

CATEGORY 2

Medium Enterprise (Five finalists): Entrepreneur whose business/company's gross yearly turnover is S\$10 million or less. An applicant who is a Singapore Permanent Resident must have been doing business in Singapore for at least three years. The business/company must be registered in Singapore.



● **Mr Manokaran Chakarapani**
Company: Mano Equestrian Services Pte Ltd
Nature of Business: Wholesale trading of equine related products
Established in 1994, this company provides wholesale/network distribution services mainly for equine feeds, supplements/vitamins, pharmaceutical, saddlery and other equine-related products. It uses Singapore as a hub to export its products to all over South-east Asia, India and the Middle-East.

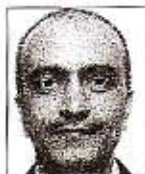
● **Mr Prakash Kamdar**
Company: The Upper Storey Pte Ltd
Nature of Business: Digital marketing services
Mr Kamdar is the client services director as well as the co-founder of The Upper Storey, an award-winning digital marketing agency based in Singapore. He has grown The Upper Storey from a three-person start-up in 2001 to a 42-strong agency, with plans to foray into markets such as the UAE, India and China by 2009.



● **Mr Ashok Melwani**
Company: UNOS Pte Ltd
Nature of Business: Restaurant
Mr Melwani was CEO of his family's retail business when he decided to seek new challenges on his own. In 1998, he entered the restaurant business and has never looked back. His focus at Modesto's is not only to provide truly authentic Italian cuisine but to create an atmosphere where the team is happy to come to work and guests really feel at home.



● **Mr Piyush Balkrishna Shah**
Company: APS Eneretek Pte Ltd
Nature of Business: Manufacturing equipment for the oil and gas industry
Mr Shah came to Singapore in 2004 from India under the Entrepreneurship Pass Scheme and started as a trader in the oil and gas industry. He went on to develop instrumentation products for a niche market. His company is now into the maintenance and overhaul business.



● **Ms Sivarani**
Company: Rupini's Beauty Consultant Pte Ltd
Nature of Business: Beauty related products & services
Ms Sivarani has been in the beauty industry for 14 years and owns three beauty salons in Singapore and a beauty spa in Kuala Lumpur. She has always been a trendsetter in new treatments in the beauty and cosmetic industry.



CATEGORY 3

Young Entrepreneur (Five finalists): Young Entrepreneur (Start-ups). The applicant must not be more than 35 years of age and should have been with the business/company – actively involved in the management of that business/company – for anything between two and five years.



● **Mr Amit Sujan**
Company: ITCAN Pts Ltd
Nature of Business: Supplying manpower to the financial services industry
Mr Sujan has been instrumental in expanding ITCAN into a regional player in the IT services & consulting area. During his 12-year stint in the IT industry, he has worked with both global banking giants and major IT corporations in Asia.

● **Mr Mohd Haniffa Ghouse**
Company: Tradenet Services Pte Ltd
Nature of Business: Customs documentation assistance
Mr Mohamed Haniffa has more than 10 years of experience in international freight management and Customs permit documentation processes. He leads TNETS which provides outsourced online Customs clearance permit declarations or tradenet declarations. TNETS is developing its own Tradenet software to become one of the Tradenet software vendors with Singapore Customs.



● **Mr Vejaiyan Gunasagaran**
Company: Herbal Pharm Pte Ltd
Nature of Business: Distribution of health supplements
Mr Gunasagaran's entrepreneurial mind started ticking after his stint with MediaCorp Radio Sales. This led to the birth of Herbal Pharm which was initially run by his former partners. A year later, he took over and managed to dominate the niche market of the Malay and Indian community. He plans to go regional and attributes his success to his loyal customers and his hardworking team.



● **Mr Zack Saravanan**
Company: Tridentiv Industrial and Marine Services Pte Ltd
Nature of Business: Manpower solutions for marine logistics
Mr Saravanan is co-founder of Tridentiv, which was set up in 2002. The company specialises in customised manpower solutions for the logistics and marine industries and plans to venture into the overseas market. He also leads a group that organises and participates in events for a welfare group for the handicapped.



● **Mr Prakash Somusundaram**
Company: Yolk Pte Ltd
Nature of Business: Digital marketing
Mr Somusundaram has led Yolk to become one of the fastest-growing independent interactive digital media networks. New branches are being set up in Sydney, Bangkok, and Kuala Lumpur. A recipient of the 2005 Spirit of Enterprise award, he is also a participant in the ACE Speaker Circuit and has given talks in more than 20 schools.



HOW THE WINNERS ARE SELECTED

The applicants are evaluated on the following criteria:

Leadership: In demonstrating the entrepreneurial spirit as well as strategising the future of the company and displaying a proven ability to realise these strategies.

Entrepreneurial Resilience: In displaying fortitude, resilience and the ability to overcome adversity.

Innovation: Exhibited through products, services, production processes, marketing strategies, knowledge management or any other aspect of the business.

Financial Performance: As evidenced through the business/company's financial performance track record, growth and profitability.

Product/Service: In branding relative to the industry; the customers' perception of that product/service; the market share for that product/service.

Management: Through the development of a highly motivated, talented and committed team, which believes in the business/company, and the applicant as its leader.

Social Responsibility: In making contributions to the community through charitable or leadership roles (only for applicants in Categories 1 and 2).