they sense the market potential of bringing ice-cream from all over the world to under one roof.
Description	IceBox is a revolutionary new ice cream parlor with a difference, where it will immerse patrons in a refreshingly cosmopolitan experience of being internationally connected through ice cream

	desserts from all over the world, ranging from French profiteroles to Japanese mochi.
Future plans	Having invested much time and effort into this business plan, the group looks forward to translating their business plan into a business reality. However, as they are currently undergraduates, they will be putting their entrepreneurial aspirations on hold, while they complete their studies.

Team 8	Mini Golfing Facility (MGF) Pte Ltd
Students	Thevia Rajan Sinniah (Leader), undergraduate (final-year MPE)
Birth of a start-up	Having prior exposure to golf, Thevia hopes to bring golf to the masses in a low-cost and non-time-consuming manner to kick-start the public's interest in the sport.
Description	The mission of MGF Pte Ltd is to provide students with an opportunity to learn golf, through the setting up of automated golfing facilities within the premises of educational institutions. MGF will provide golf related services to students, parents and teachers at competitive prices, making golf an attractive recreation for all.
Future plans	Thevia has started the surveys and talking to schools. However, he feels the actual formulation of this business idea will be dependent on the venture capital he can raise.

Team 9	ForEd
Students	Phan Phi Long (Leader), undergraduate (final-year CE) Tran Hai Linh, undergraduate (3 rd year Business) Nguyen Trung Hieu, undergraduate (3 rd year CE) Le Minh Nghia, undergraduate (3 rd year CE) Nguyen Huu Quynh Nhu, undergraduate (2 nd year Business) Nguyen Duy Manh, undergraduate (2 nd year Business) Dang Hong Hai, undergraduate (2 nd year Business) Ta Nguyen Thanh Thao, undergraduate (1 st year School of Humanities and Social Sciences)
Birth of a start-up	The team already is interested in the IT and education market in Vietnam, and had come up with a business plan even before the NTU Business Plan Competition. Upon learning about the competition, the group decided to enter their business idea as an opportunity to learn more about setting up a business and to gain valuable feedback and experience.

Description	ForEd aims to provide comprehensive IT management and learning systems to the Vietnamese education market. The core of ForEd's products lies in the powerful and unique Content Management System Framework, which is built based on Object-Oriented and Metadata concepts.
Future plans	The team plans to use the prize money from the competition to further develop their business model, research and development, as well as to kick-start a public-relations campaign to attract interested investors.

Team 10	VYA Pte Ltd
Students	Daniel Kwa Gim Leong (Leader), postgraduate (TIP) Ong Ai Gee, postgraduate (TIP) Lee Yi Xin, Justin, postgraduate (TIP) Lee Wee Chew, Eddy, postgraduate (TIP)
Birth of a start-up	Daniel had stumbled upon the technology where a microphone can pick up voice vibrations from the neck, and is capable of transmitting clear voice signals, with the virtual elimination of background noise. Sensing the lucrative nature of this product, he gathered his course mates from TIP to form a team to enter the NTU Business Plan Competition
Description	VYA Pte Ltd is a solutions provider of high-quality voice-related peripherals, auxiliary devices and solutions for the communications industry. Leveraging on a novel piezoelectric microphone technology, VYA products are designed for customers who want impressive clear voice transmission, including professionals, occupational-users who use headsets for task-specific requirements and avid gamers.
Future plans	Initial market research and testing showed that the receptiveness from public towards this new product, and Daniel plans to devote time after the competition towards working on the feasibility of this marketing this product.

Team 11	Fun & Games Pte Ltd (F&G Pte Ltd)
Students	Zavier Ho Chee Yong (Leader), postgraduate (Pedagogy) Koh Wee Lit, postgraduate (Master of Engineering)
Birth of a start-up	The team is made up of members who share a common passion for games, comics and animation, and who believe in the

	importance of entertainment for the individual. Riding on the current popularity for digital gaming, they feel that there is great potential in this industry.
Description	F&G Pte Ltd aims to improve the quality of life through the provision of entertaining mobile games content that can be enjoyed by the masses.
Future plans	The team is currently liaising with distributors to make their first game, "BBQ", available to the Asia-Pacific region. In the pipeline are also new games for the upcoming Christmas season.

Team 12	PIEZOMED
Students	Chia Ngeow Khing, Alfred (Leader), postgraduate (School of Materials Engineering (SME)) Ng Kuang Chern, postgraduate (SME) Silvia Koningin, postgraduate (SME) Yesie L. Brama, postgraduate (SME)
Birth of a start-up	The project sprung from a collaboration between NTU's SME and Caltech, which resulted in a series of micropumps developed for different applications. This technology had since been patented by NTU SME Prof Freddy Boey Yin Chiang.
Description	PIEZOMED will be established as a medical device development company that designs, patents and markets medical devices related to the bearingless, non-magnetic pump, developed by a team from the NTU SME. One device currently in development is the insulin pump for diabetic patients, designed to enable them to enjoy a more flexible lifestyle with more confidence.
Future plans	PIEZOMED currently have a five-year plan for their business model, where it will begin with clinical trials, and application for the FDA 510k approval. The team then hopes to further refine the product for launch in the local market in year 3, and the international market by years 4 & 5.

Judges at the NTU Business Plan Competition Finals

Name	Area of expertise	Position/ Organisation
Dr Anthony Soh Guan Cheow	Venture capitalist	Managing Director, Asia Pacific Capital Management Pte Ltd; Chief Executive Officer, Asia Growth Capital Pte Ltd
Mr Yap Ning Jee	Venture capitalist	Vice President, TIF Ventures Pte Ltd
Mr Kelvin Latta	IP Lawyer	Vice President, KOIOS
Mr Tralvex Yeap	IP Lawyer	Acting Chief Executive Officer, 3i Analytics
Mr Douglas Foo	Entrepreneur	Chief Executive Officer, Apex-Pal International Ltd
Mr Thomas Fernandez	Entrepreneur	Managing Director, Pest Busters Pte Ltd
Dr Dennis Wee	Entrepreneur	President, Dennis Wee Realty Pte Ltd
Mr Samuel Chia	Entrepreneur	Managing Director, NYDC Inc Pte Ltd
Dr Dora Hoan	Entrepreneur	Chief Executive Officer and Founder, Bestworld International Pte Ltd
Mr Christopher Chow	Government	Deputy Director, Intellectual Property of Singapore (IPOS)
Mr Wesley Wong	Government	Manager, Prime Minister's Office - The Enterprise Challenge Unit, PS21 Office
Mr Chong Whye Keet	Government	Head, Economic Development Board - Incubation Unit

Prize Structure of NTU Business Plan Competition

Teams participating in the NTU Business Plan Competition 2004 will stand to win the following prizes:

Professor Haresh Shah Entrepreneurship "Gold" Award	S\$12,000/-
Professor Haresh Shah Entrepreneurship "Silver" Award	S\$8,000/-
Professor Haresh Shah Entrepreneurship "Bronze" Award	S\$5,000/-
Best Team Effort	S\$2,500/-
Most Innovative Business Idea	S\$2,500/-
Trademarks-cum-Branding Winner	S\$1,000/-
Trademarks-cum-Branding 1 st runner-up	S\$600/-
Trademarks-cum-Branding 2 nd runner-up	S\$400/-
Trademarks-cum-Branding 3 Merit Awards	S\$250/-