



Singapore Entrepreneurship and Consulting Program

Singapore

Objective

The Singapore Entrepreneurship and Consulting Program aims to help students discover the important career choice after graduation: to become working professional or entrepreneur?

4 week project-based internship at Singapore companies

Accumulate valuable overseas working experience

6 days of hands-on training program by domain experts

Learn practical skills and apply them into later project

30+ students from CUHK, HKU, NUS, NTU, CSU, DLUT, OUC

Immerse in diversified culture and establish networks

Through the two-week program, students will have a better understanding of which career path they would like to pursue in the future.

Four Pillars of the Program Design



Training Session(s)

- 3-hour classroom training covering various topics
- Conducted by domain experts from both industry and academic
- To equip students with essential knowledge critical to internship



Company Visit(s)

- 1~2 hour guided tour in Singapore MNCs and startups
- Experience the entrepreneurship spirit
- To help student understand different industry and company culture



Mentor Sharing Session(s)

- 2~3 hour experience sharing by BestTop mentors
- Learn from mentors about their working experience
- To extend students' personal network for career development



Project-based Internship

- 7 Singapore companies have confirmed attendance (more to come)
- Apply what have been trained to solve the real-life problem

Program Schedule

Date	Session	Course/Program	In Charge	Venue	Description
17 Jul Mon	Morning	Arrival in Singapore	BestTop	N/A	<ul style="list-style-type: none"> BestTop will arrange airport pickup Students take rest and settle in hotels
	Afternoon	Program Briefing	BestTop	NUS Incubator	<ul style="list-style-type: none"> Overview the next two weeks' activities Highlight important things to take note
	Evening	Welcome Dinner	BestTop	NUS Incubator	<ul style="list-style-type: none"> Buffet dinner to welcome students Students can exchange thoughts with startups from NUS Incubator
18 Jul Tue	Morning	Training Session (1) Business Consulting for Real-life Projects	Daniel Kang	NUS Alumni House	<ul style="list-style-type: none"> 3 typical company consulting projects Preparation for case interviews Basic concepts of business consulting Important consulting frameworks
	Afternoon	Training Session (2) Market Research for Companies	Tony Jin	NUS Alumni House	<ul style="list-style-type: none"> Basic concept of market research for startups Market research process & demo Briefing on 23 July project statement
	Evening	Free and Easy	Student	N/A	N/A

Program Schedule (Cont'd)

Date	Session	Course/Program	In Charge	Venue	Description
19 Jul Wed	Morning	Mentor Sharing Session (1) Effective Problem Solving (I)	Prof. Chai	NUS Incubator	<ul style="list-style-type: none"> Use 7 steps to master problem solving
	Afternoon	Mentor Sharing Session (2) Effective Problem Solving (II)	Prof. Chai	NUS Incubator	<ul style="list-style-type: none"> Learn from pyramid principle to organize presentation and beef up communication skill
	Afternoon	Company Visit (1) Impact Hub	Impact Hub	HUB@Prinsep	<ul style="list-style-type: none"> Impact Hub is a startup community including 500 entrepreneurs, 50 corporate partners, 10 VC funds Sharing by CEO of Impact Hub
	Evening	Free and Easy	Student	N/A	N/A
20 Jul Thu	Morning	Training Session (3) How to Run a Successful Startup	Bert Grobben	NUS Alumni House	<ul style="list-style-type: none"> Insights from previous corporate and startup experience Critical success factors for being an entrepreneur
	Afternoon	Company Visit (2) MasterCard Innovation Centre	MasterCard	MasterCard	<ul style="list-style-type: none"> Attend sharing talk by MasterCard's innovation department
	Afternoon	Company Visit (3) TechForGood	TechForGood	BLK71	<ul style="list-style-type: none"> A global accelerator supporting social-tech entrepreneurs Sharing talk by co-founder Yoav Elgrich on Singapore's social enterprise landscape
	Evening	Company Visit (4) A*STAR Central Open House Tour	A*STAR Central	A*STAR Central	<ul style="list-style-type: none"> Singapore's first open innovation lab, opened by ETPL, the commercialisation arm of government science and research agency A*Star Meet start-up entrepreneurs, investors, corporate managers, and business owners

Program Schedule (Cont'd)

Date	Session	Course/Program	In Charge	Venue	Description
21 Jul Fri	Morning	Training Session (4) Planning for Career, Planning for Future	Dr. William Thomas	SMU Seminar Room	<ul style="list-style-type: none"> Develop sustainable career development plan Discover ways to stand out in interviews and assessment center Acquire important networking skill to succeed your job application Learn how to communicate effectively
	Afternoon	Company Visit (5) Tiger Brewery	Tiger Beer	Tiger Beer	<ul style="list-style-type: none"> Sharing by tiger beer about company history
	Afternoon	Company Visit (6) Prudential	Prudential	Prudential	<ul style="list-style-type: none"> Overview of Singapore's wealth management industry Sharing by the managing director of one of the agency from Prudential
	Evening	Free and Easy	Student	N/A	N/A
22 Jul Sat	Morning	Mentor Sharing Session (3) What You Need to Know about Management Consulting	Yu Jin Thong	NUS Incubator	<ul style="list-style-type: none"> Experience sharing from management consultant's perspective
	Afternoon	Mentor Sharing Session (4) Achieving career goals	Shuhua Koh	NUS Incubator	<ul style="list-style-type: none"> Experience sharing from banker's perspective
	Evening	Free and Easy	Student	N/A	N/A

Program Schedule (Cont'd)

