



*Celebrating our 50<sup>th</sup> Anniversary*

## **FACT SHEET**

**For immediate release**

**Total: 7 pgs including this pg**

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**Singapore, 21 October 2005**

## **STUDENTS' BUSINESS IDEAS TAKE FLIGHT - NTU BUSINESS PLAN COMPETITION A PLATFORM FOR ENTREPRENEURS TO KICK-START THEIR BUSINESSES**

### **Overview of the 11 finalist teams**

Team	GALENA
Business area	Pharmaceutical
Students	Tan Sue-Tze (Leader), postgraduate, TIP Tommy Ong Chong Yaw, postgraduate, TIP Poh Keng Pei, postgraduate, TIP Mohamad Adil Ahmad, postgraduate, TIP
Description	<p>Galena Nutraceuticals is a nutraceutical start-up that specializes in innovative supplements, functional food and beauty care product development, marketing and commercialization of intellectual properties based on our licensed technologies.</p> <p>Our flagship product, RedWine Essence™ allows consumers to enjoy the health benefits of red wine without the harmful effects of alcohol. Our products are held to the highest standards of quality and integrity, assuring customers safety and effectiveness.</p>

Team	Voltedge
Business area	Environmental Technology

Students	Lau Eng Tin, final-year School of Electrical and Electronic Engineering undergraduate Tan Teng Siah, final-year Nanyang Business School (NBS) (Accountancy) undergraduate Ben Ong, second-year EEE undergraduate Andy Toh Yingjie, final-year NBS (Accountancy) undergraduate
Descriptions	Voltege bases their business plan on a new model of inverter (patent pending) which has more efficient controls, uses 36% less energy, causes less harmonic content, and has the fastest return on investment for the end-user.  Voltege inverters are able to overcome most of the problems in the current inverter market, to serve in applications for users of large power modules.

Team	Heracles & Company
Business area	Healthcare
Students	Harry Foo Chuan Yao (Leader), postgraduate, TIP Charmaine Teo, postgraduate, TIP Jasmine Tay Si Min, postgraduate, TIP Ari Hudojo, postgraduate, TIP
Description	Heracles and Company is a pharmaceutical company specialising in developing drugs based on the technology of peptide inhibitor. So far, the main application of the peptide inhibitor is able to be used to treat Rheumatoid Arthritis (RA) - a form of illness that caused inflammation on joints mainly incurred by older aged people.  Current treatment of RA causes side effects like bone erosion, cartilage destruction, joint damages, and other side effects. Heracles & Co.'s Herald™ provides the ideal solution due to its ability to suppress bone erosion, and has no side effects to the body of the patients.

Team	InfiTag
Business area	Information Technology
Students	Lam Thow Shin (Leader), final-year EEE undergraduate Kong Mun Siang, final-year EEE undergraduate Lim Meng Yoong, final-year SCE undergraduate The Chih Wei, final-year EEE undergraduate Gwee Kai En, final-year MAE undergraduate Wong Jia Whei, second-year Nanyang Business School (Business) undergraduate
Description	InfiTag aims to integrate RFID (Radio Frequency Identification) technology into the consumer market by being the first RFID system service provider. InfiTag specializes in designing and customizing contents of RFID tags to improve the current data storage concept in consumer products.  InfiTag engages itself in a 3-phase RFID revolutionary plan: Firstly, revamp the electronic industry by replacing the warranty card system; secondly, improve data storage for Food & Beverage and pharmaceutical products; and thirdly, integrate RFID reader into cell phones.

Team	DigiSteth Telemedicine
Business area	Healthcare
Students	Navin Gupta (Leader), Masters (BE) Rajbabu C.G., Masters (CSN) Mayoorathan Maheshwaran, Masters (SP) Bosco Monu, Masters (Smart Product Design) Rajat Roy, Ph.D. Narayanan Anand Chandrasekar, Ph.D.
Description	DigiSteth is the world's first Digital Handheld Stethoscope with visual display of heart sounds and audio processing features to detect and analyze mechanical and structural defects of the human heart. It is a cheap, simple and portable solution affordable to every doctor. DigiSteth provides advanced initial screening for cardiac problems, translating into cheaper medical care for patients. Digisteth paves the way for development of state of the art web-based management and monitoring system for patients and doctors.

