

EDITION 01 OCTOBER 2011



THE ENTREPRENEURIAL SPIRIT

Retro Renegades, Art Starters, Expat Explorers and more...

CULTURE

In addition to our City Scouts, Culture Vulture was made possible with the support of the following individuals. These are all the people we want to thank: Adam O'Neill Alee Padhy Jain Alexis Fragale Alistair Lennie Alok Sinha Andri Andriansyah Arun Vermuri Augusto Roman Carlos Bohb Blair Christabel Cheah Christine Hou Christopher Harrison Chungaiz Mumtaz Deepika Nikhilender Donna Kim Erwin Baumgartner George Michaelides Judy Bahary Katie Rigg-Smith Karl Wells Kemi Fadero Kevin Rooney Liz Harley Lyndon Morant Maneesheel Gautam Marco Rimini Memo Moreno Pamela Cheng Partha Sarathy Pathamawan Sathaporn Princess Fuentes Rachelle Raymundo Sitthama Sintawanon Sudipto Roy Todd Lowe Tom Morgan TzeLian Ng Victoria Cook



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More and more young people are motivated by the need to be original. They seek to break away from the clutches of the corporate world to take that one big step to bring their innovative ideas to life.

Today's youth are assertive and ambitious, daring to defy the system as they seek to define their own life path.

Amidst an evolving worldview in the wake of a global recession, today's youth embark on a journey towards financial freedom, beyond defining themselves through the careers they choose.

In a world that struggles to recover from the fiscal crisis with a looming threat of a relapse, we see the youth take charge of their own futures as they choose not to merely indulge themselves in their interests, but rather be the embodiment of their passions by seeing their own unique visions through their ventures.

Living in the digital age has also made available a wide array of channels for the youth to develop their entrepreneurial ideas and take them to the global stage.

Going beyond seeking profit, we see the Gen Y driven by their passions as they embark on entrepreneurial endeavors, whether they be of a commercial or a non-profit nature.

Does the need to be different define today's generation? How does the youth cope with the shifts in the global economy? How does entrepreneurialism change the way today's young people view the concept of being genuinely successful?

What inspires the youth to take on the challenge to become their own boss, the masterminds of their own game in this so-called real world?

How can we learn from these original thinkers?

Catherine Williams

Cat Williams Belle Baldoza

Belle Baldoza

ENTREPRENEURS - THE CHALLENGER **BRAND BEHAVIOUR**

"Challenger Brands share a common mindset. They have ambitions that outstrip their available resources and are looking for ways to do more with less." source: www.eatbigfish.com

What makes a Challenger Brand?

- It is NOT (yet) a leader in its category
- It is NOT following or copying what the leader is doing
- It has a unique approach which appeals to its stakeholders
- It has clearly identified its unique positioning that differentiates it from its competitors and is relevant and credible to all its stakeholders
- It stays true to its Brand Positioning and lives the brand across all touch points

LEARNING FROM A CHALLENGER BRAND MINDSET - THROUGH CULTURE VULTURE

What is Culture Vulture?

Culture Vulture is our approach to identifying cultural trends. We recommend brands use Culture Vulture as inspiration for creating new ideas for their business and communications.

Culture Vulture provides a wealth of ideas that can serve as thoughtstarters for targeted communication strategies, brand positioning, services, packaging and product development studies.

What is the purpose of Culture Vulture?

To use Culture as a source of inspiration to answer brand challenges.



How can you use Culture Vulture?

As a source of inspiration, you can use the material to:

- Adopt the behaviours identified
- Stimulate original thought
- Apply to your brand challenges using Journey Planner

Culture Vulture Wave 1 -The Entrepreneurial Spirit

Exploring Youth Entrepreneurship

Our study has identified 14 types of entrepreneurial behaviours among the youth around the world. Among the different Challenge Behaviours that embody these entrepreneurial types, we have selected 3 behaviours to inspire – The Creators, The Social Explorers and the Pioneers.

We explored:

- Commercial enterprises
- Socially-entrepreneurial initiatives
- Cutting-edge ideas in the arts, fashion, music, sports or the Web

What drives the Entrepreneurial Spirit?

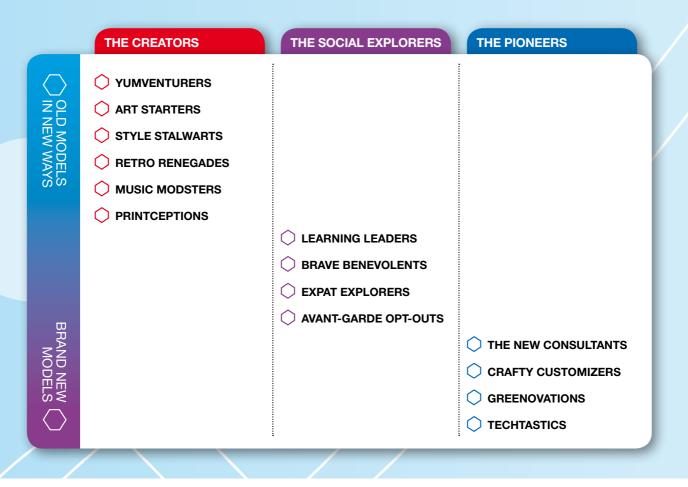
- 1. Inspiring figures or influencers
- 2. Life-changing experiences
- 3. Motivation: power, money or reputation
- 4. Desire to break away from the corporate world
- 5. The pursuit of work-life balance through independent ventures
- 6. Increased awareness of social and environmental issues along with the need to address these problems
- 7. Parental support
- 8. Peer influence
- 9. Funding: savings, family endowment, or venture capital

Brand Communications

To obtain a more defined perspective on the Entrepreneurial Spirit, we have looked at various initiatives launched by the youth worldwide.

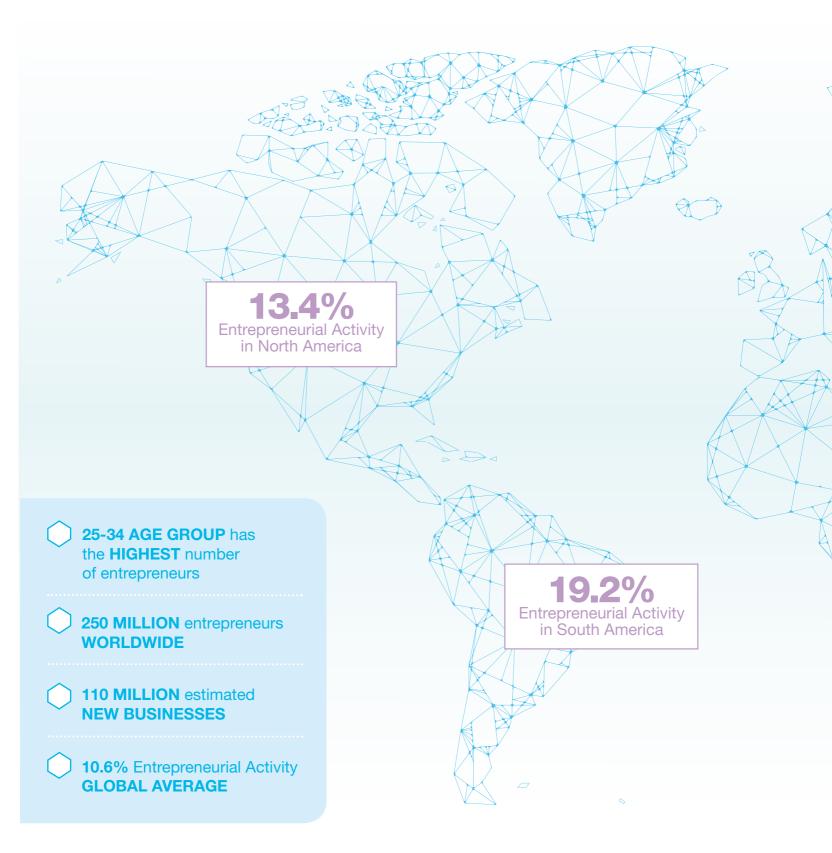
The manifestations follow along an evolving spectrum of innovative ideas. From giving their own spin to today's leading-edge ventures, to combining tried-and-tested concepts with novel approaches, up to launching new platforms that satisfy a lust for the original, the entrepreneurial spirit is reflected across the many faces of youth entrepreneurship.

From May to June 2011, we observed the Gen Y as they plunge headlong into their passions to establish their own unique and paradigm-shifting ideas, and in turn become their own generation's new role models as their initiatives take off as successful ventures.



THE GROWTH OF ENTREPRENEURSHIP

A Global Overview

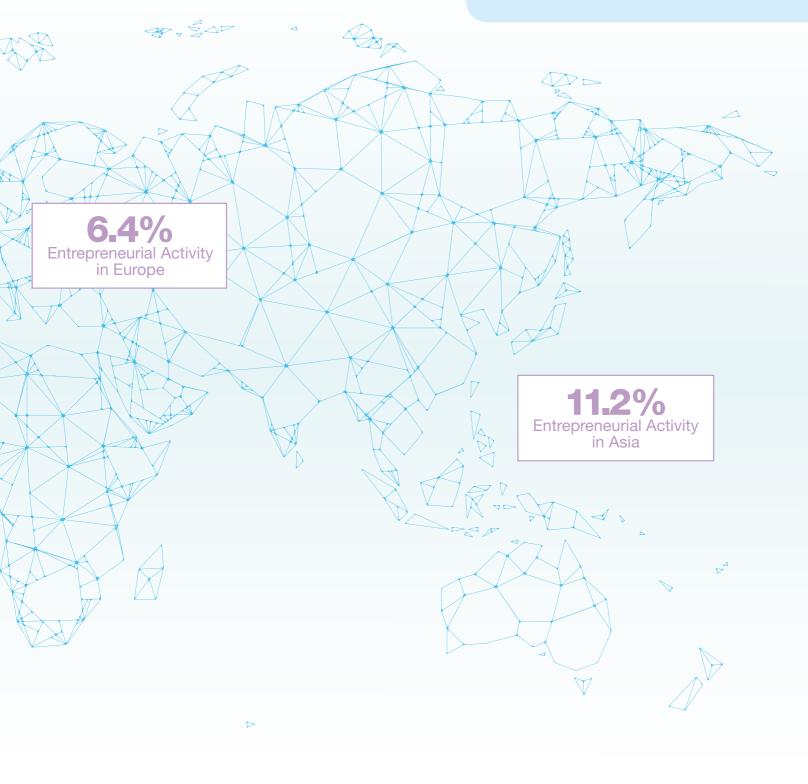


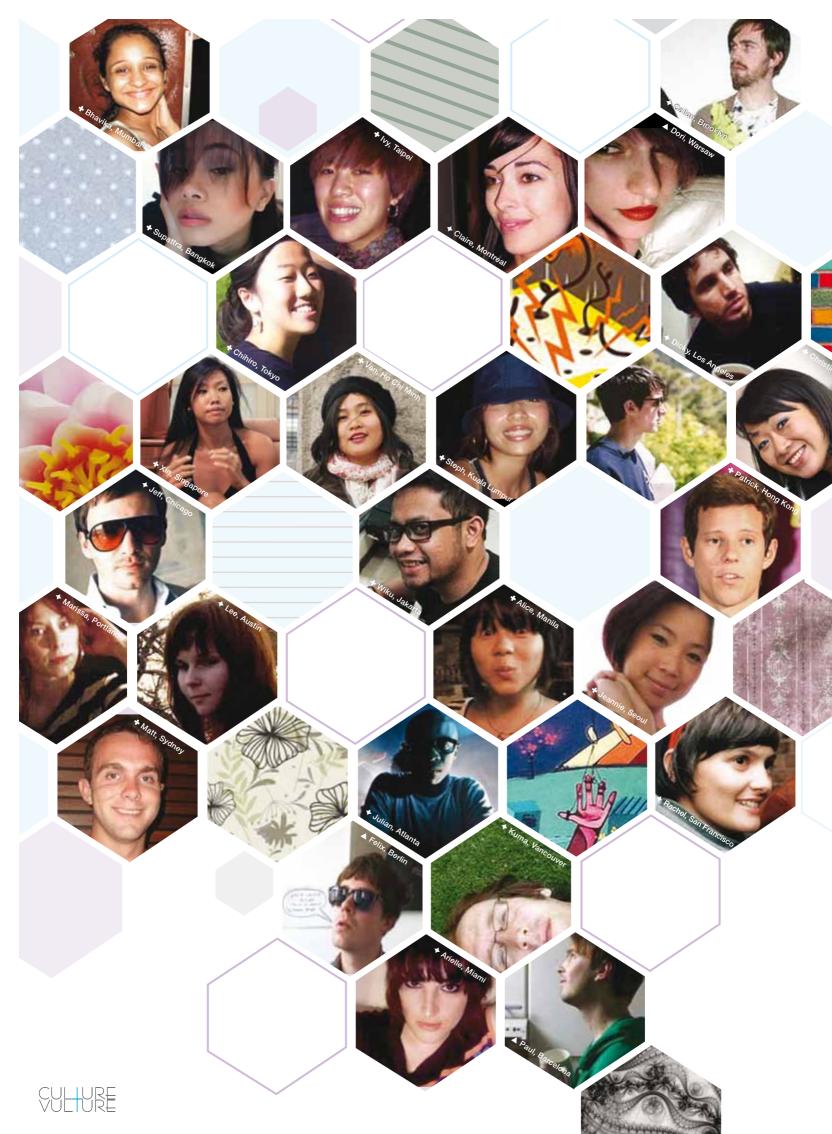


Entrepreneurial Activity is defined as the use of finance and business acumen in an effort to transform innovations into economic goods.

Entrepreneurial Activity is measured as a percent of each nation's Gross Domestic Product (GDP). The following growth percentages represent the regional growth average in terms of Entrepreneurial Activity from 2001-2009.

SOURCE: Global Entrepreneurship Monitor





Asia-Pacific
 North America
 Europe
 * Latin America

Our 38 Scouts around the world have identified the Entrepreneurial Spirit as they blogged on cultural trends across North America, Europe, Asia-Pacific and Latin America. They live in key cities worldwide and provide updates on music, fashion, design, sports, leisure,video, technology, brands and influencers.

CULTURE VULTURE IS POWERED BY THE SCOUT NETWORK

Ana, Buenos

ENTREPRENEURIAL ATTITUDES AMONG THE YOUTH

POWERED BY MINDREADER

Mindreader is our global study amongst 36,000 people in 36 countries. We've been talking to people about their attitudes, interests and use of communication for the past 4 years.

CREATIVITY + OPTIMISM

With an innate predisposition towards originality combined with a positive outlook, these economies are hotbeds of innovation.

Argentina, Japan, Poland, South Korea, Spain, Sweden & Thailand

ENTREPRENEURIAL

The world's fastest growing economies and the standard bearers of the West foster the best environment for the growth of entrepreneurship.

Brazil, China, Germany, India, Mexico & USA

CULTURE



AMBITION + CONFIDENCE

Ranking high in terms of ambition and confidence, a strong economy and developing infrastructure supports growth in these markets.

Canada, Indonesia, Russia & UK

While these stable economies are known to be workforce -driven, developing programmes encouraging new enterprises can stimulate the growth of entrepreneurship.

Australia, Belgium, Denmark, Hong Kong, Italy, Netherlands, Portugal & Singapore

THE CREATORS

DEFINITION

These are the Creators. As nonconformists, they are motivated primarily by self-expression. They are also driven by a desire to create something of enduring value, which they achieve as they seek to re-imagine the world around them, continuously fostering innovation.

ROLE FOR COMMUNICATION

Creators are likely to primarily focus on inspiration before moving on to involve people in the brand's vision.

