

IEOR191 statement of interest

Name: John Lim Jia Song,

School: Nanyang Technological University, Singapore

Why do you believe that you should be in this class?

I believe that I should be in the class because I am a hardworking and self-driven individual who pursues excellence in my work and studies. In my academics, I have always done consistently well, on top of managing my other commitments, such as being the vice president of my church's youth fellowship group.

What do you intend to get out of this class:

I hope to get to know like-minded individuals who are driven and passionate in what they do. And together, we can encourage and spur each other on to make our ideas a reality. In all successful businesses, having a strong network of peers with varying background expertise is extremely vital. As an international student in UCB, I believe that the change in environment and mixing with other international will help broaden my perspectives.

Core expertise:

I am adept at Adobe Photoshop. I have used it to create logos and UI layouts for the start-up I was helping out with during my internship.

I have learnt basic C programming and JavaScript. On my own, I have been learning web programming (HTML, CSS, jQuery, JavaScript) so that when the opportunity comes for me to create a functional website for a business idea, I would possess the necessary expertise.

Current team:

My current team member is Danny Soo Hong Kit (Nanyang Technological University, Singapore). We intend to work on the following idea:

Existing idea I would like to pursue:

The idea I have is inspired from a small business I did a year ago involving selling home-made meals, delivered to the client's doorstep/workplace. Business was fairly good and I found myself preparing 4-6 extra portions of food a day (which was about my personal limit as this business was just a side project I did for fun while I was studying). Shortly after, my classmate started doing the same thing, selling sandwiches for breakfast and supper. I learnt that people are willing to pay for quality and convenience! Moreover, home-cooked food comes at a much more competitive price than restaurants/cafes, and it provides a fresh change from the food we normally buy. Another advantage is that home-cooked food offers a high degree of customisability to cater to the client's needs compared to restaurants. It is much easier to develop customer relations as a result.

The way I reached out to prospective customers was tedious and time consuming. I had wanted to implement an application to expedite this process. Sellers of home-cooked food would be able to reach out to prospective customers. Customers seeking convenience / quality and value would be able to find prospective customers. That way, people looking to cook their own meals (but lack the economies of scale) can earn some extra pocket money on the side lines by preparing just a few extra portions for others, while brushing up on their cooking skills! This app can be used by restaurant owners to expand their customer base and advertise their services.

Core strengths:

I am hardworking and disciplined in fulfilling responsibilities and accomplishing tasks.

I have the ability and willingness to learn new things that would help me in my work.

Current major:

Year 3, Electrical engineering, Nanyang Technological University, Singapore