



Sky high valuation with BizEquity

NOC ALUMNI HELMS ASIAN SUBSIDIARY OF US CLOUD-BASED BUSINESS VALUATION SERVICE PROVIDER



BizEquity team at NOC Graduation event in Philadelphia. (L to R) Marc Sng, ex-NOC intern, Michael Carter, CEO & Founder, John Hallinan, Director of Sales, Naman Shah, Market Lead Asia Pacific, Jiajun Lin, Marketing Associate and Semyon Fishman, CTO

NOC alumni Naman Shah (Philadelphia) and Andrew Yeo (Silicon Valley) head the APAC office of BizEquity, a US start-up that raised \$5.1M in Series A funding in October 2014. BizEquity is looking at expanding into the Asian market as they see a huge potential for growth.

Formed in 2011, its APAC headquarters was set up in July 2014 as its subsidiary and is incubated at one of NUS Enterprise's incubators, Plug-In@Blk 71 at Ayer Rajah Crescent.

Prior to joining BizEquity, Naman, an economics and business graduate from the Faculty of Social Sciences, worked in Ernst & Young and headed business development for Freshmentors, a Silicon Valley company. Andrew, a statistics graduate from the Faculty of Science, worked in Yahoo, GFK and CISCO. The two are primed to expand BizEquity's business in this region, with Naman overseeing business development and marketing and Andrew heading data and operations.

BizEquity is a cloud-based business valuation service provider. It is the world's largest provider of online business valuations. To date the company has valued over 27 million businesses in the USA. It has been granted seven patents in the last two years for its software and algorithm. Earlier this year, the company expanded to the UK and Canada, and now has its eyes set on the Asia Pacific market.

Michael Carter, president/CEO of BizEquity, selected Singapore over China, South Korea and Japan for several reasons. "Singapore is the linchpin to BizEquity's Asian market penetration strategy and a good base by which to democratize business valuation knowledge to the over 50 million businesses in China and 48 million in India,"

said Carter. "With a solid legal system, world-class talent pool from top universities like NUS, and an entrepreneurial environment, Singapore is the perfect place to set up Asian operations for any company looking to expand East."

For the last three years, BizEquity partnered NUS Overseas Colleges and has hosted over seven interning students as part of its team.

Prof Teo Chee Leong, Director of NUS Overseas Colleges said of the partnership, "We are very pleased that BizEquity has chosen to base their operations in Singapore to focus on the Asia Pacific region. BizEquity coming to Singapore is of special significance to us as we have been partnering them the last few years via our NUS Overseas College in Philadelphia programme."

Naman said, "We are looking forward to APAC as our big focus market, with Singapore being the foothold and entry point." He added that incubation with NUS Enterprise has been a privilege and honour. It has helped them develop relationships with fellow tech start-ups, attend numerous events and connect with mentors. This network is helping them to establish in Singapore. The office space is lively, innovative, energetic, and augmented by a great support team.

Moving forward BizEquity plans to launch the Singapore edition of the software by year-end, bringing on board new clients and partners from this region. Other plans include expanding the team and possibly hiring one to two interns from the NOC iLead program. By Q2 of 2015, BizEquity will push on to expand in Singapore, Hong Kong, Australia and Japan. ♦