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**BUSINESS
SPECIAL**



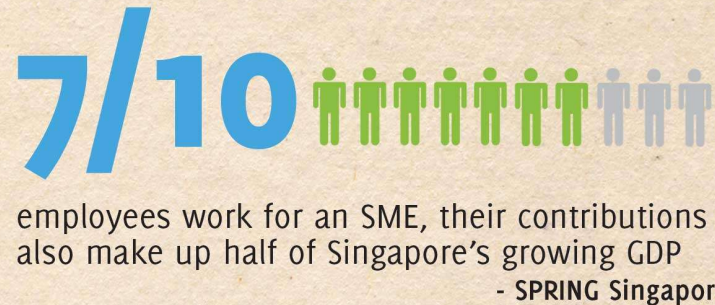
SPOTLIGHTING:

SMALL AND MEDIUM ENTERPRISES (SMEs)

With intellectual property - which is intangible property spurred on by creativity - now deemed as an asset in Singapore, this move not only opens the floor for budding entrepreneurs, this also gives them the chance to get financial aid in kickstarting their

business ideas. Through this, Singapore will continue to stand out on the world map as one of the easiest countries to do business in. Here's some encouraging numbers for anyone starting an SME in Singapore.

A whopping



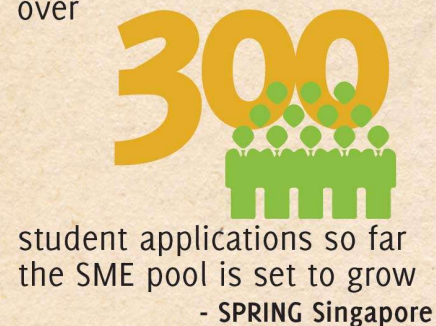
The current SME count in Singapore is



The SME sector is dominated by

IT consultancy & service providers
and software developers
- EnterpriseOne

With the SME Talent Programme launched in June 2013, entrepreneurship can now start young, and with over



By the end of 2014, there will be 3 more more SME centres added to the present



The World Bank ranks Singapore as the



Plus, it only costs S\$65 to register a business in Singapore and you can do it easily online with ACRA.

GOOD FOR BUSINESS:

the science of smart design

You see two products that do the same thing - let's say two wooden chopping blocks. Both have a straight-forward basic function; one looks really nice, and one looks very plain.

Would you pay more money for a better designed, more visually pleasing chopping block? Does it make us enjoy chopping our food more? Does a happy chopper cook better food?

These are all important questions. And good design could be the answer.

GOOD DESIGN'S IN OUR DNA

Biologically speaking, when we experience something pleasing to any of our senses - be it a delicious taste, soft touch or nice smell - our brain is flooded with dopamine, a chemical that makes us feel happy.

Over time, we subconsciously associate certain things with the happy feeling they give us - we all have a favourite colour for instance. And successful designers put this science to good use. According to international design guru Don Norman, all good product designs fall into a few key types:



VISCERAL DESIGN

Visceral design is subconscious. It's part of the genetic response that makes us enjoy bright colours, dislike overly loud noises, prefer a smiling face to a frowning one etc. For example, if you pick a bright-coloured phone cover because you like bright colours, that's visceral.

BEHAVIOURAL DESIGN

Behavioural design is conscious. This is where we think about what a product should be and how we'll use it based on our expectations. For example, a running shoe that looks "sporty" makes us feel sportier, and more likely to buy it. Even if it was engineered to perform better, we'd have second thoughts on a clunky shoe because we don't think the form matches the function. That's behavioural design.

REFLECTIVE DESIGN

Reflective design is a little like our shopping ego. You buy an expensive-looking watch because you feel you deserve it, and/or because you want people to see you own it. Even though you could tell time just as well on a \$10 watch, the expensive-looking design imbues you with status and esteem, which makes you feel good. That's reflective design.

