'BUY SMU': SMUPRENEURS LAUNCHES E-PROCUREMENT PORTAL TO SUPPORT ALUMNI BUSINESSES
A first-of-its kind offering by an affinity group of the Singapore Management University

***Singapore, 8 November 2017 (Wednesday)* –** A digital network of buyers and sellers: that's what SMU Entrepreneurs Alumni Group or SMUpreneurs hopes to create with **BizHub**, a one-stop e-procurement portal launched today (http://bizhub.smupreneurs.com). With BizHub, organisations seeking a quotation for a product or service can easily reach out to more than **250** SMU-alumni-owned businesses registered with SMUpreneurs.

With the launch of BizHub, SMUpreneurs has the distinction of being **the first university alumni group in Singapore** to create an e-procurement portal to showcase its members. In fact, in its first month of operation, the portal will help SMU alumni-run businesses land more than **S$350,000 worth of contracts**. Noting the significant value of these contracts, Mr Ivan Chang, President of SMUpreneurs, said: "We have developed a win-win solution for buyers and vendors. With BizHub, buyers/clients can reach out to multiple businesses to secure a favourable price. Similarly, vendors are aware of potential leads and can build networks in their field of business."

Currently, buyers can source for vendors in two fields: IT Services and Food & Beverages. These two sectors account for 65 per cent of SMU alumni-run businesses. There are plans to roll out the service in other industries in the coming months, including travel and finance. "We hope that BizHub will promote entrepreneurship by encouraging SMU and its community of alumni and corporate partners to 'buy and support SMU'," added Mr Chang.

Associate Professor Low Aik Meng, Director of Office of Alumni Relations, remarked, "Entrepreneurship is alive and well at SMU! The launch of BizHub, the first e-procurement portal created by a university alumni group in Singapore, demonstrates that innovation and entrepreneurship values which SMU inculcates among our students continue to thrive long after they graduate. BizHub will enable the SMU community and beyond to obtain value from the products and services delivered by our alumni-owned and operated businesses. It is an initiative which the university is proud of."

Key features of BizHub include:

1) **Free to use**: Unlike competitor portals, BizHub is a free service.
2) **Enhanced communication**: An in-built messaging feature ensures that clients and vendors are able to communicate conveniently in a secure setting.
3) **Targeted solutions**: BizHub promotes effective and relevant partnerships. Registered businesses are required to specify the nature of their business, so that BizHub users are given only the most relevant results to their request.

BizHub is the latest effort by SMUpreneurs to support the entrepreneurial ventures of SMU alumni. Earlier initiatives by SMUpreneurs included a directory of SMU alumni businesses and quarterly networking events.

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About SMUpreneurs

SMUpreneurs was founded in January 2015 to promote entrepreneurship amongst alumni of the Singapore Management University (SMU). Today, it is the largest SMU alumni interest group and boasts 310 member businesses founded or run by an SMU alumnus. To date, the group's events and programmes have engaged more than 750 alumni.

Among its signature initiatives are:

- **SMUpreneurs Events**: Held at least once a quarter, these gatherings offer educational and networking opportunities. They are attended by SMU alumni from all fields, including entrepreneurs and non-entrepreneurs. Efforts have also been made to engage the global SMU community, with events held in Hong Kong and San Francisco.
- **SMUpreneurs Directory**: A database of businesses founded or run by an SMU alumnus. Featured businesses are divided into 10 different categories for added convenience. Categories include technology, education and construction. Access the database at http://directory.smupreneurs.com.

More information about SMUpreneurs is available at www.smupreneurs.com.