MEDIA BEHAVIOUR

Creators are defined as public and direct, interruptive yet involving.

USING THE CREATOR APPROACH FOR YOUR BRAND

Inspire your audience with a vision of how the world or a certain category should behave.

TIPS ON NURTURING CREATOR BEHAVIOUR

- Be inspired by the world around you, and not just your category.
- Collaborate to re-invent.
- Consider how you can re-imagine your product, services or communications.
- Continue along the path of discovery through inspiration, bold use of media and experimenting with unconventional formats.
- Dare to go digital to ignite conversations and invite exploration.
- Consider earned media (PR, Influencer Engagement) as a priority.
- Invite participation, enable inclusion, support and advocacy.

CREATOR-INSPIRED ORIGINAL THINKING

SUPPORT CREATIVITY Invest in and support Creators in their pursuits.

CONSIDER YOUR PARTNERS

Seek to engage and collaborate with creative institutions, people and media.

CROWDSOURCE CREATIVITY

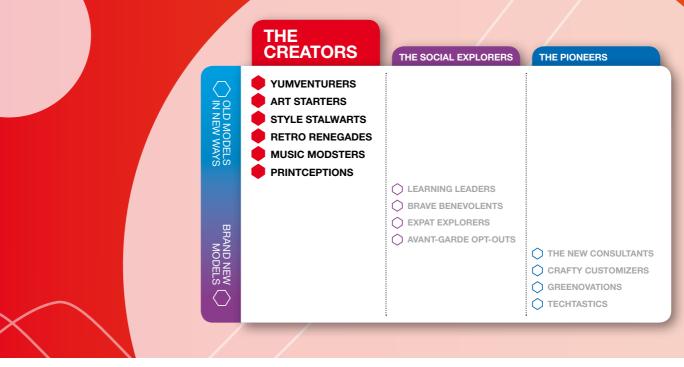
Pose a question and ask the public for creative solutions.

CELEBRATE CREATIVITY

Create a platform to celebrate creative thinking – whether it be physical or digital.

CREATIVE COMMUNICATIONS

Bring creativity into communications and particularly consider content.





Addressing one of man's basic necessities, food, has been the source of thousands of business ideas. Young people have been savouring new food (and drink) concepts and giving their own spin to them, and with a generous serving of local flavour too!

We learn that Yumventurers excel as they create communities and spaces to enjoy food as well as providing focused product offerings.

Whether these Yumventurers ply their trade online or at a familiar street corner, they not only fulfil cravings, but also embody the very vision that had prompted these young entrepreneurs to embark on these enterprises themselves.

Mamazuofan

Julien loves to eat, and when he's not busy, he also likes to show his talents as a chef. Mamazuofan, his latest venture, was born out of the combination of these two passions.

The first online community for meal sharing within your neighbourhood in Shanghai, Mamazuofan is a social networking platform for amateur chefs and food lovers.

Chefs list their dishes on the website, along with prices, pick-up time and address. Customers can see on the website what dishes are available in which area of the city. They then agree on a convenient time to meet so that the homemade dish is fresh when the customer comes to pick it up.

While avoiding wasting food, and giving the opportunity to amateurs to showcase their cooking skills, Mamazuofan is, above all, an entrepreneurial initiative for the community.

+ Christine, Shanghai

Brit Shake

Having observed the Taiwanese fanfare for all kinds of flavoured drinks, Amy and Stool decided to open Brit Shake, a milkshake stand along the vibrant food street in the GongGuan area, serving British home-style milkshakes.

With flavours ranging from banana, strawberry, mango, pineapple, vanilla, chocolate, coconut, green tea and more, Amy's shakes are a nice and refreshing blend of healthy ingredients.

To fund this business, they have used up their own savings plus some help from a friend. Another friend, who is a professional sign maker, lent his hand to designing and building the stand. Before Brit Shake's opening, friends would come to their house every weekend to try the drinks and give their opinions.

While some people thought the idea was outrageous, judging from the welcoming crowd when I visited, it seems that most are happy to enjoy a new food concept.





+ Ivy, Taipei



Mini-Bread

Determined to succeed with his first venture, Pham invested his savings worth 27,000,000 VND (about US \$1,300) and set off for Danang, Central Vietnam, to learn a 20 year old recipe from a famous bread store.

"At first, they didn't want to teach me, and even refused my offer to buy their recipe because I wasn't part of the family," he recalls. Fortunately, he took advantage of being there during Danang's Fireworks Festival to launch his new business. He rented a place, designed the vendors' uniforms and practically did everything.

Today, Pham's chain of stores selling 'Banh Mi Ti Hon' (mini-bread) definitely sells, with each vendor earning around 200,000 dong (US\$10) a day. He takes home around 60,000,000 VND (US\$3,000) monthly, sticking to his own adage that earning little by little is easier than chasing after the big bucks.

+ Van, Ho Chi Minh



Conosur is a restaurant chain known for its fusion of Asian and Colombian cuisine, served in cones.

Conosur

The temakis (hand rolls) are created with local ingredients, featuring unique offerings such as patacón cones (made with fried green bananas) as well as the Rice Krispie[®] turrón with homemade ice cream. Inspired by Brazilian temakerías, the concept was adapted to suit the Latin market.

It's a delicious concept blending Latin and Asian influences, made with healthy ingredients and best eaten using only your hands!

* Hernando, Colombia

Seaside Breakfast Nomad

More than a year ago, Def was a graphic designer at Pixnet, one of Taiwan's leading lifestyle websites, "Just to have a taste of what it's like to have a 9 to 5 office job," he said.

Hating the routine life at the office, he then decided to follow a crazy dream he had-to sell breakfast in a truck by the beach. He used his own savings to purchase a truck, hand painted it, and moved to the seaside where he sold breakfast in the morning and surfed in the afternoon.

Def thinks that his customers come for the truck's lighthearted atmosphere. "What I'm trying to show people is that they can change too. If they take a small leap they can do something different, just like I did," he says.

Though content with his life as a seaside breakfast nomad, he has an ambition for inspiring more people. "I'm hoping that my business will become like a brand, and I can form a band, shoot a movie, and do many other things with it."

+ Ivy, Taipei

This is Chicken

This is Chicken is a hole-in-the-wall restaurant found in the back alleys of a district full of vinyl -spinning basement bars, shoe-packed boutiques, cook-at-your-table barbecue and hand-drip coffee.

With specialties like Woody Chicken and Rude Chicken, served with beer on tap, its short menu is designed to keep customers' spirits up. The atmosphere is further enhanced by the soundtrack of scratchy recordings of old reggae and ska music. Named after a British skinhead movie called This is England, this restaurant seems like a Frankenstein of ideas stitched together – chicken, music and skinheads.

Ji, the restaurant's owner is a chicken lover who just had to find an outlet for his passion for skinhead culture, reggae and ska. Rather than make a restaurant to suit other people's tastes, he conceptualized one for the person he knows best: himself.

+ Jeannie, Seoul



Meet & Greet

Another sample of local initiative is the Meet & Greet project, which was launched by Christina and Albina, two young girls who wanted to share their love of food with their friends.

They found a good place where people could meet, talk about food and personal stuff, as well as experiment with inventive dishes and learn from guest chefs.

> Meet & Greet rapidly grew into a real phenomenon, now taking place in numerous locations across the city with top brands as partners.

> > ▲ Igor, Moscow



Food Trucks

Food trucks are old news in bigger cities, but only recently has the trend finally gained velocity in Miami.

Bites on Wheels is more like a car-pulled cart with a small grill. The owner was a victim of the recession who decided to follow a passion for cooking, and now makes killer ceviche tacos.

Gastropod is probably the most 'foodie' of the trucks, with fusion dishes like Banh Mi tacos (the Vietnamese sandwich filling, in a tortilla). This one is pretty much only around the artsy Design District and Wynwood neighbourhoods. It's also one of the pricier (a burger with all the possible add-ons will total up to \$9), but probably one of the more sophisticated.

Latin House Grill gets points for being out in southwest Miami-Dade (where 'real' people live!), and for offering dessert. That's probably overkill after one of the fully-loaded burgers and some shoestring fries.

♦ Arielle, Miami





My Kenteen

And just as Ken Chia thought his career was done, something was cooking in the oven. That's right – his wife was expecting!

So he quit it all, took all the savings they had and started a little school stall called My Kenteen – which will serve up 5 star recipes at \$5.

His business plan was simple – 1 stall to sell a certain amount of plates a day. Ken hopes that eventually, My Kenteen will have a stall in every tertiary institution in Singapore, so he can literally feed his son through the university education he never got.

On being an entrepreneur, he jokes, "It's really different. I report to my 'customers', and not a 'boss'; I work 24 hours. If I'm not cooking, I'm cleaning, and when I'm sleeping, I'm dreaming about adding new items to the menu. If you think about it, I have more bosses and longer hours now!"

+ Xin, Singapore

Vietnam's Coffee Startups

Here are some of Vietnam's startups who are changing the country's coffee landscape, one sip at a time Yen Mai Linh was about to get her MBA when she decided to choose a whole new path. She opened My Life, her first café, with an initial capital of US\$ 20,000. Now, Linh owns a chain of coffee shops in Ho Chi Minh City.

Inspired by Cat Cafés in Japan, Huong decided to set up Ailu, Vietnam's first café for cat lovers. As the bond between cats and humans gets stronger at Ailu, Huong hopes to change the future of animal rights in Vietnam.

Huong, Tuong, and An held the best jobs in advertising when they started Yen Café with a US\$15,000 startup capital. There are 3 things that make a place a good place: the ambience, the food and the service. This place has them all.

+ Van, Ho Chi Minh







Peony Teafé and Gallery

Though Bangkok hosts a number of cafés and galleries, few have successfully combined the two into a speciality business like Peony Teafé & Gallery has.

The tasty dishes, homemade desserts, decorative art pieces, peaceful atmosphere (and not to mention, super comfortable sofas) have made this place a favorite amongst Bangkok's café goers.

Having a lot of wall space, Khun Ping started out by showcasing her grandmother's oil paintings on the café walls.

Peony became a gallery almost by default as art lovers frequented the place to admire the pieces. Today, the café exhibits a number of works by local and international artists, with new paintings displayed every three months and different themes presented each time.

+ Supattra, Bangkok



ASIA-PACIFIC

Entrepreneurs in this region are the most optimistic in terms of outlook for their local economies, jobs and profit growth.

The region ranked highest overall in terms of economic environment and the effectiveness of financial support in fostering entrepreneurship.

Singapore, Hong Kong, and Australia are among the top 10 countries out of 183 economies in terms of ease of doing business and starting new ventures.

Source: Global Entrepreneur Indicator Study 2010, Doing Business 2011 published by the IFC/ World Bank

The number of new enterprises in the country has grown steadily for the past 10 years, from 453 new companies in 2000 to 520,000 in December 2010.

Source: China - Vietnam SME Trade Exchange & Cooperation Seminar, Beijing 2010

Was named "the most favorable place for entrepreneurs" in a recent BBC study surveying more than 24,000 people across 24 countries.

Source: BBC World Service by the international survey firm Globescan as viewed via www.bbc.co.uk



ART STARTERS

Inspiration need not come far amidst cultural diversity, where the youth thrive on creative thinking to drive their own entrepreneurial ideas. Here are some Gen Y trend starters who have gone one step ahead of the pack in a bid to showcase their originality by exploring the richness of the arts abounding in their respective communities.

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FRAME ALCONTRACTOR







CULTURE

Pop goes the art

For 25 year old Nidhi Karnavat, turning her hobby into a profession wasn't so difficult. Inspired by famous US pop artist Andy Warhol, Nidhi quit her job to start her own company - Pop Goes the Art.

"The mundane PR job I had, with little or no perks triggered this career path. I'm not cut for a 9-5 job and I knew it," she said.

Started by using savings from her previous job, Pop Goes the Art sells accessories handdrawn and hand-printed by Nidhi like paintings, cushion covers, wall clocks, laptop bags, tote bags, table lamps and multi-purpose boxes.

Her signature artwork is customized by using her customers' favorite picture, preferred colors and designs to create a unique piece.

+ Bhavika, Mumbai







Pictory

Pictory is the perfect passion project.

Laura Brunow Miner, the site's creator, picks a theme and lets people submit a photo with an accompanying story on that topic. She then strings them together to create the most striking stories.

Each picture is strong on its own. The story helps too. But scrolling through a series of large-form, carefully selected photos on a subject, such as "Are You There, Dad?" or "Coming Home", is positively heartwrenching, while some themes are more playful than others. And then it hits you that this incredible experience is brought to you by one woman who took her interests one step further. The complete picture is pretty impressive.

✦ Rachel, San Francisco







Delectable

Delectable has made a niche for itself by combining art, design and sugary bliss in one unique and exquisite bakery creation after another.

Su, Delectable's founder, wasn't even born with a sweet tooth. But she did enjoy pretty things, particularly creating them, which is why she pursued a degree in Construction and Property - with dreams of architecture in mind. Somewhere along the way, she discovered her affinity for baking. The next step was to capitalize on it by starting her own business. She spent 6 months at Florida's Notter School of Pastry Arts to make sure she took her skills to the next level.

When a trend of 'designer cakes' started, her fame soon spread and today she's moved into a proper shop at the Gardens Mall, one of KL's high-end shopping centres.

+ Steph, Kuala Lumpur





Kickstarter

Kickstarter is amazing. It's a way for people to fund their projects by asking the Internet for micro-donations.

I know two local bands (Allison Weiss and Attractive Eighties Women) who have both funded their latest albums through this platform, and received a lot of national attention from their successful campaigns.

Kickstarter plays with the concept of micro-financing and puts the tools for self-promotion and fund-raising into the hands of individual artists.

Musicians, writers, painters and other creatives are using this tool to create ground breaking new projects and get them funded using new social networking techniques.

Callan, New York and Ben, Atlanta



Urban Nomad Film Festival

It all started 10 years ago, when David Frazier experimented with the idea of having a party, playing some movies, drinking some beers, and calling it a film festival.

10 years later, the Urban Nomad Film Festival has become the largest independent film festival in Taiwan, featuring 11 international films in the span of 10 days, admitting over 300 contenders' short films for the local competition, and attracting about 40,000 people to a warehouse -like cinema to watch Taiwan's rarest film gems.

Urban Nomad Film Festival hopes to bring in more Taiwanese films in the future to become a platform for conversation and new talents.

+ Ivy, Taipei







Ben Rayner



Five years ago, Ben Rayner did odd photography jobs for Vice and a couple of other small magazines. Today, he is fast becoming one of the most internationally recognized photographer 'brands' in the world.



He's symbolic of young entrepreneurs who are using social media and cheap plane tickets to further their names/ brands/businesses without the need for cumbersome, creaky old company structures to back them up.

He's used this freedom to work for Nike, Coca-Cola, Vogue, Facebook, Myspace, Twitter, Reebok, K-Swiss and more.

He has also created Rayner Books, his own publishing company, which he uses as a vehicle to publish the art, photography and essays of talented young people.

▲ Andy, London



New Forms Festival

For many years, Vancouverites used to complain bitterly. Montreal has Mutek, Barcelona has Sonar, when do we get our bastion of digital arts and ultra? Well, the New Forms Festival (NFF) has become exactly that.

I love the NFF. I've been attending since it was just a glint in the eyes of Malcolm Levy and Jarrett Martineau, and the explosion of the cross sections of digital art and culture that was a good excuse to have a damn fine hoedown.

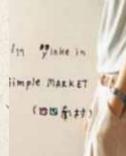
This year's festival highlighted Traversing Electronic Narratives, the largest media arts exhibition of its kind in Vancouver's history. The exhibit provided a visual stimulus lacking from the festival in previous years. All in all, a fine reminder of what Vancouver can do both on the dance floor and in the gallery.