Any successful product design tries to tap into at least one of these 3 types; of course there are exceptions to the rule, like technologically advanced products that sell based on their innovations.

DESIGN IN BUSINESS

Let's say you want to buy a dark chocolate bar. Brand A's chocolate is simply packaged like the ones you see at 7-11. Brand B's chocolate is in an attractively designed box, using nice, appetising colours and looks expensive. Ignoring the price, which one would you want to buy more (even though they're both identical on the inside)? Or when it comes to laptops, would you be most likely to pick a MacBook, or a standard PC laptop?

That's the power of design - it propels us to 'want' it because it makes us feel good. Even if it's too

expensive for some, it becomes a desirable product.

Therefore, if you're planning on starting up a business, good design should be incorporated into your business plan - be it your logo, website or product. Even big companies - like Apple and Facebook - that started with just tech or business founders currently have excellent designers in their team because it's now a necessity they can't ignore.

Design is now a key differentiator for companies to acquire funding, and garner loyal followers. And that's why it makes good business sense to have good design.



Pick your own adventure...

An exciting career in Business or Commerce



With a degree in Business or Commerce from UQ, you will be armed with an internationally recognised qualification that allows you to pursue incredible opportunities in a range of professions. This program develops your managerial and entrepreneurial capabilities, so you can confidently lead people and major projects with confidence.

The world is your oyster! Work in wide range of fields such as:

- Accounting & Finance
- Advertising & Marketing
- eBusiness & Business Information Systems
- International Business
- Real Estate Development
- Sustainability

Fight for social justice through a career in Law



At the TC Beirne School of Law, you will thrive in a highly collaborative learning environment, helping develop a comprehensive understanding of the law and the critical analysis and reasoning it requires. You will also gain practical real world experience via the UQ Pro Bono Centre, the UQ Law Mentor Program and the Mooting Program.

You can make a difference and help those in need, through careers such as:

- Government including Diplomatic or Foreign Service
- Corporate and Business Law
- Solicitor and Barrister
- Community support and social development

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Economics is the science of decision-making facilitating your understanding of the 'how' and 'why' behind decisions. With a degree in Economics you can influence almost every facet of our lives. From formulating government policy to determining humanitarian aid, to solving environmental issues, an Economics degree from UQ will give you the analytical skills to solve complex issues within local, national or international communities.

Create a lasting community impact with a global career in:

- Banking & Finance
- Public Policy
- International Development or Foreign Affairs
- International Trade & Finance
- Intelligence Analysis

Global Career Opportunities in Tourism



Combining business skills, tourism industry knowledge and practical experience, studying tourism at UQ is a unique experience that equips you with a broad range of skills highly relevant to the tourism, hospitality and events industries.

Your career can take you to countries all over the world, working on a range of exciting projects, including:

- Working with local, state and national Tourism organisations
- Managing safari lodges in Africa
- Roving the globe as travel bloggers
- Running your own event company on a global scale

Helping you on your way...

Singapore Global Leaders Scholarship

This Scholarship includes:

- A \$5,000 tuition fee waiver for undergraduate study within the Faculty of Business, Economics and Law
- Comprehensive Career package including a guaranteed internship, mentoring and exciting opportunities to engage with industry

For eligibility and how to apply, please visit www.scholarships.uq.edu.au or email scholarships@bel.uq.edu.au

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Are you studying at a Singaporean Polytechnic and considering further studies?

Depending on your diploma programme, you may be able to receive up to 1.5 years of advanced standing (credit) towards our Business, Commerce, Economics, or International Hotel & Tourism Management degrees. This means you could complete your Bachelor's degree in as little as 1.5 years!

www.bel.uq.edu.au

Your Dedicated Careers and Recruitment Centre

At the UQ Business, Economics and Law faculty we have staff dedicated to providing amazing career opportunities for our students. The Career and Recruitment Centre offers services to connect you with prospective employers, assisting with everything from resume advice and interview preparation to internships and work experience.

www.careerservices.business.uq.edu.au

DID YOU KNOW?

