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新大设创新与创业中心 协助化概念为实质商品

潜在创业者可以通过中心与外界经验丰富的创业者、商业指导人以及天使基金伙伴合作，以建立可持续性的商业模式。

何丽丽 报道

不只是在籍学生，凡是想要创业的人士，都可通过新加坡管理大学(SMU)新设立的创新与创业中心(Institute of Innovation and Entrepreneurship, 简称IIE)，将创新概念转为实质的商业产品与服务，并借此平台扩大联络网。

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此外，他们也可参与中心每月举办的联络与产品推广活动，以及投资者与企业家之间的速配活动，扩大联络网。

创新与创业中心昨天正式开幕。新大昨天也宣布已在本学年在其李光前商学院推出创业主修课程，并在资讯系统学院推出科技创业道课程，进一步鼓励学生创业。

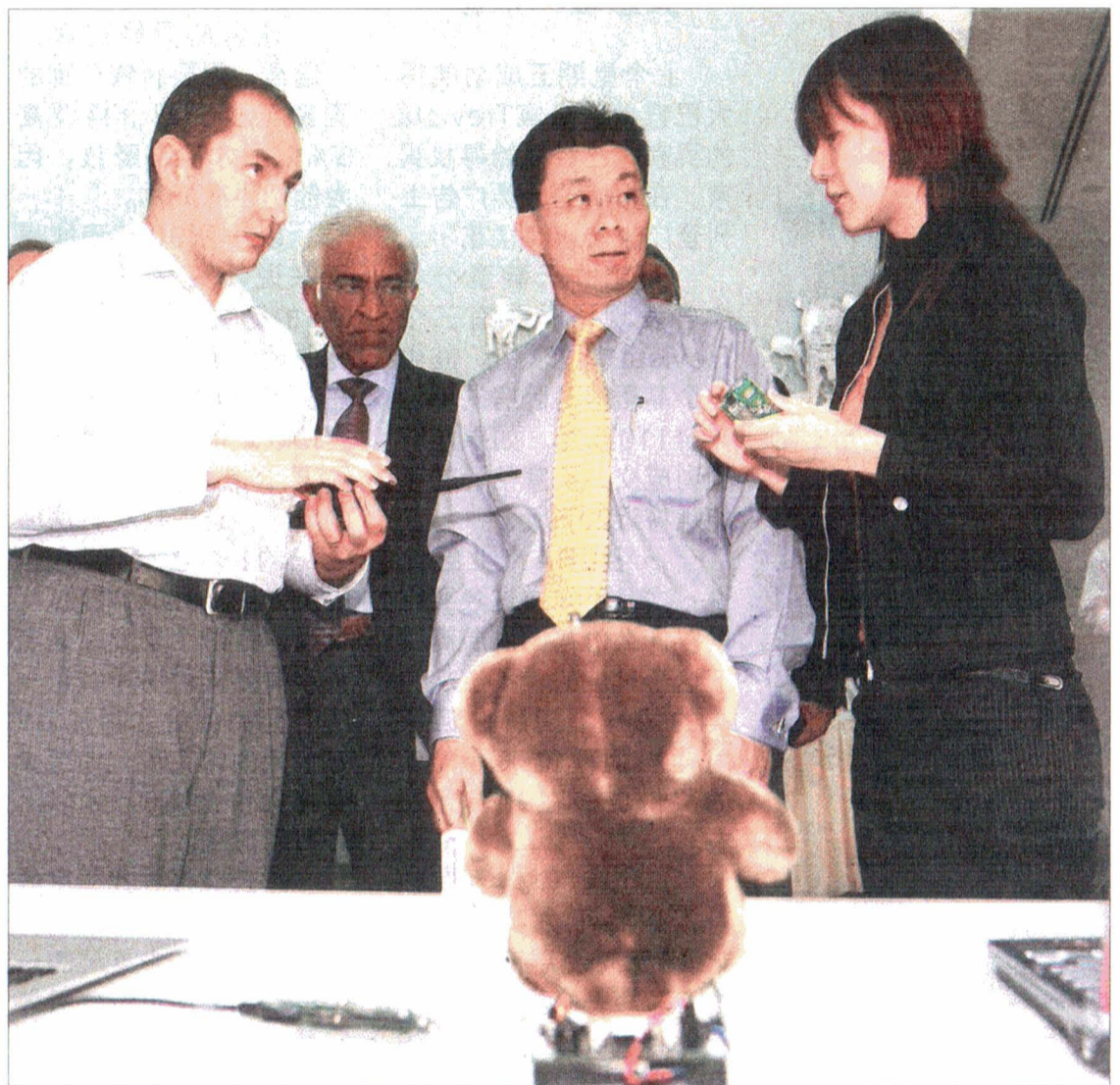
贸工部兼人力部政务部长李奕贤昨天在开幕仪式上讲话时表示，高等教育学生毕业后，并不一定要为别人打工，他们也可出来创业。

