

Media Contact for Example shared in 5 July 2021's Ministerial Statement by Minister for Finance

Name	Description	Point of Contact	Quote
Digitalisation and technology adoption by micro/small firms, or heartland shops; and/or firms that have digitalised and diversified their business model			
<p>Slake</p>	<p>Jeremy Cheok (36, Singaporean), a Material Science Engineering graduate from Nanyang Technological University, ventured into F&B after realising that a job in a laboratory was not his calling. His passion for cooking and the F&B industry started early on, after his National Service. Starting off as a private home chef, he later started a bistro, Slake, in 2014 with one other partner.</p> <p>In 2017, even before the pandemic, Slake pivoted to online ordering to reach more customers, by taking up the Productivity Solutions Grant. These investments paid off during last year's Circuit Breaker.</p> <p>Since then, Slake has doubled down on their efforts to go digital. They took up Enterprise Singapore's Enterprise Development Grant to develop a virtual brand, 'KIAP', tapped on the Food Delivery Booster Package, and recently expanded their social media marketing. These efforts allowed Slake to reach out to new customer segments and diversify revenue streams. They are well-positioned for growth opportunities during this period and beyond.</p>	<p>Name of entity: Slake Pte Ltd Preferred mode of interview if any: Phone Preferred media platform if any: Any</p> <p><u>Contact Point</u> Name: Jeremy Cheok Email: JEM@JAM.SG Contact number: 9818 1714</p>	<p>People scratched their heads when I put money down to pay for a delivery platform on this tiny island. Who knew it would pay off big when the pandemic hit. Slake was able to pivot to full delivery mode from the first day of Circuit Breaker and we made sure we capitalised on that opportunity.</p>