- The University of Queensland is ranked within the top 10 institutions in the Asia-Pacific by four key global university rankings
- Has been awarded the highest rating (5 stars) by the QS World University Rankings in numerous categories, including Employability
- Currently ranked #26 in the world for Accounting & Finance (QS World Rankings 2014)
- UQ is the only University in Australia with United Nations World Tourism Organization accreditation
- Currently ranked #42 in the world for Economics and Econometrics (QS World Ranking 2014)



SUPPORTING THE UNDERDOGS: CROWDFUNDING

WHAT IS IT?

A term initially fashioned by Kickstarter in 2009, crowdfunding is a concept that gives the average joe or jane carte blanche to fund projects that they reckon would be useful.

While pledging dollars or creating projects are the only ways you can jump on the crowdfunding bandwagon, there are several ways to which you – the contributor – can get your kicks: there's reward-based crowdfunding that gives you dibs on the finished product (discounts or a free first edition); there's equity-based crowdfunding, which allows you to become a shareholder of the project, and there's straight-arrow advocacy that allows you to donate money to projects that support causes you believe in.

WHERE CAN YOU FIND IT?

Depending on where you reside, there are a bunch of websites that are dedicated in helping you fund your dream project. These include Crowdonomic, which is the go-to page only for Asian startups that are involved in business, tech or media; or Cliquefund, a website centered around ideas that advocate social responsibility, as well as IndieGoGo and Kickstarter, which attract a range of projects from short films to design-centric magazines.

KICKSTARTER

indiegogo

CLIQUE
FUND

crowdonomic

HOW TO GET STARTED?

With every great idea comes painstakingly hard work, and the same goes for crowdfunding. It's definitely not a shortcut tool, or an easier take on entrepreneurship – pitching your campaign on crowdfunding websites require the same dose of enthusiasm as when you're pitching to investors or shareholders. This means hard facts need to be laid out – from the team members involved, to the shipping and handling costs – so that the kind souls donating to your project know that you have it all under control.

Once the nitty-gritty details have been ironed out, it's time to pitch your campaign on a website you are comfortable with.

Depending on the website you choose, these are some of the standard conditions that apply across the board

- Designate a bank account for this project.
- Decide on the timeline and budget. If your project manages to amass the budget needed on time, you will be able to see through your project; however depending on the package and website picked, if your project doesn't collect the funds needed, then the money is either returned to the contributors or you can keep the funds you've collected and still kickstart your project
- Tell your story by being imaginative and thorough in your pitch. Most of these websites don't run marketing campaigns for you, so for your pitch to get the viewership and traction it needs, it has to stand out from the rest. There's also the option of buying value-added packages that push your project to the front page.
- Once your campaign is completed, a fee will be deducted from the money amassed, and it could be anything between 2%-8% (depending on the website).

SUCCESS STORIES

Singaporean-based companies managed to raise a record amount of money last year via crowdfunding on Crowdonomic, with the amount doubling on a monthly basis thanks to its growing population of Singapore-based supporters. Here are some success stories:

A Singapore-based company created The Buccaneer – a 3D printer – with the money crowd funded by Kickstarter. Setting their budget at USD100,000, this campaign garnered so much support that they managed to surpass their initial goal and raised USD1.438 million instead.



Hand-crafted bicycles with parts made from bamboo was an initiative raised by Singaporean Sunny Chuah. Hosting his campaign on Kickstarter as well, his project raised USD63,879 – an amount that eclipsed his goal of US40,000.

Pitching their campaign on Crowdonomic, three photo lovers were looking for funds to develop their photo-sharing app called PixBento in which they managed to stockpile \$3,220.

PixBento
Photo Sharing for Groups & Communities

Singaporean film The Body managed to raise USD29,050 via IndieGoGo.

Who wants free Money?

