



Never SAY DIE

With a tenacious hunger for success, these millennial entrepreneurs in-the-making are rising up to the challenge with their zombie-inspired project.

BY CHEW HUI LING



Do you have what it takes to survive a zombie apocalypse? These ambitious young entrepreneurs from MDIS sure think so – provided if you’re brave enough to have a bite of their zombie-inspired “banquet fit for zombies”. Meet Eat 4 Dead, the winning team from this year’s Youth Entrepreneurship Competition (YEC) that won over fellow zombie enthusiasts with their hair-raisingly innovative menu of skull-shaped pizzas, graveyard puddings and more. We caught up with the team members Puspa, Winny and Rishma to get to know more about their entrepreneurial journey.

What first sparked your interest in entrepreneurship and what spurred you to participate in YEC?

PUSPA I learned about the YEC when I joined the MDIS Business Club. The members there have a passion for entrepreneurship and it rubbed off on me. Entrepreneurship was never on my radar, but the competition has further nurtured my passion for entrepreneurship.

WINNY Having seen how entrepreneurs have successfully built their business has inspired me to become my own boss. I want to have the autonomy to control my business someday and that was why I joined YEC, as it’s a platform for me to gain firsthand experience on operating a business.

RISHMA To me, I see entrepreneurship as either making it or breaking it. It’s not easy but once you make it through, there’s a possibility of making it big! I was attracted to YEC as funds were made available to test bed our business idea. I see this as a once-in-a-lifetime opportunity to use the funds wisely and gain real-world experience.

How did the team come up with the idea behind Eat 4 Dead?

ALL As the competition this year is zombie-themed, we were instantly reminded of the zombie game, Left 4 Dead 2, which served as the inspiration behind our Eat 4 Dead concept. Through our name, we seek to convey the message



that people have to consume our products to look like a zombie in order to survive a zombie apocalypse. That way, zombies will not be able to recognise them as humans, but as one of them!

Clever! So among the Eat 4 Dead members, who's the most likely to survive a zombie apocalypse?

RISHMA I think one of our team members, Elvien, will be able to survive the apocalypse. He was the one who played the role of a zombie on the competition day, scaring audiences behind our jail-inspired photo booth to attract them to our area. With his experience, I think he'd easily blend in with the other zombies!

What makes you stand out from the rest of your competitors?

ALL Team spirit and never-give-up attitude. We hustled right up to the last hour of the competition by giving our all to promote our products and bring in customers. Our team members were also proactive as they ventured beyond the booth area to reach out to potential customers.

What was the most challenging and most rewarding part of the entire journey?

ALL The most challenging part was raising funds for our team's budget and using the funds wisely, but the most rewarding part has got to be holding the trophies in our hands. It was a mark of our accomplishment and the hard work we've put in over the last few months.

Between entrepreneurial, leadership and social skills, what do you think is the most important trait in becoming a successful entrepreneur?

RISHMA Entrepreneurial, leadership and social skills work in synergy. An entrepreneurial mindset requires one to be realistic and patient for results as well as having the hunger to learn and seek ways to improve. Leadership is crucial for sound business direction to soar the business to new heights, while social skills are important to forge relationships with the different stakeholders.

What are your thoughts on the youth entrepreneur scene?

PUSPA Youth entrepreneurs in Singapore are serious and passionate about what they do. I hope to see more youths stepping out of their comfort zone and contributing to the industry. There are many government initiatives supporting the local entrepreneurial scene and I believe that with a strong business plan, youths can step up to fulfil their business ambitions.

WINNY It's vibrant and creative! My hope for the future of local businesses is to have more youth entrepreneurs coming on board to promote a better lifestyle for consumers and contribute to our economy.

RISHMA I think there are increasingly more youths joining the entrepreneurship scene today. Their participation is supported by the initiatives and funds available for youths who are serious about venturing into starting up a business. In the future, I hope that there will be more local businesses that are willing to hire fresh graduates so that they have a better sense of what entrepreneurship entails.

What advice would you give to aspiring entrepreneurs who are starting out?

PUSPA Step out from your comfort zone and go all out!

WINNY Don't be afraid to fail, because every individual has to overcome multiple failures in their life.

RISHMA Failure is painful, but these failures will definitely bring us onto the road of success.