

TECHNOLOGY

Room for S'pore, Israel start-ups to work together

Entrepreneurs can leverage on each other's strengths, says author

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THE Israeli co-author of a book on start-ups in the Middle Eastern nation has applauded efforts to offer a space here for start-up entrepreneurs to gather and share ideas.

"It can be lonely to be an entrepreneur, so being around other entrepreneurs where the culture is supportive and encourages risk-taking is important," said Mr Saul Singer, who co-authored *Start-Up Nation* documenting Israel's start-up landscape.

He was speaking at an event on Tuesday at Block 71 in Ayer Rajah industrial estate, an office block for start-ups as

well as technology-related companies.

Mr Singer gave a speech with the theme, "What Singapore can learn from Israel: Lessons for Asia."

"Peer-to-peer learning is sometimes more important than learning from mentors" he said. "I would love for more entrepreneurs from other countries to come to Israel and am trying to figure out a way to make this happen.

"Israelis also need to come to Singapore," he added.

While Israel is ahead on the start-up front and is well plugged into the international venture capital system, he does not think that Singapore can learn from Israel.

Rather, he advised that



Mr Saul Singer co-authored the book *Start-Up Nation*, documenting Israel's start-up landscape.

PHOTO: ARIEL JEROZOLIMSKI

entrepreneurs from the two countries should work together to "build synergies and leverage on each other's strengths".

Mr Singer was invited by the

NUS Enterprise as part of its Global Entrepreneurial Leadership speaker series.

After he spoke at Block 71, a block party was held.

About 400 people attended the first block party organised by NUS Enterprise.

It brought together members of the start-up community with offices in Block 71.

Mr Wayne Chia, co-founder of three-year-old Techsailor, an online customer engagement company, was at the party and said it was like a reunion of old friends.

Mr Sourabh Sharma, the co-founder of online micro-funding start-up Milaap, found the mix of party attendees useful.

"It is interesting to meet such a diverse range of people here, from the entrepreneurs to the incubators and investors," he said. "This is excellent for the cross-pollination of ideas."

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