✦ Kuma, Vancouver













Yinke

Wearing an apple green dress, with long curly hair swinging down her back, Kejie, the founder of Yinke, a creative label, looks like a girl who has just emerged out of a storybook.

However, the story of building a brand never goes like a fairy tale with happy endings. "The cruel thing about having your own business is that when you're devastated, no one's going to be there to look out for you. Once you're down the road, there's no turning back," she says.

She used her own savings from teaching art classes to start a brand, which prints drawings on objects such as T-shirt, postcards, stationery and more.

Kejie doesn't think that art should be restricted to museum pieces, but should exist among people in their daily lives.

+ Ivy, Taipei

Graffitimundo

Graffitimundo is promoted by purveyors of Argentine street art.

In 2008, Marina Charles, one of its creators, left her job in London to accompany her boyfriend to his new job in Argentina.

She immediately became an enthusiast of graffiti and Argentine street art. Her passion turned into a venture when she and her friends realized that there was a great deal of interest in the local art scene.

They began offering a tour showcasing the best graffiti in the city, workshops and meetings with artists. They also established a gallery where works of street artists are sold, along with a virtual art space.

The group is producing a series of documentaries that they plan to sell to local and foreign production companies.

* Ana, Argentina





Alle | Pers | referitions and | facilities and an





UPPORT YOUR LO AL RAFTER

Crafty Days

Tobucil is a bookstore with a strong community spirit which now focuses on producing handmade products.

According to Tarlen Handayani, Tobucil's owner and manager, their business goals have changed beyond being a bookstore.

As part of this initiative, Tarlen has created Crafty Days, an annual event which brings more than twenty crafters who exhibit and sell their works. The event also features various workshops on making handmade items.

Tarlen believes that crafting should not be merely done for profit, but it should also involve social responsibility.

+ Wiku, Jakarta





Heima



Heima markets its designs as "stubborn works of whimsy". According to their site, "It's not just furniture. It's a lifestyle we promote," referring to one that is "carefree, quirky, and trigger-happy" - terms that characterize Heima's psychedelic colour palette.

Using the Icelandic word for 'home', Heima was conceived in 2009, after Bong Rojales and Rossy Yabut went on a trip to Europe.

Inspired by the region's quaint merchandising and overall creative industry, the two decided to start designing and selling furniture.

Despite its designs having turned heads from Japan, Singapore, Australia, Spain, Germany, France, Norway and the US, Heima remain stubborn not only in its devotion to whimsy, but to pieces that are locally-designed and made with love.

+ Alice, Manila





If you thought knitting big scarves was only for your 90 year old grandmother, then you haven't been to Big Knit Café.

Here, even beginners can create all kinds of nifty handicrafts such as hand-knit dolls, pillows, blankets, iPhone cases and more while enjoying tasty Thai and fusion dishes, drinks and scrumptious desserts offered in a comfy café living room setting.

Turning Big Knit from hobby to business wasn't simple, but with the support of her mother and hands-on help from her siblings, Khun Nice has been able to smoothly run and turn the inspiration into a family business.

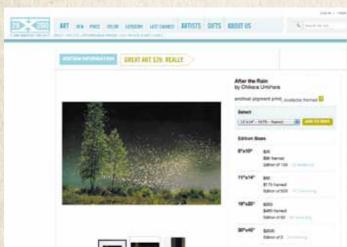
Who ever thought a knitting trend would be popular in a tropical city?

+ Supattra, Bangkok





20x200



New York gallerist Jen Bekman is truly changing the art world with her wonderful website, 20×200.

The concept is simple: twice a week, the site offers two new works of art-one photo and one in print. They offer one amazingly affordable edition in a small size for only US\$20, and several other larger, more limited editions at a higher price.

The work is seriously amazing, and many of these emerging artists are extremely talented.

Jen opened the gallery with the mission of supporting emerging artists and collectors. 20x200 takes the mission one step further, making art available for everyone.

✦ Kate, Austin















The Entrepreneur Scene: Asia-Pacific

MALAYSIA

Stands at 34 out of 110 economies in terms of having a relatively conducive atmosphere for new business. *Source: Legatum Prosperity Index*

SINGAPORE

The top ranked economy in terms of ease of doing business. Source: Doing Business: Singapore 2011 published by the IFC/ World Bank

O HONG KONG

Ranks second globally in terms of ease of doing business. Source: Doing Business: Hong Kong 2011 published by the IFC/ World Bank

TAIWAN

The Taipei City Government offers interest-free loans of up to NT\$1 million (US\$340,000) to business startups to encourage youth entrepreneurship.

Source: www.taipeitimes.com





Style plays entre their in th and Style innov right from and a wid they of sh on a

The realm of fashion becomes a viable playground for young entrepreneurs who indulge their own creative juices in the process of designing and creating trends.

Style Stalwarts are creative innovators in their own right, drawing inspiration from their own communities and looking forward to cast a wider net of influence, as they explore the prospects of showcasing their work on a global stage.



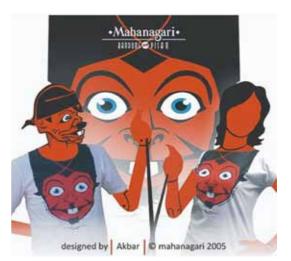
Noritaka Tatehana

Anything that Lady Gaga wears will truly be a hit, including these gravity-defying shoes. Noritaka Tatehana, the young Japanese designer who created these 9 inch platforms, has gained a cult following among fashion insiders.

Having recently graduated from the Tokyo National University of Fine Arts, Noritaka says he gets his inspiration from old cultures, which he tries to reflect through his avant-garde creations.

He didn't plan an entirely new business venture when he initially produced these shoes. He just sent an email to Lady Gaga's stylist Nicola Formichetti so that he could sell the shoes he had created for his graduation project. Formichetti requested him to make a pair for Gaga. Since then, the pop star known for her outrageous style has been wearing his creations.

+ Chihiro, Tokyo



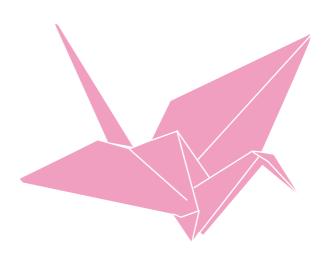
Mahanagari

Mahanagari is derived from the combination of words maha (great) and nagari (country). Its designs stand out from other souvenir T-shirt designs with its fusion of popular culture and classic elements that define the spirit of West Java.

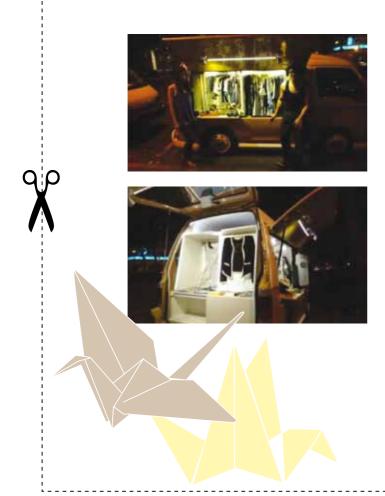
This fusion supports their brand, because it is quite difficult to incorporate elements of history into popular culture and draw quite a unique market - a combination of young people, history buffs, as well as tourists who want to have souvenirs from Bandung.

In terms of marketing, Mahanagari displays images of Bandung's local icons wearing their designs. This is similar to the use of brand ambassadors, albeit a grassroots approach.

+ Wiku, Jakarta



CUL URE



Ad dreamer

A Volkswagen mini-van pulls over along the bustling street. The side of the car is flipped upward, revealing a rack of dresses, jeans, T-shirts and skirts, with belts and bracelets neatly arranged underneath.

This is AD Dreamer, Ann and Dash's mobile closet shop. They drive it to the night market and sometimes to their clients' offices and homes if they have received orders online. The couple took their own savings, and together with help from their families, have started their own business.

Through their combined skills - Ann's acute fashion taste and Dash's creative marketing strategies - they import clothes from Korea and sell them through the Internet and in their mobile shop.

+ Ivy, Taipei



serve up margaritas and bloody marys and people browse racks of altered and handmade clothing, spreads of vintage and new jewellery and other quirky items. You may be paying more for certain items, but (a) you're supporting local, struggling artists even if you're paying a little more, (b) the labour is all local and done by hand, (c) the materials are often recycled or otherwise locally-sourced and (d) the items are all super unique with the kind of handmade feeling that makes mums excited.

Every month the event rotates to a different venue - usually a music venue or a bar - but it's always a Sunday afternoon. During the summer, they choose locations with big outdoor areas.

✦ Rachel, San Francisco

Yiu Lin

Yiu Lin, the founder of local labels Shoes, Shoes, Shoes (which is, naturally, a shoe brand), Klutched (handbags) and IdyLinn (resort wear) started her mini fashion empire after getting some solid grounding – an undergrad degree in business and a master's in finance, followed by a 2 year stint in Boston Consulting Group (BCG), one of the world's leading consulting boutique firms.

The idea behind Shoes, Shoes, Shoes was to provide affordable yet quality footwear to the fashion conscious working girl, a growing yet underserved market in Kuala Lumpur at that time.

Despite her lack of experience, the media and her target market quickly latched on to the brand. This was due to a combination of the right sense of what kind of shoes women liked, a catchy brand and good timing.

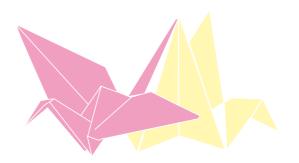
+ Steph, Kuala Lumpur















Blog-worthy designers

There are a few of these small designers that pop up on blog after blog because the innovation and quality of their work is vastly superior to what you'll find in the commercial mainstream. They do small runs, sometimes one-of-a-kind pieces, and often keep in close contact with their fans and customers through blogs and social media.

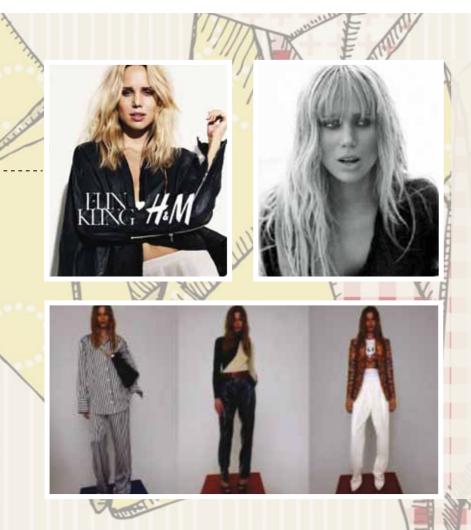
Nadinoo speaks to the pixie fairy lover in the heart of every girl. With darling Peter Pan collars, flutter sleeves and floral prints, her collections are fresh and adorable without being too precious.

Hetterson's knits, simple dresses and shirts are the answer to the absolute essentials every woman is looking for. They're simple, perfect colors, and absolutely spot on cuts that are flattering and interesting at the same time.

Rennes Le Chateau makes small runs of the best leather bags you have ever seen. I keep up with her blog and she often details the painstaking process of creating these awesome pieces of work.

✦ Lee, Austin





Elin Kling

The whole fashion blogging world exploded with one of the most visible role models, Elin Kling, starting her blog NowManifest, following her association with Bonniers Magazine Style By and the fashion blog community Minoutfit.

Kling has won awards for her blog and other projects. She has also made history by becoming the first blogger to create a collection for H&M that came out in Spring 2011.

What is Kling's formula for success? "A lot of work, and love what you are doing. Never get satisfied, always go for making the products you're working for even better".

▲ Martin, Stockholm

Shepherd Smallroom

Shepherd Smallroom is a boutique offering clothes, accessories, shoes and purses via Facebook. With the founder being a full-time employee herself, Khun Nat said she didn't always have time to step into a mall, so shopping online was her next best alternative.

Today, Shepherd Smallroom has evolved from being an online-based business into a brick - and - mortar store, with a stall opening at the new Siam Paradise Night Bazaar. The store will offer the same well-designed and high quality merchandise as her online store, catering to both guys and dolls.

The store is not only trend-conscious, but also environment-friendly, as it will be decorated with recyclable items. Even its clothes hangers are made from 100% biodegradable material!

+ Supattra, Bangkok

shepherd[®]



Advanced Style

Through his blog Advanced Style, photographer Ari Seth Cohen, himself not very advanced in age, takes pictures of stylish older folks.

I know it sounds boring, but it's absolutely not. He doesn't just photograph a la The Satorialist, he asks questions, films interviews, and gives a little more intimacy.

Cohen takes his subjects seriously – even the ones with purple hair and fake eyelashes.

To me, it was unexpected. I walked into it thinking the site would be something purely humorous or cruel, but Cohen's treatment is so much better than that. It's full of attitude (his subjects', not his), and is a fascinating look into the lives of others.

✦ Rachel, San Francisco





Wasabi

Just when you thought there weren't enough things for a girl to shop for, Khun Lookpong introduces a full line of to-die-for clothing and accessories for your precious pooch.

IF'A

Wasabi, a pet-only brand, features high quality, stylish and fashionable pet accessories that are fit for the most high-maintenance dogs.

Inspired by her chihuahua, this singer/actress/model and Academy Fantasia Season 4 star has created everything, from hats to Halloween costumes, to make sure your small dog can dress to impress for every occasion.

These aren't your average pet accessories either. Each piece gets Khun Lookpong's personal touch. She is involved with every step of the process, starting from fabric selection all the way to the fab lace trimmings.

+ Supattra, Bangkok









Kind of wonderful

It all started when Cinddie Teo was in school, way before online retail was established in Singapore.

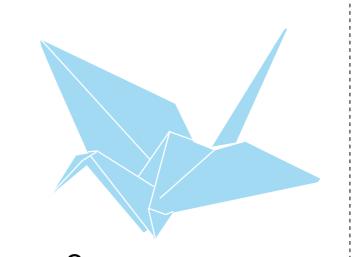
While dabbling in eBay and Yahoo! Auctions, she realised she enjoyed the thrill of being able to turn a dollar into two or more.

With the help of a computer-and-camera-savvy boyfriend, friends who supported by shelling out cash without questioning the quality of the products and herself - who's into modelling, she set up www.kindofwonderful.sg, an online retail store.

"We're constantly benchmarking ourselves against our competitors in terms of traffic, fan base and reach. The growth we've experienced has been encouraging considering how young the business is," she says.

+ Xin, Singapore









Carin Wester

Many small fashion brands have been started by young entrepreneurs, including Carin Wester. After working for the company Paul and Friends, she had created her own brand.

Her company started in Sweden but now her feminine and free-flowing designs are available across several countries - Denmark, Finland, Norway, England, Germany, France, USA, Canada and Japan.

▲ Martin, Stockholm





Weekend Markets

Two just-launched markets in Miami prove to be a promising location for new fashion designers and artisans to share their wares with the public, without big distribution or bricks-and-mortar stores.

The somewhat under-used Soho Studios warehouse has wisely devoted a chunk of its space to a recurring Sunday event called the Wynwood Art and Antiques Market. There's plenty of antique stuff to look through, as well as re-purposed jewellery and vintage clothing.

Meanwhile, Launcharte, held on Saturdays in the Design District, is more specifically devoted to new wares from local artists and designers. The list of participants continues to grow, and features both original creations and re-worked vintage pieces.

✦ Arielle, Miami



Style Rookie

One of the strongest, freshest voices in the world of style blogging is none other than a tiny fourteenyear-old Midwesterner named Tavi Gevinson. In the past couple years that I've followed Tavi's blog Style Rookie I've seen her sky rocket to virtual stardom as fashion's spunkiest wunderkind.

