



Team Socialico

The management team consists of Keith Ng (Project Lead) and Damon Widjaja (Technology Lead), both who studied Software Engineering in Ngee Ann Polytechnic and later met in Singapore Management University. Both founders have worked in several academic projects securing several awards in leadership roles, such as \$12,000 for the top 3 Standard Chartered FYP project, top 5 Software Engineering project, and the top Architecture Analysis project in the cohort.

Keith graduated with a double Bachelor in Business Management (Finance) and Science (Information System Management) and is responsible for business development and marketing aspects. Keith's first foray into entrepreneurship was at 16 when he started a party lights stall along Orchard Road risking fines for illegal hawking. He earned his first freelancing contract developing CRM solutions for a TCM firm at 18 and registered his first startup, SWOOZH, in his second year of undergraduate education mainly for web development services. Keith underwent counseling training in SMU and has experiences as a volunteer in counseling clients.

Damon graduated with a Bachelor in Science (Information System Management) and majors in Human Resource. He manages the development team and oversees the overall architecture. Damon has strong family roots embedded deeply in entrepreneurship and helps his father in his firm periodically in Indonesia. As a foreign student, he actively participates in events that assimilate him to the local culture, such as being a vice-chairman for the ushers in National Day Parade 2006. He too enjoys helping others through voluntarism and acts as youth advisor in Heartware Network.

Dr Robert Bong, a former Chief Executive for a number of multinational and public listed company and currently working with Tsinghua and Harvard University, is an angel investor and mentor of Socialico. Dr Bong also runs Crict Consulting and is based out of his office in Beijing and periodically India. He has rich experiences in assisting local companies set up presence in China and India, and is familiar with the social networking industry.

The team is supported by Jesslyn Teo (designer), Benjamin Ng (programmer) and Vicott Wong (Chief Engineer).