THE ENTREPRENEURSHIP & INNOVATION ISSUE

CHECK OUT OUR STUDY IN THE USA INSERT!
Offering applied degree programmes targeted at growth sectors of the economy, SIT champions a unique pedagogy that integrates work and study. The university’s signature Integrated Work Study Programme exemplifies the best of university-industry collaboration.

**EDUCATION TARGETED AT GROWTH CLUSTERS**

SIT’s applied degree programmes prepare students directly for industry, targeted at growth sectors of the economy:

**ENGINEERING**

Engineering plays a key role in tackling vital issues in our society, from creating renewable energy to improving our quality of life via innovative devices.

**CHEMICAL ENGINEERING AND FOOD TECH**

The pharmaceutical, chemical and food industries are constantly looking for the next innovative and effective products.

**HEALTH AND SOCIAL SCIENCES**

There is always the need for a pool of healthcare professionals to provide round-the-clock support and care for our people.

**INFORMATION TECHNOLOGY**

The future entails an increasing level of inter-connectivity with the world, and with this comes the urgent need for cybersecurity experts and software engineers.

**DESIGN AND SPECIALISED BUSINESSES**

Whether you seek to imagine others with your creations or look to leave a lasting impression, a career in specialised services will help fulfil your dreams.

**INTEGRATED WORK STUDY PROGRAMME (IWSP)**

More than just an internship, our signature IWSP equips graduates with real world experience, structured uniquely for each degree programme and catered to specific industry needs.

**LARGE AND IN CHARGE**

**Contributors**

Erik Horstman
Ho Wei Jian
Lindsey Wong
Leslie Tan
Nina Gan
Nelson Fernandes
Vin Leun
Yuko Koh
Zhang Wang

**Editor-in-Chief**

Aaron Stewart
ai@singaporetech.edu.sg

**Creative Director**

Lynn Ooi

**Designer**

Van Ng

**Sales Enquiry:**

ad_sales@singaporetech.edu.sg

**Leman & Ooi Media Pte Ltd**

10 Pasir Ris Road #02-12 S499560
Tel: 6372 0125

**GROSS MONTHLY SALARY**

$3,400

**AMONG FRESH GRADUATES**

>90% ENGINEERING, ICT, NURSING & ALLIED HEALTH GRADS

SECURED JOBS WITHIN SIX MONTHS

**WHAT IS APPLIED LEARNING?**

**At SIT, you’ll learn to combine theory and practice, with specialised skills to help industry solve problems.**

We offer in-demand specialised degrees, such as food technology, land transportation engineering, telematics and intelligent systems, and take them one step further by providing strong industry support and hands-on training at various companies.

Here are the foundations of applied learning:

- Capstone Projects
- Integrative Team Project (ITP)
- Case-based Learning
- Practical Sessions
- Integrated Work Study Programme (IWSP)
- Simulation

**OPEN HOUSE 2020**

**SAT-SUN 11 & 12 JAN 2020**

10am - 6pm

Suntec Singapore Convention & Exhibition Centre
Level 3

#WEDOFORDAYUNE

**OBJECTIVE**

Schools are open for at least 6 months.

- **92.5% of SIT graduates from Academic Year 2017/2018 were employed**

**Thinking about getting your articles published?**

Want to get into the crazy fast-paced world of publishing, or do you just want to just have a thirst for writing? If you’re passionate about the art of word and love your research, then we’d love to hear from you.

**Join us as an Intern!**

Our doors are always open to those who want to learn the ropes about publishing from all aspects. If you love to write, you’ll not only get your articles published both in print and online, you’ll also get first dibs at any events (ie. concerts) we’re invited to. We’ve also got space for designers and marketing peeps – you’ll get to dabble in all our social media and handle our website.

**Be one of our Contributors!**

If you want to write but you don’t have time for a full-time gig at the office, fret not. You can be one of our Contributors – this means you’ll get to write for both the website and the magazine, and still get to attend events we get invited to. While you won’t have to be in the office all the time, you’re always free to drop by.