Tavi's blog mixes outfit posts where she sports her incredibly original sartorial creations with favourites from the latest runway shows and occasional cultural commentary.

Not only does Tavi have the kind of uncorrupted, fearless style found only in young iconoclasts, she is smart as a whip, savvy, and unapologetically critical when need be. She's neither a gimmick nor a corporate pawn. She is entirely her own and her cultural critiques are as awesome as her outfits.

✦ Lee, Austin





The age of advanced technologies also gave rise to a yearning for the simple lifestyles of the past, as reflected through several social movements, and young entrepreneurs are quick to jump in on this trend.

RENEGADES

Preserving their own cultural identity is the Retro Renegades' main mission, making the journey towards self-discovery by seeking to turn back time and revel in a world set in the past tense.

CULTURE





Mustache

The people behind Mustache Warsaw define themselves as "creating the east block's finest!" But this could be misleading and narrowing it all down, actually.

Mustache Warsaw is a yard sale that attracts many young vendors.

Many of them have started their own companies, from vintage to cutting-edge designers.

▲ Dori, Warsaw





Plearn Wan

Plearn Wan provides a break from the structured modern-day malls in the big cities. You'll find instead a faux vintage mall, or what some call a 'themed amusement park'. The venue houses shops, clothing stores, coffee shops, restaurants and attractions that take you back to the yesteryears of Thailand.

We can thank Khun Koi for this creative blast from the past. She had a longing for Thailand's golden era of the 60s. She wanted to give people a unique and enjoyable experience by creating a 'living museum' that was characteristically Thai.

The result of her efforts produced this vintage village, which features traditional Thai themes with a 'retro market vibe'.

+ Supattra, Bangkok







Shanghai Sideways

The concept of Shanghai Sideways is definitely unique. It is an original way to visit Shanghai on a vintage sidecar motorbike – an exact replica of those driven by the police in the Old French Concession of Shanghai in the 1930s.

According to Thomas, the project's founder, Shanghai Sideways was 100% auto-financed, so it didn't represent a big challenge, because this business model required a few fixed assets and therefore a small amount of money to get started.

After many efforts to find the motorbikes, get the licenses and hire drivers with real knowledge about their city, Thomas won over his friends' skepticism, with his innovative idea breaking through the norm. Today, the humming of those special engines can be heard all around the streets of Shanghai.

+ Christine, Shanghai





Good Thing Creation

Fred Tsai and Jo Liu are the co-owners of Good Thing Creation, a brand that prints historical Taiwanese landscapes on T-shirts.

Every night they come to the mini night market in front of a 24 hour bookstore located in Taipei's hippest 'East Side' area, with a suitcase equipped with LED lighting to illuminate their own story.

They are both industrial design graduates who have decided to start their own brand a year ago after retreating from the army, because having an independent brand for them means self-assertion and autonomy as designers.

They travelled around the island to take photos of vintage architecture and historical sites, which they printed on clothes. Their works illustrate fancy for the old world, freezing the beauty of time and preserving cultural identity in an age of globalization.

+ Ivy, Taipei







Indian Hippy

Indian Hippy, Hinesh Jethwani's e-commerce website aims to address an important social issue - to preserve a near-extinct hand-painted Bollywood film poster art, used for film advertising in yesteryears.

"I read a news report on billboard artists who were out of work because of posters going digital. I managed to gather a few of these artists and decided to work with them to keep the art alive," Hinesh says.

His team of 20 artists create customized Bollywood posters, chairs, coffee tables, wallets, handbags and more, inspired by this art format.

Hinesh's future plans include hand-painting an aircraft entirely with Bollywood film poster art, as well as painting gigantic wall murals on the exteriors of old buildings and commercial complexes.

+ Bhavika, Mumbai











Hong Community

The Hong Community is a folk toys study centre, composed of around 150 members between 6 to 90 years old.

The vast variety of Indonesian culture is rich with local games, which the community tries to reconstruct and revive. Founded by Muhammad Zaini, the community derives games from written and oral tradition with the purpose of introducing them to a wider audience.

The community also sells a variety of toys they have discovered and preserved as souvenirs. In addition to having a 'studio', they also conduct toys and games workshops. They have also established the People's Toy Museum in Bandung to promote and introduce folk toys and organized the Kolecer Festival, to showcase various folk toys associated with traditional ceremonies.

+ Wiku, Jakarta







Gagarin

Things may be less 'fancy' perhaps, as old hardware stores and small supermarkets are still present on the street corners of Seochon Village. But the area has kept a remarkably unique character and rich artistic culture in the span of its few blocks.

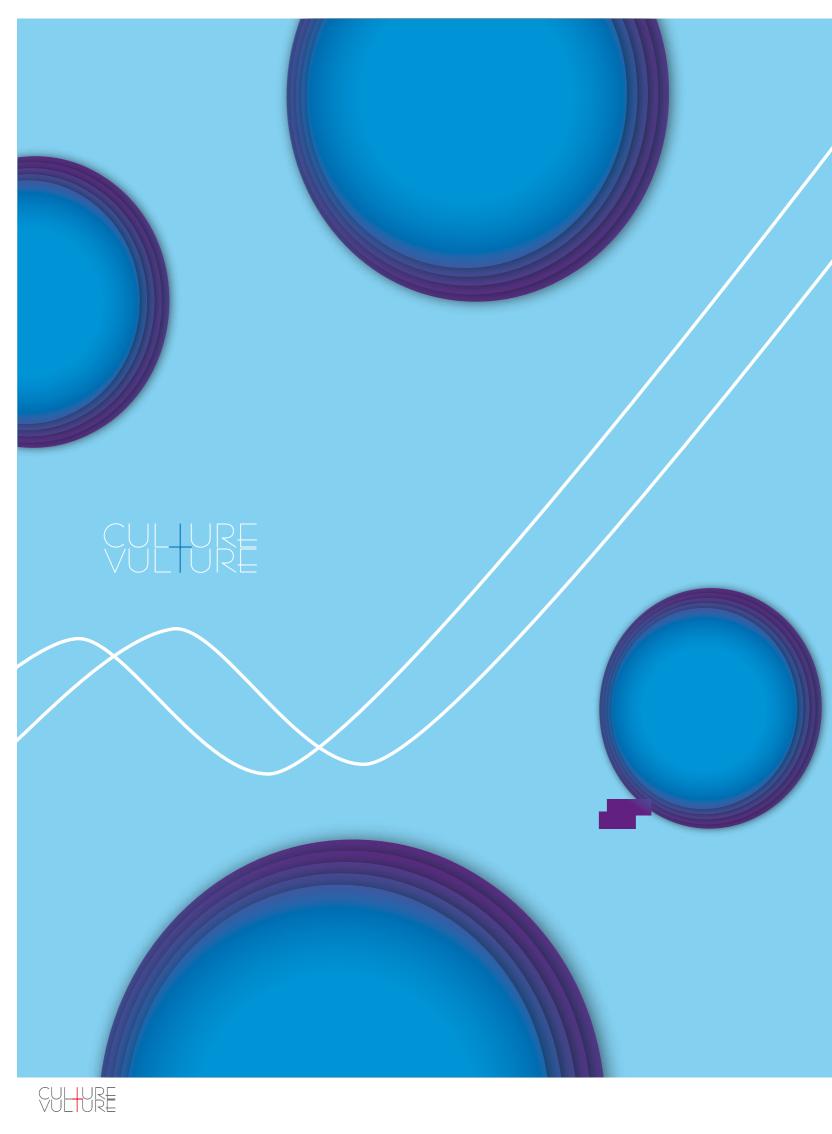
While walking in this cosy district through its peculiar small alleys filled with the refined combination of beautiful hanoks (traditional Korean houses) and a string of small cafés and galleries, I find Gagarin – in its own words, a store for "used books and more". A hole-in-the-wall shop of sorts, Gagarin offers an array of creative works aimed to provoke thought while supporting the arts.

Overshadowed by a reckless influx of 'affluent' big-name shops like Barnes & Noble, Gagarin has managed to hold on to its identity and maintain its own charm.

+ Jeannie, Seoul









MODSTERS

Music is, and will always be, a universal catalyst for self-expression. The youth have gone beyond defining themselves through the music they listen to or create, and have chosen it as the turning point in their entrepreneurial journey. For Music Modsters armed with their enterprising ideas, the destination doesn't matter so much - rather, it's all about getting there.



Nate Tjoeng

Nate Tjoeng, 29, owner of Red Kite (an Artiste Management Company) sees entrepreneurship as... a life experience.

"My motivation comes from the fact I've started something and I have to keep it alive no matter what it takes," she says.

And she was lucky enough. A friend was looking for a break and Nate got her first shot at being artiste management, launching and distributing an album debut.

Today, Red Kite does more musician-to-event pairing than album production and launch. It has been 3 years, and Nate says they are planning their first team expansion!

+ Xin, Singapore





Jacuzzi Boys

Jacuzzi Boys, one of my personal favorite Miami bands, have finally secured a record deal with a national label, which means that they've indeed got a shot at making it beyond the local music scene. People genuinely like the Jacuzzi Boys for their lack of cockiness, and now all the hard work they've made through their music has paid off.

The guys have signed to Hardly Art, the Seattle-based indie label that's also home to promising up-andcoming favourites like Hunx & His Punx, Woven Bones, and La Sera.

The lo-fi vibe of the band's previous singles has been endearing, but with some extra studio tricks, it'll be interesting to see what they cook up.

✦ Arielle, Miami



Love One Another

"I worked in corporate for three years, and I'm not turning back!" says Joey Santos, sound engineer and owner of Love One Another (LOA), a studio and sound production house with a dumb name that gets damn good results. At least that's what their website says, alongside the syrupy promise to create "the best possible version of your musical vision".

The studio opened with a crew madeup of Santos's closest friends from the Music Production program at Manila's College of St. Benilde.



Manila is one of the few cities in Asia where you'd probably find local bands playing live every single night. This was a situation the LOA crew exploited with a Care Bear stare full of love, by catering mainly to up-andcoming bands and being one of the few studios to fulfill rock star dreams by charging either by the song or by the hour.

+ Alice, Manila







Dantès Dai Liang

As part of his studies, Christophe arrived in Shanghai to improve his knowledge of the Chinese language. At that time, there were only few Western faces in town, and he was selected to appear on Chinese TV.



Christophe seized the opportunity to sing his songs with a new approach to Chinese music, along with traditional instruments mixed with modern pop rock. This marked the beginning of a series of concerts.

"At first, I haven't thought of myself as an entrepreneur, nor was I consciously heading to a career in China. I just loved what I was doing. It was only after a while that I saw the existing market and started to build a business around my songs," he says.

Christophe is acclaimed by the Chinese media as "the only French man who writes and sings in Chinese" and is now known as Dantès Dai Liang.

+ Christine, Shanghai



Estamos Felices

Martín Mercado is the engineer, photographer and music lover behind Estamos Felices, his own record label.

His idea was to produce and spread the music of 'emerging' artists who weren't able to find their place in the Argentine music scene. Eventually, his venture turned into Argentina's main independent record label.

Since the business grew, Mercado started to focus on the label's cultural content production, press work, production, events, booking, management and his artists' catalogue distribution.

Despite its success, the objective of Estamos Felices has remained the same: to develop the original work of musicians by guaranteeing them artistic freedom and catering to their needs through creative integration with a sound business view.

* Ana, Argentina







Omuniuum

The prevalence of music in digital format has resulted in the death of record stores. However, lit Sukmiati and Stafianto Trie continue to promote music through their shop Omuniuum.

Initially, Omuniuum was selling only books, but eventually started distributing band merchandise and CDs from various labels, such as Demajors, Sinjitos, FFWD, Heaven Records, Linolieum Records, all of which support Indonesia's underground music scene.

The shop remains one of the goto places for music lovers who still want to find the physical copies of their favorite albums, especially from underground bands. They are also able to help these indie acts, who have not yet been able to produce their music in digital format, have an opportunity to promote their releases.

+ Wiku, Jakarta

Michaela Therese

In Michaela's case, the path to entrepreneurship is not so much "I had a vision..." more like, "I had a calling..."

This girl oozes musical talent. Even her toes can sing. And she can write and play and produce!

On the corporate rat-race which she seems far-removed from, she says, "I know how hard people work. I just don't think I could ever participate in it".

She has made financial risks by selectively taking on gigs for 5 years and had invested her earnings wisely on keyboards, a little home studio, along with a ton of music references.

Today, if you walk into selected Starbucks outlets in Singapore, you are greeted by a suspiciously happy staff member, as well as a CD of Michaela Therese on sale.

+ Xin, Singapore





James Blake

I may have written about James Blake, or perhaps his collaborative project Mt. Kimbie, but it is finally clear that the post-dubstep landscape has unexpectedly found a heartthrob poster boy. James Blake is somewhat of a digital minimalist composer D'Angelo.

What sets him apart from so many producers in the scene is that he is cute, soulful and emotive, rather than just futuristically polyrhythmic. He is the brightest in a batch of child prodigy producers along with Jamie XX, Joy Orbison, and to a lesser extent The Fantastic Mr. Fox.

This scene is not exactly brand new in the era of Internet 15-minute fame but it is still fresh-faced, young and progressing rapidly. It's probably only a matter of time before Britney Spears grabs a bunch of clattery percussion and a side-chained organ.

Callan, New York





Number Line Records

It's easy to come up with good things to say about Bobby, Mike, and Micaela Benedicto, along with the roster of acts represented by Number Line.

Their Facebook page says, "Number Line Records is an independent music label specializing in free digital releases".

But it's more than that, as it brings together indie newcomers and veterans onto a site where users can stream or download music for free.

The Philippine music industry has constantly found itself on the frontlines of both cultural and class conflict, dealing with issues from piracy, mimicry and music elitism.

This turns Number Line's policy of going free and digital into a call to arms for independent musicians, as well as a platform for rethinking whether the damage wrought by P2P networks and leaks can be considered damage at all.

+ Alice, Manila





Inroom Records

Laiq Qureshi has defied all odds to make a career in music. His venture, Inroom Records, set off as an experimental record label, an artist management firm and event designer.

The decision was a result of his experience in the corporate world as a journalist and a tech reviewer. "After five years of working, I realized I would be better off on my own, away from office politics. Besides, I love music, and finally saw the possibility in living off music," he says.

Last year, Inroom Records organized a seven-city tour featuring beat box artist Dub Fx and received tremendous response from the youth. They've also organized experimental music shows with well known Indian artists fusing different genres and styles.

+ Bhavika, Mumbai







CULTURE

PRINTCEPTIONS

The youth have not overlooked the potential of print as a traditional medium which encouraged the dynamic exchange of ideas.

Instead, they have used it to their advantage by transforming the medium according to the needs of today's tech-savvy world. By tackling and showcasing a wide array of topics relevant to their generation through the written (and somewhat digitized) word, Printceptions are evolving as a platform serving as a marketplace of new ideas.

BE Sector All The Sector All





PRINTCEPTIONS BE 9 BE Magazine

BE Magazine gives the homeless and those facing social and economic problems a chance to make a living. Alan Archapiraj is the young social entrepreneur behind this publication.

He was inspired to create this magazine after he was introduced to the Big Issue, a weekly UK publication that is sold and distributed by the homeless. The publication helps the underprivileged, who have been discriminated against in the mainstream workforce, earn an income.

The publication adopts a micro-financing concept and takes after a consignment model. Without an education or down payment, anybody can become a magazine vendor!

+ Supattra, Bangkok







Longshot

Through the power of Twitter, Alexis Madrigal, Mat Honan and Sarah Rich convinced hundreds of people worldwide to send them reported stories, photo essays, and infographics to be published in 48Hr Magazine's Issue Zero.

