

BUDDING ENTREPRENEURS



Marcus Wong, centre



Victor Zhu

In 2018, **Victor ZHU**, Quantitative Finance Year 4, co-founded Hatch, a social enterprise which trains youths in digital marketing and user interface/user experience design skills, and matches them to companies in need of talent. Hatch has trained 40 youths across all backgrounds for job placements in growth sectors. In the future, Victor plans to expand Hatch's model to emerging verticals in the digital and design space.

Driven by a passion to enhance cultural appreciation in Singapore, fresh Pharmacy graduate **Marcus WONG** founded The Golden Era Guitar in 2017, a boutique dealership for handcrafted guitars. It has since gained international presence, with clients in Asia, Australia, Canada, Europe and the United States of America. Marcus also hopes to nurture the next generation of enthusiasts at NUS' fingerstyle guitar interest club.



TOWARDS GREATER EMOTIONAL OWNERSHIP



Life Sciences' James LIM, who graduated in 2018, and a few partners started Undelusional Technologies Pte Ltd, a solutions company dedicated to addressing today's psychosocial problems.

Undelusional provides a three-pronged approach - consultancy, workshops, and an application Xposur, together with discovery tools - for users to increase emotional ownership. Users are guided to achieve emotional ownership through a proprietary process called RAMs (Reflection, Awareness, Mindset shift).



I went through a difficult phase of losing my parents to cancer and cardiac arrest. From 2008 until 2017, having to cope with school, bringing up a younger brother and shouldering family responsibilities, I suppressed my emotions which affected me academically and socially.

From this experience, I realised that emotional ownership is important in resolving psychosocial issues.

James LIM, Undelusional Technologies

- ✓ The team secured a startup grant from Enterprise Singapore and is developing its platform and seeking early adopters. In its first three years, the team plans to help companies create positive workplace environments.

James Lim (second row, second from left)

