



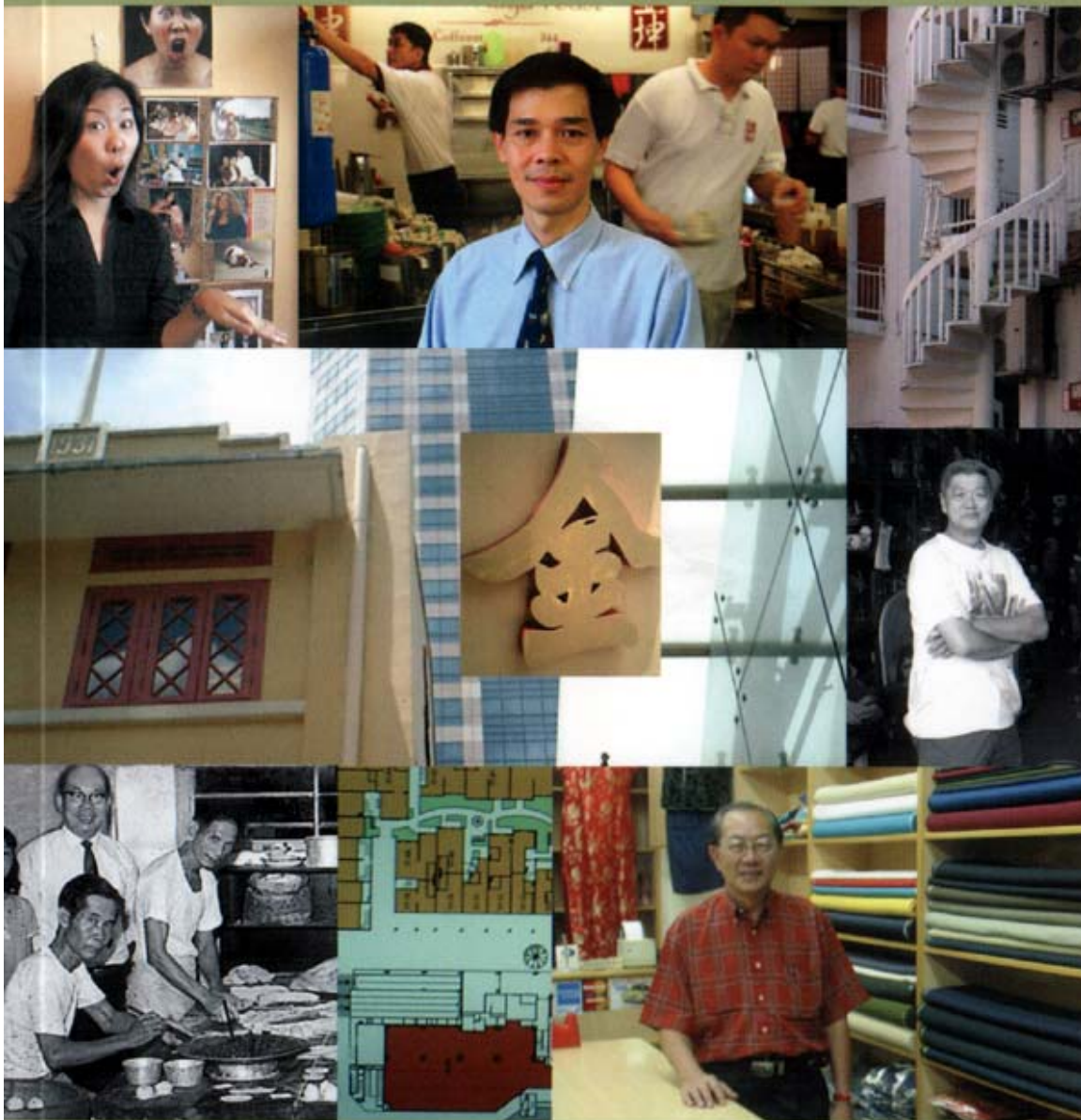
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Title: Singapore's homegrown entrepreneurs tell you how to do it

# Singapore's HOMEGROWN ENTREPRENEURS

tell you how to do it



RUSSELL R. MILLER

## **CEO at 23**

**Goh Beng Yeow, XinDesign**

At the age of 23, Mr Goh is now already a CEO of XinDesign, a successful IT company and an IT Youth Award Winner of the Singapore Computer Society:

Just after I finished my 'O' levels, I was working as the technical officer for Singnet, after which I became the Singnet chat administrator, and I continued working even during my first year of polytechnic life. During the second and third year of my polytechnic, I was working part-time during weekends selling PCs at Funan Center. During my third year of polytechnic, I started PDAlive.com, now known as XinDesign. At the start of PDAlive.com, it was actually for the PDA-centric business but now I have re-structured the business so it is entirely IT-centric. Not so specialised but there is a high potential in it.

## **Office in cyberspace**

**Goh Beng Yeow, XinDesign**

I run my business with a virtual office concept. What do I mean by a virtual office concept? It means I don't really have a physical office, my employees and I work from our own premises and we deliver solutions and we really rely on infocom technology to keep us going. In short, we are a true IT company.