If you’re interested in any of these positions, do drop us an email with your CV. We’d love to have you down for a quick interview to get to know you! Email us at: interns@campus.com.sg

**CONTENTS**

02 Meat 2.0
The future of lab-grown protein

03 Reach for the Stars
A career in space

04 Asian Tigers
Famous entrepreneurs in Asia

05 Digital Help for Real Life Issues
Impact of tech on social issues

07 Spending for Good
Social enterprises in Singapore

08 Reinvigorating a New Age
Student entrepreneurs

10 Pop-preneurs
Celebrity entrepreneurs

11 Automating Eating Out
Redefining the hawker centre

13 Waste to Wealth
Innovations in recycling

15 Game Changers
Innovation in gaming

16 Chasing Chastity
Innovative sexual assault prevention

**REGULAR STUFF**

06 Cheat Sheet: Entrepreneur Tips
12: The List: Entrepreneur Films
14: Out & About

**ISSUE 63 | DEC ’19**

**Check our website**

www.campus.sg
campus.singapore
campus89
MEAT 2.0
The future of lab-grown protein

BY YIN LOON

What exactly is lab-grown meat?
Cultured meat is different from your most all-time favorites like Beyond Meat and Impossible Foods – those are made from plants which are engineered to bleed like meat. While it’s a boon for the vegan community, meat-eaters still prefer real meat that doesn’t compromise on the quality and taste, and yet can benefit from the cost treatment of animals and the environmental toll of factory farming.

Enter cultured meat: while it doesn’t come from a real animal, the result is believing like meat is being grown. It’s actually made by taking a muscle sample from an animal, which is then fed a nutrient-rich feed known as serum to stimulate the cells to grow on their own. According to Mosa Meat, one tubular sample from a cow can yield enough muscle tissue to make 30,000 burgers.

Making meat from... your breath?
If you think that’s impressive, a number of startups like All Protein, Solar Foods, and Calpient are actually culturing protein out of thin air! Researchers have found a type of microbe that can convert carbon dioxide into protein which is then turned into a flavourless powder. This powder is then used to develop alternative meats and protein supplements.

Who makes them?
A number of startups – Memphis Meats,Aleph Farms, Higher Steaks, Mesa Meats and Mosaic, to name a few – are in the race to produce the first commercially viable cultured meats, and are expected to hit the shelves in the next ten years once they’ve managed to iron out some snags.

The first hitch is the cost. In 2011, a lab-grown burger cost $325,000 to produce, and it was overly dry. Since then, prices have fallen dramatically – an estimated 80% so far – and now, a lab-grown beef patty. 95% less land use and provides 95% fewer greenhouse gases. In terms of health, you won’t be eating meat injected with antibiotics or suffering from contagious diseases like bird flu or swine fever will be a thing of the past.

For land-based Singapore, the possibility of growing our own food is also about food security - ramping up the local food industry without issues like pollution or scarcity of space.

While cultured meat could compete with organic meat, which is the future for the meat industry, it wouldn’t be as affordable. The current price is $US1 per pound – an amount which could be reduced if grown with plant-based meat substitutes.

Another issue is taste, but scientists have many methods to counter

REACH FOR THE STARS, FOR EARTH

REACHING FOR THE STARS, FOR EARTH

BY SIMON CWOZOE, EQUATORIAL SPACE INDUSTRIES

I fondly remember the first time I met the many talented professionals working in the space industry. I’ve been fascinated by what others easily dream of for a living: building satellites, analysing geographic data, and, well, launching rockets.

Something interesting was apparent – these engineers, scientists, entrepreneurs, and even journalists all had one thing in common. They weren’t always in space tech. It appears that most of the people across many of the space conferences worldwide came into it from another industry at some point.

So, how can you get started? Reach out to the people in the industry – get to public events, get to know who does what, and build up your network from there. Even if your academic background isn’t relevant to the industry, you need to close the knowledge gap to understand what exactly is going on, and how can you contribute. Just put your best foot forward, don’t be afraid to ask for advice or feedback.

FROM RED DOT TO RED PLANET

In the next few years, Singapore’s space tech industry is expected to reach a point of inflection, with successful milestones leading to more investments, more revenue, and more jobs. We may have yet to put a man into space, but nothing worth having comes easy, and space is particularly hard. But, it will take some time before we can point towards the red sky, knowing something we’ve constructed is up there.

Singapore has a rare chance to build something amazing from scratch. The groundwork has been done – there are local space tech companies specializing in building things from planets to satellites and rocket launches to satellites and space deployable solutions. But there is always need for new talent. So, regardless of your background, a career in space is not as far-fetched as you think.
A DIGITAL HELP for REAL LIFE ISSUES
The Impact of Tech on Social Issues

We all know that technology has greatly impacted the world, from saving lives to creating jobs. But can technology save humanity? Social issues have evolved since the beginning of humanity, and there are no signs of social issues being eradicated anytime soon. As long as there are people in the world, social issues will continue to be a problem. Interestingly, technology has been effectively used to alleviate social issues.