If you instinctively yelled "ME!" and have a great business idea, read on. If you just like the sound of "free" + "money", then you might prefer playing 4D.

So you've got a business idea. Unfortunately, ideas are free – that's why almost everyone has them. It's all the other stuff you need to turn your good idea into a business that cost money.

Investing in your business

When starting up a company, you'll typically need some sort of cash injection to get things – like accounting, software, rental, etc – going.

Investors are traditional sources of money; namely people crazy enough to bankroll your early days. They obviously want something bigger in return from you later on. There are also loans (from banks, friends, family, NOT Ah Longs), but you'll need to repay them.

The latest trend in funding businesses is crowdfunding – you can read more about it on the next page.

And then there's grants – if you meet the grant criteria and successfully

apply, it's essentially free money. Grants are given by the government to SMEs (Small and Medium Enterprises) that are usually earmarked for IT development, branding, training, franchising or other specific areas.

Don't get too excited – grants only cover a percentage of your costs, and you have to get it approved (meaning, you have to make proposals).

Do I qualify?

Below are just some examples of grants available to young entrepreneurs. These are provided by a variety of governmental agencies. To qualify for most of these grants, your company will need to have a minimum of 30% local ownership (up to 51% in some cases), and employ less than 200 staff.

Grant-giving bodies obviously have their own motives, but they're motives that come with your best interest in mind too. The government gives grants so you can grow your company. Because bigger companies hire more employees, export more products and pay more taxes, all of which help our little world go round. Majulah everyone!

For a full(er) list of grants available to aspiring entrepreneurs, check out: www.enterpriseone.gov.sg

Show me the money!

Before you run off an idea for yet another blogshop, take a look and see what industries are actually being supported by the government.

ideas.inc Business Challenge:
If you're 18-26 years old, you can get a grant of up to S\$65,000 if you're a first-time entrepreneur.

ACE Startups Grant:
Get up to S\$50,000 – or S\$7 for every S\$3 you raise – if you're set up no longer than 6 months ago.

Development Assistance:
If you've got a creative idea for media content (ie. animation, film, game, interactive, etc), you can get grants up to \$200,000.

ComCare Enterprise Fund (CEF):
Get up to 80% of project costs (max S\$300,000) for social enterprises to help disadvantaged Singapore citizens become self-reliant.

Technology Enterprise Commercialisation Scheme (TECS):
Your tech idea can get up to S\$250,000 for development, or up to S\$500,000 for further research and development.

BRAND STORIES

"98% of what the brain does is outside of conscious awareness."
— Michael S. Gazzaniga

While we all like to think that we make our own decisions on what to buy, science has proven that most of these decisions are made unconsciously. A tiny part of our brain called the amygdala - our emotional centre - is responsible for our purchasing decisions, simply because it makes us 'feel' good buying it.

And it's this science - the emotional, subconscious decision-making process - that branding and marketing gurus tap into.

Any business or marketing student should know about the basics of branding and marketing, and while they sound like the same thing, they're really not. Marketing is the call-to-action which activates you to buy the product while branding creates loyalty to that product. All this is aided by good design - just think of the logos and products that immediately pop up in your head.

BRANDING, ITS ORIGIN

Branding is not as simple as coming up with a name you fancy, and slapping your logo to your products. There's a lot of thought that goes into major brands - like who your customers are, or what image you want it to have.

While many international brands from the USA or Japan make it big by virtue of their country of origin (ie. Japanese car & Swiss watch = efficient), some companies make it big by pretending to be from somewhere they're not.

Here's how branding (and marketing) has helped some of these brands with their internationalisation:



Origin: Singapore

TWG Teas has firmly rooted itself as a premier tea brand in Singapore. To the average observer, the brand would seem to have originated from somewhere in Europe during the 19th century. However, not only was the brand incorporated right here in Singapore, it was only established in 2008. Rather than saying 'Est 1837', it simply put '1837' to commemorate the year that the tea trade became official in Singapore.



