

# Startup coaching business makes ASX debut

Reported by AAP

Wednesday, September 30, 2015

A coaching service for startups and entrepreneurs has become the latest Singapore tech company to list on the Australian share market.

iBosses, which offers a mentoring program that takes wannabe startups from start to finish, made a fairly flat market debut on Wednesday, with its shares managing a rise of just one cent to 21 cents after they began trading at 1300 AEST.

The company, which has offices in Singapore and Hong Kong, hopes to gain a foothold in Australia's burgeoning tech scene.

Its Australian market debut follows that of fellow Singapore tech companies, including Netccentric, iProperty, MigMe and Fatfish Internet.

iBosses has an eight-step mentoring program, which breaks down the stages of idea creation, fundraising and commercialisation to help methodically build startups from the ground up.

Clients pay a \$192,263 fee for the program, the funds of which make up the primary income for iBosses.

The company's other key product is an online enterprise training course which clients can subscribe to for \$99 a month.

Founder and chief executive Dr Patrick Khor said he planned to use the \$2.7 million iBosses raised from its share market float to upgrade its online course and expand its presence in the Asia Pacific region.

Dr Khor touted the group's connections to Asian consumers and investors as a key attraction for entrepreneurs.

"There's really interesting technology initiated by Australia. We see it as a really good bridge between Asia and the western world, and we feel like there are a lot of iBosses partnerships we can do here," he told AAP.

This is the fourth startup for Dr Khor, who has a high profile among entrepreneurs in Singapore.

He sold his first business, education supplier PATH education in 2006 for \$15 million, and has since taught as a senior lecturer for entrepreneurship development at Temasek Polytechnic Singapore to more than 20,000 students.

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