Having known and supervised Javier Lim through various entrepreneurial endeavors over the past two years, I am privileged to provide this testimonial in support of his application to the NOC Silicon Valley program. This letter highlights his exceptional achievements in entrepreneurship and technology development during his time at Residential College 4 (RC4), NUS.

As President of the RC4 Entrepreneurship Club since May 2025, Javier has demonstrated remarkable leadership by successfully managing a team of more than 15 individuals with a clear mission of value-adding to the entrepreneurship culture in RC4. His founding of the UTown Entrepreneurship Committee (UTEC) showcases significant strategic thinking, creating a valuable network among entrepreneurship clubs in UTown that fosters collaboration and knowledge sharing across the wider university ecosystem.

Javier's ability to execute meaningful initiatives is particularly noteworthy. The NOC sharing session he organized—featuring 10 RC4 alumni speakers and an official NOC representative—was tailored specifically for RC4 students and reflects his commitment to bridging the gap between current students and successful entrepreneurs. His participation in piloting RC4's first Startup Carnival further underscores his innovative approach to connecting NUS-founded startups with students, thereby creating networking opportunities that benefit the entire entrepreneurial community. Under his leadership, the RC4 Entrepreneurship Club is also launching a podcast featuring entrepreneurs and startups. Javier's strong interpersonal and communication skills enable him to work seamlessly with peers from diverse cultural and disciplinary backgrounds, making him an effective and respected leader.

Javier's work on *BlazeUp* demonstrates both technical and entrepreneurial acumen. Marketed as "the last morning routine app you will need," *BlazeUp* addresses a genuine need with sophisticated technical solutions. Built with React Native and Supabase, the app integrates AI-driven personalization through Gemma 3N to enable adaptive learning and routine optimization.

What sets *BlazeUp* apart is its comprehensive approach to tackling the morning routine challenge faced by Gen Z and Millennials. Javier's research revealed that 71% of people check their phones within 10 minutes of waking, with 72% spending two or more hours on screen time each morning, while only 29% are satisfied with their routines despite 77% having ideal ones in mind. *BlazeUp*'s unique value proposition integrates enforced distraction blocking, social accountability, gamified habit formation with the virtual companion "Blaze," and AI-driven behavioral insights.

His recognition as a Top 4 finalist at the RC4 Pitching Competition validates both the commercial viability and presentation quality of *BlazeUp*. His subsequent application for the VIP $10K grant further demonstrates the scalability and investment potential of his venture. These achievements highlight his ability to translate complex technical solutions into compelling business terms.

Currently, Javier is validating his project through the course UTC2734 *Ideas to Pitches: Tech, Innovation & Entrepreneurship*, under the mentorship of the founder of DANAMIC and DNMC Creative. This program provides access to experienced founders and operators, placing Javier within Singapore's premier entrepreneurship ecosystem and equipping him with the guidance needed to navigate early-stage challenges. His project's institutional backing from NUS, RC4, and UM further underscores its potential.

Javier's entrepreneurial journey—from identifying a personal challenge to conducting market research with over 160 participants, developing sophisticated technical solutions, and crafting a strong business model targeting the global productivity app market (projected to reach $19.6 billion by 2028)—exemplifies the mindset NOC Silicon Valley seeks to cultivate.

His competitive analysis shows deep market understanding and strategic positioning against established players such as Habitica, Fabulous, Forest, and Streaks. Unlike these partial-solution competitors, *BlazeUp* uniquely combines enforced app-locking, robust social accountability, rewarding gamification, and morning-specific design in one comprehensive platform.

As a recipient of the Residential College 4 Scholarship, Javier has consistently demonstrated academic excellence alongside his entrepreneurial achievements. This balance of academic rigor and practical innovation reflects the well-rounded profile valued by accelerator programs.

In summary, I strongly recommend Javier Lim for NOC Silicon Valley. His proven leadership, technical innovation, market insight, and execution capabilities make him an ideal candidate. His vision of leveraging NOC Silicon Valley as a gateway to global expansion aligns seamlessly with the program's objectives. I am confident that he will not only benefit from but also contribute significantly to the NOC Silicon Valley community.

