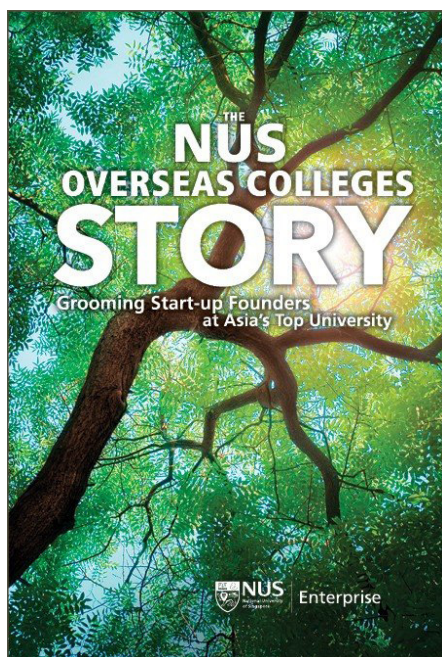


## **The NUS Overseas Colleges Story**

Grooming Start-up Founders at Asia's Top University



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Grace Chng

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### **ABOUT THE BOOK**

Told in a narrative, story-telling style, this book tells the story of how NUS Overseas Colleges (NOC) was founded, and the critical role played by the NOC in the development of Singapore's startup ecosystem. It chronicles how the founders overcame various challenges to launch the first NOC run in 2002. Featuring the experiences of many individuals whose lives have been touched by the programme, the book captures the early days of NOC startup entrepreneurs who are now household names in the Singapore startup scene. It is a must-read for readers interested in entrepreneurship and how it can be nurtured, and those who are keen to understand the history of Singapore's startup ecosystem.

### **READERSHIP**

Readers interested in entrepreneurship and the history of Singapore's local startup scene.

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