Origin: Czech Republic

Bata is an odd twist of branding. While most brands here try to evoke a feeling of being from anywhere but their country of origin, Bata has always been ingrained in our brains (from our primary school days) as a local brand. Truth is, the brand was established way back in 1894 in the Czech Republic. Bata came into Southeast Asia via their Canadian headquarters in the 60s. From there, Bata operated as autonomous units in each individual country, so that they could be marketed as 'local' brands.



Origin: UK

Fans of the brand will note the apparel's styling incorporates plenty of Americana prints and Japanese text. The brand name - Superdry - conjures up images of one of Japan's most popular beer brands, so you'd be forgiven to think that the brand hails from the land of the rising sun. Or even the USA. Having burst into the UK fashion scene amongst uni students in 2003 - and becoming the most successful fashion story of 2010 - Superdry was actually inspired by the founders' trip to Tokyo.

Many brands do this to penetrate a certain market. Take tyre brand Bridgestone - it may sound American, but it's actually the English translation of the Japanese founder's name in order to penetrate the American market. Others simply do it to emphasise quality, as in the case of Korean brand Paris Baguette, which was so named to evoke an image of baking excellence.

As consumers often make unconscious buying decisions, perhaps it's brand perceptions like these that make the difference between a successful and an average brand.

ALGORITHMIC BYTE CURRENCY: BITCOIN



UNLESS YOU'RE REALLY, REALLY NOT PAYING ATTENTION, YOU'VE PROBABLY HEARD A BIT ABOUT BITCOINS. THEY'RE MYSTERIOUS, THEY'RE CONTROVERSIAL AND PEOPLE HAVE MADE (AND LOST) A LOT OF MONEY ON THEM, WHICH OF COURSE FASCINATES US ALL.

WHAT IS BITCOIN

Bitcoin is a crypto-currency, meaning it's not physical (like paper money), but encrypted like an internet password. It's a peer-to-peer exchange similar to a bank transfer without digital footprints.

This has advantages and disadvantages - like your Bitcoins are accessible on your smartphone in a "digital wallet". But it can also be easily stolen, and once it's gone, it's gone forever.



Bitcoin Banknote

You can also use Bitcoins to purchase products at venues that accept them, which locally include cafes like Cad Cafe and Artistry, as well as retailers like Iworld Concepts and Apple World.

IS BITCOIN REAL MONEY?

Yes and no. You can buy and sell things with it, but there's no one (ie. a government) guaranteeing it, therefore not everyone accepts it.

Money works because we believe a \$1 coin is worth \$1 of Kopi-C or 1/950 of a 40" plasma screen. We trust in the value of printed money - that's because the government guarantees the value of a \$1 coin, but nobody's guaranteeing anything for Bitcoin.

HOW DO YOU GET BITCOINS?

As it's digital, you'd think it'd be easy to 'manufacture' them, but there's only a limited supply of Bitcoins in circulation. That's because Bitcoins are 'mined' via software that spits out mathematically complex formulas, and the first computer that solves it gets the "coin". Only one coin per question is rewarded to prevent an oversupply (which would render it worthless), so becoming a Bitcoin miner doesn't necessarily mean printing your own money; all the computers currently mining only produce a few coins per hour worldwide.

If you're not mining, you can simply buy Bitcoins on an exchange site (like a forex but for Bitcoins - some based in Singapore) or even at dedicated Bitcoin ATMs (at Boat Quay and CityLink).



USING BITCOINS

Acting like a commodity and a currency, Bitcoins can be traded (in XBT, currently worth S\$580) depending on supply and demand much like at a stock exchange. As communities of users emerge, so have companies to serve them in the form of virtual exchanges where XBT are traded. However, since there's no authority regulating XBT, prices can fluctuate wildly from country to country.

WHY THE CONTROVERSY?

