



NEWS RELEASE

30 November 2010

Shell LiveWIRE 10th Anniversary Celebrations

NEW SHELL *LIVESPARK* AWARD TO IGNITE STUDENTS' ENTREPRENEURIAL PASSION

A new Award to recognise and encourage entrepreneurship in secondary and post-secondary students - the **Shell LiveSPARK Award** - was launched on 30 November 2010 (Tuesday), in conjunction with the Shell *LiveWIRE* 10th Anniversary Celebrations. The event took place at ITE College East.

2 The Shell *LiveSPARK* Award is a timely and fitting initiative to spark a spirit of entrepreneurship among youths. Presently, there are not many awards that are designed to recognise students' active contributions and achievements in entrepreneurial activities. Unlike other awards, students who are in the running for the Shell *LiveSpark* Award need not necessarily be setting up or running a business at present. This award is thus a timely and fitting award to fill the gap in sparking a spirit of entrepreneurship among youths. More information on the Shell *LiveWIRE* Award and the new Shell *LiveSPARK* Award can be found in **Annexes A & B** respectively.

Showcase of Young Entrepreneurs' Projects

3 As part of the Shell *LiveWIRE* 10th Anniversary Celebrations, ITE students have also showcased four enterprise projects in a mini exhibition. These projects demonstrated ITE students' strong passion for entrepreneurship, making them fine examples of youths who are likely to benefit from the Shell *LiveSpark* Award. Information on the four projects is in **Annex C**.

4 During the Shell *LiveWIRE* 10th Anniversary Celebrations, Guest-of-Honour, Mr Lee Yi Shyan, Minister of State for Trade & Industry and Manpower, also launched the new **Enterprise.Connect@ITE College East**, which would serve as a one-stop enterprise centre supporting the Shell *LiveWIRE* programme.

About Shell *LiveWIRE*

5 The Shell *LiveWIRE* programme was first launched in 2000. Over the last decade, more than 30,000 students have participated in the seminars and workshops under the programme. The programme has also supported several entrepreneurship competitions, such as the Young Entrepreneurs Skills Competition (YESCOM).

6 The biennial Shell *LiveWIRE* Award has provided due recognition to budding entrepreneurs and has given a boost to their enterprising ventures. Since its launch, 35 young entrepreneurs have been recognised. One of them is 30-year-old Mr Leonard Tan, Managing Director, PurpleClick Media Pte Ltd, who shared his experience at the celebrations today.

7 The four partners behind the Shell *LiveWIRE* and Shell *LiveSPARK* Awards - Institute of Technical Education, ITE Alumni Association, Shell Eastern Petroleum (Pte) Ltd and Singapore Press Holdings, Chinese Newspapers Division, also inked a five-year Memorandum of Understanding for the third time.

8 Mr Bruce Poh, Director & CEO/ITE, said: “The new Shell *LiveSPARK* Award is in line with the new *ITE Innovate* strategic plan, where one of our objectives is to further enhance innovation and entrepreneurial spirit amongst students in ITE. Hence I am very pleased that ITE can play a part in inspiring innovation and enterprise among students.”

9 “This is also a special time for Shell,” said Ms Mavis Kuek, General Manager, External Affairs and Communications. “In 2011, we will celebrate 120 years in Singapore. In line with our anniversary tagline, “Shaping the Future Today”, we are honoured to take our partnership further and together we can help strengthen Singapore’s entrepreneurial future”.

10 For further information on the Shell *LiveWIRE* programme and the newly-introduced Shell *LiveSPARK* Award, please contact:

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About The Shell *LiveWIRE* Awards

The Shell *LiveWIRE* Awards is a biennial programme that recognises and rewards young people who are outstanding in business start-ups. The award provides young start-up companies with a myriad of executive workshops and exposure to the business community through networking opportunities.

Entry Criteria

Applicants should be 30 years old and below and must be a key executive partner of a business that has been running for a period of 12 to 36 months.

To qualify for the Most Promising *LiveWIRE* Award, entrepreneurs must be 25 years of age and below and have been in business for six to 12 months.