The payoff certainly wasn't money (each contributor only made about \$8 in the end), but instead it was an open invite to a pop-up community.

Issue Zero was a huge success, so in August they decided to do the whole thing again complete with a court-ordered rebranding. Longshot Magazine Issue One was produced at the Good Magazine headquarters. I'd say Issue One was even more successful than the first, perhaps because there was better communication with their followers.

+ Rachel, San Francisco

GATHARE







Mapache

Paul of the Scout Network along with his girlfriend started Mapache, a fanzine now growing popular in Barcelona.

They had enrolled in a Cultural Journalism course that was, for the most part, "an epic waste of time". About three classes in, they decided to miss one and stay at home to make their own fanzine.

The idea was to do a weekly, quickly-put- together "manual on whatever we felt like at the time". They also wanted to create something that was an antidote to the pretentiousness of the literary scene.

🔺 Paul, Barcelona





Only Free Paper

Only Free Paper is among the many curiosities that can be found along Shibuya, also known as Tokyo's birthplace of trends. So does this mean that they don't sell anything at all?!

Nothing – but only free paper – as the sign says! The shop was conceptualized by Kota and Kensuke in 2010. Now it's packed with almost a thousand free papers tackling various subjects—from the arts, fashion, architecture, to music, design, photography and more.

Although running the business was tough at the onset, now the shop has gained thousands of followers on Twitter and at least 5 groups bring or take free papers everyday. It also seeks to eventually be a place linking artists and publishers.

+ Chihiro, Tokyo





SO FOOT

SO FOOT

Bacánika

Bacánika is a space that allows young people to discuss relevant issues.

A magazine made by the youth for the youth, the publication is produced by contributors across 44 different universities across various cities and published every 15 days.



published every 15 days. Bacánika tackles culture, travel, sports, health, gastronomy, sexuality, ecology, entertainment and memory through designs that make an impact. And what's more – it's free!

* Hernando, Colombia

So Foot

Among the multitude of French cultural magazines where advertising is a priority, So Foot happens to be one of the last entities resisting this domination.

Franck Annese, Stéphane Régy, Sylvain Hervé and Guillaume Bonamy were bored with business school students and decided to create Shamrock, a fanzine dedicated to the likes of Daniel Johnson, Pavement and Elliot Smith. Three years later, the next step was logically the conception of the Sofa project, a lot more ambitious magazine bringing together intellectuals and football fans.

One day they decided to concentrate on what they enjoy the most – football – and went for it. Today they distribute around 90,000 copies every month.

♦ Rachel, San Francisco





Ranks 15 out of 183 economies surveyed by the World Bank in terms of ease of getting credit for new businesses.

Source: Doing Business: Japan 2011 published by the IFC/ World Bank

Shanghai ranks as the number one city for entrepreneurs. Source: Citi's Wealth Report Attitudes Survey 2011

) INDIA

SMEs create 1.3 million jobs in the country each year with GDP contribution expected to increase to 22% by 2012.

Source: Small and Medium Business Development Chamber of India - www.smechamberofindia.com

AUSTRALIA

Ranks 13th among 110 economies in terms of Entrepreneurship & Opportunity.

Source: Legatum Prosperity Index 2010

THE SOCIAL EXPLORERS

DEFINITION

Social Explorers are independent and adventurous, driven by a quest for authenticity and meaning. As today's new thought leaders, they are marked by a desire to give back to the community by helping people feel free and express their own individuality. They also seek to challenge the facelessness of the brand category by challenging consumers to try new experiences.

ROLE FOR COMMUNICATION

For Social Explorers, actions speak louder than words. Therefore, they strive to behave reflecting a clear set of principles.

MEDIA BEHAVIOUR

Social Explorers are characterized as being open, progressive, as well as inclusive.

USING THE SOCIAL EXPLORER APPROACH FOR YOUR BRAND

Strive to make a human-to-human connection beyond a brand-toconsumer relationship. By maintaining this approach, brands cease to become just products or services but emerge as compelling characters in our lives.

Actively seek an opportunity to be perceived as an authentic brand, with a genuine goal and mission by engaging consumers on the quest for meaning. This may be achieved by providing a service-based offering, or creating a community/ 'giving back' proposition as a communication strategy.

CULTURE

TIPS ON FOSTERING SOCIAL EXPLORER BEHAVIOUR

- Be inspired by your consumers by knowing their wants and needs.
- State your community inspired mission.
- Build a community.
- Be the facilitator.
- Consumer engagement is key

 reward offline experiences and amplify them online.
- Keep in mind the value of social endorsements, community incentives, PR, high profile rewards and celebrity involvement as you plan your campaign.
- Celebrate and reward participation: make participants the heroes.
- Use above-the-line (ATL) initiatives to reflect your experiences and mission.
- Seek to create an impact through out-of-home (OOH) advertising, Cinema, cinematic content and Rich Media Digital Advertising.
- Create high volume of share-able content and invite consumers to participate.

SOCIAL EXPLORER-INSPIRED ORIGINAL THINKING

CONSIDER YOUR CSR INITIATIVES Bring real value to your existing CSR activity.

CONSIDER YOUR CONTENT

Create and acquire inspiring content. Be open to seeking user-generated content (UGC) initiatives.

CREATE ACCESS FOR

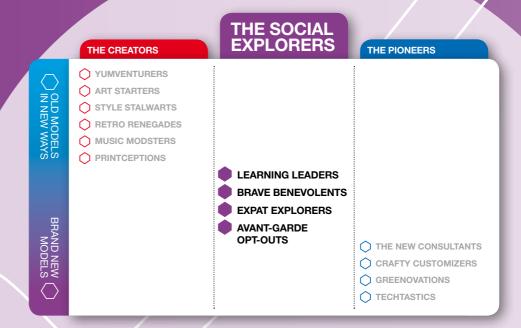
ALL VIA PARTNERSHIPS Explore partnerships that can deliver community opportunities for your consumers.

BRING THE THINKING

INTO YOUR BUSINESS Consider your recruitment policy - consider bringing in interns or accepting apprenticeships to discover new talent.

CREATE A FORUM

FOR YOUR CONSUMERS Embark on understanding your audience's concerns and interests.





Cearing eaders

YHYRE

By raising awareness regarding relevant issues or introducing new approaches that seek to change the education landscape, today's Learning Leaders are at the forefront of innovation, transcending academic standards by being the embodiment of inspiration themselves.

Having immersed themselves in the quest for learning in developing societies with improved information channels, the youth have realized their own potential in changing the way students are being educated in their respective countries.



A-HA! Learning Centre

A-HA! Learning Centre is a free tutoring centre headed by Aina Zulueta-Valencia and Jaton Zulueta, servicing the educational needs of communities in Makati City, the Philippines' Central Business District.

Their 'A-ha!' moment came after viewing a prize-winning talk given by author Dave Eggers at the 2008 TED conference in Monterey.

"The kids needed to do better at school and they needed a well-lighted place to read and study. Our program just complements whatever lessons they're already being taught at school," Jaton shares.

In two years, the tutorial centre has expanded to three classrooms. Its programs have grown to include field trips as well as alternative classes.

A-HA! also conducts seminars to educate volunteers and the children's families, as well as feeding programs and English tutorials. This year, they are working to form stronger partnerships with public schools.

+ Alice, Manila

Inter Cultural Education

Inter Cultural Education (ICE) Limited was set up by a group of fresh graduates as an educational social enterprise in 2010 subsequent to winning significant investment capital through the Hong Kong Social Enterprise Challenge.

ICE also provides a solution to discriminatory, educational and social responsibility issues in Hong Kong by creating global learning environments. This idea has pioneered a change among local schools, which now focus more resources towards nurturing a global mindset and raising awareness among their students about domestic and international issues. ICE offers tailor-made workshop programs to secondary schools which they themselves cannot offer to their students.

Most of the students that have attended the workshops report having a better understanding of sustainability and would like to explore distant cultures.

+ Patrick, Hong Kong









Indonesia Bercerita

Indonesia Bercerita provides podcasts (mp3) featuring children's stories, which can be downloaded for free.

Why audio? One of Indonesia Bercerita's founders says that this medium is yet to be maximized online, and is more cost-effective. They also believe that it is most suited for storytelling in terms of enhancing the children's imaginations.

The group produces podcasts with the help of volunteers, called 'story fighters'. They also hold events, such as writing contests and storytelling festivals.

This social organization is largely funded by donations. However, they also publish and sell story books, the proceeds of which go towards children's educational development.

+ Wiku, Jakarta

QuickSchools

Three enterprising people (2 of whom were working in Silicon Valley at the height of the dotcom boom) decided they wanted to take charge of their destiny. Aris Samad, Maisie Chui and Azreen Latiff packed up and headed for Kuala Lumpur as they saw potential in the country's tech industry.

After winning a business plan competition, they launched Maestro, which was initially set up to provide supply chain management software to local businesses.

This soon changed when they secured a local school as a client. Applying the same logic behind their existing software solutions, QuickSchools, their newest venture, was born.

QuickSchools is a fully online management system ideal for small schools with its customisable solutions. The system allows schools to manage admissions, student information, scheduling and grading functionalities virtually, anytime and anywhere.

+ Steph, Kuala Lumpur



I am Gifted

Inspired by Adam Khoo, a Singaporean best-selling author and motivational speaker, Tran created Toi Tai Gioi (I am Gifted), a programme targeting tweens, teenagers and adults which seeks to help everyone achieve extraordinary results in their lives with the right encouragement, stimulation and learning methods.

Tran had invested thousands of dollars to enrich his knowledge on self-development, management, and marketing so he can embark on his own entrepreneurial journey.

Tran's company, TGM Corporation, is the first and only company that specializes in teaching and training people in Vietnam. Now, TGM has now grown with more than 80 employees and thousands of trainers. The company has also published I am Gifted, So Are You, which has gone on to become a best-seller with more than 150,000 copies sold, along with 400,000 e-book downloads.

+ Van, Ho Chi Minh





Dohansha

Students seeking to pass the rigid entrance exams of top universities in Tokyo and Osaka can now take studying to the next level, thanks to Dohansha, an online 'cram school'.

The pressure that society puts on Japanese high school students to enter university has led to the growing popularity of 'cram schools' providing intensive review materials and strategies.

Along with the convenience of online access, Dohansha teaches students how to study effectively and provides mental conditioning, through the free Internet chat features of Skype.

Yuhei, Dohansha's founder, believes that motivating kids by providing them the opportunity to accept their individuality goes way beyond passing any entrance exam.

+ Chihiro, Tokyo







Teach for Malaysia

Teach for Malaysia (TFM) is the latest addition to Teach For All (TFA)'s global network of independent organizations.

TFM believes that every child has the right to access quality education, regardless of origin, race or family background. Malaysia is the first country in Southeast Asia to implement this initiative.

Founded in 2010 by former Price Waterhouse Coopers Malaysia consultants Dzameer Dzulkifli and Keeran Sivarajah, TFM seeks to make a difference in a sustainable and impactful manner going beyond part-time volunteerism or charity.

+ Steph, Kuala Lumpur

Audio High School

Through the support of the Salvation Army, a group that provided him with crisis accommodation, Nathan began to develop the concept of Audio High School. He feels that there are over 1 million high school students who can benefit from having content delivered to them in audio format to complement what they are reading in class.

Nathan continues to strive for his products to be eventually available to Australia's entire student population. He has developed a competition to go live this year, where the winner will see his or her notes converted to audio format and sold online under a revenue sharing model.

He believes that a project like this among Australia's youth can succeed using a 'lean startup' model.

+ Matt, Sydney





The country currently has 2.9 million SMEs, employing 9.7 million workers.

Source: www.thailand-business-news.com

PHILIPPINES

Cited by the World Bank as one of the top 10 countries in terms of ease of doing business.

Source: Philippines 2011 published by the IFC/ World Bank

SOUTH KOREA

South Korea is ranked 18 out of 183 countries in terms of Entrepreneurship & Opportunity. Source: Legatum Prosperity Index 2010

CULTURE



The pursuit of originality motivates the youth to introduce paradigm-shifting concepts that address today's social problems in their own communities.

The youth have boldly embraced the concept of social entrepreneurship as they campaign to address problems of the underprivileged, the disabled and others in need, as well as promote cultural diversity in the face of rapid globalization.

It is through addressing society's most crucial issues that these Brave Benevolents discover empowerment, as defined on their own terms.

CUL IURE



Youngcare

Youngcare is an organization dedicated to caring for young Australians with full-time care needs, with fundraising efforts largely driven by the youth sector.

Tom and Angus Watson realized that in order to raise awareness and investment dollars for Youngcare, something had to be done that would stand out.

They have set upon crossing the Simpson desert, which will see them walk 320 kilometres in 12 days. Due to this expedition, Youngcare has received considerable donations and some significant PR coverage.

The result is over AUD\$78,000 (about US\$83,577) in donations to Angus and Tom alone, and a little over AUD\$1million (about US\$1,071,500) for the entire project.

+ Matt, Sydney



Manikako

Manikako was founded in 2007 by artists Hannah Liongoren, Joey David Tiempo and Gabie Osorio.

Liongoren traces the group's origins to the Art House of Comfort (Art HOC). In 2006, Art HOC began a series of doll-making workshops called 'Barbing Pinay', or literally, 'Filipino Barbie', to study the dynamics of art in Metro Manila's slums, while relaying messages about self-reflection, national identity and women's issues.

From this prototype, Liongoren and Osorio created a doll that could easily be produced in bulk without losing the sense of craft. What began as volunteer work remains volunteer work to this day, and assistance is received almost exclusively in kind. These have sustained Manikako for the past five years.

In a world of mass production, Manikako is clearly not just about producing toys, but more about promoting values - of which creativity and originality, upcycling, along with the spirit of volunteerism and sustainability – remain on top.



+ Alice, Manila





Toybank

Shweta Chari, a 29 year old electronics engineer-turned -social entrepreneur, founded Toybank, an organization that distributes toys among underprivileged children.

"Engineering was frustrating, I was surrounded by competitive people and it didn't make sense to me. I jumped out of college and joined an NGO," she says.

Toybank reached out to 238 children in its first year and today the figure has jumped to more than 7,000 children across four cities in India.

In the pipeline are a host of plans – expanding to other cities and rural areas, setting up toy libraries for children below poverty line at government-owned schools and also setting up a pilot project on introducing toy curriculum, an unconventional way of teaching.

+ Bhavika, Mumbai



Friendship or Nothing

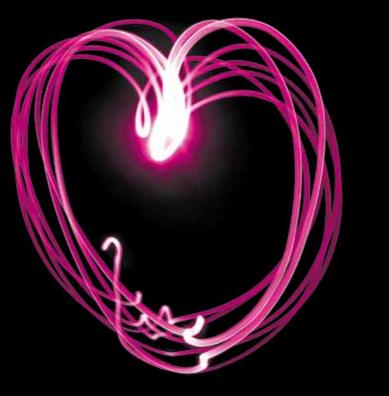
MiauMiau is an art gallery that started out merely as a shared hobby between friends. Mariano López and Cecilia Glik, its creators, tried to establish a new way of promoting art apart from the usual museums and galleries.

As they continued with this project, a new idea came up - one that would allow them to link art and design with social integration.

Thus was born Friendship or Nothing, a social collaboration program which seeks to bridge various social sectors with low resources through work, art and design, while promoting recycling as a movement.

The programme manages a non-profit carpenter's workshop, where chairs are made from recycled pallets. The proceeds are then used to support the workshop and pay the workers' salaries.





Brave Benevolents



Table for Two

Masahisa Kogure is doing his own bit to feed the world by setting up Table for Two (TFT), a Nonprofit Organization.

