

## Alumni Network



The MBA Wing of the Imperial College Alumni Association of Singapore (ICAAS) invites you:

### **Entrepreneurial Pursuit from Start Up to IPO - VC Perspective**

By Eugene Wong (Founder & Managing Director, Sirius Venture Consulting Pte Ltd)

**Date:** 26 June 2008 (Thursday)

**Time:** 1915 hours

**Location:** The Pod, Level 16, NLB Building, 100 Victoria Street, Singapore

*Admission is FREE but registration is required. Please register before 12 noon 25 June 2008 via email to [Anthony\\_SEOW@nlb.gov.sg](mailto:Anthony_SEOW@nlb.gov.sg) and include "ICAAS Talk on Entrepreneurship Pursuit" in the subject field. Places are limited and will be distributed on a first-come, first serve basis.*

#### **Abstract**

It is not an easy task for entrepreneurs to raise capital for their ventures. However, an entrepreneur could increase his chances by understanding a venture capitalist's (VC) perspective. Using his experiences as the founder of Sirius Venture Consulting, Eugene will share his analysis in the process of business building from his point of view. Providing case studies for illustration, he resolves oft-raised doubts by entrepreneurs with regards to issues such as fund-raising, business relations after an investment, and exit strategies for VC firms and entrepreneurs. The process from start-up to IPO would be substantially simpler with the aforementioned information.

#### **Biodata**

Eugene Wong is Founder and Managing Director of Sirius, a boutique venture capital and venture consulting company that consults and invests in Small and Medium Sized (SME) companies. It helps SMEs to develop their growth strategies as well as funds them. Sirius has worked with more than 30 SMEs and invested in over 10 companies. Sirius has a S\$20 million angel fund in collaboration with SPRING Singapore that invests in high growth innovative early stage companies as well as a growth fund of S\$30 million to invest in growing SMEs.



Eugene is Vice-Chairman of Singapore Venture Capital & Private Equity Association (SVCA) and a board member of Business Network of South East Asia Angels (BANSEA). He sits on the boards of several public listed companies such as Ajisen China Holdings Limited listed on HKSE, Haike Chemical Group listed in UK AIM and Yaan Security Technology Ltd listed in Singapore. He is also active in social entrepreneurship sitting on YMCA – Citibank Youth for Cause Program and Singapore Accounting Standard Council Executive Committee. Eugene is Adjunct Lecturer at Nanyang Technological University, Singapore Management University and National University of Singapore (NUS) teaching subjects like New Venture Finance, Venture Capital Finance, and Entrepreneurial Finance. He is book author of "Entrepreneurial Finance – Start up to IPO". Eugene graduated with a BBA (first class honours) from NUS and an MBA from Imperial College London and attended an Executive Program for Growing Companies at Stanford Business School. He is a Chartered Financial Analyst.

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