As money is changing hands virtually, it makes tax authorities suspicious since there's no paper trail. Bitcoin is the first time in history that making money has been taken out of governments' hands, and that worries people.

Besides its volatility and security issues as seen in the high-profile Mt. Gox bankruptcy, Bitcoin is also facing legal hurdles in many places. There are also security issues linked (indirectly) to criminal syndicates.

For India or China, who are limiting the amount of capital that leaves the country, Bitcoin has made an unwelcome loophole that governments are trying to close. In the US with its tight taxation rules, Bitcoin is regarded as a "property", meaning it can be heavily taxed, while in Vietnam, it has been outlawed outright.

In Singapore, traded Bitcoins are taxed GST - as a "service", since it's not exactly a tangible product.

THE FUTURE OF BITCOIN

Right now, there seems to be a growing community of believers in its legitimacy as a global currency, but financial leaders are sceptical. But until more of us believe in its actual value, it probably won't replace real money in our daily lives. Honestly, no one knows, but at least now you know more about it.

Global currency?



YOUNG ENTREPRENEURS

BY NURSHURINA SARIFF



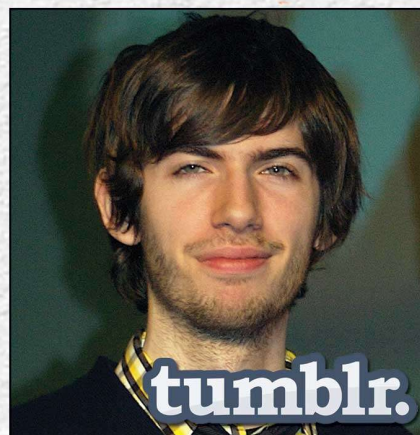
Everyone dreams of being their own boss, but the sad truth is, not everyone is able to jump over the obstacles entrepreneurship brings. Being your own boss means tackling various aspects of a business, from hiring and firing to conceptualisation and budgeting. The lucky few that do succeed are usually padded by large amounts of determination and business acumen. To give you some of the inspiration that will impel you to be the best of the best, here are some young entrepreneurs that have made millions even before quarter-life crisis hit.

The fact that they're better-than-average in the looks department is all purely coincidental.



ASHISH J. THAKKAR

Awarded the world's best entrepreneur in 2013, Ashish J. Thakkar, established his first IT company – and dropped out of school – at the age of 15 to sell computers to his circle of friends. He took on a loan of \$5,000 to kickstart his company in 1996, called Mara Group, which in its current standings are worth millions. Currently running his business in over 40 countries worldwide, Thakkar has expanded his business to touch areas like infrastructure and agriculture.



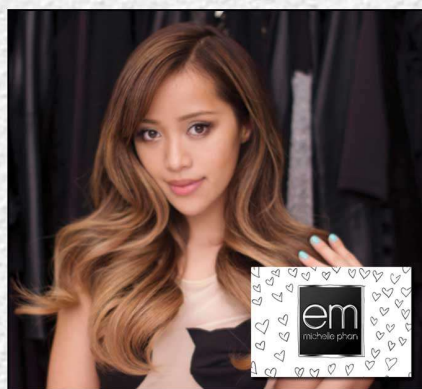
DAVID KARP

While most 17-year-olds were busy with school, David Karp was in Tokyo working for an online parenting advice site while simultaneously honing his computer skills. Soon after that, he started his own consultancy company named Davidville while keeping up with his blog, which paved the way for his idea of Tumblr. So in 2007, Karp launched Tumblr with a concept of wanting to help people express their thoughts and feelings in any way they want, be it pictures, text or even songs. Within two weeks of its launch, Tumblr gained over 75,000 users.



