

ZELREALM INTERACTIVE PTE LTD

Elvin's interest in technopreneurship began as early as the age of 17. The 27-year-old has always toyed with the idea of bringing innovative plans into actual start-ups. It was only at the 3rd year of his university education that he got the spark to get involved in the relatively untapped Asian market for online gaming. Today, Elvin is the founder of *ZelRealm Interactive Pte Ltd* - an online trading platform for gamers and publishers.



Raising funds to start up ZelRealm Interactive served to be the greatest hurdle as investors doubted the credibility of these young entrepreneurs, who were merely students then. Even after sieving through a list of contacts, the necessary aid was still not found. It was only after approaching governmental organizations such as Ministry of Information, Communications and The Arts (MICA) that Elvin received funding to get his business up and running.

As of today, ZelRealm Interactive, the 1-year-old business, has expanded to hire up to 6 staff to further develop their product and revamp their website.



Taking up the responsibility of an eldest son, Elvin wishes to support his family and retiring father with his start-up. As such, Youth Business Singapore will grant ZelRealm Interactive a loan of \$12,500. In addition, Mr Kan Kok Heng has volunteered to guide this young entrepreneur in his journey.