



SUSS
VENTURE BUILDER
PROGRAMME





Innovation With A Purpose

The SUSS Venture Builder (VB) Programme is an immersive training programme designed to nurture and help the budding entrepreneur within you to launch a successful impact-driven venture. Participants will undergo intensive training and coaching where they will learn essential skills needed to build their own business with confidence and success.

As the leading university for social good, we are passionate about developing entrepreneurs in the service of society, and highly encourage founders of the future to focus on creating sustainable business models around societal and environmental issues at large today.

The programme comprises of two phases. Phase 1 entails 3 months of rigorous hands-on training, followed by an optional second phase* where participants can continue working on their ventures for another 3 months.

* SUSS Full-time students have an added option to pursue an alternative Work Attachment for the second phase.



Who Is It For?

Often, new founders struggle with figuring the right steps to take during the very early stages of establishing an idea into actual operating business, and it can be an overwhelming and even frightening journey to some. Despite the extensive readings and content you may easily find extra on online and in books, getting down to building up a business is hardly something that can be learnt through reading alone, but more importantly through doing as well.

As a programme conceived, developed and executed by a team of veteran startup founders and startup ecosystem enablers, you can expect a curated experience that blends between theory and practice. Throughout the programme, you will be able to tap on our industry experts, get close guidance through weekly in-depth consultations with an experienced programme lead to help with strategic direction and goal setting, and undergo training in critical skills such as digital marketing and business modelling. Trainees looking to establish presence in regional markets will also get market access to fast-growing economies in ASEAN and China.

For SUSS Full-Time students, participation in this programme is recognised as an Entrepreneurial-Work Attachment, and will contribute towards your 6 month Work Attachment (WA) graduating criteria. Participation in the Impact Regional track will also contribute towards your Overseas Experience (OE) graduating criteria.

* *SUSS FT students looking to fulfil their Work Attachment graduation requirement have a second option during their subsequent 3 months to take up an Intrapreneurship Work Attachment or Stack-up Work Attachment with a host company.*

Zavier Chan

Founder, Strongsilvers
SUSS Venture Builder
and Part-time BSc
Marketing Alumni



The SUSS Venture Builder Programme has helped me immensely as a founder.

It has a strong ecosystem of mentors who have helped me in navigating the ups and downs, and sharing my wins and losses in my journey. It also has a strong pool of participants who may eventually be your co-founders.

The best part has to be the flexibility of the programme coupled with a structured framework which allows founders to be creative yet guided at the same time.

2 Tracks to Choose From

Participants can choose from two tracks, one of which takes place in Singapore and one overseas.

Impact Singapore

A general track for participants who would like to develop impact-related ideas for the Singapore market, Impact Singapore track aims to help participants launch impact-driven ventures with success. You will work on problem statements within your domain skills, knowledge and interests.

This track will be conducted in Singapore




Impact Regional

This track is for participants who would like to gain overseas exposure in a business immersion programme and develop impact-related ideas for the regional market.

For the upcoming run, you will have the opportunity to travel to Jakarta, Indonesia and be based there for 3 months.

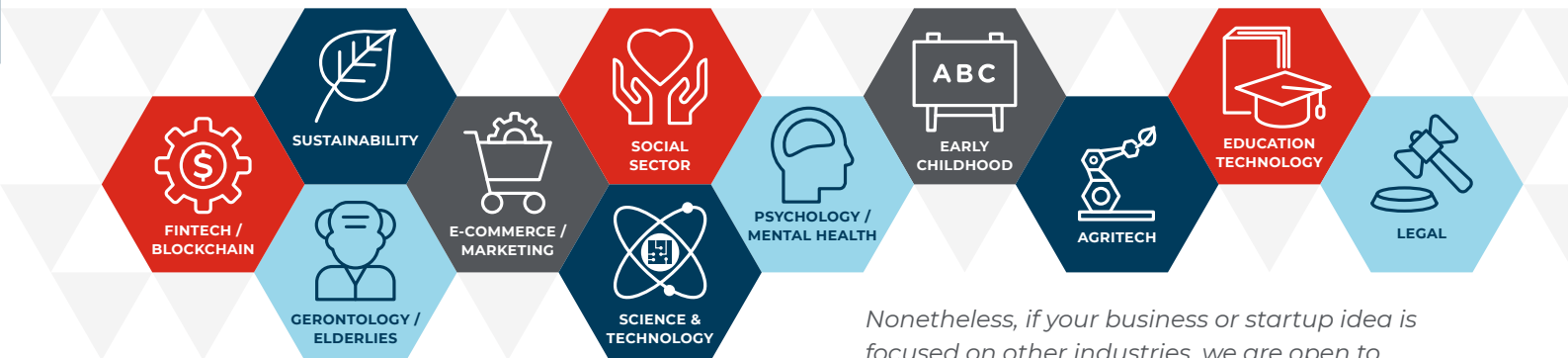
During this time, you will form a trans-national team with Indonesian counterparts to work on problem statements. You will also get to grow your network with the local business community through curated events and study trips.



