

MEDIA FACTSHEET

Sprout@AMK launches with inaugural cohort of 15 heartland businesses showcasing innovations and new concepts

EMBARGOED TILL 21 SEPTEMBER 2025, 12PM

MR No.: 036/25

Singapore, Sunday, 21 September 2025

1. Enterprise Singapore (EnterpriseSG) launched Sprout@AMK, bringing innovations from 15 heartland businesses to the Ang Mo Kio community. Located at Ang Mo Kio Town Centre, the Sprout@AMK site housing the first cohort of the Heartland Innovation and Transformation (HIT) programme was officially opened by Senior Minister Lee Hsien Loong.
2. The heartland businesses span a range of sectors – from a hardware store that now offers Do-It-Yourself workbench spaces, to an artisanal butchery looking to help its customers slash meal prep times with new pre-marinated offerings. Together, they showcase the innovative and entrepreneurial spirit of Singapore's heartland businesses (refer to Annex for details on participants).
3. The HIT programme is a 12-month initiative that supports heartland enterprises in testbedding innovative ideas and building new capabilities at Sprout@AMK, before transitioning to retail spaces in heartland precincts. Through the programme, participants were able to improve their business model strategies, go-to-market approaches, and social media marketing strategies through training workshops conducted by Nanyang Polytechnic. They were also able to gain deeper insights into specialised areas such as visual merchandising through fireside chats. Each HIT enterprise was also paired with an industry mentor, who provided guidance throughout their innovation journey and supported them in developing and delivering innovative products and services.

4. At the end of the programme, and upon completing their leases at Sprout@AMK, participating businesses may apply for direct allocation of vacant Housing & Development Board (HDB) shop spaces under the HDB Enhanced Entrepreneur Scheme. They will also be able to receive a 10% rental discount on the first term of a three-year tenancy.
5. By combining training, mentorship, and access to retail spaces, the HIT Programme complements EnterpriseSG's broader efforts to rejuvenate the heartlands and inject innovation and vibrancy into Singapore's neighbourhood.
6. "EnterpriseSG's HIT programme empowers heartland businesses to innovate by mitigating risk and providing comprehensive business support. The cohort approach also provides peer support to develop new concepts and test them in a space with likeminded entrepreneurs, before transitioning to a permanent retail presence in the heartlands with support from HDB." said **Jason Lim, Director, Food Services and Heartland Enterprises, EnterpriseSG.**

Annex A: List of Participating Heartland Businesses

-End-

For media enquiries, please contact:

Andrea Tan
Business Partner
Corporate Communications, Enterprise Singapore
M: +65 9188 1679
E: andrea_tan@enterprisesg.gov.sg

About Enterprise Singapore

Enterprise Singapore is the government agency championing enterprise development.

The agency partners committed companies to build capabilities, innovate, and go global. It drives growth – empowering local businesses and shaping industries, anchoring Singapore as a trade and startup hub, and establishing trust in products through quality and standards.

Enterprise Singapore is here for wherever businesses are growing. Visit www.enterprisesg.gov.sg for more information.

List of Participating Companies

S/N	Company	Sprout@AMK Concept
1	Bakestarters	A baking material portioning studio that delivers precision-measured baking ingredients and customisable DIY baking kits
2	Blooms	A home services platform that provides a smart mobile app seamlessly connecting homeowners with vetted home service providers
3	Carv & Cook Butchery	Carv & Cook Butchery features handcrafted artisanal butter and high-quality meats. This new concept offers packaged, pre-marinated meats that are ready-to-heat, reducing preparation time for customers.
4	Drinknovate	A bubble tea shop and beverage innovation company that operates using a portable chilled bubble tea dispenser, revolutionising on-the-go beverage experiences
5	En Souffle	A fusion dessert shop that offers locally inspired soufflés and mochi, reinvented with innovative flavours such as Chendol, Durian Lava, and Orh Nee.
6	Her Feng Xiang	A traditional dim sum shop that sells sourdough baos, combining classic fermentation with contemporary culinary creativity
7	Intertech Hardware	A hardware store that offers innovative DIY workbench spaces, enabling hands-on project assembly with advanced hardware tools
8	Mini Loft	A learning hub that provides dynamic time-based experiential play zones, encouraging children's self-directed, interactive learning
9	NHL Tonic	A TCM company that is experimenting with AI-powered customer engagement solutions, enhancing interaction and personalisation.
10	One Kueh at a Time	A dim sum shop that sells Soon Kueh, with bold and innovative flavours like hae bee hiam, bakwa and beetroot.
11	Parklane Art	A photoframe specialist that allows customisable preset photo frames, paired with immersive DIY framing experiences
12	Rainbow Fish	An aquarium that delivers creative fish tank workshops, offering personalised aquatic design experiences
13	Soyfield	A modern soybean shop that sells refreshing soymilk flavours, blending tradition with modern refreshment trends

14	Superpets	A pet shop that produces comprehensive pet emergency first aid kits, designed for immediate care and peace of mind
15	Ye Traditions	A heritage condiments maker that focuses on artisanal production of homemade rice wine, complemented by immersive rice wine-making workshops