Mental Health

Although mental health has always been a taboo subject in Asia, it’s a serious issue that a significant portion of the population suffers with. Depression and anxiety are conditions that millions of people suffer from. One great feature of technology is its ability to get people help when they need it. There are several apps that assist in improving mental health, such as HappyTalkLife and Headspace. These apps even help people talk openly about mental health to a community, gain support, track their mood, access mental health to adjust if more professional help is needed, provide coping mechanisms, identify breakthroughs, or brighten moods with fun games and activities. Such apps were previously considered unnecessary or stigmatized, but they can alleviate it.

Loneliness

In recent decades, loneliness has become a growing social issue that affects a huge portion of the adult population all over the developed world. It’s a social issue that technology can tackle. Although it doesn’t have a physical form, it’s quite real.

The main way to deal with loneliness is to form connections with others. Creating a digital connection can sometimes be the best form of therapy in a society that values privacy. Social networks, like Facebook, help provide these connections in a meaningful way to reduce loneliness because it connects people, albeit virtually.

Poverty

One of the other serious long-standing social issues that remain as a huge problem. Millions of people around the world don’t have access to food, clean water, and shelter.

One way in which technology can help is in the presence of artificial intelligence. It can be used by governments and businesses to develop solutions needed to help develop and improve conditions. Technology can also be used to create jobs and improve job prospects in developing countries as they gain greater access to the Internet. Apps are used today — like GiveDirectly or Foodpanda — give people access to a marketplace where anyone can deliver goods and be paid for their services. This would allow those in poverty to economically sustain themselves.

Furthermore, technology helps to lower costs of production and shipping, which is a vital tool in reducing poverty. As a result, households would be able to get access to basic needs.

Mukesh Dhirubhai Ambani

India

Mukesh Ambani is an Indian business magnate and the chairman of Reliance Industries Limited (RIL). A Fortune Global 500 company and India’s most valuable company by its market value. In fact, he is the richest man in Asia and the 13th richest person in the world as of March 2023.

Ambani came from an ordinary family and worked hard and intelligently, managed to capitalize on key opportunities along the development journey of India which propelled him to success. From being the leastvalued in him the importance of learning beyond the classroom. From the enhancement around him. For instance Ambani was enrolled in Stanford University but dropped out to pursue his business dreams.

AFTER READING THE SUCCESS STORIES, AREN’T YOU INSPIRED TO CREATE SOMETHING YOU CAN CALL YOUR OWN AND MAKE A CHANGE IN THIS WORLD?
#3 Entrepreneurship Cheat Sheet

## Raising Money
Most people get stuck at the beginning when it comes to raising money. If you have all the formula right it should take you six months to do so in a mediocre business. Here are the best sources of funding:
1. Money from your savings, friends, and family
2. Angel investors
3. VC (Venture capital)

When raising money is not easy, then your idea is probably incapable of raising money. If it’s easier, then take as much as possible. If it’s too easy, then sell your company (unless you are Twitter, etc).

## When do you Quit Your Job?
Starting a business is not about taking risks. It’s 100% about risk mitigation. Many successful businesses were started by people who didn’t quickly give up their job. Larry Page started in graduate school for an entire year or so before he started Google. Steve Wozniak (Apple) stayed at Hewlett-Packard because he didn’t want to go up their sales job. Most entrepreneurs advise you to quit only if your salary can pay for six months of your expenses. Basically, quit your job if you don’t quit your job.

## How much should CEOs get paid?
No more than twice your lowest employee if you aren’t profitable. If you’re not funded, your salary should be zero until revenue generation can pay your salary. The CEO’s salary is always the least expensive paid in every business.

## Selling your Product or Service
Find one customer who defintely without a doubt will buy a product or service from you, if you’re planning on selling a product, make sure it works, and then think about pivoting if it is not working. Too many people do this in reverse and then fail. If nobody is buying your product, then change your service and do whatever anyone is willing to pay for. The salesperson is developing while making your product. Come up with 10 ideas a day about new services your business can offer. Try to get a customer for each new service.

## Having Partners in Business
How do you make sure everyone is in it equally? Divide work up into these categories: manage the company, make the money, and do the work. Divide time in equal portions. Starting a business is stressful, and fights with partners in the first year are not uncommon. If that happens, quit before anything gets out of control. Lastly, your friends are one of the (unfortunately) steps of being an entrepreneur.

## When do you give up your business?
When a business can’t generate revenues, you need to find out what is wrong. In most cases, the most entrepreneurs will call it quits. However, if you feel lots of truth but need to find your best bet, then sell your company.