▼
Country Managers based in these countries are available to provide localised support for market access —
[From Top]
China, Vietnam, Thailand, Malaysia, Indonesia.

Domain Focus

The programme offers greater support and guidance in the following domains:



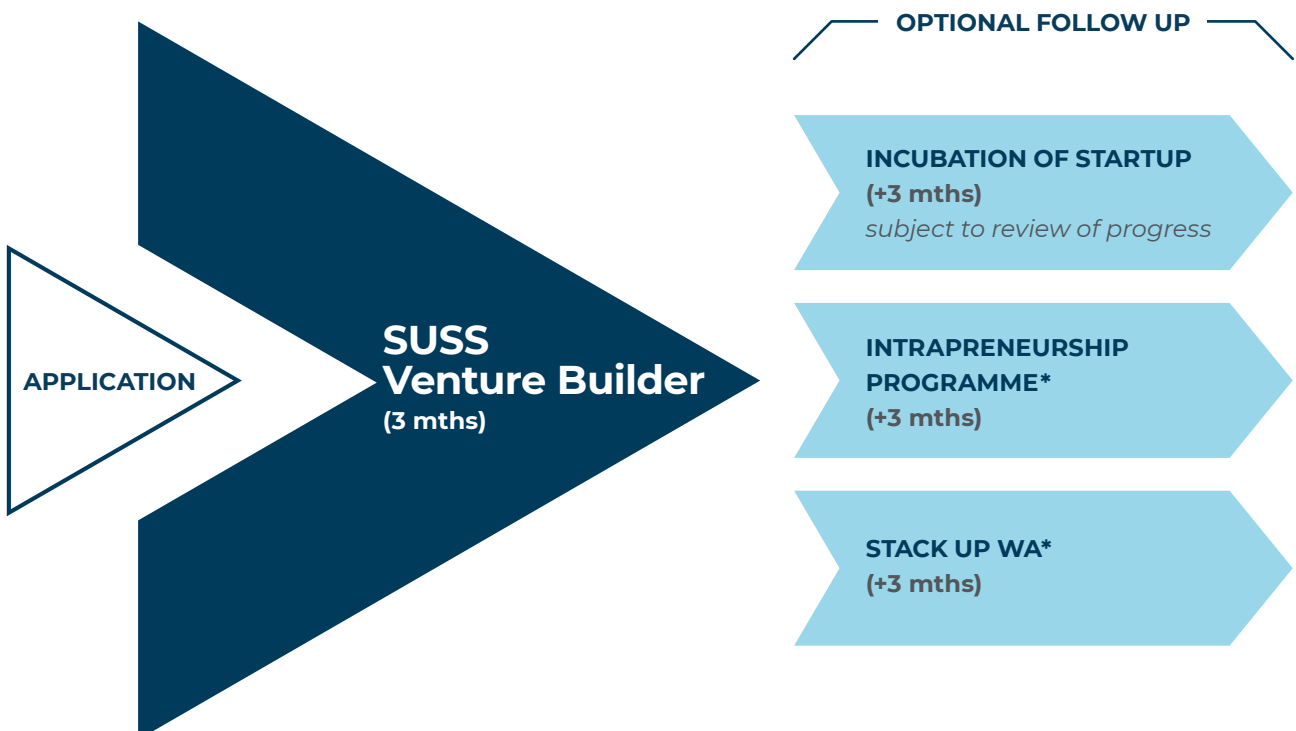
Nonetheless, if your business or startup idea is focused on other industries, we are open to receiving your application!

