

# Up Close and Personal with Alumni:

**Jack Sim, MPA Alumni (2013), Serial Businessman. Serial Social Entrepreneur. Artist. Author. Philosopher. Film-maker. System Level Change-maker. Father. Son. Husband. Village Chief. Unionist.**

**Synopsis:** The world has 7 billion people but our global markets focus on only 3 billion. The other 4 billion living at the Base of Pyramid (BOP) is excluded from our formal economy for the longest time. Now with rapid advancement of technology and saturation of the Top of Pyramid marketplace, the BOP is becoming a Blue Ocean opportunity for all trade to flourish there.

Singapore's model of development has been adopted by China, Dubai, India, Rwanda and many other nations successfully. This lecture offers you a glimpse of the massive potential of this market and how we can transform it into very profitable business both for the developed and developing world.



Jack Sim is a serial entrepreneur with 16 successful businesses. After attaining financial independence at age 40, he retired and devote his life on the neglected agendas of Sanitation and Ending Global Poverty. He is also a serial social entrepreneur with 7 Impact Driven entities.

Time Magazine Hero of Environment 2008 Ashoka Global Fellow  
Schwab Fellow of World Economic Forum  
Asian of the Year by Channel News Asia 2010 His also teaches at INSEAD, NUS Biz, Yale, Princeton, College of Management Tel Aviv.

His Motto: To Live a Useful Life

## WHEN

Thursday  
02 March 2017  
5:15pm to 6.30pm

## WHERE

Seminar Room, Room  
2-2, Manasseh Meyer  
Building, Lee Kuan  
Yew School of Public  
Policy, National  
University of  
Singapore

## RSVP

Admission is free.  
This event is open to  
all LKY School  
Students. You can  
register online at  
[https://  
mysurvey.nus.edu.sg  
/EFM/  
se/543BE5C240B59  
F73](https://mysurvey.nus.edu.sg/EFM/se/543BE5C240B59F73)

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