Team	MediSign
Business area	Information Technology
Students	Rony Joseph Palathinkal, postgraduate Naveen Peter, postgraduate
Description	MediSign is an RFID based Inventory Management Solution which protects Pharmaceutical manufacturing firms in India from losses due to counterfeit drugs. With a patentable authentication technology, MediSign is the only solution that provides authenticity for inventory management systems which are based on low-cost RFID tags.

Team	Dyvex Biomedical
Business area	Healthcare
Post Graduates	Wang Chin Han, Christopher (Leader), postgraduate, TIP Christopher Pang Yew Huat, postgraduate, TIP Tang Shiuh Ying, postgraduate, TIP Nelson, Ong Yueh Fann, postgraduate, TIP Wang Di, Dewin, postgraduate, TIP
Description	Dyvex Biomedical develops and commercializes high-performance heart recovery and assist devices and systems that are physiologically compatible.  The system gives physicians the flexibility to determine the best possible end-point treatment for patients and offers patients more treatment options, better circulatory support, and better mobility.  For the failing heart, it provides circulatory support to keep a patient alive. For an ailing heart, it becomes a bridge for recovery that augments natural heart rhythm, training the heart back to health. For hearts beyond healing, it becomes a

	destination therapy, with a fully implantable system that acts like a patient's "second" heart.
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Team	T & L
Business area	Business IT
Students	Duong Phuc Thinh (Leader), final-year School of Computer Engineering (SCE) undergraduate Nguyen Thi Thuy Linh, second-year School of Communication and Information (SCI) undergraduate
Description	T&L is a business solution software company that deals with the digitizing of business processes for small and medium enterprises. We hope to put customers' business processes completely online using Enterprise Content Management, combined with the use of digital signatures. This will help our customers speed up their business process, save costs, and truly make working from home a reality.

Team	Kit Matic
Business area	Assistive Technology
Students	Leow Yong Kiang (Leader), third-year School of Mechanical and Aerospace Engineering (MAE) undergraduate Loh Yanjun, third-year MAE undergraduate Liu Dan, third-year MAE undergraduate Goh Chew Hung, third-year MAE undergraduate Yong Yuting, third-year MAE undergraduate Kho Hock Guan, third-year MAE undergraduate Chan Yuan Li, second-year NBS (Accountancy) undergraduate Fan Yuanling Pamela, second-year NBS (Accountancy) undergraduate
Description	AssisTech™ Stove is a product incorporated with special safety features designed to cater to the elderly and the visually handicapped. The company, KitMatic, aims to be the leading provider of assistive kitchen appliances in Singapore with further penetration into Asia. In line with increasing awareness of assistive technology and its benefits, KitMatic will seize this unprecedented opportunity to serve the society and gain economic returns. By 2010, KitMatic seeks to place AssisTech™ Stove in the homes of every elderly and visually handicapped to create a safe and independent cooking environment for them.

Team	Siinovate Inc.
Business area	Healthcare
Students	Ashootosh Prakash Deshpande (Leader), post-graduate, Technopreneurship and Innovation Programme (TIP) Doong Shiwen, postgraduate, TIP Ang Seng Yi, postgraduate, TIP Oh Puay Sim Ruth, postgraduate, TIP Tan Mei Yi Pearl, postgraduate, TIP

Description	<p>The Ultrasonic Mechanical Emulsifier (UME) is the flagship product of Siinovate Inc. The UME is a minimally-invasive surgery form with shorter treatments and recovery time to improve the quality of cataract surgical procedures.</p> <p>According to World Health Organization (WHO), an estimated 20 million people in the world turned blind due to cataracts. WHO has projected that the total amount of cataract surgery to be done worldwide will increase to 50 million by year 2020.</p>
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Team	Axel Healthcare
Business area	Healthcare
Students	<p>Pek Chern Lye Benny (Leader), final-year School of Biological Sciences (SBS) undergraduate  Pang Xuehui Arlene, final-year SBS undergraduate  Chen Xiao Ting, final-year SBS undergraduate  Tan Leng Wee, final-year SBS undergraduate  Ler Ser Yeng, final-year SBS undergraduate  Yap Chui Lian Janice, final-year SBS undergraduate  Wang Xin Hui, final-year SBS undergraduate  Tan Jia Lan, final-year SBS undergraduate</p>
Description	<p>Axel Healthcare aims to develop and market a medicated patch to provide relief to women suffering from dysmenorrhea.</p> <p>The competitive edge of our product over those currently produced by established pharmaceutical giants for the same purpose lies in the novelty of using a transdermally administered anesthetic to provide pain relief, and its ability to exert immediate and longer lasting effects.</p>

