



Mr. Jeremy Lee is founder and chief executive of SimplyGood, a sustainable home cleaning and personal care brand started in 2021. He says he believes in taking a long-term perspective and horizon on building up his investment portfolio and assets, and hence his strategy revolves around long-term growth rather than short-term gains. ST PHOTO: KEVIN LIM

Me&MyMoney

# He wants to eliminate plastics in cleaning sector to help planet

Entrepreneur runs firm that makes dissolvable products enabling consumers to cut back on single-use containers



Timothy Goh

Entrepreneur Jeremy Lee is dedicated to wiping out plastic waste in the cleaning industry to protect the planet.

His mission began in 2021 when he founded SimplyGood, a local clean technology start-up producing cleaning solutions in a tablet or sheet. These dissolvable products, ranging from laundry detergents to window cleaners, enable consumers to reuse their plastic containers and spray bottles.

"Most household cleaning products contain over 90 per cent water, packaged in single-use plastic bottles, and shipped worldwide, resulting in unnecessary plastic waste and higher costs just because consumers are also paying for the plastic bottles," he said.

"We create concentrated, dry-based cleaning products that cut out unnecessary liquid transport and plastic waste, making them lighter and easier to transport... Everyone cleans and does laundry, so if we can make these daily routines more sustainable, we can collectively eliminate millions of plastic bottles from landfills and oceans."

Mr Lee, 32, graduated with a bachelor's degree in science (information systems) from Singapore Management University.

**Q What do you invest in and why?**

**A** I believe in taking a long-term perspective and horizon on building up my portfolio and assets. Hence, my strategy revolves around long-term growth rather than short-term gains.

My portfolio is currently broadly diversified across different asset classes to balance risk and ensure stable, long-term appreciation.

I have 60 per cent in stocks and exchange-traded funds (ETFs), made up of blue-chip companies, dividend-paying stocks, high-growth companies and ETFs that track global markets. These pro-

vide consistent returns and hedge against inflation while offering compounding benefits over the years.

I also have 25 per cent in property investments and 10 per cent in cash and fixed income assets – maintaining liquidity is crucial for seizing opportunities and managing unforeseen expenses, so I keep a portion in cash, bonds and money market instruments.

I allocate 5 per cent to alternative assets like cryptocurrencies and collectibles, recognising their potential but also their volatility.

Understand that wealth is built over decades, not months. By maintaining a diversified portfolio and focusing on high-quality assets, I ensure that my investments are resilient and positioned for steady and long-term appreciation.

**Q Did you collect anything when you were younger?**

**A** I have collected rare Pokemon cards since I was young – it started as a childhood hobby but evolved into a fascinating lesson in value appreciation and market trends.

Over the years, the rarest cards in my collection have significantly increased in value, with some appreciating by over 500 per cent to 1,000 per cent due to their rarity, condition and demand in the collector's market.

While I've never actively sold my collection as it's rather small, I've tracked its market value from time to time for fun.

Certain first-edition cards, which I originally acquired for under \$50, are now valued at thousands of dollars. The Pokemon

Money matters

**Q What would you do if you suddenly had a windfall of millions?**

**A** I would use the money to scale the business faster, expand into more markets, and invest in R&D for even better sustainable solutions and educate more customers to make the switch.

INVESTING IN ONESELF

**Looking back, I'd advise my younger self to start investing earlier while still prioritising learning and saving for opportunities. The best investment is in yourself and your vision – because the returns last a lifetime.**



ENTREPRENEUR JEREMY LEE

card market has seen explosive growth in the last few years, fuelled by nostalgia, celebrity interest and the broader trend of alternative asset investing.

For me, collecting isn't just about the financial upside – it's about the nostalgia and the thrill of owning a piece of your childhood and memory.

I see collectibles like this as an interesting alternative asset class, where passion meets investment potential.

**Q What was your first investment?**

**A** I was first exposed to investing by reading books such as Rich Dad Poor Dad by Robert Kiyosaki. My first investment was in a technology-based ETF.

**Q What has been your biggest financial mistake?**

**A** Not starting my investment journey earlier. I missed the opportunity of building an earlier compounding effect and great opportunities during my early 20s be-

**Q If you suddenly had only \$100 to your name, what would you do with it?**

**A** Having only \$100 would force me to go back to entrepreneurial basics – revenue generation while leveraging resourcefulness, creativity and resilience.

cause I lacked the confidence and knowledge to invest.

In my early 20s, I focused on building my career, upgrading my skills, and saving aggressively rather than investing in financial markets. I took a risk-averse approach, prioritising financial security over short-term gains.

While I missed out on compounding early, I wasn't idle – I invested in myself, taking courses, learning about business and expanding my network.

At the same time, I was saving every dollar I could to start my own business. That discipline paid off when I launched my first company, using my savings as the initial runway. The experience taught me that calculated risks are necessary for growth, whether in business or investing.

Looking back, I'd advise my younger self to start investing earlier while still prioritising learning and saving for opportunities. The best investment is in yourself and your vision – because the returns last a lifetime.

**Q Where's home for you?**

**A** I own a four-bedroom apartment in the east.

**Q What do you drive?**

**A** I don't drive as I believe it's not financially savvy to own a car in Singapore if you are not married with kids.

It's also more convenient and stress-free to be a passenger and take a taxi everywhere I go because it allows me to work on the go and not have to worry about driving and parking.

**Q Money-wise, what were your growing-up years like? How did these experiences shape your outlook on personal finance/investing?**

**A** I grew up in a middle-class household where financial discipline was key. My parents taught me the importance of working hard for what you want, saving, and living within my means – principles I carry with me to this day.

**Q What was your childhood dream?**

**A** I wanted to be an entrepreneur building successful and impactful businesses.

**Q What was your first job?**

**A** I worked as a part-time sales promoter after my O-level exam.

**Q What does work-life balance mean to you?**

**A** Having the flexibility to prioritise what's most important at the moment while realising that sacrifice is required if you want to excel in what you do.

It's about being present at the moment, whether at work or with family.

**Q What does your perfect day look like?**

**A** Cooking brunch at home with my loved ones on a quiet and slow morning. Disengaging from work in the afternoon with a good book, tea and music. Ending the day off with TV time and planning for the next work day.

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