Sincerely,

Naviyn Prabhu Balakrishnan (Naviyn), PhD
Senior Lecturer and Director of Student Life
Email: rc4npb@nus.edu.sg;
Hand Phone: +65 84395094

25 July 2025

<u>Testimonial for Javier Lim (NOC Malaysia May 2025, Alumni)</u>

It has been my pleasure having Javier Lim on the NUS Overseas Colleges (NOC) Malaysia programme. From the outset, Javier stood out among his peers for his enthusiasm, drive, and motivation. His entrepreneurial passion, technical sharpness, and unwavering dedication were evident throughout my interactions with him and were consistently demonstrated during his time in the programme.

Javier actively immersed himself in Malaysia's startup ecosystem—connecting with founders and venture capitalists, and seizing every opportunity to learn and grow. His energy, resilience, and determination truly embody the spirit of the NOC programme.

As an intern at CloudJoi—Malaysia's largest digital ticketing platform—Javier made an impressive impact. He delivered over 20 production-ready features and hotfixes, enhanced both B2C and organiser-facing tools, and developed a dashboard now used by more than 200 clients. His work was recognised across the company and added significant value to the partnership between CloudJoi and NOC Malaysia.

Throughout the programme, Javier consistently demonstrated leadership and collaboration. His ongoing efforts to build a startup while actively contributing to the ecosystem reflect his strong alignment with NOC's mission to nurture future global founders.

Outside of NOC, Javier has built a strong portfolio through active involvement in the startup ecosystem both on and off campus. Notably, he hosted an entrepreneurship podcast, built side projects in the field of AI, and secured multiple internships to sharpen his technical skills.

Javier is an outstanding candidate for NOC Silicon Valley. With his technical expertise, strong interpersonal skills, and entrepreneurial drive, I am confident he will thrive and contribute meaningfully to the programme and to the broader NOC community. I strongly endorse his application for the next phase of his NOC journey.

Yours sincerely

Lionel Lee
Programme Manager (Malaysia and Thailand)
NUS Overseas Colleges
NUS Enterprise

To whom it may concern,

July 30, 2025

Re: Testimonial for Javier Lim

It is my privilege to write this testimonial for Mr. Javier Lim, whose remarkable blend of innovation, perseverance, and collaborative spirit I have been fortunate to witness through direct mentorship during the NUS Overseas College (NOC) programme.

I mentored Javier throughout his entrepreneurial journey in NOC. From our earliest interactions, Javier impressed me with his unwavering enthusiasm for entrepreneurship and his eagerness to transform innovative ideas into impactful solutions. He took initiative at every stage—whether refining business models, conducting market validation, or navigating the challenges of start-up life.

Javier's leadership was most evident in the high-stakes environment of the Hong Kong University of Science and Technology (HKUST) and Sino Group, HKUST-SINO One Million Dollar Entrepreneurship Competition 2025. With a natural inclination for mentorship and a collaborative approach, Javier consistently uplifted his peers, provided vital guidance, and showed strong strategic thinking under pressure. His maturity and result-oriented mindset greatly benefited the team's progress and cohesion.

One of Javier's key professional experiences was during his internship at CloudJoi, Malaysia's major online ticketing start-up. There, he developed advanced systems and regularly presented his work to the co-founders. His technical expertise was complemented by an ability to articulate complex ideas to mixed audiences—a rare and valuable quality in entrepreneurial settings.

Beyond competition and professional achievements, Javier demonstrated entrepreneurial initiative with his productivity technology start-up, Chimera. Throughout my mentorship, he leveraged advice, industry connections, and peer feedback to iterate on his product and sharpen his vision.

Javier Lim brings together technical excellence, entrepreneurial commitment, and exceptional leadership in team-based settings. His ability to remain focused, encourage those around him, and apply strategic solutions serves as an inspiration to his peers. I am confident that he will thrive in any environment that values innovation, growth, and collaborative success.

Thank you.