PETE CASHMORE

At 19, Pete Cashmore became the CEO and founder of Mashable in 2005 – a blog that provides readers with news relating to burgeoning tech industry. Cashmore started his own blog because he wanted a space to share with the world about the importance of technology and the forceful nature it has on people's lives. Since he started out with nothing (not even contacts from anyone in the tech industry), he learned how to be resourceful and make opportunities happen instead of waiting around, and now he sits comfortably on the Forbes list.



MICHELLE PHAN

Michelle – the princess of cosmetics – first started out as a Youtuber who uploaded all sorts of video tutorials ranging from DIYs, fashion tips, and even mastering the art of walking in heels. What inspired Phan to create them was the support she received from her large fanbase, which also motivated her to become a beauty entrepreneur. Since then, she's had a stint with L'oreal in 2013, created her own cosmetics line (Em) and currently curates her own bags.



EVAN SPIEGEL

Evan Spiegel – known to famously turn down Facebook's billion-dollar offer to acquire the ever-popular photo messaging app Snapchat – is another willful entrepreneur that started young. Initially called Picaboo, and thought to be a great fit for sexting, the app's direction has changed now but at the age of 23, Spiegel and his 2-frat-boy team had very limited plans for the app but they knew it would go far with its connectivity, ephemerality and easy picture-snapping tools.



Ever wondered how your personality affects your business?

Take the quiz to find out what your entrepreneurial style is!

1 You've found the right product to sell, and believe it'll be a hit with the public; what's the first thing that runs through your mind?

- A. I could utilise crowdfunding or just set up my own website, spiff it up and use bitcoin as a payment mode.
- B. If I do choose to import this product in large numbers, will I be undermining any Fair Trade act?
- C. I'm buying a 100-piece lot right now so that I can sell it off to my friends and relatives, and test it out on them first.
- D. Who should I team up to help me sell this?

2 If you've hit a wall with your business, how do you approach it?

- A. I think it's time to be tactical with social media.
- B. I need to find advocacy groups that would be interested in helping me out.
- C. It's time to move on to my next venture, there's no time to lose.
- D. Time to start socially rubbing elbows with some high-profile, useful people.

3 How do you foresee your future home?

- A. Decked out in the latest technology, with a giant flatscreen in every room.
- B. Plenty of solar panels, my own vegetable garden and an orphan chinchilla/dog/cat sanctuary.
- C. Why have one house when I can have three?
- D. Think Great Gatsby in Sentosa Cove.

4 What are most of your friendships like?

- A. I make friends with people that I can have intellectual conversations with, and if they own an Xbox or Playstation that's even better.
- B. I like other individuals who advocate for meaningful causes because if you don't stand up for something, no one will.
- C. We all party like there's no tomorrow.
- D. Each friend of mine has an important trait that I admire, and I turn to them when I need it the most.

5 Which statement are you comfortable with?

- A. I can code, and I can give you the low down on what's happening in the world. Ask me anything.
- B. Everyone deserves a voice, and they should really do something about low wages because no one deserves to be underpaid.
- C. Since I work hard, I deserve to play hard as well.
- D. What are we doing tomorrow? I need to get my social calendar sorted.

IF YOU'VE ANSWERED...



MOSTLY As, you're... THE WONDERKIND

Keeping abreast of the world's happenings is essential to you, you're also always seen behind a computer, and the internet is your best friend.

MOSTLY Bs, you're...

THE GREEN ACTIVIST

If you could wear hemp all day, you'd probably do it. You also prefer to foster human relationships over anything else, and you're always finding for a new cause to talk about.



MOSTLY Cs, you're... THE GO-GETTER

There's no such thing as a slow day for you. You're out there always looking for the next opportunity and you're not afraid to grab onto it before the next person does.

