

We are making a living from what we love. Ideas are our currency.

— Mr Jed Tay, 23, managing director of Anomalyst, a post production company started by him and his fellow Nanyang Polytechnic coursemates — Mr Mustapha Zainal, Mr Benjamin Kee and Mr Chad Tay.



CHEERS: (From left) Anomalyst's Mr Jed Tay, Mr Chad Tay, Mr Mustapha Zainal and Mr Benjamin Kee at their office at Short Street. PHOTO: CHAD TAY

NANYANG POLYTECHNIC

He receives offers to buy over company

At the age of 23, Jed Tay is the managing director of Anomalyst, a design-based post production company.

And in just three years, the company, which provides motion media design for film, advertising campaigns and broadcasts, has received four buyout offers.

The most recent offer was "very, very, very tempting," said Mr Tay, who declined to mention how much money he was offered.

"But we think the company can probably expand further in the future," he added.

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The company was started by him and his Nanyang Polytechnic (NYP) coursemates — Mr Mustapha Zainal, Mr Benjamin Kee and Mr Chad Tay — while they were still students.

Each put \$500 into the company and contributed their own equipment, such as laptops and cameras. They worked out of a room in Mr Jed Tay's brother's home.

They graduated with diplomas in Motion Graphics & Broadcast Design from the School of Interactive & Digital Media in 2010.

When they first started out, they were handling projects with budgets as low as \$150, such as wedding videos.

Today, Anomalyst counts Resorts World Sentosa, Marina Bay Sands and Universal Studios among its clients, and the value of the projects it handles is now worth between \$60,000 and



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\$300,000.

Last year, they set up a small office in Short Street, in the Rochor area.

The company has a staff strength of 15, and the team is thinking of expanding next year.

Mr Jed Tay credits his experience in NYP as being an integral part of his company's success.

"When we were students, we had opportunities to work for real clients, which trained us for the industry," he said.

"The key to survival anywhere is adaptability. We were trained in more than one field, and the skills were interchangeable. We learnt to be not just executors, but thinkers and problem-solvers."