

**Prof. Poh-Kam WONG**, Director National University of Singapore (NUS) Entrepreneurship Centre and Professor of Entrepreneurship at NUS Business School

An entrepreneur prior to joining NUS in 1988, he has published widely in leading international academic journals on entrepreneurship and innovation in Asia. As part of his role as director of NUS Entrepreneurship Centre, he initiated and headed the NUS Enterprise Incubator that has seed-funded and mentored numerous for-profit technology start-ups founded by NUS professors and students since 2000. In addition, he has been an active angel investor in for-profit technology start-ups in Silicon Valley, China and Singapore, and was the founding chairman of Business Angel Network Southeast Asia (BANSEA).



Over the last few years, he has turned his attention to incubating social impact-driven start-ups by setting up the SocialVentureLab@NUS. He researched and developed the Purpose-Driven Approach to Business Model Design methodology based on his extensive practical experience in incubating both for-profit and impact-driven ventures and many years of teaching entrepreneurship at NUS. He initiated the DBS-NUS Social Venture Challenge Asia (SVC Asia) in 2013.