Programme Structure

The programme will comprise of two phases – the first phase will entail 3 months of hands-on training to build their business and an optional second phase with choice of pathways: participants can either continue working on their ventures, take up an Intrapreneurship or innovation-related Work Attachment* with a host company, or take up a Stack-up Work Attachment* of their choice.

For Impact Regional track, participants will also undergo a pre-programme training to prepare them for the overseas experience.

* Only applicable for SUSS Full-Time students.



Programme Curriculum

The SUSS Venture Builder Traineeship Programme follows a structured curriculum specially curated by SUSS. Trainees will be instructed in all aspects of creating their business – from identifying opportunities in the market to finally achieving success and profitability.

DURATION	CONTENT	TECHNICAL SKILLS / COMPETENCIES
Pre-Programme	<ul style="list-style-type: none"> > Business language* > Cultural Intelligence* > Understanding business in the region* > Travel preparedness* > Co-founder Matching* 	
Month 1	<ul style="list-style-type: none"> > StrengthsFinder** > Co-founder Matching** > Domain Deep Dive > Jobs to be Done > Lean Startup > Problem Validation 	<ul style="list-style-type: none"> > Identify Market Opportunities > Build Partnerships and Customer Relations
Month 2	<ul style="list-style-type: none"> > Design Thinking (Solutioning) > Solution Validation > Digital Marketing > Tech Sales > Study Trip to Overseas Startup Hub* 	<ul style="list-style-type: none"> > Product Development > Direct Marketing and Promotion
Month 3	<ul style="list-style-type: none"> > Growth Hacking > MVP Building / Iteration > Business Model Testing > The Art of Pitching > Startup SG Founder Grant(SSGFG) Process 	<ul style="list-style-type: none"> > Financial Projections > Product/Pitch Deck and Documents > Securing Pre-seed Government Grant
Month 4 – 6 (optional)	<ul style="list-style-type: none"> > Continued Iteration on Market Feedback > Launch Marketing Campaign > Secure Paid Customers > Seek External Investors > HR: Hiring and People Management OR Innovation Within Organisations (Intrapreneurship Work Attachment) 	<ul style="list-style-type: none"> > Identify Product-Market Fit > Pitching to Investors

* For Impact Regional Track

** For Impact Singapore Track

Programme Support

Aside from a thorough training programme crafted by SUSS to ensure that you learn every aspect of running a business, expect to tap on our resources and extensive networks to jumpstart your business or startup journey!

FUNDING

- > Monthly Stipend
 - ▶ \$1,500 per month (first 3 months only)
- > Equity-free grant opportunities
 - ▶ SUSS-Impact Grant*
 - > Additional travel subsidy (for Impact Regional Track)*
 - > \$50,000 disbursed in tranches and tagged to milestones
 - > Startups or businesses must be Impact-driven (addressing a societal or environmental issue)
 - ▶ SUSS Kickstart Fund
 - > \$10,000 disbursed in tranches and tagged to milestones
 - > Fund is specifically for the co-matching funding required for successful Startup SG Founder Grant applications
 - ▶ Startup SG Founder Grant* (by Enterprise Singapore)
 - > \$50,000 per team, disbursed in tranches and tagged to milestones achieved

