



Emerging Enterprise Secretariat
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Appendix IV

Emerging Enterprise 2010 Finalists

1. Tyler Projects (Corporate Website: <http://www.tylerprojects.com/>)

Tyler Projects is a small local gaming company with dreams of becoming a giant in the social gaming scene. While many gaming companies would like to be the number one in the market, Tyler Projects wants to be influential enough to change the social gaming scene altogether.

The gaming company was founded in 2005 by three friends – Ng Tian Yang, Leonard Lin and Ronnie Neo - who had a passion for gaming. With encouragement from a university professor, they decided to start a company using their initials to form the company name, and Tyler Projects was born. In 2009, Tyler Projects had revenue of about \$1.5 million, six times the revenue of \$250,000 in the previous year.

The company developed Battle Stations, Singapore's first Massively Multi-player Online Role Playing Game for Facebook users, and has not looked back since.

2. MAJ Aviation (Corporate Website: <http://www.majaviation.com.sg/>)

MAJ Aviation provides specialised aviation services and engineering support to local clients and does defence maintenance, repair and overhaul (MRO) consultancy work.

Seven years back, it was just a six-person company that provided technical manpower and other outsourced services to SIA Engineering Company and ST Aviation Services Company. But the spirit of enterprise drove MAJ, which now has 25 staff, to fly high in other areas.

The company's "bread and butter" – 70 per cent of its business – is aviation logistics support. It is now the authorised parts distributor for aircraft seat manufacturer Weber Aircraft, with accreditation to carry out repairs too.

3. Reclaims Enterprise Pte Ltd

Recycling company Reclaims Enterprise is playing its part to battle the shortage of dumping grounds in Singapore by recycling industrial waste into construction materials and animal feed.

Started in 2009, the young company was started by four long-time friends with a common vision: to reduce wastage in Singapore. Their years of experience in the construction industry made them realise that a large portion of construction waste could be recycled as construction materials.

This observation led Reclaims Enterprise to focus on recycling construction waste into usable road materials - the first stage of its venture into the recycling industry.

4. Flexspeed Technology (Corporate Website: <http://www.flexspeed.com.sg/>)

Flexspeed was set up in 2003 to link manufacturers of precision machine tools with potential buyers, but has since evolved into a one-stop solutions provider that not only sells cutting-edge machinery but also installs, maintains and repairs them. The edge that Flexspeed gains from its value-added services is what makes it value its people.

Seven years on, Flexspeed boasts more than 100 clients, 80 per cent of them local and 20 per cent multinational companies.

5. Moveon Technologies (Corporate Website: <http://moveon.bz/>)

Moveon Technologies manufactures optical components used in printers, cameras and smartphones.

The company started in 2006 with just seven people and now has a staff strength of 100. It has a projected sales target of US\$14 million this year.

The new TrackPad – the optical finger navigation pad that replaced the TrackBall – on BlackBerry handsets was co-developed by Moveon Technologies.

The company has also acquired a patent for a lens printing methodology that allows mass production of the Fresnel lens – a kind of flash lens that allows for slimmer mobile phone cameras.

6. Simply Freight Services Pte Ltd (Corporate Website: <http://www.simply-freight.com/>)

Home-grown logistics and supply chain management specialist Simply Freight Services deals with air and sea freights on a door-to-door basis.

Simply Freight does not have an operations team. Instead, staff from the sales and customer service divisions are required to be well-versed in the company's operations. The company has also delved into niche markets which help to generate growth by creating multiple revenue streams.

Mr. Chew, one of Simply Freight co-founders is also a chairman of the SFS Global Logistics, a new venture with 11 other companies in 2009 that target MNC customers seeking a single company to do logistical and supply chain management in the Asia-Pacific region. This in turns effectively reduce costs, bypassing language barriers and avoiding coordination breakdowns.

7. DN Hybrid Pte Ltd (Corporate Website: <http://www.dnhybrid.com/>)

Using trust as a foundation, Desmond To and Nelson Ham has moulded building and construction company DN Hybrid into the successful entity that it is today.

The name of the company are the initials of these two founders and 'Hybrid' was chosen as Mr. Ham was previously doing interior, architecture and finishing work, and Mr. To was doing structural steel work.

DN Hybrid strives to provide its clients with a one-stop integrated building solution through excellent delivery and ingenious construction.

8. Global Harvest Precision

Global Harvest Precision (or GHP) is a local metal stamping contractor and parts maker founded in December 2002 by former machinists Tony Cheng and Lim Be Hua.

GHP gets most of its business from local electronics manufacturers. About 60 per cent of sales can be attributed to Philips Electronics Singapore, a company the founders worked with when they ran their previous company, Ee Cheng MetalWorks.

The company expanded in July 2007 through its subsidiary, PT Global Harvest Precision Engineering, in Batam. As many of the company's customers had production lines in Indonesia, this allowed GHP to reduce costs and make delivery more efficient.

The company has a total staff strength of 50 – 32 in Singapore and about 20 in Batam.