## Enterprise and the Environment
In 2018, KFC became the first fast-food chain in Singapore to stop providing single-use plastic straws. Soon after, 279 other F&B outlets followed suit. One social enterprise that tries to solve the straw problem is Seasaw. It’s a company that sells metal straws while contributing a single drop of its profits to conserving marine wildlife.

Meanwhile, TreatDots seeks to feed the hungry in Singapore while simultaneously preventing uneaten food from being thrown into the garbage through its food distribution network.

Another environmentally based social enterprise is Secondcup, which aims to educate people through talks and workshops aimed at both consumers and the community about environmental awareness, from eco-friendly living to sustainable brands.

## Spreading for Good
Social Enterprises in Singapore

What does a human being need to survive? The basic necessities for us to function normally are: air, water, and food. An average person can go around 5 minutes without oxygen, 3-4 days without water and 3-4 weeks without food. To further elaborate on the question, what does a person need to not only survive, but also thrive living in a first-world country like Singapore? How or will she need a stable paying job, a shelter over his or her head, in addition to the basics of nourishing food and clean water.

The latter two are things that are sometimes not readily available in third-world countries. Even if Singapore is a first-world nation, there are small pockets of society that live in conditions that are far from ideal.

Enter social enterprises – business organisations, which can be both profit or non-profit, that set out to promote, encourage or make social change and help those in need.

## Socially Aware Gifts
There are a number of retail-oriented social enterprises which aim to introduce businesses that are made by disadvantaged individuals.

Sonder Social is a monthly subscription service where you can get gifts from small social enterprises from the Asia Pacific region. These gift-boxes range from food hampers to clothing, and more, the purchases help to provide employment to marginalized communities.

The Animal Project sells lifestyle products centered around the theme of animal-giving ones to fashion pieces, gifts, home wares and stationery. The proceeds earn royalties from the sale.

Timbali Arts specialises in clay craft, creating intricate hand-made models from their studio in the Siloso Wetlands Development Centre where its beneficiaries are hired to help with the crafting.

## Help from the F&B Industry
When you think of food companies, you may think about the seeds of basil being harvested from a basil farm or coffee beans milled in the background at a high-end restaurant. These companies all have one primary goal: to provide you with all the time you need and make you feel comforted and safe. However, these companies are different from a social enterprise focused on Food Beast's objective of solving social problems.

An example of a social enterprise in the F&B industry is Highsnoot, a restaurant that serves exquisite meals to customers in need of affordable and high-quality meals.

My hypothesis is not just a place to get your average Italian food in a classy setting; it also serves people with special needs. This includes people with autism, attention disorders, and physical disabilities. It's a prominent issue that all states, according to a Straits Times article, only an estimated five in every 10,000 people with disabilities in Singapore are employed, which is the lowest in developed countries.

Coffee academy and cafe Bistro-Bali have programmes that train disabled customers and socially challenged individuals. By bringing them into the coffee-making process, they don’t just get coffee professional jobs but woven relaxation, life and emotional management skills, as well as physical training.
REINVENTING A NEW AGE: STUDENT ENTREPRENEURS

BY YUKI KOH

CUDY (2018)

Noticing that parents were splurging on tuition and enrichment classes which perpetuated inequalities in Singapore’s education system, Alexander Lim and Sean Lam set out to democratise education through Cudy. Cudy was an ambitious venture, reaching out to more than 500 million centres and private tutors across Singapore to coordinate them through an online platform.

Through such extensive efforts, they have established a network to tap on resources anytime, anywhere. With the online system, parents can match their spending means to their desired tutur. As such, this creative enterprise benefits both ends—tutors enjoy a flexible schedule and parents can spend on tuition within their means.

As Cudy has successfully secured solid investor funding to start up its business, this has allowed them to really put their business into effect. In turn, Cudy has aimed to set the bar high in terms of quality, besides their online matching systems, Cudy also offers free trials to allow the parents to test the tutor tutors fit. Hence, apart from creating a greater democracy within the realm of education, they have done so by ensuring customer satisfaction across Households.

KPOPKART (2018)

The informal sale of merchandise has always been a crucial issue in the KPOP community where many sellers go missing once items are purchased. On top of that, the hassle of finding official merchandise when they become sold out has become a great source of frustration for many fans.

To allow such anxieties, Kpopkart ties together many KPOP groups and bands into a single online drop for the ease of KPOP fans, selling both formal and fan-made merchandise. The three founders behind this setup—Moh Mol Sam, Vera Sun and Jessica Sim—combined their technical and artistic expertise to bring Kpopkart into existence. Although they initially struggled in trying to find credibility since Kpopkart isn’t seen as a serious or legitimate field, their persistence in offline one-on-one sales and the creation of a sleek and easy user interface on their website has led to massive progress.

