

Fame Exchange (www.famexchg.com)

The idea is novel: In this free Facebook game, you incorporate your personality as a stock in the virtual Fame Exchange market.

Like in a traditional stock market, players are given fame points to buy and sell “stock personalities”. Popular personalities go up in price, while unpopular ones see their value dip. You can make or lose money – fame points, in this case – betting on stocks.

Said co-founder Keith Ng: “It’s a popularity contest but it also helps one gain financial skills.”

Funded by the Media Development Authority, Spring Singapore and a private sponsor, Fame Exchange hopes to build up a base of 10,000 players by the end of the year.

Since its beta launch in April last month, the site has attracted 500 players, mostly by word-of-mouth.

Keith, 27, is less worried about monetisation, for now, till he can woo more players.

He and co-founder Damon Widjaja, 26, hit upon the idea after an internship together at Standard Chartered Bank doing a stock exchange simulation.

The duo, both SMU graduates, turned down job offers last year to focus on their dream.

“We wanted to avoid deskbound jobs and create something,” Keith said.

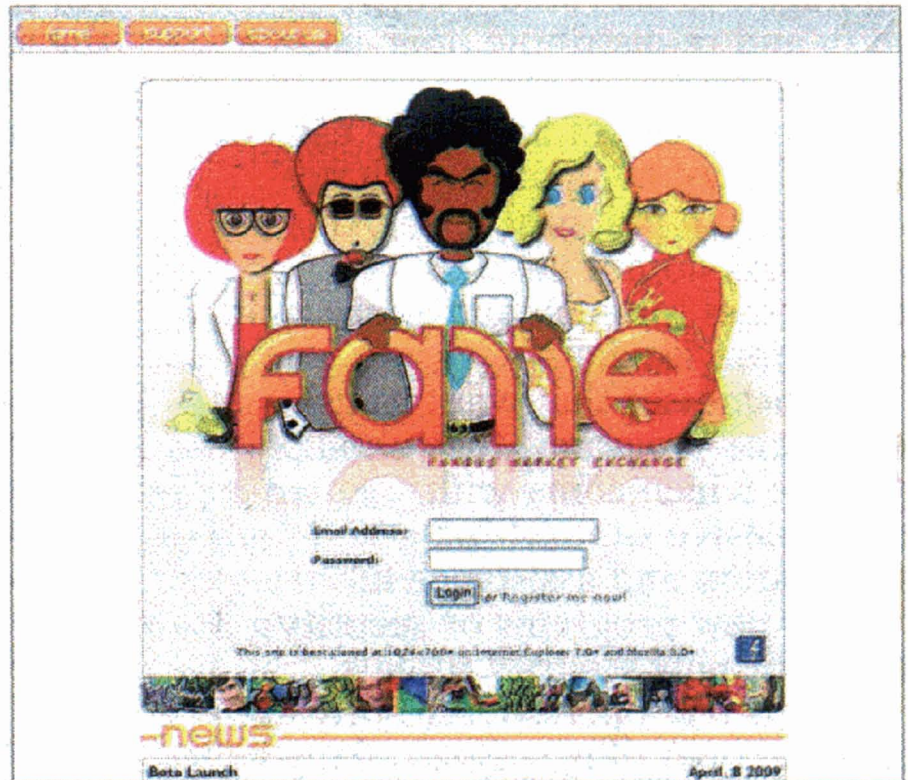


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