Contrary to popular belief, it takes much more than just an abundance of guts and an acute desire for glory to be an entrepreneur—it requires a keen eye for identifying new business opportunities. Find out how QaDIM™, or Quick and Dirty Innovation Method, can help you to spot and capitalise on fresh opportunities easily!

Did you know?
QaDIM was developed by Professor Desai Arcot Narasimhalu, founding Director of SMU's Institute of Innovation and Entrepreneurship.

Did you know?
QaDIM is now used by C-level executives from Small and Medium Enterprises to plan the innovation portfolios for their companies.

FIND OUT MORE!
To learn about how SMU can help you to realise your dream of becoming an entrepreneur, visit SMU’s Institute of Innovation and Entrepreneurship website at iie.smu.edu.sg. Also, be sure to find out more about the SMU Innovation and Entrepreneurship Area of Excellence at www.smu.edu.sg/area-of-excellence/innovation-entrepreneurship!