Date	Session	Course/Program	In Charge	Venue	Description
23 Jul Sun	Morning	Mentor Sharing Session (5) Singapore's Startup and VC Eco-system	Jeffrey Paine	NUS Incubator	<ul style="list-style-type: none"> Experience sharing from venture capital's perspective
	Afternoon	Group Project Presentation and Certificate Awarding Ceremony	Student	NUS Incubator	<ul style="list-style-type: none"> Students present market research project results Top team and individual will be identified
	Evening	Mentor Sharing Session (6) BestTop Mentor Networking BBQ Party	BestTop Mentors	East Coast Park	<ul style="list-style-type: none"> Networking with 10+ BestTop mentors from various industries
24 Jul Mon ~ 28 Jul Fri	<ul style="list-style-type: none"> Students are attached to respective companies. Arrangements will follow companies' requirements. Students may choose company according to their own preferences The placement decision is based on students' performance during the training session and group project presentation Certificate of project completion will be issued to student groups when they complete the project to companies' satisfaction. 				
28 Jul Fri	Evening	Program Review and Feedback Session	BestTop	NUS Incubator	<ul style="list-style-type: none"> Students share experience and learning results in the past two weeks.

Gallery



NUS Incubator



A*STAR Central



ImpactHub



Tiger Brew



SMU Seminar Room

Internship Attachment Companies



Great Eastern Life Assurance is Singapore's largest local insurance company. It was founded in 1908 and was awarded as the 7th Singapore's Most Valuable Brand.



TranSwap is a Singapore FinTech start-up company, focusing on P2P foreign exchange business. Currently it has offices in both Singapore and Hong Kong.



Plussize.sg is a large local online fashion sales company, with Singapore as the center, selling high quality clothing to other Asian countries.



Biz Insights is an online business information service platform provided by Elixir Technology Pte. Ltd.



Prudential Singapore, an indirect wholly-owned subsidiary of UK-based Prudential plc, is one of the top life insurance companies in Singapore. We have been serving the financial and protection needs of Singaporeans for over 85 years.



London-based e-commerce website for interesting stationeries.



Integral Yoga was founded by Linda Loo in 2010 formerly known under Light Love Laughter Academy.

Mentor Profiles



Jeffrey Paine

- Managing Partner at Golden Gate Ventures, an early stage seed fund for startups in Southeast Asia with strong ties to Silicon Valley.
- University of Southern California, BA



Shuhua Koh

- Shuhua has over 20 years experience in the banking industry in various functions including risk & control, business management, wealth operations, process management and credit administration.
- University of Melbourne, MAF; National University of Singapore, BEc



Yu Jin Thong

- Yu Jin has 4 years experience in the consulting industry. He is now working as a Senior Consultant at EY Singapore. Before joining EY, Yujin was a consultant at Korn Ferry Hay Group.
- National University of Singapore, MSSc; National University of Singapore, BSSc



Dr. William Thomas

- Dr. Will is the Founder and Chief Teaching Officer of Designing Leaders, who have worked with senior business leaders across Asia.
- Dr. Will worked as a Commander and Strategist for US Air Force from 1988 to 2010.
- George Mason University, PhD; Regis University, MBA; University of Virginia, BA

Mentor Profiles



Chai Kah Hin

- Associate Professor at National University of Singapore (NUS).
- Worked as a Consultant for Deloitte Consulting Malaysia from 2000 to 2002.
- University of Cambridge, PhD



Bert Grobben

- Bert is the CEO of Budding Innovations which was founded in 2015.
- Bert is a seasoned executive with a 15 year MNC track record, an expert in consumer/customer insight, product and pipeline development, innovative strategy, continuous improvement processes and portfolio expansion
- University of Antwerp, PhD



Tony Jin

- Tony is the CEO of BestTop Career Consulting who founded the firm with Daniel Kang in 2014 in Singapore.
- He worked for The Royal Bank of Scotland (RBS) as a Graduate Trainee from 2012 to 2015 in Singapore.
- National University of Singapore, PhD



Daniel Kang

- Daniel is the CFO of BestTop Career Consulting with passionate entrepreneur
- Before joining BestTop, Daniel had a 3-year experiences in RBS
- Georgia Institute of Technology, MSc; National University of Singapore, MSc

Program Feedback

Training

8.8/10

Overall rating
for the training
part

- The professor and the teachers are very friendly. We can learn a lot of useful thing in the program.
- Courses were well-organised and mentors are very professional.
- The teachers are all perfect and kind. And we can learn a lot there.

8.8/10

Knowledge and
information
learnt is useful

8.6/10

Help build up
logical-thinking
and problem-
solving skill

Internship

8.3/10

Overall rating
for the
company

- All is good. It's good enough.
- The boss and company culture is so good.
- My job is edit some project 4 my head. And I do feel that efficiency is really important to do the Right thing.

8.2/10

Project goal is
clear and
aligned to
training

7.8/10

Professionalism
of the company

Demo

Best Student Presentation <https://youtu.be/PgM35Aqu5bk>

Program Fee

The program fee is HKD 8000 for groups more than 7 students and HKD 8500 for groups less than 7 students from the City University of Hong Kong.

The program fee is inclusive of mentor training fee, venue rental, lecture notes, welcome buffet dinner and BBQ networking dinner, chartered shuttle bus for company visits.

The program fee is exclusive of hotel accommodation, air ticket , visa application fee, airport pickup, daily transportation to training & internship venue, and travel insurance.

Application and Inquiry

Candidates will need to go through application process. Please fill in this form: <http://cn.mikecrm.com/LRf8KCC>. We will contact you within 3 working days.

The application deadline is SGT18:00, 15 June 2017.

If you have any question, please call us at (+65) 8259 8345 or email us at contact@besttopcareer.com.