**NTU BUSINESS PLAN COMPETITION 2005 FINALS**  
**Friday 21 October 2005**  
**1.00pm**  
**Research TechnoPlaza, 2<sup>nd</sup> storey, Foyer Nanyang Technological**  
**University**

**Programme**

1.00pm	Registration
1.20pm	Arrival of Invited Judges
1.25pm	All to be seated
1.30pm	Commencement of NTU Business Plan Competition 2005 Finals Opening Address by <i>Mr. Howie Lau</i> <i>Country General Manager, Lenovo (Singapore) Pte Ltd</i> <i>"Innovation That Matters"</i>
1.45pm	Start of 1 <sup>st</sup> Segment of Elevator Pitch (First 6 Teams)
2.20pm	Break
2.30pm	Start of 2 <sup>nd</sup> Segment of Elevator Pitch (Last 5 Teams)
3.10pm	Address by Guest-of-Honor <i>Professor Lim Mong King</i> <i>Deputy President 1, Nanyang Technological University</i>
3.15pm	Address by <i>Associate Professor Tan Teng Kee</i> <i>Director, Nanyang Technopreneurship Center</i>
3.20pm	Commencement of Venture Capital Fair by Judges & Audience
4.30pm	Tea Reception & Networking Session (Continuation of Venture Capital Fair)
5.15pm	All to be seated
5.20pm	Award Ceremony & Lucky Draw
5.45pm	End of NTU BPC 2005

## List of judges at NTU Business Plan Competition Finals

Name	Area of expertise	Position / Organisation
Mr. Chua Kee Lock	Venture capitalist	Managing Director, Walden International Singapore Pte Ltd
Mr. Tralvex Yeap	IP Lawyers / Consultants	Acting Chief Executive Officer, 3i Analytics
Mr. Gregory Ong	IP Lawyers / Consultants	Principal, Gregory Ong & Co Advocate & Solicitor
Mr. Chung Ting Fai	IP Lawyers / Consultants	Partner, Chung Tan & Partners Advocates & Solicitors
Mr. Wolfram Schiweck	IP Lawyers / Consultants	Viering, Jentschura & Partner (Singapore Office)
Mr. Daniel Lim	IP Lawyers / Consultants	Partner, Shook Lin & Bok
Mr. Howie Lau	Corporate	Country General Manager Lenovo (Singapore) Pte Ltd
Mr Eugene Low	Entrepreneur	Managing Director, Hardware Zone Pte Ltd
Ms. Janet Ong	Entrepreneur	Director, DTS Marketing Pte Ltd
Mr. Keith Kee	Entrepreneur	IdEA
Ms. Lee Yoke Peng	Government / Venture Capitalist	Head, The Enterprise Challenge Unit, PS 21 Office, Prime Minister's Office
Ms Angela Chong	Government / Venture Capitalist	Manager, The Enterprise Challenge Unit, PS 21 Office, Prime Minister's Office
Mr. Wong Sheng Kwai	Government	Assistant Director-General, Infrastructure Development Division IPOS
Mr. Chester Wong	Venture Capitalist	Acting Investment Manager, Cap Vista Pte Ltd
Mr Han Chung Heng	Corporate	Singapore Country Manager Lenovo (Singapore) Pte Ltd

## Prizes of NTU Business Plan Competition 2005

Teams participating in the NTU Business Plan Competition 2005 stand to win the following prizes:

Lenovo's Excellence Award	S\$ 12,000
Second Prize	S\$ 8,000
Third Prize	S\$ 5,000
Most Creative Booth	S\$ 2,000
Most Innovative Business Idea	S\$ 2,000
Best Team Presentation	S\$ 1,000