They even won the NUS UNICON 2019, which is a regional competition for young Asian entrepreneurs to pitch their ideas to investors and capitalists. Today, they export to more than 20 countries, and are looking to monetise their business with their increasing credibility.

UNCLE JIMMY’S (2018)

Not to be mistaken with the legendary ice-cream man, Vivian Ong and Jonathan Goi started Uncle Jimmy’s to redefine Singapore’s street food and culture. This was also to honour Jonathan’s uncle—Uncle Jimmy.

This startup is truly local, where Ong and Goi even take it upon themselves to invent new flavours time and again. Moreover, every single chip is handmade in a little shop, where they put care and thought into every single package and batch.

When we think of entrepreneurs, we typically think of reputable businessmen with experience and prestige to their name—yet in the twenty-first century, there’s been less age barriers to entrepreneurship. Many young students have charted unexplored waters, marking new territory in seizing business opportunities and forming start-ups. Many have gained traction and sustained their start-ups through extremely dedicated and passionate work, creating a new generation of designers and creators.

What really sets them apart from profiteering entrepreneurs, however, is that it is less about the money and more about the ideas and solutions. Here are some entrepreneurs who have blazed the trail for future generations through their problem-centric start-ups.

POPSICAL KARAOKE (2015)

You can physically cup the concave-shaped Popsical machine in your hand. That’s how small it is. Yet that small machine can fit up to 200,000 songs in at least 15 different languages, and be brought around as a portable karaoke machine—imagine that! In addition to the microphones with wacky sound effects, Popsical provides a revolutionary alternative to common bulky karaoke machines located within dark karaoke rooms with retro disco lights. Popsical lets you sing at your convenience, and provides a simple user interface as well.

It all began when Faruz Marican, Farhid Rahim and Umar Abdul Hamid were looking to change the karaoke experience entirely. Making it seamless was one thing, but they also aimed for it to be easy, convenient, and accessible. Looking at the product, especially with its unique look, they’ve definitely helped usher in a new age of singing and partying, where we might actually have the freedom to belt high notes in the safety of our rooms now.

CAROUSELL (2012)

When it comes to student entrepreneurs, this platform is a must-mention. After undergoing the NUS Overseas College programme, which aims to expose students to entrepreneurs, Sul Rui Quek was inspired by how passionate the people there were—both with technology and solutions. Driven to solve a simple problem himself, he teamed up with Lucas Ngo and Marcus Tan to create the platform “Carousell”.

From then on, Carousell became the go-to for Singaporeans to sell second-hand goods, be it from clothes and home appliances, to renting houses or selling cars. Some students even sell their notes online through this platform.

Started from a small 3-man team, Carousell now has no less than 200 staff, even going as high as 500 at one point. These numbers are a testament to their business model and growth. Carousell has even expanded overseas to Australia, Indonesia, Malaysia, Hong Kong, and many more countries. There is still growth potential, and we can definitely expect more from them in the future.

Success is hardly found in money, but rather in ideas to solve problems.

Nobly real, plans to be an entrepreneur until they are struck with an idea. Generally, these entrepreneurs see the world with problems, and therefore create solutions to solve them. They are driven by hunger, passion and a determination to bridge such gaps. Let’s support these homegrown brands and start-ups, and appreciate the brilliant minds of our generation. And as you—It’s never too late to start your journey today. If you have an idea, pitch it, believe in it, create it, and then market it. For all you know, you could be the next Carousell.
POP-PRENEURS: 
CELEBRITY ENTREPRENEURS ESTABLISHING BIG BUSINESSES

Celebrities are not only models, actors, musicians, and social media influencers—they have also used their celebrity status to establish their own businesses. For decades, celebrity endorsement has been common, where celebrities would lend their names to brands in order to give them more recognition. Now, celebrities are getting behind their own brands by becoming entrepreneurs themselves. From food to fashion, here are some popular celebrity entrepreneurs.

Victoria Beckham

Known for her fame in becoming a fashion mogul, Victoria Beckham is one of Britain’s top entrepreneurs. Since her departure from the Spice Girls, she has become a stylish icon and an extremely successful fashionista. The launch of her fashion line has contributed to her net worth exceeding US$300 million. Victoria’s eponymous business and retail stores were established in 2008 and it now includes luxury handbags, dresses, eyewear, and accessories. Its annual sales are around US$200 million.

