

FEEL-GOOD MONDAY

STORIES TO CHASE AWAY THE MONDAY BLUES

Risk takers' first business foray

Duo hit upon idea of starting online platform to help people locate creative freelancers easily

DAWN TAY

IT WAS over a yakking session over coffee with close friends less than a year ago that the idea popped in Miss Sharon Lee's mind.

The then project manager at a creative company was complaining about how she lost numerous project opportunities just because she could not find freelancers in time.

She and her friend, then Singapore Management University (SMU) business undergraduate Jaslyn Lim, hit upon the idea of starting an online platform that

would allow people to easily locate creative freelancers. It would also be a showcase for the latter's portfolios.

The result: Anydoodles, their very own portal, due to launch at the end of the month.

Miss Lee, 29, and Miss Lim, 22, both directors of the portal, see it as a project management service.

Acting as a go-between for freelancers and clients, it aims to "see through projects from start to delivery", said Miss Lee.

While it was meant to be a hobby at first, the duo decided to pursue it full time when Creative Community Singapore (CCS) came in with funding and helped with industry contacts.

Calling themselves "reckless entrepreneurs", they said CCS' support was "a huge boost in confidence".

With its funding, Miss Lee will study for a diploma in creative entrepreneurship at the National University of Singapore Extension in July.

Miss Lim, who graduated from SMU last December, relishes



GO-BETWEEN: Miss Jaslyn Lim (left) and Miss Sharon Lee are not scared of failure. (PHOTO: CAROLINE CHIA)

es being her own boss. It's a particularly brave move considering most peers her age would opt for stable executive jobs upon graduation.

She explained: "I'm a risk-taker by nature, and open

to failure. Starting my own business was always something I wanted to do."

As Miss Lee, who quit her job in August last year to start Anydoodles, put it: "It's important to do the things that you

like - that tends to produce quality work."

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For more information, go to www.anydoodles.com

HELPDESK 我的字典

Freelancers: 自由作家
zì yóu zuò jiā

Hobby: 业余爱好
yè yú ài hào

Entrepreneurs:
企业家 qǐ yè jiā

Frustration leads to inspiration

CLAIRE HUANG

FRUSTRATION was the initial spark for the creators of Motionelements.com.

Ms Joanne Chua and Mr Mark Sun, both 28, own a motion graphics design firm with Mr Sean Quek, 31.

Motion graphics are computer artwork that use video or animation technology to create the illusion of a transforming appearance.

Ms Chua said for projects they often had to recreate the graphics from scratch. "As creators, you dread that feeling,

when time can be used to focus on creating new, more original works," she added.

It inspired them to come up with Motionelements.com about 18 months ago, a portal to recycle digital assets.

They sought the assistance of Creative Community Singapore (CCS) for the project.

By consolidating elements that can be reused for a fee ranging from \$7 to \$48, the website gives Asian creators an opportunity to find resources easily, as well as display creations online.

Said Ms Chua: "This focus on Asian-inspired works also differentiates us from other online image providers."



CREATIVE: Mr Sun (left) and Ms Chua. (PHOTO: NEO XIAOBIN)

Their efforts are paying off. They have already collated works of about 50 artists from Singapore, Taiwan, Japan and China.

Besides getting a grant from CCS, Ms Chua was sent for a six-month diploma course on creative entrepreneurship - an experience she found fruitful.

She said: "We get a lot of support and industry feedback from

people who share the same vision. These sharing sessions let us feel we're not in this alone."

Mr Sun's advice: "Nothing will get started if you keep analysing the pros and cons. You have to take calculated risks and take the leap of faith."

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For more information, go to www.motionelements.com



About CCS

LAUNCHED in July 2005, Creative Community Singapore (CCS) is a key initiative by the Ministry of Information, Communication and the Arts.

It supports Singapore's drive to develop the creative industries (arts and heritage, design and media sectors). It provides various forms of support, including facilitation, marketing, and co-funding.

For more information e-mail mica_ccs@mica.gov.sg or visit www.creativecommunity.sg