



FIRST MEDIA  
DESIGN SCHOOL



about US

**FMDS**

**Business**

**Motivators**



**TWENTY**  
YEARS *of*  
BUSINESS EXCELLENCE  
1989-2009

# Motivators in Setting up FM Design School (FMDS)

2006



2016

1. To fuel FM Consulting regional expansion plan through injection of young new bloods.
2. To fill the Singapore design educational curriculum gap to teach management trained designers.



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# FM Vision

2006



2016

# 10:100

100 DesignPreneurs within 10 years

FMDS is driven to realise its vision 10:100, in which it plans to groom 100 'DesignPreneurs' within the next 10 years.



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**1**

Inception of a design school to educate and spot talents to partner FM Consulting to fuel local and regional expansion.

**5**

FM capital funding of up to S\$ 20K for selected new business unit.

**2**

Design school offers industry relevant curriculum and teaching methodologies.

**4**

Inception of an incubator to provide students with 'live' design project experiences.

**3**

Imparting of FM business and design management knowledge to nurture future 'DesignPreneurs'.

**FMDS  
Business  
Initiatives  
To Realise  
Vision 10:100**



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# FM Mission Statement

FMDS Trains, Develops and  
Nurtures tomorrow's  
'DesignPreneurs'



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# 1 Industry Based Teaching

- Learn practical design skill
  - 'Live' design projects
- Lecturers who are active industry practitioners
- Small lecturer/student ratio

# 2 Conducive Learning Environment

- Inspiring studio-like classrooms
- Top-of-the-line computer systems
- Library with over 2,000 design books
- Students' resource studio for incubatory purposes

**FMDS  
Academic  
Initiatives  
In Nurturing  
Minds**

# 3 Management Training

- Students learn business management
- Learn leadership & entrepreneurial skills
- Continuous upgrading for graduates

# 4 Cross Borders Learning Experience

- 2 + 1 BA Twinning programmes
- Cross culture learning experiences
- Graduate with internationally recognised university degree

# 5 Design Career Integration

- Internship attachment with FM studios
  - Job placement opportunities
- Business partnership and mentoring



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## Opportunities in the Creative Industry in Singapore





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**Media 21**

Transforming Singapore into a Global Media City



**1. Media Exchange**

Attract the world's best media companies and expertise to Singapore

**2. Export Made-by-Singapore Content**

Embraces foreign partners and talent and collaborate to produce media content entirely in Singapore

**3. Digital Media Deployment**

Migrating traditional media to new media (digital, animation, IPTV, etc)

**4. Internationalise Singapore Media Enterprise**

Bring local enterprises to international market

**5. Augment Media Talent**

Educate and exposure local talent

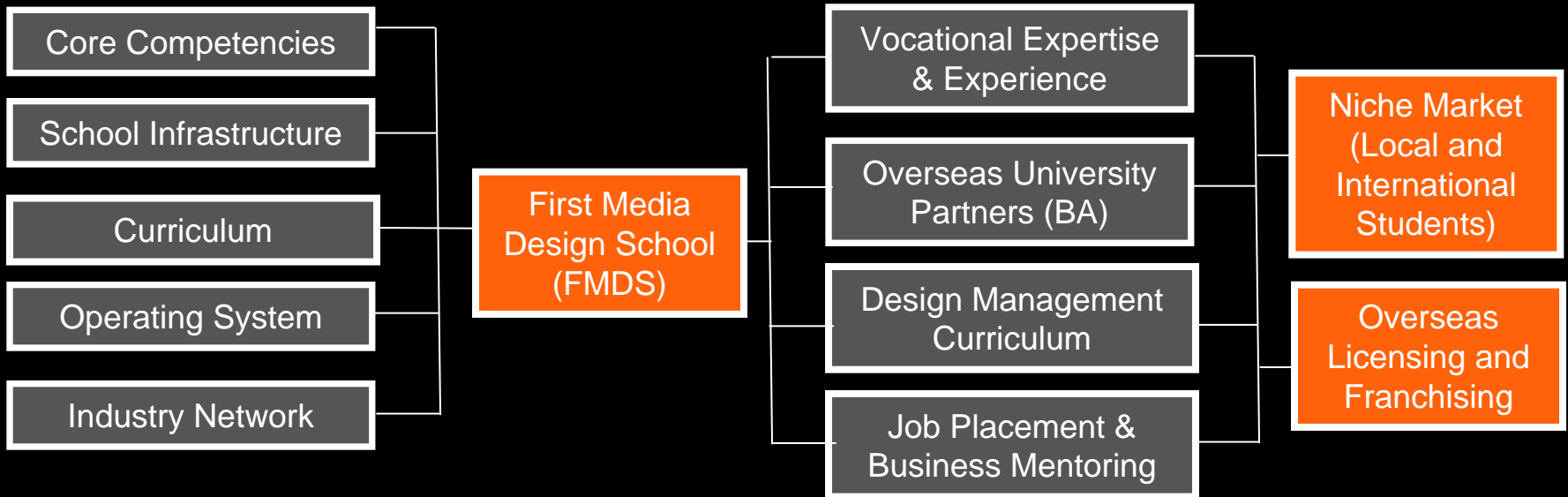


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## Business Model



FMDS Critical Success Structure

Unique Value Benefits

Target Market

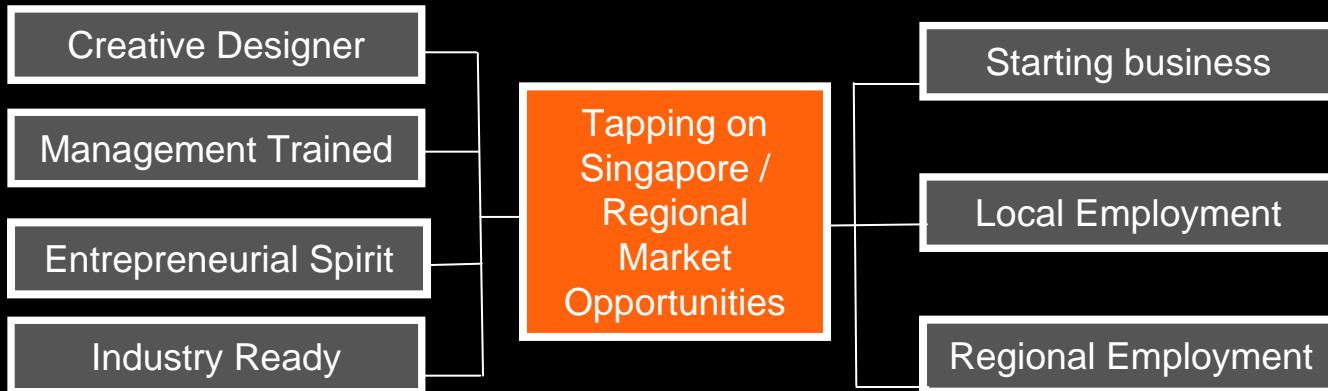


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Business Output



FMDS Education Benefits      Fueling Singapore Needs      Business & Employment