Kim Kardashian

The famous family is full of entrepreneurs. Kim Kardashian, the beauty of the Kardashian-Jenner clan, has not been short of making headlines. She established her own beauty business, which has an estimated net worth of US$300 million. With her eponymous business and retail stores, she has established her brand and is now a multi-millionaire entrepreneur. Her range of products from lip kits to luxury handbags is in high demand, making her one of the most successful celebrity entrepreneurs.

Oprah Winfrey

Since the 1990s, Oprah Winfrey was the world’s richest self-made female billionaire. In 2021, her estimated net worth is US$4 billion. She established her own production company, Oprah Winfrey Productions Inc., which runs a TV channel and magazine.

Kylie Jenner

Kylie Jenner is the youngest self-made billionaire entrepreneur. At the age of 19, she established her own business venture with her line of beauty products. According to Forbes, her net worth is estimated to be around US$1 billion. Kylie Jenner’s business includes lip kits, beauty products, and cosmetics. Her brand, Kylie Cosmetics, is now valued at around US$900 million.

Geyske Pottrow

The winning actress Geyske Fallowro has also found success as an entrepreneur. In 2019, she launched a clothing line and lifestyle brand that aimed to provide quality and comfortable clothing for women. Geyske has transformed his embroidery and design business, including the aforementioned topics. Geyske has also launched his own company and magazine, even a Wellness Summit.

Kanye West

Outside of music, rapper Kanye West has always been involved in fashion. In 2002, he became the first non-rapper to collaborate with Nike to release his own line. His Air Yeezy 1 was released in 2008 and sold out immediately. Kanye West is one of the most influential music stars in the world. Kanye has also designed his own music production company, Good Music, and a record label, GOOD Music.

G-Dragon

The leader of BigBang, also known as the ‘king of hip hop’, has really lived up to his title as he is one of the industry’s most well-known stars. G-Dragon became a solo artist in 2015 and released his first solo album, ‘Coup D’etat’. In 2017, he released his second solo album, ‘Wings’, which became the fastest-selling album in South Korea. G-Dragon has also become involved in fashion, launching his own clothing brand, ‘Dolce & Gabbana’. He released his own clothing line and music streaming service.

What makes a new-age hawker?

The quintessential hawker centres are not your typical outdoor stalls or stalls—they are usually in their 50s or 60s. Some of these younger hawkers take the "not-hawker" category, utilizing young hawker halls and hawker centers, and sometimes makes the areas just for their attractive looks and bright colors. However, the rise of social media platforms has enabled the success of their business ventures.

The trend of serving fusion hawker food might be a clever strategy to draw in a younger crowd. This kind of food is usually found in expensive hipster cafes, every day covered in hawker centres is definitely something unprecedented. This will likely attract young people who are more adventurous with trying new food—and the more Instagrammable, the better.

Hawker centres are a beloved aspect of our local culture, however, it is a dying profession. According to a 2017 report by the Hawker Centre's S.O. Committee, the number of hawkers in 2019 is 59, which is relatively high. More hawkers are passing on or retiring due to old age or sickness and the turnover rate is high. With an increase in the cost of living, the hawker centres could very well lose its authenticity and heritage just like that.

However, in recent years, there has been more young people stepping up to the plate (even intentional) and setting up their own hawker businesses in an attempt to keep the culture alive. We explore this rising trend and what it can bring to the future of hawker centres in Singapore.

Hawker centres are a beloved aspect of our local culture; however, it is a dying profession. According to a 2017 report by the Hawker Centre’s S.O. Committee, the number of hawkers in 2019 is 59, which is relatively high. More hawkers are passing on or retiring due to old age or sickness, and the turnover rate is high. With an increase in the cost of living, the hawker centres could very well lose its authenticity and heritage just like that.

However, in recent years, there has been more young people stepping up to the plate (even intentional) and setting up their own hawker businesses in an attempt to keep the culture alive. We explore this rising trend and what it can bring to the future of hawker centres in Singapore.

Hawker centres are a beloved aspect of our local culture, however, it is a dying profession. According to a 2017 report by the Hawker Centre’s S.O. Committee, the number of hawkers in 2019 is 59, which is relatively high. More hawkers are passing on or retiring due to old age or sickness, and the turnover rate is high. With an increase in the cost of living, the hawker centres could very well lose its authenticity and heritage just like that.

However, in recent years, there has been more young people stepping up to the plate (even intentional) and setting up their own hawker businesses in an attempt to keep the culture alive. We explore this rising trend and what it can bring to the future of hawker centres in Singapore.