* Terms and Conditions apply

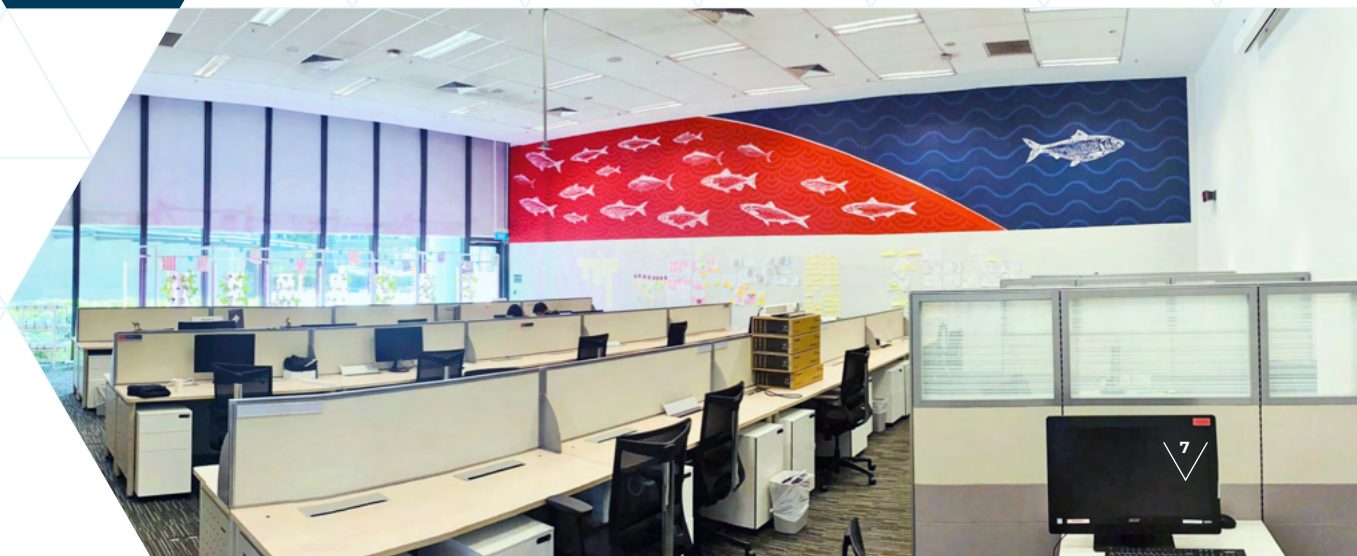
DEDICATED CO-WORKING SPACE

Singapore

- > Free access to our very own co-working space “The Fish Tank”, at the SUSS Campus.

Jakarta, Indonesia

- > Free access to incubator space with our partner in Jakarta



VENTURE BUILDER LEAD & IN-RESIDENCES

Venture Builder Lead, Entrepreneur-in-Residence, Chief-Technology-Officer (CTO)-in-Residence, Sociopreneur-in-Residence, Agripreneur-in-Residence to closely guide each team and provide methodology support



Venture Builder Lead

Kenneth Yap currently leads the Venture Builder at SUSS, serving as a “co-founder” to the teams under him. Kenneth was part of the core team that conceived the programme, and has since supported over 60 trainees in their startup journeys, with more than a third moving on into revenue generating businesses or startups, and one in every 6 trainees successfully attaining grant funding.

Prior to SUSS, Kenneth was a serial entrepreneur, having cofounded two start-ups under his belt, both in the field of Fintech.



Entrepreneur-in-Residence

Bryan Long is the founder of Unaverage, a platform to help young people with average school results to achieve unaverage goals that demonstrates their true potential. He was previously the co-founder of Stacck, a SaaS startup, which counts Eduardo Saverin as one of its investors, and which he sold recently. He is also the founder of The Testing Ground and organiser of the Singapore Lean Startup Circle. Bryan is a fervent evangelist of Lean Startup.

As the Entrepreneur-in-Residence, Bryan will offer critical mentorship advice to startup teams on broad ranging topics from growth hacking to product development strategies.



CTO-in-Residence

Jackie Tan is currently the Head of Academy at Tribe. Previously, he co-founded a Q&A insurtech startup fundMyLife in 2016 which was acquired in early 2019, as well as UpLevel, a data science training and consulting startup that was acquired in 2021. An avid supporter of the local startup ecosystem, Jackie is a startup mentor for several entrepreneurship programmes with both local and regional focus such as Sustainable Development Goal innovation

As the CTO-in-Residence, Jackie will play a crucial role in teams that may be lacking in technical expertise, offering strategic advice on technical product development as well as introducing low/no-code tools to develop prototypes.



Sociopreneur-in-Residence

Russ Neu is the founder and CEO of Social Collider, an aggregator of resources for social enterprises and impact organisations in Singapore. He is also an Associate Director of Impact Initiatives at Quest Ventures, a leading venture fund for technology companies that have scalability and replicability in large internet communities.

As Sociopreneur-in-Residence, Russ will be crucial in making recommendations on meaningful, accurate ways of considering tracking of impact that your startup is creating, as well as introducing key concepts in social entrepreneurship, and high value connections within the social sector.



Agripreneur-in-Residence

Damien Lam is currently the COO of Nutrious Farms Pte Ltd. He has more than 30 years of experience working in corporate MNCs and running his own businesses, with expertise across a wide range of industries. Passionate in opening new frontiers to serve the underprivileged, he has identified an opportunity in the agriculture sector to create businesses with positive societal impact.

