STARTING YOUNG

Coming on the scene – an iClubbing app

Thanks to two ex-nightlife pros, clubbers can now click with the hottest parties in town, says MA XIANGYU

DRESSED in crisp pink oxfords and cloaked in an air of casual debonair, the pair of Subaish Rajamanickam and Mano Kumanasegaran from Biggest Baddest Parties (BBP) do not cut the image of your usual technopreneur.

Not geeks by trade, the pair are former nightlife professionals trying to build BBP into an online service that can present all of Singapore’s nightlife offerings on one stylish web application.

The core idea behind BBP is simple. The two are building web and mobile apps on iOS and Android platforms where users, after signing in with their Facebook accounts, will be able to check out all the parties happening in Singapore clubs, sign up for guest lists, and check out the parties their friends are going to. When they want to, they can check in themselves and join the party.

The application is not out yet, but a Facebook page is up and running. Mr Subaish, CEO of BBP, is a former senior marketing and entertainment director with local entertainment company Creative Insurgence, and at age 29 has five years of experience in the entertainment industry. His partner, Mr Mano, 27 and with the party scene where those who can pay for the best promoters win.

"Most if not all the clubs now work by paying promoters to bring people in. The clubs simply share a stodgy stubbornness against technology. Some are resistant to change. "It can take a while to convince them," says Mr Mano.

The idea behind BBP is hardly unique, and the road behind it littered with past failures. But the duo, banking on their experience and credibility with local nightlife players, are convinced that their project can make it where their predecessors could not.

"Nobody can build technology but not everybody has the understanding of the nightlife business we do. That’s where the value set for us is. We know just about everything there is to know about parties in Singapore," says Mr Mano.

Already, the pair are also looking ahead, seeing other opportunities in Kuala Lumpur, Bangkok, and much of South-east Asia.

"The lack of a single go-to website or app isn’t just true in Singapore, it’s the same for so many places. It frankly stupefies me. That’s why we’re so confident and eager to expand our offerings outside of Singapore," he says.

"Two months after we launch in Singapore we’ll be launching in KL, and then another city. The third city we’re yet to decide.”