Hawker centres are a beloved aspect of our local culture; however, it is a dying profession. According to a 2017 report by the Hawker Centre’s S.O. Committee, the number of hawkers in 2019 is 59, which is relatively high. More hawkers are passing on or retiring due to old age or sickness, and the turnover rate is high. With an increase in the cost of living, the hawker centres could very well lose its authenticity and heritage just like that.

However, in recent years, there has been more young people stepping up to the plate (even intentional) and setting up their own hawker businesses in an attempt to keep the culture alive. We explore this rising trend and what it can bring to the future of hawker centres in Singapore.

Hawker centres are a beloved aspect of our local culture; however, it is a dying profession. According to a 2017 report by the Hawker Centre’s S.O. Committee, the number of hawkers in 2019 is 59, which is relatively high. More hawkers are passing on or retiring due to old age or sickness, and the turnover rate is high. With an increase in the cost of living, the hawker centres could very well lose its authenticity and heritage just like that.
THE LIST

MOVIES ABOUT ENTREPRENEURS

THE FOUNDER (2010)

CAST: Michael Keaton

Cannes Film Festival. The Founder tells the story of how the legendary entrepreneur entrepreneur and innovator, Roy Kroc, worked his way up from a struggling milkshake stand to becoming the owner of the fast-food empire that bears his name. Today, McDonald's is one of the world's largest and most successful companies, and its success is largely due to Kroc's perseverance and determination.

THE SOCIAL NETWORK (2010)

CAST: Jesse Eisenberg, Andrew Garfield

Cannes Film Festival. The Social Network tells the story of how Facebook was founded by two roommates who had a vision for a social networking platform that would revolutionize the way people connect. The film follows their journey from starting the company in a dorm room to securing a $1 billion acquisition by Facebook.

JOY (2015)

CAST: Jennifer Lawrence

The biographical movie Joy tells the story of Joy Mangano, a single mother who created a successful home shopping network that revolutionized the way people shop. The film highlights her determination and resilience in the face of adversity, and her ability to turn her passions into a successful business.

GOOD BEFORE CHAINS (2009)

CAST: Audrée Audoux

A powerful and uplifting documentary about the life of homeless social entrepreneur, Audrée Audoux. She started a successful business that provides employment opportunities for the homeless, and her story is one of hope and inspiration.


CAST: Leonardo DiCaprio

Cannes Film Festival. The Aviator is a biographical drama about Howard Hughes, one of the most successful and controversial figures in American aviation history. The film captures his rise to fame, his struggles with addiction, and his eventual decline.

THE WOLF OF WALL STREET (2013)

CAST: Leonardo DiCaprio

Cannes Film Festival. The Wolf of Wall Street is a biographical drama about the life of Jordan Belfort, a legendary stockbroker who rose to fame and fortune through a series of high-stakes financial frauds. The film is a cautionary tale about the dangers of greed and the consequences of unethical behavior.

AND FOOD WASTE...

Another area for improvement is food waste. About 10% of all food harvested in Singapore is wasted, and it's estimated that 60% of food waste is avoidable. At the same time, plastics that are contaminated with food are not easily recyclable. Instead, they often end up in landfills or are incinerated, which produces hazardous emissions.

Meanwhile, we are working on solutions to reduce food waste. One such initiative is the "Food Waste Picker" app, which allows users to report food waste in restaurants and supermarkets. The data collected is then used to promote more sustainable food practices and reduce waste.

Eating smarter and more sustainably is not only good for the environment, but also for our health. By reducing food waste, we can save resources, reduce greenhouse gas emissions, and improve the overall sustainability of our food system.
OUT AND ABOUT

PRODUCTIONS

17 Dec - 5 Jan | 1pm, 2pm, 6pm, 8pm
Sands Theatre, Marina Bay Sands
Tickets: $10 - $350
CATS

Andrew Lloyd Webber’s record-breaking musical CATS comes to Singapore for a limited season. This musical comes together in a house of music, dance, and song, and has now taken on a new life for a new year, with fantastic music, spectacular sets, a superb cast, and unforgettable choreography and the unforgettable ‘Memory’. CATS is a musical like no other.

GIGS

11 Dec | 3pm
The Star Theatre
Tickets: $15 - $350
Pentatonix

Vocal sensation Pentatonix is back with their unique sound and soulful performances. The vocal group Pentatonix is known for their harmonious blend of modern hits with powerful vocal harmonies, ballads, riffs, percussion, and beatboxing.

