Singapore, 16 October 2004

NTU BUSINESS PLAN COMPETITION LETS STUDENTS LIVE THEIR DREAMS

Twelve groups of students from the Nanyang Technological University (NTU) will present their business proposals to a panel of experienced venture capitalists, entrepreneurs and professionals at the finals of the NTU Business Plan Competition 2004.

The top five teams will walk away with cash prizes totaling up to S$30,000. By qualifying for the finals, the teams are already eligible to raise additional capital funds of up to four times their cash prizes when they start their business ventures. This incentive of raising additional capital funds is a new introduction to the competition. Another new addition is the involvement of external Intellectual Property and branding consultants who gave valuable advice to the teams on how to enhance their proposals.

“We want to encourage students to take their business plans further. So we planned an intensive programme comprising activities such as Resource Day, Boot Camps and engagements with local business community for the competition. Through the students’ participation of the activities, they develop valuable skills and gain the opportunity to start and grow new business ventures”. says competition organiser Assoc Prof Yeong Hin Yuen, Acting Director of NTU’s Nanyang Technopreneurship Centre.

The winning group at last year’s competition has gone on to make their business plan for Snazza, an integrated advertising campaign involving advergaming a reality. The group, comprising of four School of Computer Engineering students, has capitalized on their skills and training as computer engineers, and their exposure to the entrepreneurial field, and set up another company offering IT solutions. Mr Dev Ramnane, a member of the 2003 winning team, says, “The NTU Business Plan Competition was the launch-pad for Snazza as the prize money we won formed a major part of our start-up capital. The feedback from the judges was very useful as it helped us fine-tune our business model after the competition. The style of the competition, where the judges had funds to ‘invest’
with the teams, was very fun as well, with the whole experience being very real and exciting, modeled much like the real world."

This year’s winners will receive their prizes from the Guest-of-Honour, Mr Inderjit Singh, Member of Parliament of Ang Mo Kio GRC, NTU Council Member and a well-known entrepreneur who started successful companies such as Infiniti Solutions Private Limited, a global semiconductor manufacturing services company with operations in the Silicon Valley, Austin Texas, Philippines, India, and Singapore. Also gracing the ceremony is NTU President Dr Su Guaning.

**End**

About Nanyang Technological University

The Nanyang Technological University (NTU) is a top-tier university, ranked among the best science and technological universities in Asia. It has a business school that is consistently ranked among the top ten in Asia.

Established in 1991, the university has since been positioning itself to be a global university of excellence and is committed to its mission of Educating Leaders and Advancing Knowledge for Singapore and Beyond. NTU has an undergraduate and graduate enrolment of about 25,000 and an international faculty of over 1,500. It offers a broad-based curriculum, which focuses on the development of global views, entrepreneurship and adaptability, through the following schools:

1. College of Engineering, which consists of five schools:
   - Civil and Environmental Engineering
   - Computer Engineering
   - Electrical and Electronic Engineering
   - Materials Engineering
   - Mechanical and Production Engineering
2. Nanyang Business School
3. School of Biological Sciences
4. School of Communication and Information
5. School of Humanities and Social Sciences
6. School of Art, Design and Media (to be established by 2005)
7. School of Physical and Mathematical Sciences (to be established by 2005)

For more information, visit [http://www.ntu.edu.sg/](http://www.ntu.edu.sg/).

About Nanyang Technopreneurship Centre (NTC)

A multi-disciplinary university-level center, NTC was established in January 2001 as a joint venture between Nanyang Technological University and the Economic Development Board to be the focal point of technology entrepreneurship development within the University and the region, where creativity and entrepreneurship will thrive, leading to the creation of new business ventures that will provide the new engine of growth for Singapore.
The Center's mission is to foster, promote and nurture a culture of innovation and technology entrepreneurship through entrepreneurship education, with the ultimate aim of grooming individuals with the gumption and business acumen to turn their novel ideas into successful ventures.

NTC core competencies are Entrepreneurship Education & Development, Entrepreneurship Consulting, Outreach Activities and Research in Entrepreneurship.