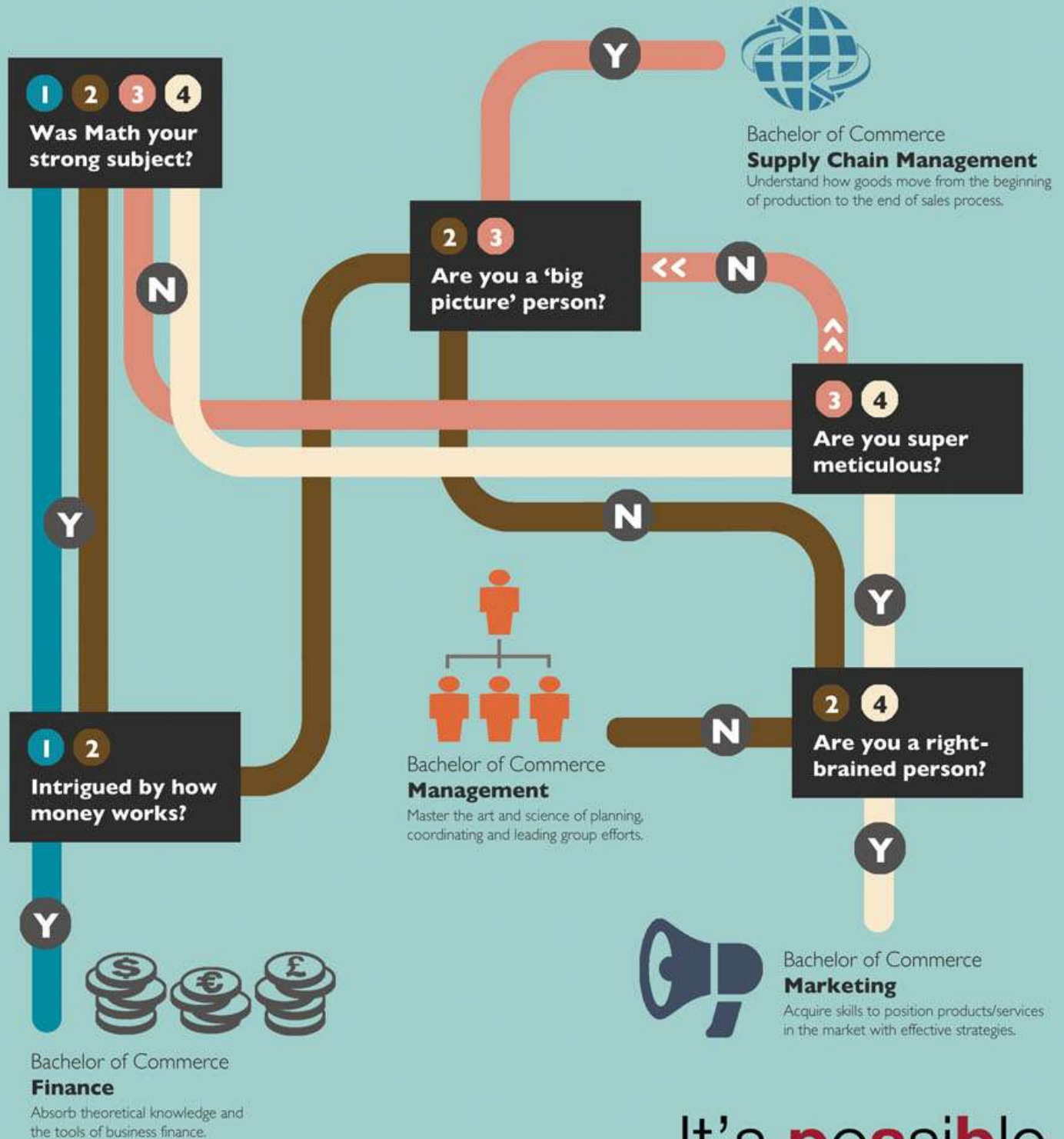
MOSTLY Ds...

THE NETWORKER

Always on the lookout for network events, and you're always dressed to the nines because you never know when you'd bump into a big-shot who likes you.



Get ahead in business.



It's **possible.**

Find out more at psb-academy.edu.sg/uow



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Anniversary

Celebrating success in education