MOVIES

Jojo Rabbit (January 2)
Cast: Taika Waititi, Scarlett Johansson, Rebel Wilson

Writer-director Taika Waititi brings his signature style of humor and pathos to his latest film, JOJO RABBIT, a WWII satire that follows a lonely German boy, Jojo Rabbit (Thomas Rettenmaier), whose world view is turned upside down when he discovers his single mother (Scarlett Johansson) is a young Jewish girl (Thora Birch). Adding to the hilarity is Jojo's imaginary friend, Adolf Hitler (Taika Waititi). Jojo must confront his blind nationalism.

INNOVATIONS IN GAMING

One of the most interesting recent developments in gaming is the integration of blockchain technology. The recent growth of blockchain technology has enabled the creation of new gaming experiences. Blockchain technology allows for the creation of games that are completely decentralized and transparent. This is a big step forward for the gaming industry, and it is exciting to see how this technology will be used in the future.

MOMENTS IN GAMING

One such game is Apex Legends, developed by Respawn Entertainment and released in 2019. The game features a battle royale mode and has become incredibly popular, with over 50 million players worldwide.

GAMES OF TOMORROW

The future of gaming as an industry is bright. With the advent of new technologies, such as virtual reality and augmented reality, the possibilities for gaming are endless. As more and more people become interested in the gaming industry, it is likely that these technologies will become even more widespread, leading to even more exciting and innovative games in the future.
Boba, bubble tea, pearl milk tea — you either love it or hate it. Head down to your nearest mall or neighbourhood store and you'll likely find a bubble tea stall or two. And every few months, a new bubble tea brand pops up, with no sign of dying out in the near future. What's the deal?

Bubble tea isn't a new phenomenon in Singapore – in fact, it came and left pretty quickly. Will this current trend last?

What makes bubble tea so popular? Here are some ways the drink has made its mark in the world – will it take over Starbucks?

The Timeline of Bubble Tea

- **Bubble tea started in Taiwan**: 1980s
- **The drink was first introduced to Singapore**: 1992
- **Shops were selling 80 - 1,000 cups a day**: 2001
- **The novelty died**: many shops shutterd 2003
- **Taylor-made chains like GONG CHA and KOI arrived in Singapore**: 2010
- **More bubble tea brands came into Singapore**: trend kicks off big time 2018

### The Five ‘Cs’ of Bubble Tea

- **Cheap**: It's slightly more expensive than a kopitiam, but less than a Starbucks. The average bubble tea cost per cup is $3.40.
- **Convenient**: There are 47 current number of bubble tea brands in Singapore. An average customer can have multiple options for their tea. The average menu options for drinks & toppings is 40.
- **Choice**: There are exotic teas, coffees, and fruit juices, with multiple toppings and preparation styles. Some exotic toppings available include CHARCOAL, COLLAGEN, VODKA.
- **Customisable**: Bubble teas have to look Instaworthy; these are done with colour, packaging, logo, and toppings. The most popular Instagram bubble teas feature BROWN SUGAR | CHEESE | FRUIT JUICE.
- **Choice**: The Business of Bubbles and KOI

### The Business Side of Boba

What does it take to run a bubble tea franchise, and what are the profit margins? Here are some facts and figures.

- **Setting up a bubble tea franchise can range from $80,000 - $450,000 per outlet**.
- **Some operators say NET PROFIT MARGINS range from 20% - 30%**.
- **The master franchisee of Gong Cha Singapore is Kang Huay Sang, founder of Mr. Bean**.
- **One random listing of a bubble tea shop in Orchard selling for $150,000 shows the master franchisee is Kang Puay Seng, founder of Mr. Bean**.
- **According to Singapore’s Health Promotion Board, pearls add up to more than 100 calories which will require 10 Minutes of running to burn**.
- **The global bubble tea market will reach $3.21 billion by 2023** according to research firm Allied Market Research.

### Bubble Tea Facts

- A cup with regular sweetness contains 34g of sugar
- Maximum human daily sugar intake should be capped at 50g
- Maximum human daily sugar intake should be capped at 50g
Entrepreneurship isn’t a singular job. It’s actually better seen (and thought of) as an amalgamation of different jobs, with duties ranging from the very large (securing venture funding) to the very small (paying your office water bill). If you’re stressed out from trying to figure out your next business, spare some time literally wearing different hats with this simple stress relief!

**DIRECTIONS**

1. Cut out the image of the guy and all the hats.
2. Use the tabs on the hats to fold over the guy.
3. Each hat can be labeled according to the type of work an entrepreneur does.