9. Toyo Adtec (Corporate Website: <http://www.toyo-adtec.com/>)

Toyo Adtec has taken the phrase 'The customer is always right' and adapted it to distinguish its business model from the other technology solution providers in the electronics industry.

Toyo Adtec focuses on what its customers want, and then moves back up the supply chain to source for the desired products.

Supplying mainly customers from the semiconductor and electronics packaging industries, Toyo Adtec began as a joint venture with a Japanese company of the same name in 2004, but struck out on its own in 2008. Its buying customers number around 180; about 10 are local and the rest from overseas.

In Singapore, Toyo Adtec's best-selling product is the capillary, a high-tech sewing needle that stitches gold-wire one-tenth the thickness of a human hair onto semiconductors.

10. Leong Guan Food Manufacturer

Riding itself on high quality products and good service, Leong Guan Food Manufacturer aspires to be a leader in taking Singapore noodles overseas.

The company started out as a noodle supplier in 1996, with minimum assets consisting of three delivery trucks and 10 employees. The owners set up a manufacturing arm in 2006 to monitor the quality of the noodles produced and currently has 15 per cent share of the local noodle market.

Leong Guan Food Manufacturer produces 20 tonnes of cooked noodles such as yellow noodles, kway teow, as well as uncooked noodles such as wanton noodles, mee pok and mee kia on a daily basis.

In its 2009 financial year, starting January 2009, the company had a turnover of \$6.7 million and a profit of \$1.2 million.

11. Edgilis Pte Ltd (Corporate Website: <http://www.edgilis.com>)

Julien Sylvain Arnaud hails from France, but “Edgilis” – the name of his consulting firm – is not a French word. Nor is it English. The name is actually a creation that comes from edge and agility which reflects the fact the company is nimble and reactive.

Started in 2006 in Singapore Edgilis is an “opportunity consulting firm” with transport, infrastructure and energy as its key markets.

Edgilis is also a distinctly international company and has projects in 15 countries on four continents.

Despite the global downturn, Edgilis reported a \$1.2 million gross profit on revenue of \$3 million in 2009. The company projects revenue of \$5 million this year.

12. Udders Pte Ltd (Corporate Website: <http://www.udders.com.sg>)

In 2007, David Yim and a partner opened the first outlet of the home-grown ice-cream chain Udders, and have not looked back since.

Today, Udders has three outlets – at Novena, Bukit Timah and Bukit Batok. And two more – at Siglap and Serangoon Gardens – are set to open in June and November respectively.

The company’s range of liqueur ice-cream flavours is its unique selling point. Udders has about 30 flavours of ice-cream, and new ones are being researched all the time.

Udders now has 20 full-time and 40 part-time staff. Last year, the company earned revenues of more than \$1 million and is expected to more than double this year.

13. Kok Fah Technology Farm Pte Ltd

Kok Fah Technology Farm (KFTF) has grown to become one of the main players in Singapore's vegetable sector by capitalising on the use of technology to improve efficiency.

The company started out with just one two-hectare farm 10 years ago and today comprises five 10-ha farms, each with a staff force of around 70.

With a turnover of \$7 million last year, KFTF supplies vegetables to Pasir Panjang Wholesale Market and supermarkets such as NTUC Fairprice.

Mr. Wong is aware that for consumers, freshness of their vegetables is an important purchasing factor. Hence, the company has taken steps to improve the quality of its vegetables through collaboration with SPRING Singapore and AVA to develop a cold-chain project – a temperature controlled supply chain which enables the extension of a produce's shelf life.

14. KAI Square Pte Ltd (Corporate Website: <http://www.kaisquare.com/>)

Homegrown multimedia surveillance and intelligence specialist KAI Square Pte Ltd sees its technologies as contributing to the greater good of society by enhancing safety and security as well as boosting existing health care services. It aims to enable innovation through the use of knowledge and artificial intelligence.

Established in 2006 by two computer science graduates, KAI Square's star offering is its Juzz4 series – which includes Juzz4Security, a full-fledged Web-based surveillance solution for the transportation and logistics industries.

KAI Square sees itself as both a business-to-business (B2B) and business-to-consumer (B2C) company, with its clientele comprising of both large corporate clients requiring intelligence and CCTV platforms and end-consumers looking to have high-end security at their fingertips.

In financial year 2009, it turned in a profit of \$56,000 on sales of \$503,000, and is projecting its revenue for 2010 to reach \$2.2 million and its profit to be around \$500,000.

15. MindWave Solutions Pte Ltd

Proactiveness is the keyword that sets the IT-servicing company, MindWave Solutions, apart from other companies in the same industry.

The company's competitive advantage is putting customers' needs in front – by going beyond fulfilling their clients' requests and suggesting improvements that will enhance its clients' IT system.

Co-founded by Mr. Vinod Menon and Ms Aditi Nayak in 2005, the company now has 150 employees regionally from 11 nationalities. It currently has two other branches in Malaysia and Australia apart from its headquarters in Singapore. It also has partners in Thailand, India, Vietnam, Indonesia and the Philippines, where it outsources projects that require specific IT knowledge.

In Singapore, the company has a total of 75 clients locally consisting of MNCs and SMEs.