

# Nadiah Junadi

## VIRTULIPS PTE LTD

Coming from a family of 10, Nadiah struggled to make ends meet in her early days. Yet, she has never let obstacles stop her from pursuing her dream – to be a business woman in the beauty industry.

Despite being rejected twice by SPRING Singapore, Nadiah, a diploma holder, aged 22, persisted and redeveloped her business model to create Virtulips.com. Spurred by the high number of both beauty-related complaints and budding beauty providers, Nadiah sought to provide an online networking platform to satisfy both parties – providing reliable information to consumers and a publicity site to all beauty providers including home-based salons and spa operators.



However, funding posed the greatest hurdle to Nadiah as she had no viable access to them. Thankfully, Youth Business Singapore (YBS) was able to offer Nadiah the critical start-up capital. With this loan, Virtulips has been able to secure the grant from SPING Singapore.

Youth Business Singapore (YBS) recognizes the sincerity of Nadiah's business proposal and has provided an interest-free loan of \$12,500, further backed up by \$50,000 grant by SPRING Singapore. This will serve to aid her in repaying her relatives for she borrowed from them to begin her business. In addition, Nadiah has been given a mentor, Mr Lyndon Yeo, Chief Representative of Virgin Radio (SouthEast Asia), to guide her in this field.



In future, Nadiah intends to organize a 'beauty care' day where volunteer beauty providers under Virtulips offer massages and facials to the elderly.

Nadiah's story inspires those of us who have a business idea but lack the courage to carry it through.