TFT lets you donate a 'school lunch' to African children - just by buying yourself a healthy meal!

By eating balanced meals packed with 680-900 calories and donating 20 yen (approx. US\$0.25), you can 'transfer' the same amount of nutrients to those who are in need of them across the continent.

While working for a consulting firm, Masahisa met economist and UN Millennium Project Director Jeffrey Sachs, who introduces support programs backed by scientific analysis among developing countries. Sachs' broad-minded perspective drove him to become a social entrepreneur.

He started by working part-time to augment his own savings to fund the venture's launch. But now, TFT has been able to gain support from various entities for its operations.

+ Chihiro, Tokyo



Delicious

Delicious, a quality bakery founded by a group of young entrepreneurs, provides the right working conditions for the disabled.

It aims to help integrate the disabled into society teaching and helping them to stand on their own feet through on-the-job training and employment.

The founders of Delicious have employed their mothers' expertise to create pastry recipes, while family members and friends have been helping out by serving as tasting panels.

Most of the financial support to start the business came from the team's own pockets. At the moment however, Delicious is looking for financial investment to kick off at a larger scale so they may be able to employ more people.

+ Patrick, Hong Kong





Mirakle Couriers

Dhruv Lakra, a former investment banker turned social entrepreneur, aims to bring about change in society through Mirakle Couriers.

What makes this business different is that they employ low-income deaf individuals, empowering them to be financially independent.

The idea occurred when he saw a deaf commuter in Mumbai. In a country where 8 million people suffer from hearing loss, it was about being part of the change for him.

"I realised that there is a social stigma attached to being deaf, worse than being blind. There's also a lack of job opportunities for them. I was pondering about this when I received a courier – and then it hit me. Why not create a courier service employing the deaf?"

Mirakle Couriers has since hired 64 deaf individuals to deliver over 65,000 shipments a month, with 40 clients and growing, among them reputed companies.

+ Bhavika, Mumbai



Grassroutes

Grassroutes, the venture of social entrepreneur Inir Pinheiro, promotes responsible rural tourism by engaging local communities in developing their villages as tourist destinations.

Tourism is owned, managed and run by the villagers, providing livelihood opportunities to villagers and giving a taste of rustic life among city dwellers.

With the support of his family and friends who were his test tourists, Grassroutes took shape. His largest sources of money were an NGO Watershed Organisation Trust who incubated the idea and provided technical and financial resources, as well as UnLtd India and income from family venture investments.

Inir's vision is to build a network of 200 village tourism destinations nationwide.

+ Bhavika, Mumbai



Brave Benevolents

CUL IURE

EXPAT EXPLORERS

Getting out of one's comfort zone is a notion brimming with the promise of success. This has lured young foreigners to take off and pursue their passions away from their own countries.

They gain a profound understanding of another nation's psyche as well as a sense of self-fulfillment as they immerse themselves in the local culture.

Expat Explorers are not only set to change the face of entrepreneurship. Rather, they also seek to give something back to their second homes, which have taught them so much more.







Asan Animal Shelter

Nestled amongst dense trees on the side of a small mountain, you hear the Asan Animal Shelter before you see it: a chorus emanating from the hundreds of dogs and cats who call this shelter home.

The organization was created by Karen Busch, a Canadian teacher in Korea, to find homes for stray pets and help animals in need. "Asan is a privately owned shelter," she explains. "It gets some funding from the city, but the expat group funds a lot of its endeavours."

She adds that while there are many government-funded shelters in Seoul, most lack the resources to care of the huge numbers of stray and abandoned animals they take in.

Volunteering at Asan is doubly rewarding as it provides an opportunity to meet fellow expats away from the clichéd venue of a bar or club.

+ Jeannie, Seoul

Dream company

Six years ago, after graduating from Quality Engineering, Alex and Greg went to China to find the right job in their field.

Because they didn't find a suitable firm to work for, they decided to create one that could possibly become the dream company of their future staff.

Together, they have established Asia Quality Management (AQM), a company providing quality inspection services in the textile industry. Now in its fifth year, AQM boasts more than a hundred staff, along with a yearly turnover of US\$2.6 million and offices across China, India, Bangladesh, Turkey and an upcoming branch in Vietnam.

Thanks to this expansion, Alex and Greg have considered investing in a new enterprise. A few months ago, the two co-founders teamed up with two other partners Cédric and Sam to launch Cheers In, Shanghai's first unique beer shop.

+ Christine, Shanghai





Yo Vintage!

Sarah Radcliffe, the owner of Yo Vintage! is a bleach blonde style maven living in Portland by way of London. Originally working out of her basement with no one but her husband to occasionally help her, she has grown Yo Vintage! into a successful online store and has brought numerous pop-up-shops to Portland.

I've had a chance to talk with Sarah and this Brit really knows her stuff. She's hip to trends, listens to her customers, and looks for new pieces almost daily. She's been featured by every major fashion news source here in Portland as well as nationally by Refinery 29. So Portlanders, get to the store to have first dibs before she throws the goods online and they're gone forever.

Marissa, Portland





Habesha

Sheilla was born in Guyana, from a Haitian family. Since her youth, she has been exposed to different cultures.

By absorbing her African heritage with a touch of Europe where she grew up, along with the influence of the Asian style, Sheilla creates unique pieces which offer a sense of chic and natural harmony, between tradition and modernity. Habesha, which means 'to mix' in Amharic, the Ethiopian language, was born.

"Habesha would probably never have started if not for my friends' support. They pushed me to believe in my creativity and dream. Also, some friends rolled their sleeves up for the fashion show, while others helped me spread the word and get media to cover the event," says Sheilla.

+ Christine, Shanghai

EXPAT EXPLORERS

CULTURE

Dream Dance Studio

Eshe, a Canadian from the blue-collar town of Hamilton, runs Dream Dance Studio in Seoul. As she spearheads Korea's belly dancing culture, she also directs two performance troupes while performing across Japan, Turkey, Australia, Canada and Indonesia.

Eshe teaches the Orientale, American Tribal Style and Tribal Fusion forms of belly dance. Her wide range of international experience has strengthened her belief that belly dance is for women of all nationalities, ages and body types.

Along with the joy of discovering a new art form and culture, she is glad that her lessons have helped women boost their confidence.

+ Jeannie, Seoul

Vist Vist Verseense Vist



My Home in Asia

Three expatriates who have been living in Shanghai got tired of the inefficient house hunting process, which is why the innovative concept of My Home in Asia (MHIA) was created.

Home searchers post their criteria on MyHomeInAsia.com and the enquiry is then sent to a network of qualified real estate agents, who will contact the searcher only when they have found properties that match.

No need to spend hours on the Internet or run around the city anymore! MHIA isn't a real estate agency, but more of a platform connecting home searchers and Shanghai's best property agents.

Low costs and flexibility are the main advantages of this e-commerce business model. The capital needed was not so high, consisting only of fees for web hosting, business card printing and intern hiring.

+ Christine, Shanghai

LATIN AMERICA

Latin American countries have the second-highest rates of entrepreneurship in the world.

Source: Global Entrepreneurship Monitor

MEXICO

Ranks 35th out of 183 economies, higher than BRIC markets, in terms of making a difference for entrepreneurs. *Source: Global Entrepreneurship Monitor*

75% of Colombians regard entrepreneurs with respect & consider them as people of high status.

Source: Global Entrepreneurship Monitor

CHILE

The Government created the InnovaChile program to support innovation in various sectors, including biotechnology, energy and ITC.

Source: www.entrepreneurship.org

ARGENTINA

62% of young Argentinians prefer to create their own company rather than work for someone else.

Source: TNS Gallup Poll



Choosing the path less taken is more than a trendy idea for these young people who strive to carve their own niche by following a direction they have mapped out solely for themselves.

They have successfully trailed the path between inspiration and innovation by establishing entrepreneurial ventures showcasing their individuality - breathing life into the stuff their dreams are made of.

Ian Francis

"I'm not an entrepreneur lah... just a slave to my ambition", declares lan Francis, who was a delinquent before he was a drop-out before he was a skate-boarder-turned-pub ownerturned-tattoo-artist.

From the age of 20, he was bartender, floor manager, janitor, DJ, accountant and bouncer at any given time. He lay the groundwork so he can one day fully concentrate on his ambition of being a full-time tattoo artist. And when he finally saved enough, he cofounded Gimmelove Tattoo, a crowd sourcing tattoo portal.

He feels the 'corporate world' places too much emphasis on physical first impressions. Instead of the standard "I was inspired by the Dalai Lama" kind of adage, Ian says people who have made him "feel like crap" have been his source of inspiration.

Xin, Singapore



Jessica Watson

Before Jessica Watson set off on a solo sailing expedition around the world, media scrutiny was widespread. Most of it was directed at her parents for somehow pushing her into something that she did not have the required experience or maturity for.

However, once she returned successfully, the media interviews she had afterwards made her motivation clear. It was her project, and she drove it from start to finish while actively engaging the right people to help her achieve her goal from both a financial and logistical sense.

Jessica currently spends her time at public speaking events, lending her name to charitable causes, continuing media commitments and not surprisingly a whole lot of sailing events (though now by invitation and with likely financial windfalls) among other initiatives. She was also recently named the Young Australian of the Year for 2011.

+ Matt, Sydney



Shinn

As Marketing and Brand Manager for the world's top cosmetic brand, Patrice was one of those professionals who fitted perfectly into Shanghai's corporate landscape.

What else could a young successful man like him possibly need?

Certainly not the bad news that his mother was getting ill. Patrice chose to quit his job to take care of his sick mother. And when she recovered, it also inspired him to come up with a new business idea.

Thanks to the savings from his previous jobs and some revenue from the stock exchange, Patrice launched Shinn, his own luxury brand offering a selection of silk, pearls, teas, coming from the best Chinese art crafts.

"Luxury is no longer about showing off one's social status, but rather about finding a way to make one's life more comfortable and meaningful, by choosing quality and eco-friendly products," he says.

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+ Christine, Shanghai

MIKE

After working for 6 years in Southern Star after graduation, Martin decided the time was right to put in the synthesizers - by taking his savings and setting up his very own production company, MLC Productions.

It gets cooler when he reveals what MLC stands for: Mid-Life Crisis (and he was only 32!). Today, MLC is behind the coolest media productions for some of the world's biggest clubs, including Zouk, Singapore's most prominent hangout.

One would also see Martin rubbing shoulders with the music industry big-wigs like David Guetta, Tiesto, Armin Van Buuren, Carl Cox, to name a few.

But according to him, money, power and reputation are not his driving forces. "It's just the conviction to create a good product." he reveals.

+ Xin, Singapore

Do Bich Huong

It must take a lot of guts for someone to go into the business of selling condoms and other sex products. Take Do Bich Huong, for instance, who's also known as the owner of Shop Nguoi Lon, an adult store.

The store, located in a big crowded street in Hanoi, says it all. People drive by, and then frown. Huong has to put aside all this prejudice to run her very first business. After graduating from university, she wanted to be her own boss, unlike her friends.

However, she didn't have any clue where she wanted to invest. She only knew that she had to find a new path so she can succeed. One day, Huong heard her sister complaining about birth control methods, and an idea lingered in her mind for days. She then borrowed a small sum from her family and friends to open this shop, armed with "Healthy Lifestyle" as its slogan.

+ Van, Ho Chi Minh

Joonyoung Ki

There are a few who refuse to accept that farming is out of the question in Korea, and Joonyoung Kim is one of them. He grows coffee trees in Gangneung, Gangwon Province, so he can offer freshly roasted and locally-grown beans to his customers.

Starting a coffee house has become the new gold rush in Korea as many see an opportunity to make money just by lateral marketing inside coffee shops along with an explosion of franchises.

"I'm doing this not because I want to make money, but because I like it," says Joonyoung. He doesn't expect coffee farming to become a profitable business but he adds, "If I make money later, I would like to build a coffee museum."

+ Jeannie, Seoul



okamo

Homecare Dog Bood

A 31 year old entrepreneur struck the nail on the head when he started Homecare Dog Food, a one-of-a-kind food delivery service that provides nutritious homemade meals to pet dogs.

After doing odd jobs, Wasiff, a commerce graduate, decided to move on to the next level and do something more satisfying.

"Initially, I was planning to start a catering business, but soon I realized that there were others doing the same thing. One day this concept just came about. If we can have tiffin service for humans, why deprive dogs of home-cooked meals?"

At present, his team of 10 delivery boys supplies food to 500 households across the city, including the homes of Bollywood celebrities. What makes it even more interesting is that each meal is customized according to each dog's tastes, preferences and health record.

🖶 Bhavika, Mumbai

Filipino Freethinkers

"We are driven primarily by our need to practice and promote reason, science, and secularism. If we acquire power, money, and reputation, it's only to fulfil our primary goals," says Ryan aka Red Tani, head of the Filipino Freethinkers, a group of volunteers who began organizing over informal meet-ups at a local mall.

The group is not driven by traditional business models but instead fosters a sense of community among different world views, showing that it is just as valuable to place faith in community as it is to believe in the institutions created by wealth and power.

Contrary to misguided impressions, the Filipino Freethinkers are not advocates of atheism, as they aim instead to create a safe space where people could not only articulate their beliefs, but make themselves heard. Isn't an open mind, after all, the foundation for free thought?

+ Alice, Manila

Vinamost

Who on earth can think of such a service as what Vinamost provides? You can rent a local friend to go to a movie or restaurant with, or someone to go with you to a party or event.

When Vinamost's founder, Nguyen Xuan Thien, came up with this idea, everyone thought he was crazy. Especially in a country like Vietnam, where people are against the 'rent-a-friend' concept.

Thien's background is military engineering and he never thought he would become a businessman. But after earning more than 1 billion VND (about US\$48,745) through 700 signed contracts across two offices in Hanoi and Ho Chi Minh, Thien said he has been receiving franchise offers. Now he knows this business is on the right track.

+ Van, Ho Chi Minh

CULTURE

THE PIONEERS

DEFINITION

Known as the lone soldier, the Pioneer is often found venturing to become a game changer. Pioneers go beyond setting out to challenge category convention by presenting us with products or services that not only change how we think about that category, but go as far as to revolutionize the way we live our lives altogether. As Pioneers are able to re-imagine the world and harness new technology to spread ideas or champion a cause, they take innovation to heart and lead the way towards dynamic change.

ROLE FOR COMMUNICATION

Pioneers are at the forefront of inspiring digital innovation, disrupting conventions and creating conversations. They strive to offer insightful value to the consumer (service) by using technology to facilitate exchanges and grow communities.

MEDIA BEHAVIOUR

Pioneers are known to be innovative, intelligent and groundbreaking influencers in their own right.

MAKING THE PIONEER APPROACH WORK FOR YOUR BRAND

Continuously seek to champion innovation, oftentimes harnessing the power of technology, to burst bubbles and create dynamic change.

TIPS ON CULTIVATING PIONEER BEHAVIOUR

- Be insight-led by creating genuinely useful, game changing innovation.
- Always seek to deliver genuine value.
- Maximize digital or technology - led approaches.
- Appear to be discovered by letting your innovation speak for itself through seeding, PR and Influencer Engagement.
- Focus on driving uptake and endorsement.
- Strive to become, or embody, a visionary leader.

PIONEER-INSPIRED ORIGINAL THINKING

SUPPORT OTHER PIONEERS Invest in, or support Pioneers in their pursuits.

CONSIDER YOUR PARTNERS

Nurture relationships with pioneering institutions, people and media.

