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Strategic Partner in Education

Ian Lim

VLOGCRUSH PTE LTD



Primarily concerned over the lack of recognition and incentives for video producers, Ian buckled up with his group of like-minded company to create VlogCrush – the world’s first Online Variety Programme (OVP) platform which allow users to video blog (vlog). He formulated the idea of a VlogStar- vloggers with highest number of votes in certain categories – to acknowledge the efforts of these artists, furthermore, Ian gives them the opportunity to generate revenue from their videos posted through a premium membership system.



In the beginning, Ian was plagued by a shoe-string budget coupled with a high start-up cost. The global financial crisis back then made matters worse. Thankfully, Mr Addison Kang, CEO of Cherry Credits Pte Ltd, lent Ian a hand by providing rental space and technical equipments to smoothen the start-up. Till today, Mr Kang and Ian maintain a profound relationship.

Youth Business Singapore (YBS) admires Ian’s entrepreneurial spirit and has agreed to provide Ian with a loan of up to \$12,500. Due to the nature of Ian’s start-up, the initial capital would be higher than regular businesses. This will assist Ian in bringing vlogCRUSH from developmental stage to a fully-viable commercial service, through the engagement in R&D and hiring professional programmers.



Ian and his team have been committing time and effort into serving the community by recording community events, such as Ngee Ann Polytechnic M;idea Launch and a charity event for Singapore Cat’s Welfare Association. By vlogging them, his team has been able to raise awareness of the various causes.

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