Best regards,
Dr. Serrene Leong
Director, Professional Development & Industry Network Division

Department of Management and Marketing
Faculty of Business and Economics
Universiti Malaya
Email: serrene@um.edu.my

National University of Singapore
School of Computing
Department of Computer Science, Computing 1, 13 Computing Drive, Singapore 117417.
Tel: +65 6516 6764 Fax: +65 6779 4580 Website: www.comp.nus.edu.sg/~tants

NUS
National University
of Singapore

11 March 2025

To Whom It May Concern

Recommendation Letter for Mr Javier Lim

I am writing to recommend Mr. Javier Lim (Student ID: A0291731E) for the OCBC Scholarship and NOC Silicon Valley programme. As the teaching staff in charge of CS1010X Programming Methodology, I have had the pleasure of working with Javier, first as a student in my course, and now as a Teaching Assistant for the course.

As a student in CS1010X, Javier performed well by achieving an A in CS1010X. Beyond his excellent performance, he consistently demonstrated a unique combination of curiosity, critical thinking, and collaborative spirit. His strong presence on the course forums, along with his frequent and thoughtful contributions, showcases not only his technical proficiency but also his commitment to fostering an environment of shared learning.

Javier was then invited to join as a TA for CS1010X because of his excellent grade and his contribution to the course forum. He has taken the initiative in updating and refining teaching materials, including reading documentation and transitioning codebases to newer versions of Python. His assigned group of students (as their mentor) regularly highlight his approachability, and clarity in communication.

As the Head IC for the 2D Runes Contest—an integral component of our course—Javier displayed strong leadership and organizational prowess. He meticulously planned the event from start to finish, coordinating logistics, creating resources, and providing comprehensive support for all participants. Thanks to his proactive approach, the contest proceeded smoothly and garnered robust student engagement, earning overwhelmingly positive feedback.

Given his academic excellence, and strong leadership, I wholeheartedly recommend Javier for the OCBC Scholarship and the NOC Silicon Valley programme.

Yours Sincerely,

Tan Tiow Seng, PhD

20 March2025

Selection Committee
NUS Overseas College Silicon Valley

Dear Members of the Selection Committee,

I am writing to strongly support Javier Lim Jun Yi's application to join the NUS Overseas College at Silicon Valley. As the teaching staff for CS1010X in AY2023/24 Sem 2, I have had the opportunity to observe Javier's exceptional technical aptitude, commitment to learning, and entrepreneurial spirit—qualities that make him an outstanding candidate for this program.

Javier has demonstrated a remarkable ability to excel in the field of software engineering before matriculating into NUS. Achieving an A in CS1010X, one of our foundational computing modules, is no small feat. Beyond grades, his proactive engagement on the Coursemology forums, where he secured the #3 spot on the leaderboard, showcases both his technical proficiency and his willingness to help peers in their learning journeys. His wins in challenges such as *Runes 2D*, *Runes 3D*, and the *2048 Solver* contest further attest to his problem-solving skills, creativity, and determination to excel.

Beyond his coursework, Javier has shown a deep commitment to contributing back to the community. He has been selected to serve as a Teaching Assistant for CS1010X next academic year—a role reserved for those with exceptional understanding of the subject matter and the ability to mentor their peers effectively. Additionally, his involvement in supporting Professors Tan Tiow Seng and Leong Hon Wai in the SWS3001 course reflects both his initiative and his capacity to collaborate with faculty members on academic endeavours.

What sets Javier apart, however, is his entrepreneurial drive and vision. His startup, *Chimera*, is a productivity app that tackles a universal problem: cultivating consistent morning routines. By incorporating innovative features such as restrictive app-locking, gamification, AI-driven personalization, and community engagement, Javier has already demonstrated an impressive ability to conceptualise and develop a product with significant potential for impact. NUS Overseas College Silicon Valley presents a unique and timely opportunity that supports him to validate and refine *Chimera*. NUS Overseas College Silicon Valley will provide the ideal environment for Javier to scale his solution and develop a deeper understanding of his market demands.

I also appreciate Javier's honesty in reflecting on initial doubts about his abilities and his determination to overcome them. His technical internship experience at Strive Math

and his continued pursuit of learning exemplify the resilience, adaptability, and growth mindset that are essential for success in both entrepreneurship and software engineering.

I have no doubt that Javier possesses the technical capability, innovative mindset, and dedication required to excel with NUS Overseas College Silicon Valley. His participation will not only help him refine his entrepreneurial pursuits but will also contribute positively to NUS's reputation for nurturing future tech leaders. I wholeheartedly endorse his application for this opportunity.