CROWDSOURCE-INSPIRED THINKING

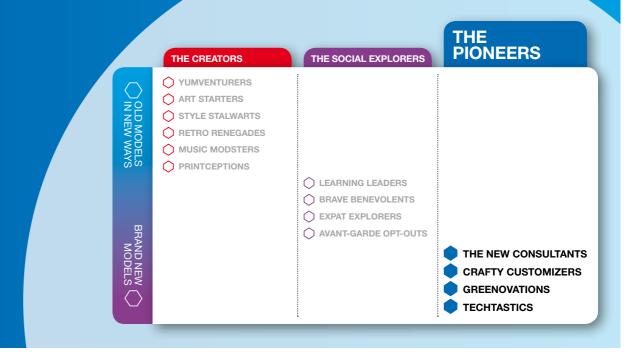
Pose a question and ask the public for pioneering solutions.

CELEBRATE PIONEERS

Create a platform to celebrate pioneering thinking – whether it be physical or digital.

PIONEERING COMMUNICATIONS

Be a pioneer in you communications by deliver your message via bold and original methods.





The New Consultants have established their ventures with the Big Idea playing a pivotal role, both as a main commodity and as the 'heart' of a new method.

The evolution of a new ideology takes centre stage as the youth become more aware of the need to tackle life's challenges through ground breaking approaches.

CUL URE







Chloe Lai

Chloe Lai had a "fire burning in her," after having successfully lost 15 kg through sheer determination and willpower.

Having battled and conquered her own weight problems, she realized that she wanted to help others like her.

She started out the traditional way as a personal trainer at a large franchise gym. Once she'd gained the necessary experience and built a strong clientele, she knew she had to strike out on her own.

Thus, GetActive was born. GetActive officially calls itself a "company that prides itself with a team of internationally -certified instructors who provide safe and effective fitness training."

GetActive is unique because it brings an almost family -like feel to working out due to its select number of clients.

+ Steph, Kuala Lumpur





Dr. Sean Kim

Dr. Sean Kim, a Korean-American, comes from a family of doctors and healers. However, unlike his other family members, he had decided to go into chiropractic care, which is the hands-on practice of adjusting a person's spine back into alignment - an adjustment that can, at times, immediately alleviate back pain.

With the help of his wife's interior design skills, using earthy hues such as dark brown and green, Dr. Kim's Sky Wellness Centre provides a comforting atmosphere that is warm and soothing, unlike a typical doctor's office. Now a little more than two years into his new practice, his centre has an excellent reputation with word-of-mouth quickly spreading among Seoul's expat community.

Sky Wellness Centre also offers a studio for pilates, yoga and physical therapy, with classes as well as individual sessions by trained Korean instructors.

+ Jeannie, Seoul









Art v. Science

Art v. Science is composed of a group of young professionals who leverage their corporate-world skills to fulfill their entrepreneurial drive, all without quitting their day job.

The venture started when a group of friends decided they wanted to turn their social network into a more productive one, and the team has grown through referrals and recommendations.

The team is composed of individuals from different backgrounds, yet each member takes pride in being a global citizen. The Art v. Science team is unique in the fact that its members not only possess a strong understanding of cultures (most are bicultural), but they also have various skill sets, which they have honed throughout their professional career. A financial analyst from a big four accounting firm in Kuala Lumpur, a CSR/Sustainability consultant in Los Angeles, a college economics teacher in Bangkok and a QA director in Shanghai are among some of the members that make up this team.

These individuals still have their day jobs, but want to dedicate their free time to helping other businesses grow.

+ Supattra, Bangkok

CULTURE

Starnox

Since 2006, Gustav has been active in Shanghai's entrepreneurial scene. His venture, Starnox, which he founded with his partner Ola, was built around the concept of 'student consulting' in China.

Starnox is challenging the traditional way of selling consulting services, by offering an unprecedented price/performance ratio.

The consultants are top students from the best universities, coming from various disciplines and guided by a Senior Project Manager. This enables Starnox to deliver projects across a wide spectrum of areas, unlike traditional consulting firms which are generally specialized in a few specific industries.

The ambition of this innovative concept is to give practical experience to students who are about to graduate, as Gustav wants to give China's bright future business leaders a promising opportunity.

+ Christine, Shanghai

STARNCX *





Peter Chin

Peter Chin is Shiroku's founder. Although a graduate of Computer Studies, his passion for creativity, entertainment and innovation led him to start his own production & post-production house.

Inspired by making a creative difference in the local TV industry, he established Shiroku. For some years, he juggled managing Shiroku and climbing the corporate creative ladder in Malaysia's leading integrated media investment group. With experience and skills tucked under his belt, he finally felt ready to focus on Shiroku 100% less than 2 years ago.

Today Shiroku has evolved to become a brand consultancy, offering a suite of services from commercials to music videos, website and social media consultancy, and brand campaigns.

+ Steph, Malaysia





Marie Kondo

Marie Kondo calls herself a "tidy-things-up consultant". She has conjured up this lovely job description for herself, thanks to the lack of an official title for someone who advises on room arrangement.

Having honed this skill during her university days, her stint as a room organizer didn't end after graduation. Even after she started working, she still found the time to clean up her clients' offices on weekends. Demand for work grew, and this prompted her to take the plunge to work full-time on what used to be a mere hobby.

Without establishing a company, she has worked individually, attracting followers from her blog, with reservations fully booked 3 months ahead of schedule.

She now organizes private lessons and seminars for people who can't find the time to clean the mess in their private spaces.

+ Chihiro, Tokyo

🔵 EUROPE

The rising number of universities in Europe that offer entrepreneurship courses and programs is encouraging. European universities have acknowledged their role as both educators and engines of economic growth.

This helps explain that over half of the EU's young people (15-24 years old) who are not self-employed are likely to follow the entrepreneurial route.

DENMARK

Business start-up costs are the lowest in the world.

Source: www.prosperity.com

Government agencies (such as NyFöretagCentrum) coach young entrepreneurs and support entrepreneurship through free seminars, exhibitions and conferences.

Source: Eurobarometer by the European Commission

NORWAY

Nearly 8 out of 10 Norwegians believe that the country provides a strong environment for entrepreneurs.

Source: Global Entrepreneurship Monitor

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Start-up costs are ranked seventh lowest in the world and levels of innovation and infrastructure for entrepreneurship are high.

Source: www.prosperity.com



crafty izers customizers

The process of personalization and customization The process of personalization and customization and for the second seco has satisfied the youths' inherent need to mark nas satisfied the youths' inherent need this is also various preferences as individuals, and this is also various preferences as individuals, and this is also various preferences as individuals, and this is also

Various preferences as individuals, and this is als various preferences as individuals, and this is als reflected in new concepts launched behind their enderting wanturge By providing a range of options to create an entirely By providing a range of optionizers let originality new product. Crafty Customizers By providing a range of options to create an en-new product, Crafty Customizers let originality new product, by cataring to changing needs new product, Cratty Customizers let originality new product, Cratty Customizers let originality to changing needs. to changing needs to the very vision fuelling shine through by catering to the very vision fuelling shine through by catering to the very vision fuelling shine through by catering to changing needs. Shine through by catering to the very vision fuelling It is also a testament to the very vision fuelling entrepreneurship in itself.

CULLURE

Grafty Gustomizers



Orihime

Yuko Kinoshita found out that the reason why 73% of female university students didn't buy a bag was because there was one small part they didn't like about it. So she thought, why not create your own bag that's designed and approved by everybody?

This led to the launch of Orihime, a bag company which considers girls' design ideas and votes as they create their new products.

Let's say you found a cute baby pink 10.4 inch heart-embossed PC case on the website. You like its material and size, but not its colour nor its zipper charm.

Just go to the 'customize' page and create your own design and recommend your idea to others by clicking 'suggest the design'.

Once your design garners more than 20 votes, Orihime will then create the product. Not only do you get to have the bag you really want, they will let you have it at a discounted price too!

+ Chihiro, Tokyo

Plasterdoll

"The whole idea of Plasterdoll was to create a character of my own and 'dress' her up in pretty clothes. Plasterdoll is a fashion model, and it satisfies my inner desire to buy and own designer outfits that may cost me a limb in the real world," says Jessica Wong, the founder of Plasterdoll.

What started out as a personal blog soon evolved into Jessica making Plasterdoll prints for interested customers, allowing them to customize their own characters which they can dress up, style and accessories.

Today, her Plasterdoll empire has expanded. The 'original' Plasterdoll, or Summer, is joined by a group of similarly well-dressed friends, both boys and girls. And her first foray for the gang? A D&G Spring Summer 2011 collection of Plasterdoll Ads.

🕂 Steph, Kuala Lumpur







20 Water

"How different would the world be if people were conscious of the power of words," Maria Gamboa thought.

This idea inspired her to create 20 Water, nine water bottles in different colors, named after the most positive things that contribute to harmony.

Each bottle is aptly named and colour-coded, signifying its essence – love (red), joy (orange), health (light green), thankfulness (dark green), forgiveness (blue), freedom (violet), I am (yellow), prosperity (gold) and peace (white).

Whoever orders a box receives, within hours, a rainbow of small bottles signifying positivity.

"This energized water with the power of words helps promote emotional well-being," says Maria, who also conducts workshops where she shares her own philosophy – on following ones' heart.

* Hernando, Colombia

GantiBaju.com

GantiBaju.com is a crowdsourcing T-shirt design site where designers can submit their own T-shirt concept, according to a certain theme. The site's visitors can then vote for their favourites, and the winning design will be produced and sold.

Designers can get royalties if their designs win and in turn, customers get to buy the best T-shirts!

GantiBaju has grown into a substantial and solid community. The team behind this site are also developing more engaging strategies to provide more benefits to their customers, so in addition to showcasing customized designs, GantiBaju can also be a platform where designers collaborate, display and sell their work.

🕂 Wiku, Jakarta



I Fashion My Shirt

One morning, Yoan looked at his wardrobe and thought, "How cool would it be if I can choose among different customized shirts!"

This is how the concept of I Fashion My Shirt was born, driven by the idea to give everyone the opportunity for everyone to benefit from Shanghai's fabric market, while sitting at home in front of the computer.

For the price of \$59, you can get a 100% customized shirt. Start by choosing your fabric, among a choice of 45. Then customize the details – from the collar to the cuffs, through the length of the sleeve, the colour and the type of buttons; add an accessory if you wish; fill in your measurements, or even better, just send one of your shirts to ensure a perfect fit.

Tadaa! You get your dream shirt, or at least, a unique shirt nobody else will be wearing.

+ Christine, Shanghai

Joowan Im

What if one flower can change its colour and symbolize different meanings at once? How about a fresh-cut rose that glistens like gold or one that glows in the dark for three years?

These one-of-a-kind roses are invented by Joowan Im, a young man who had a curious mind that always asked the how and why of things.

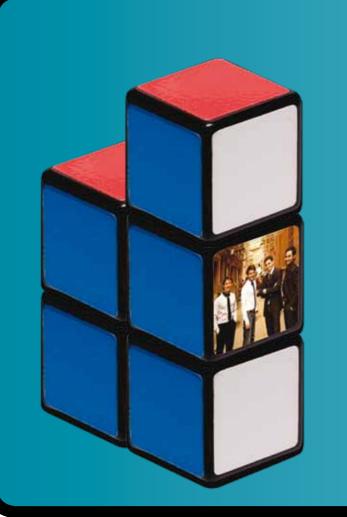
The inspiration came from a beer bottle that had a temperature-sensitive label containing logos and images that respond when the bottle was chilled or got warm.

He decided to dip into his meager resources to pursue his research, and set up a small lab in one of his greenhouses. After five years of trial and error, the magic rose was finally born. With just a gentle touch or breath, one could change the colors on these roses.

+ Steph, Kuala Lumpur

CULTURE







Fixie.ru

Fixie.ru provides a wide range of services for the owners of fixed-gear bicycles.

It is a rapidly growing community in spite of the fact that it's really difficult to get around Moscow on a bike and there are few shops selling bicycles and spare parts.

Owned and created by Vladimir Losinky, Fixie has solved all problems simultaneously. Now, one can order a bespoke design bicycle from the website and also be able to customize private bikes as well as get fresh news about community life on the blog.

△ Igor, Moscow

Originalo

Originalo – the ultimate gift experience, as their tagline goes, presents customers with hotel, restaurant and spa choices to create unforgettable memories.

It was co founded by Tengku Zatashah and her French husband Aubry Mennesson, as a spin-off from their online travel journal, 'Frog + Princess Blog'.

So what's the difference between an Originalo gift and a regular voucher or booking with any f&b or spa outlet? Well, first of all, there's the proper terminology. Whatever it you purchase from Originalo, will come in a gift box.

As the gift giver, you can choose from a variety of themes (which cover vacation getaways, spas & dining). Inside each box is a choice of experiences from a number of different providers. The recipient then selects the experience of their choice, presents the voucher at the venue and voilà, the 'ultimate gift experience'!

🕂 Steph, Kuala Lumpur



FRANCE

80% of the French believe that their country is a good place for entrepreneurs.

Source: www.prosperity.com

SPAIN

75% of Spaniards regard the area where they live as a good place to start a business.

Source: www.prosperity.com

POLAND

Warsaw recently took third place overall in the European Cities Entrepreneurship Ranking 2010. Source: www.ecer.fr (European Cities Entrepreneurship Ranking

RUSSIA

71% of Russians believe that their local area is a good place to start a business.

Source: www.prosperity.com



Greenovations

tΓΠ

Voicing concern for the environment in a world bombarded with warnings of impending destruction has evolved beyond being a trend – it's now a lifestyle choice.

Recognizing that being eco-friendly is more than just a fad, the youth are adding a dash of hipness into this revolution by creating products made of sustainable materials and introducing Greenovations that seek to address a growing problem amidst a rapidly-changing world.

HK+1



HK+1 is a social enterprise led by a group of students and fresh graduates with the vision of eliminating trash and creating awareness about the power of recycling.

HK+1 has produced sturdy chairs and tables that can withstand daily usage. The team firmly believes in community engagement and wants to solve this problem before it becomes a crisis. Having grown up in Hong Kong, they have experienced the locals' daily consumption habits first hand and felt the urge to take action for change.

The paper used to create these products are collected by hundreds of jobless senior citizens, who collect paper trash and cardboard boxes they find on the streets for HK\$2 per kilo. HK+1 gives these people an opportunity to earn a decent salary and learn a new trade, while alleviating Hong Kong's landfills.

+ Patrick, Hong Kong

DDG Daddy's Girl

DDG Daddy's Girl offers fashionable handbags made from rice bag material. The creative design, colors, and textures of the bags speak out to Thai hipsters, who are appreciating this fashion-forward move more than ever.

Khun Som was inspired to start her own business after receiving praises for her revolutionized handbag made from rice bags, which she produced for her senior thesis.

The idea of using rice bags to make purses actually came from her family business (Khun Som's family actually produces rice bags for sale).

Khun Som wants to create genuine change through the use of recycled materials by showing society that mundane materials can regain value once they are transformed into something creative, useful and attractive.

🕂 Supattra, Bangkok

ovations - Greenovations - Greenovations - Greenovations





Thieves

Right now, I am fascinated with Sonja den Elzen's 5-in-1 Dress. This dress can be worn in several different ways. Effortlessly chic, this dress looks as comfortable as it is current.

This creative and versatile dress is one of the key pieces of Thieves, a clothing line designed for the urban eco-sartorialist. Following key elements of structure and design, natural form and the body, den Elzen makes a commitment to sustainability by using fabrics such as hemp blends, organic cotton and wools, tussah silks and bamboo.

She positions herself as a Thief: "The Thief seeks to avoid any compromise between natural self-expression and high -end fashion." Forward thinking in fashion, innovative design and luxe sustainable fabrics are just a few of the many things to love about this line.