Prizes

Top <i>LiveWIRE</i> Award:	\$10,000
Most Promising Enterprise <i>LiveWIRE</i> Award:	\$2,000 (New category started in 2009)
Merit <i>LiveWIRE</i> Awards:	\$2,000 each (4 winners)



About The Shell LiveSPARK Award

Launched on 30 November 2010, the Shell *LiveSPARK* Award is a new award under Shell *LiveWIRE*'s programme that aims to reward and recognise students who have demonstrated great passion in entrepreneurship. This award is designed to complement the existing biennial Shell *LiveWIRE* Award which is targeted at youths who are already in business.

Shell *LiveSPARK* award also targets to promote entrepreneurship in its widest sense by encouraging and recognising students who have demonstrated keen interest and commitment in entrepreneurship

All full-time students up to the age of 21 years in Secondary Schools, Junior Colleges, ITE, or Polytechnics are eligible to participate, supported by their respective educational institutions.

Prizes

There will be two categories of Award, namely Secondary and Post-Secondary, with prizes as follows:

	Secondary	Post-secondary
Top Winner	\$1,000	\$1,000
Merit (3 winners)	\$500	\$500

Criteria

- **Education**

Applicants will submit write-ups on their entrepreneurship education journey, through the various talks, seminars and courses that they have attended.

- **Experimentation**

Applicants will be evaluated on how they have experimented with entrepreneurship, such as organising and/or participating in sales activities including bazaars, competitions or school projects that involve offering of innovative products and services.

- **Enterprise**

Special recognition will be accorded to applicants who have demonstrated their entrepreneurial spirit through involvement in registered businesses and services.

- **Personal Qualities**

A face-to-face personal interview by a panel of judges will determine the applicant's innovativeness, leadership and passion for entrepreneurship.

Application

Application for this Award will begin in January 2011. More details will be released at that time.



Enterprise Projects by ITE Students

Brookside Candle Making Livelihood Project

A livelihood project set up by the Interact Club of ITE College East, Singapore, the administrators of a Catholic Church in Brookside, Philippines and the Rotary Club of Loyola Heights, Philippines. The purpose is to develop a supplementary source of income for the residents of Brookside by selling the candles they made.

The students first raised SGD2, 000 to start the project, designed automated candle making machines to help residents produce the candles and eventually helped market the candles.

The Brookside Candle Making Livelihood Project was chosen by Rotary International to be the “Best Interact Club Project” within Singapore, Malaysia and Brunei for 2008/09.

PowerClean

An entrepreneurial project initiated by members of the Environment Club at ITE College East, PowerClean is an environmentally-friendly detergent made from recycled fruit peels collected from the cafeteria in ITE. Enzymes produced from the fruit waste are mixed with distilled water to create the detergent. Besides inventing the product, students also came out with sales and marketing plan to sell PowerClean.

“I like this project because we get to experience real selling. Also, our PowerClean is unique because it is a product that can help save our environment,” said project leader Abdul Hafiz.

“The students are really passionate about the project. Not only do they get to learn about how to save the environment but also on entrepreneurship,” said the lecturer-in-charge, Ms Irene Koh.

Student Enterprise Corner (SEC)

A real business started by members of the Entrepreneur Club, Student Enterprise Corner (SEC) is a fixed stall in the campus selling snacks and knick-knacks to students and staff. It provides students with an opportunity to manage a real business in which they have to be responsible for the profit and loss for the business.

“It is very challenging for us as we need to juggle between our lessons and business hours, but we enjoy it very much because it allows us to learn about running a business hands-on,” said SEC’s leader, Leong Kah Ming.

Alarme Alerter

Alarme Alerter, a device consisting of a smoke detector that can be mounted on a ceiling and a vibrating wristwatch, is targeted at the elderly market. ITE College East students proposed this idea for the Young Ideas for the Silver Industry Business Plan Competition organised by Temasek Polytechnic this year. The team won the first prize in competition for their innovative ideas.

Alarme Alerter acts as a watch normally. However, when there is a fire, the smoke detector will actually send a bluetooth signal to the wrist watch and it will vibrate and alert the person who is wearing it. The watch will also flash fire alert messages on its digital screen. This product is suitable for the hearing-impaired and the elderly.

“I think our team has got a really cool and practical product that can help the elderly, which is an increasingly-important market, not only for Singapore but the world as well, because of the growing elderly population,” stated Alvin Yeow, the team leader.