Please feel free to contact me if you require any additional information.

Yours sincerely,

A/Prof Tan Sun Teck
School of Computing
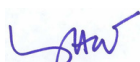National University of Singapore

16 March 2025

To Whom It May Concern:

Re: Testimonial for Javier Lim Jun Yi

I am happy to write for Mr. Javier Lim Jun Yi who is applying for NOC (NUS Overseas College) Sillicon Valley. I knew Javier when he became a TA (Teaching Assistant) for my summer course, *SWS3001 Solving Real World Problems with Computational Thinking* in July 2024 (this year). SWS3001 is an intensive 3-weeks summer course for undergrads, mostly from various universities in China. It may be a little strange since he had not even officially registered with NUS by that time. But he was highly recommended to me for the TA position by a colleague who taught CS1010X and Javier was in his course and did very well and stood out. I interviewed him and took him on to join the other two TAs that I have already selected. I will first talk about Javier's performance as my TA. As a TA, Javier had to run tutorial classes and supervise group projects for students in his class. And my tutorials are *more challenging* because we want students to present and discuss their solutions. We also want them to explore multiple ways of solving a given problem. As TA, Javier needed to encourage and facilitate student participation and supervise this process – not an easy task for the students from China, who *typically do not talk/ask- questions* in class. For the *open-ended group projects*, students were asked to present their ideas and solution and Javier need to give feedback on how things can be improved, how to extend their methods and different ways to view their problem and solutions. On *all of these counts*, I must say that Javier *did very well*, and the students all *loved him*. This is clear from the *formal student feedback*, and also from *the vibes I get from the students* when I walk into his tutorial class. Next, I want to say a little about his entrepreneurial spirit and his passion for it. From his CV, you can already see the *many different and diverse projects* that he got involved in or started. He just likes to seek out opportunities for these projects to participate, contribute or connect with like-minded people. And he goes beyond what is needed/required for his students/program – including taking online CS50W class from Prof David Malan at Harvard. His current "big" project is Chimera. And in all his work, courses, project opportunities, internships, teaching engagements, he seeks to further improve his knowledge and capability so that he can apply them to Chimaera. I like to recommend Javier *most enthusiastically* for NOC program. He will do extremely well in it and in turn will contribute greatly to his internship host and do NUS proud.

Sincerely,

Prof. Hon Wai LEONG
Department of Computer Science, School of Computing
National University of Singapore.

Testimonial for Javier Lim Jun Yi

It is with great pleasure that I provide this testimonial for Javier Lim Jun Yi, who has served as a developer intern at Strive Education. Throughout his tenure, Javier has exhibited exceptional dedication and proficiency in content and curriculum development, closely adhering to both Singaporean and Global math standards.

Javier's work ethic is truly commendable. He approaches tasks with unwavering diligence and self-motivation, consistently demonstrating his ability to swiftly grasp new systems and technologies. His adaptability and quick learning have been instrumental in enhancing our projects at Strive Education.

One of Javier's standout qualities is his openness to feedback. He takes constructive criticism in stride, using it as a catalyst for growth and improvement. It's remarkable to witness the significant strides he has made in such a short period, a testament to his remarkable growth trajectory.

Moreover, Javier's proficiency in utilizing the P5 Python framework for project development has been invaluable to our team. His adeptness in this area, coupled with his strong design skills and creative thinking, has led to the creation of innovative and engaging projects.

Importantly, Javier is incredibly reliable when it comes to meeting deadlines. His ability to deliver quality work within set timeframes has consistently exceeded our expectations, contributing to the overall success of our initiatives at Strive Education.

In addition to the technical work conducted at Strive Education, Javier has also made a significant impact as a coding instructor at numerous international schools, including North London Collegiate School, Sir Manasseh Meyer International School, Chatsworth International School, and St. Joseph's International School.

In summary, Javier Lim Jun Yi has been an outstanding asset to our team. His combination of diligence, adaptability, creativity, and reliability make him a standout developer intern. It has been a pleasure to work alongside him, and I have no doubt that he will continue to excel in his future endeavours.

Signature:

Amith Kamath, Content Lead

Date: 18/3/2024