As Agripreneur-in-Residence, Damien will be able to offer expertise from his extensive experiences in the agriculture industry, as well as make meaningful introductions to industry players.

DOMAIN EXPERTS, MENTORS AND PARTNER NETWORK

Our Domain Experts are SUSS faculty members that provide expert insights as well as connections to their specific industry



Professor David Lee Kuo Chen
Professor
School of Business
FINTECH / BLOCKCHAIN



A/P Lau Kong Cheen
Associate Professor
Marketing Programme
MARKETING / ECOMMERCE



A/P Ding Ding
Vice Dean
School of Business
FINTECH / BLOCKCHAIN



A/P Luke Peh
Vice Dean
School of Science and Technology
SCIENCE & TECHNOLOGY



A/P Huang Ha
Head
Business Programmes
CHANGE MANAGEMENT / SUSTAINABILITY



A/P June Tay
Head
Digital Media Programme
SCIENCE & TECHNOLOGY



A/P Carol Ma
Associate Professor
Gerontology Programmes
GERONTOLOGY / ELDERCARE



A/P Bheema Thiagarajan Lokesh
Head
Electronics Engineering Programme
SCIENCE & TECHNOLOGY



Dr Kelvin Tan
Senior Lecturer,
S R Nathan School of
Human Development
GERONTOLOGY / ELDERCARE



Dr He Yihong
Head
Aerospace Systems Programme
SCIENCE & TECHNOLOGY



Cynthia Chang
Head
Office of Service-Learning
& Community Engagement
SOCIAL SECTOR



Professor Leslie Chew, SC
Dean
School of Law
LEGAL



Dr Emily Ortega
Head
Psychology Programme
PSYCHOLOGY / MENTAL HEALTH



Lee Chye Seng
Director
Learning Systems
and Applications
EDUTECH



Dr Victor Seah
Deputy Head
Psychology Programme
PSYCHOLOGY



Barbara Eu
Specialist
Office of Global Programmes
EARLY CHILDHOOD

Our panel of over 30 mentors include investors and industry players who can provide insights into the development of your business across various stages. Scan here >>>



Eligibility & Selection Criteria

Eligibility:

IMPACT SINGAPORE AND IMPACT REGIONAL

- > SUST Full-time / Part-time Students and SUST Alumni
- > SUST Full-time Students applying for this programme as a Work Attachment must clear all Pre-Work Attachment requisites.
- > Singapore Junior College or Polytechnic Students who are working on a **Gerontology-related** startup idea will be considered.
- > Must be able to commit to the programme full-time for duration of the programme.

Selection Criteria:

We will assess each participant based on:

- > Entrepreneurial potential – experience passion, skillsets.
- > Quality and feasibility of the idea.
- > Resourcefulness and networking ability
- > Intellectual nimbleness and ability to form collaborations.
- > Potential to tackle challenging situations with finesse and determination.
- > Experience as an entrepreneur or in a startup will be an added advantage.
- > Passion to build and grow a business of their own.
- > Ability to contribute an impact business idea in any of the following domains: Early Childhood, Gerontology / Elderlies, Psychology / Mental Health, Education Technology, Fintech / Blockchain, E-commerce / Marketing, Social Sector, Sustainability, Science and Technology, Agritech; will be an added advantage.

Applicants can expect to go through one or two rounds of selection interviews.

Join Us On This Journey

Let SUSS guide you on this journey of success and actualization. Build the company you've always wanted with the tools, techniques and talent here at the Venture Builder Programme.

APPLICANTS ARE REQUIRED TO SUBMIT THE FOLLOWING DOCUMENTS:

- > One-page Business Overview (PDF only)
 - ▶ Applicants may consider utilising a Business Model Canvas template for this purpose.
- > Problem Area/Business/Start-up Pitch Deck (PDF only)
 - ▶ The pitch deck should include more contextual information about the business you are building, or the urgent need to address a problem for an underserved segment, and why it has the potential to succeed as a business.
- > 6-month Milestones (PDF only)
 - ▶ This shall serve as an overview of the work during the course of the programme.
- > Team Background
 - ▶ Applicant to provide information on team members and external advisors/mentors (if any).

Interested candidates can apply at the following link:

<https://suss.edu.sg/venture-builder>





CONTACT US

Please direct any queries to entrepreneurship@suss.edu.sg



SU:SS

SINGAPORE UNIVERSITY
OF SOCIAL SCIENCES