

Despite being raised in a single-parent household with limited family income, Keith has never let this predicament determine his destiny. Growing up in different households has taught him independence and perseverance.

Today, the 27-year-old is the founder of Swoozh and co-founder of FameLeague, a flagship product under Socialico Pte Ltd. The concept of FameLeague was so refreshing that both Media Development Authority and SPRING Singapore has provided him SGD 50,000 each, to develop a prototype and commercialize it.



Keith's brainchild, FameLeague - is a free-to-play stock trading platform that allows buying and selling of virtual shares. Members may participate in speculation and trade virtual stocks in categories such as sports, entertainment and personalities.

Being an entrepreneur was always Keith's dream job. It allows his creative juices to flow and experiment with radical ideas he had. Thankfully, he found Damon who shared these similar interests. Thus, these two young gentlemen conceptualized FameLeague in 2008.

In addition, this double degree holder has a heart for the less fortunate. Prior to starting up Socialico, Keith was a trained student counsellor. He had put his talent to good use by actively volunteering at Tzu Chi and VSA (Very Special Arts) for fundraising and interactions.



Youth Business Singapore (YBS) admires Keith's attitude and aptitude, hence has provided a loan of \$12,500 to Socialico. This will serve to ease cash flow, especially since payments by clients can be delayed. As such, the loan may help Socialico pay their full-timers and service providers on time.

Keith's story will go on to inspire many.