

Excuse Me, Have You Heard My Music?

- Jingmei Li

Sometimes music brings together strange bedfellows. In the recent Lee Kuan Yew Global Business Plan Competition (2005/2006), a cosmopolitan mix of three vibrant young men and a lady from the National University of Singapore proudly walked away with a cash prize of US\$5000.

A total of 219 entries were judged on the basis of i) innovation and feasibility of business idea, ii) sustainability and scalability of business proposition, and iii) passion, commitment, accessibility to financial resources, expertise and leadership of team members to launch the business.

EE students Liang Jiajian and Cen Yizhe were both in their final year of studies when the struggling shower singers and closet composers in them identified a ravenous need to express themselves musically.

Each having completed a Technopreneurship minor through the NUS Overseas Colleges programme in Silicon Valley, U.S, a business solution came to them almost naturally – a website with the likes of *Youtube* and *Friendster* all meshed into one. Their winning business plan proposes a portal for the uploading of “home-made” music – songs, scores, and all. What differentiates their site from *Youtube* is that members of the online community doesn't just stream the files as a third party, they can also choose to play a part by helping one another modify or add on to the available works online.

That's important when one realizes that coming up with a complete song all by oneself is almost Mission Impossible for the average Joe. On the other hand, things are much easier when perhaps User A has flair for composing music and User B knows a little about lyrics writing. User C may then come along to lend a voice and complete the song.

Through the ubiquitous reach of the Internet, the team of four aspires to build the leading platform for amateurs to form their garage bands online. They are currently negotiating strategic partnerships with relevant technology and record companies in this endeavour.



The team (from left, Jason Ooi, FoE – Mechanical Engineering; Cen Yizhe, FoE – Electrical and Computer Engineering; Li Jingmei, FoS – Life Sciences; and Liang Jiajian, FoE – Electrical and Computer Engineering) engaged in a mini-KTV session during a Channel NewsAsia interview.



The team at the Lee Kuan Yew Global Business Plan Competition Awards Ceremony on Jul 20, 2006. From left, Yizhe, Jingmei, Jason and Jiajian.



Hawaii trip during NUS Overseas College Programme in Silicon Valley, U.S. From left, Hawaiian native, Jingmei, Yizhe, Jiajian, Lawrence, Hawaiian native2.