

## ANNEX A - QUOTES

### **Shirley Wong, Entrepreneur-in-Residence at SMU IIE**

*"Singapore's start-up system is continually growing, and we are honoured to be able to play our part through this programme in the advancement of the local start-up ecosystem. We are excited to be able to provide such a platform to groom the entrepreneurs of the future, giving them the resources and support that they need to thrive."*

### **John Cheng, Director of Cheng Yew Heng Candy Factory, Founder of Innovate360 and SMU alumnus (BBM, 2007)** (Guest evaluator)

*"I am grateful to have witnessed the talent and grit that these young and daring founders have displayed during the final interview round. It is truly inspiring and heartening to see that the entrepreneurial spirit is well and alive within the younger generation. I wish the 43 participating start-ups of the August 2021 cohort the very best."*

### **Jonathan Chang, Head of Growth for Governments and Organizations at Shopify**

(Guest evaluator)

*"This year, it is exciting to see an increase in applications from so many aspiring young innovators across such a diverse range of industries. As mentors, we strive to not only impart knowledge and guide participants in this programme - but to also give back to the community. For example, start-up The Sustainability Project has already educated 22,000 readers about zero waste, eliminated 8,000 plastic products and recycled 4,000 pieces of packaging - an impressive feat for an early-stage start-up."*

### **Raymond Choong, Venture Partner at Focus Tech Ventures** (IIE Mentor)

*"Being one of the mentors of this programme has allowed me to witness first-hand the potential and spirit of entrepreneurship that exists within the next generation of entrepreneurs. I am happy to be able to play my part to ensure that these budding entrepreneurs are provided with everything they need to take their businesses to the next level."*

### **Bryan Koh, Founder of Sekoni Originals** (BIG's incubatee, May'20 cohort)

*"Looking back, this programme was a blessing for us. It was the right platform for us at an early stage of our journey, providing us with the right network and connections, mentorship and access to the start-up and VC community which is critical at that stage of growth - they were vital in getting us up on our feet."*