他说：“随着全球化趋势将个别市场连接起来，而产品推出市场的时

间也成为了关键优势，一个人出来创业、自雇、并将生意做大的可能性是肯定存在的。实际上，新加坡如今的创业环境对于开创新企业来说，比起以前改善许多，即便是传统领域或者是高科技领域。”

李奕贤昨天也公布有关政府推出的一系列鼓励创业的计划的数字。他说，标新局起步企业投资计划(Spring SEEDS)以及商业天使计划(Business Angel Scheme)至今已将5000万元的资金投入170家公司，另外还有38家起步公司受惠于标新局企业科技商业化计划(Technology Enterprise Commercialisation Scheme)所提供的总值1500万元津贴，协助它们发展及测试原型(prototype)。

为鼓励学生创业，标新局也设立青年企业家起步公司计划(YES!Startups)，为他们提供5万元的资金创业。李奕贤说，该计划至今已为26家青年企业提供130万元的津贴，目前也有25家学校通过校园青年企业家计划(Young Entrepreneurs Scheme for Schools)为学生提供创业相关课程，受惠的学生超过6000名。



李奕贤(右二)昨天在新加坡管理大学参观源自创新与创业中心的起步公司的产品。右一为公司董事经理吴夷萍。(梁麒麟摄)

在标新局七个孵化中心(incubator)及促进风险投资机构(venture accelerators)里的300家创新起步公司，也在培育企业发展计划(Incubator Development Programme)下共获得1360万元的资金。

建议通过 特许经营方式创业

李奕贤也建议创业者通过特许经营的方式创业。他表示，特许经营商

在品牌设计、产品定位以及运作模式方面已经设立了一套系统，年轻企业家若对某些行业如托儿所、电子产品专卖店及便利店等有兴趣，能够通过这个途径尝试创业，其中的风险也比较小。

他也提到，无论市道好坏，在眼前快速变化的市场里，商家与消费者将不断创造出新的需求，年轻人在创业之前应该先多了解他们的创业选择。

“除了高科技，很

多基本行业也存在商机，如食品、交通、服装、日用品等，只要企业家能创新，创造出市场上还未出现的产品与服务，他们还是有开拓市场的机会。”

他也说：“我国接下来的经济发展将由科技与知识领域推动，它们有高增值，而许多优秀的科技与知识企业当初也是从小做起，我们需要做的，是设法将教育及研发方面的投资转为市场上所需要的商业点子。”

SMU IIE to help translate ideas into products

Not only SMU students, but anyone with a compelling innovation can work with SMU's newly-launched Institute of Innovation and Entrepreneurship (IIE) to translate innovative ideas into commercial products and services. They can also expand their network with this platform.

Budding entrepreneurs can collaborate with experienced entrepreneurs, business mentors and angel investors to build sustainable business models.

They can also participate in the Institute's monthly networking-cum-pitching event and speed dating session between entrepreneurs and investors.

At the launch, SMU also announced that in this new academic year, students at the Lee Kong Chian School of Business can opt for a new Entrepreneurship major, while students at the School of Information Systems will have a new Technopreneurship track.

Speaking at the event, Minister of State for Trade and Industry and Manpower Lee Yi Shyan said graduates need not necessarily work for someone, they can also become entrepreneurs.

He said: "In the flat and globalised world where markets are connected and time to markets become a critical advantage, there is always the possibility of one starting a new business, becoming one's own boss and making it big. In fact, Singapore's entrepreneurial environment today has become far more conducive than ever for starting new businesses, in conventional sectors as well as in high-tech ones."

Mr Lee also revealed some figures pertaining to the government's support for entrepreneurship. He said SPRING Singapore's SEEDS and Business Angel Scheme have invested \$50 million in 170 companies. 38 start-ups have benefitted from the \$15m grant under the Technology Enterprise Commercialisation Scheme.

To encourage students to become entrepreneurs, SPRING also has the Young Entrepreneurs for Start-ups (YES) to give youths a grant of \$50,000 to start their business. To date, 26 young companies have been supported with a grant of \$1.3m. More than 6000 students from 25 schools have also been able to benefit from another grant from SPRING which supports the teaching of entrepreneurship-related subjects.

300 innovative start-ups incubating under SPRING's seven incubators and venture accelerators have benefitted from the more than \$13.6m under its Incubator Development Programme.

Mr Lee also suggests that franchises can be an option for budding entrepreneurs. He said these tried and tested models could be less risky.

And in this rapidly changing marketplace, budding entrepreneurs must consider their options. They need not just focus on technological innovations; they can also consider offering innovative services in established industries like food, transport and apparel.



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“Singapore’s next phase of economic development will be driven by knowledge and innovation,” he said. He stressed that what is crucial is to translate the investment into education and research into business ideas sought after by the market.