+ Erin, Toronto



Déjà Vu Creation

To solve Hong Kong's trash problem, Ming Wai Wong came up with the idea to recycle vinyl banners, foam boards and CDs to create colourful handbags. She set up Déjà Vu Creation, which re-uses consumer materials to make stylish products, extending their life span while enabling consumers to live a less 'wasteful' lifestyle.

Inspired by Frida Kahlo's passion for life, rebellious creativity and exceptional emotional strength, Ming has always believed in doing social good and recycling has been an issue close to her heart for as long as she can remember.

Before, most companies threw away their banners and CD's, but now they give these to Déjà Vu Creation so the company can transform them into useful environment-friendly products.

+ Patrick, Hong Kong



Greenovations - Greenovations - Greenovations - Greeno













CUL URE

The Recycle Experience



Evan and Tina have a huge interest in toys. As they have also come across a lot of non-organic junk, their combined imaginations led them to create some interesting characters, collectively branded as The Recycle Experience.

The resulting characters are very unique, sometimes magical, and resound with pop culture. Each robot is miraculously alive, coming in a variety of colors and shapes. The appeal of the project lies in showcasing a combination of imagination, thrift and fun.

Along the way, Evan and Tina have participated in numerous exhibitions, artistic collaborations, workshops and events, not only to exhibit their work but also to invite others to re-use junk, especially non-organic items.

🕂 Wiku, Jakarta

Handsome Bag Co.

Handsome Bag Co. creates well-designed products which are utilitarian in function with a beautiful finish, using old car seats mainly found in taxis. These seats often have wonderful faux stitch patterns, details which have become the label's trademarks.

Billy Potts, the company's founder, believes that a small startup often can work more efficiently compared to large bureaucratic organizations.

Recycling is one of the major social impacts that the team wanted to tackle, therefore all their materials are 100% recycled. Knowing that recycling is not a final solution in itself, they decided to create sturdy sustainable products made to last and improve with age.

+ Patrick, Hong Kong



ovations - Greenovations - Greenovations - Greenovations

Bambike

By handcrafting bamboo bicycles with fair-trade labour in the Philippines, Bambike is helping out people and the planet by making "the most sustainable bikes in the world" using bamboo heat-treated in solar-powered boxes and abaca, a durable native species of grass.

Within two years, Bambike has come up with designs for mountain bikes, beach cruisers, city cruisers and fixies in medium and large sizes, taking customized orders along the way.

They even ship internationally, contributing to a growing global bike culture and helping to build a 'New Green Economy' by bringing high quality handmade Philippine products to the global marketplace.

Vaturo

+ Alice, Manila





Greenovations - Greenovations - Greenovations - Greeno

NORTH AMERICA

USA is ranked 5th worldwide in terms of ease of doing business. Canada is ranked 7th worldwide in terms of ease of doing business.

Source: Global Entrepreneurship Monitor

USA

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The Startup America Partnership, an initiative launched by President Obama in 2011, seeks to accelerate entrepreneurship by bringing together mentors, advisors, funders, major corporations and service providers to deliver strategic and substantive resources to help entrepreneurs start and scale companies.

Source: www.startupamericapartnership.org

The Harper Government recognized 2011 as the Year of the Entrepreneur, highlighting the essential role that small and medium-sized businesses will play in securing Canada's ongoing economic recovery.

Source: Industry Canada - www.ic.gc.ca

CULTURE



age, the Gen Y are inspired by new business ideas brought about by easy access to information and advanced technologies. The changing face of the digital landscape has also paved the way not only for a wider reach of available information channels, but for new voices to be heard through a convenient and highly accessible portal. Young entrepreneurs are coming to the forefront as they see these innovations as potential forces not only in driving profits, but in These new technologies and inventions are used as a platform to serve their respective communities or discuss issues they deem relevant changing perceptions as well. in an attempt to make their own mark in society.

Growing up amidst opportunity and convenience within the Internet

TECHTASTICS





Dealicious.co

Dealicious.co helps people find the best deals in the city so that we can enjoy life more while saving money!

What is this deal-a-day site all about? Dev Appraneh explains that it basically creates a win-win situation for customers and merchants.

Merchants get new customers at zero cost, while customers get access to great deals, which would otherwise be expensive.

So what drove Dev to launch this initiative? Dev explains that he has always had a passion for social media and entrepreneurship and wanted to bring this idea to Thailand after seeing the success of group-buying sites such as Living Social and Groupon in the USA.

+ Supattra, Bangkok





Fully sick rapper

Christian Van Vuuren, an account manager for JCDecaux, found himself admitted to hospital with a hole in his lung, where he spent 187 days. To pass the time, Christian created parody rap music videos which immediately went viral, and found himself with thousands of fans on Facebook and hits on YouTube.

Once he was released from hospital and the buzz died down, he found himself with an interesting dilemma. He could go back to 'regular' work, or try to use his newfound public persona.

Choosing the latter, he has teamed up with his brother and has worked on a number of projects that keep the fully sick rapper persona close enough for people to remember (for the time being anyway).

+ Matt, Sydney



MyCityLives

MyCityLives is Toronto's answer to the influx of location-based networks. Born out of the frustration of feeling limited by the recession, a group led by Adil Dhalla and Adam Ben-Aron came together to brainstorm some innovative initiatives to combat the defeated morale that permeated the economy.

As one of their projects, MyCityLives is designed to allow city dwellers to share their experiences in the places they visit through online networks.

Using video, it offers an interactive map of Toronto where you can 'visit' locations, courtesy of other users. You can get a 'video tour' of the establishment as experienced by one of its visitors. The focus is on building communities, local awareness and neighbourhood business alliances.





✦ Erin, Toronto

MakerBot

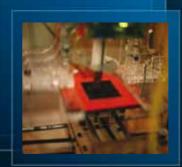
Ever dreamt of owning a robot that can make things upon your command? Now you can. MakerBot Industries makes 3D printers - machines that actually creates products that the user instructs it to make!

Zach Smith at MakerBot Hong Kong was inspired by the great entrepreneurs of the computer industry such as Steve Jobs and Linus Torvalds to revolutionize the 3D printer industry.

Driven by the urge to freely create new things he never thought of while working with large corporations, MakerBot became a creative workspace for like-minded inventors. The best thing is that MakerBot has been able to make this into a low-cost product. Young thinkers, startups and inventors alike will be able to use this machine for future ventures.

+ Patrick, Hong Kong





TECHTASTICS





Aquabumps

Eugene Tan is the creator of Aquabumps, a website which has become a celebrated destination for those that identify with Australian beach culture. He has also opened a gallery along Bondi Beach, known as Sydney's most iconic coast.

Eugene began the site while working as a web developer. By combining his passion for photography and the ocean, the goal was originally to provide an escape for friends while at the office.

The site's popularity has increased dramatically, and now the website is updated daily with 40,000 email subscribers and 150,000 unique viewers per month. The Aquabumps Facebook page has also amassed more than 20,000 likes.

Matt, Sydney

Zarzar,mx

ZARZAR.MX is a major lifestyle guide updated daily by its founders, Zoraya del Rio and Giovanni Cerritelli. The website is full of updates on the most avant-garde events and movements shaping Mexico's culture scene – art, fashion, music and movies.

Apart from being a guide to Mexico's hottest trends and events, zarzar.mx gives away tickets to the best concerts and invitations to art openings. It also promotes the best restaurants, hotels, emerging independent designers, as well as up-and-coming brands, bars, artists and travel destinations.

* Ruben, Mexico



Natalie Tran

Natalie Tran is the video blogger behind the username community channel, the 22nd most subscribed channel on YouTube and most subscribed Australian channel of all time. As she creates much of the content herself addressing a range of topics young people can relate to, her upbeat and quirky style has drawn a sustained and loyal band of followers worldwide.

What is remarkable about Natalie's growth is that she has avoided being a brand spokesperson or engaging in paid product placement. She also looks to have utilized readily available and cheap editing suite software which aligns well with her content. To maintain interest, she has kept her place as a content creator housed on sites that generate considerable ad revenue. In 2010 her income from YouTube alone was over AUD\$100,000 (about US\$107,150).





Matt, Sydney

Ollie Online

Aulia Halimatussadiah, aka Ollie, might be one of the young entrepreneurs who has already achieved much. She has already written 19 books so far and has established several companies, among them NulisBuku.com, a print on-demand service, and Kutukutubuku.com, an online bookstore. She is also a co-founder of Project Eden, an accelerator for startups in Indonesia. Working for two and a half years behind the desk as a web developer did not diminish her passion to become a businesswoman.

Becoming an entrepreneur now striving to change the mindset of many people has become Ollie's daily occupation. As an author, she would not complete her mission if she did not write. Therefore she routinely posts her adventures as an entrepreneur on her blog, Salsabeela.com.

+ Wiku, Jakarta





TECHTASTICS





Lacai.org

This one angry Vietnamese has decided to pick on the local media by putting up Lacai.org; a website which gives its own take on the local news by peppering it with witty comments.

The one-man team behind this website is Cam Bui, as his Facebook nickname says. His mildly cynical and staunchly libertarian language makes people laugh and think before clicking on the news.

Through his online wisecracks, Cam Bui has become a powerful blogger with a wide audience. Every published post, deeply discussed by readers, is slowly changing the way people view the news.

+ Van, Ho Chi Minh



Cuevana.tv

Three Argentine boys have created cuevana.tv, a website featuring a catalogue of free movie and TV series downloads.

As Cuevana's success grew, many people expressed their dissatisfaction as they believed that this service supports the 'crime' of online piracy.

However, there is a disclaimer published in the site and in each link, freeing itself from any legal liability and giving transparency to the service as it becomes an online catalogue of content loaded onto external servers.

Cuevana's secret seems to lie in its immediacy, with 200 series updated every week on the site. The site's traffic grows at a rate of 40% a month with 500,000 visitors daily.

* Mati, Argentina



www.expat.vn

Ngoc Uyen is the woman behind People with Ideas, an Internet company maximizing the Web's potential.

The firm owns www.expat.vn, a leading website providing resources to Vietnam-based expats, from house hunting to visa and work permit processing.

Uyen isn't a billionaire just yet, but within the expat community, they call her 'The Guru' aka 'Uyen-Know-It-All'.

She certainly knows her stuff as she steers a company catering to Vietnam's niche markets. She had just launched a couple of new websites, www.eat.vn, an online portal that lets you place food orders; and www.phaidi.com, a travel website.

+ Van, Ho Chi Minh





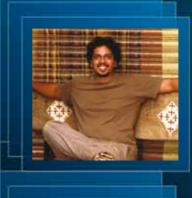
Clyde Fernandes

When Clyde Oliveira Fernandes decided to quit his lucrative online marketing job to become a full-time blogger, many raised an eyebrow over his career move.

To start off by earning as little as Rs 5000 (about US\$110) a month was a bold step. But four years later, his move of quitting the corporate world has proved to be fulfilling.

Clyde runs seven websites along with his wife on varied subjects, with Fractal Enlightenment being his first site. Seeing the growth and potential in this digital platform, Clyde started more sites - The Blog Full of Games followed by Goan Food Recipes & more.

+ Bhavika, Mumbai





TECHTASTICS

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TokoToko Soft

If you're looking to quit smoking, there may be an app that can just help you do that – and that's just one of the fun downloads from TokoToko Soft, a team of app developers.

The Tokyo-based group, led by university student Yuki Sato, have released 8 applications on the iTunes store so far.

Popular downloads include the LessSmoking app, which will show you how much you can save from the tobacco you gave up, and Shosetsu Viewer (only in Japanese), a reading app for thousands of novels, both of which have garnered rave reviews.

Initially, they are funded by sponsors, but they are planning to make more money from ads on their free apps.

+ Chihiro, Tokyo





Kakao Talk

Facebook, Twitter and Cyworld may be the hottest kids in social media when it comes to the Internet in Korea. But in terms of social media on smartphones, the honour goes to Kakao Talk, a mobile messenger app.

Downloadable with an Android operating system, it enables text messaging as well as sharing photos, files and sending links to friends while accessing other mobile apps with links ranging from music, movies, news content to information on new clubs and must-try restaurants.

The local mobile app is now used by people across 216 different countries worldwide, with about 9 million Korean users and 1 million overseas users.

+ Jeannie, South Korea



Yowa Yowa Camera Woman Diary

She calls her blog Yowa Yowa Camera Woman Diary - which literally translates to 'a feeble woman's camera diary'.

The online journal features Natsumi Hayashi's self-portraits as she looks serenely trapped in a moment, 'levitating' across city streets, an open field, a train station, a telephone booth, among many other quirky locations.

She feels that she is constantly under great stress due to a conventional society, and this led to the idea of breaking away from the gravity which held her back.

She has found the response to her blog rather overwhelming, as different people from various cultural backgrounds continue to be mesmerized by her images.





+ Chihiro, Tokyo

Square

Being an independent retailer myself, news of Square, a credit card reader that plugs into your iPhone or iPad, was an exciting prospect. I could do away with the hassle of dealing with/renting debit machines. I could accept payment anywhere, at any time! Twitter creator, Jack Dorsey, is the CEO behind this payment utility. These days fewer people are carrying cash, which makes it necessary to accept debit and credit cards to maximize your sales. Square makes it so easy, with competitive processing fees and no monthly rental – both the app and the reader are free! It also has a feature to send email or SMS receipts to the customer and a photo identification system for security.

However, it's only available to people with a US bank account and address for now. Hopefully the success of Square will broaden its service over the border so that I can take advantage of this awesome utility.

+ Erin, Toronto





TECHTASTICS

APPLYING THE ENTREPRENEURIAL SPIRIT VIA JOURNEY PLANNER

GETTING GETTING ON YOU **THE RADAR ON SIDE INVOLVE** DISCOVER **EMOTIONAL** Getting on the radar Getting you on side as an Entrepreneurial through engaging Brand Entrepreneurial Behaviours **CUSTOMER** JOURNEY Through the Journey **INVOLVE** Planner process, you can build a communications plan that SHARE RATIONAL reflects the Entrepreneur Behavior you are nurturing Getting you knowledge Keeping a customer as an Entrepreneurial with your brand. as an Entrepreneurial **KEEPING GETTING** Brand Brand YOU Α **CUSTOMER KNOWLEDGE** ACT Getting a customer by engaging Entrepreneurial Attitudes **GETTING** Α **CUSTOMER**





In Summary...

We have looked at the youths' various ventures and cutting-edge ideas around the world in a bid to understand what motivate and influence them to embark on an entrepreneurial journey.

By exploring the Entrepreneurial Spirit, we have also discovered the trends that define its various manifestations among the youth. These behaviours are driven by a Challenger mindset that seeks to lead by breaking away from established norms.

We have identified youth entrepreneurs worldwide as Creators, Social Explorers and Pioneers, each with their own brand of original thinking.

Creators seek to create something of enduring value by re-imagining traditional approaches, continuously fostering innovation. Meanwhile, Social Explorers are today's new thought leaders driven by their quest for authenticity and meaning. Pioneers are the perennial game changers as they continuously seek to challenge category convention.

These Entrepreneurial trends can be a rich source of inspiration for brands, either as a set of behaviours to emulate, or at the least, stimulate a Challenger approach. These learnings from the Entrepreneurial Spirit can be effectively applied to brand and communications strategies by mapping the Consumer Journey via Journey Planner.

Culture Vulture works as a guide for creating strategies. Consider the nature of your brand, and work together to build an Entrepreneur-inspired communication plan!

The Entrepreneurial Spirit

Some more original thinking powered by Mindshare

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Some more original thinking powered by Mindshare.

Your global snapshot of current and emerging cultural trends, bringing fresh and perceptive insights from around the world to inspire, stimulate and ignite new strategies for your brands.

