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MEDIA RELEASE

WittyCookie founder nets Top 30 Under 30 award

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Simon Fraser University student entrepreneur Michael Cheng has yet another accolade to celebrate—he is one of *B.C. Business Magazine's* **Top 30 under 30**.

Cheng, creator of **WittyCookie** Digital Agency and more than a dozen other ventures, was in 2013 named one of *Maclean's* magazine's future leaders under 25 and has received a litany of other awards, including the Surrey Board of Trade's Top 25 Under 25, SFU's Student Entrepreneur of the Year and the Coast Capital Savings Venture Prize.

The fourth-year student in the School of Interactive Arts and Technology was selected from among hundreds of nominations from across the province and is one of five *B.C. Business* honourees who are also clients of SFU's **Venture Connection** (VC).

Fellow recipients include Igor Faletski and John Boxall of **Mobify Research and Development Inc.**, Lisa Fraser of **Squeezease Therapy Inc.**, and Milun Tesovic of **MetroLeap Media Inc.**, a company acquired by CBS Interactive Music Group in 2011.

Cheng also spent 2013 as part of **The Next 36** cohort, which enables young entrepreneurs to build companies with the support of a unique academic program and a pool of business advisors. During his involvement, Cheng created Needle HR, a talent acquisition platform.

With its Top 30 Under 30 awards, *B.C. Business Magazine* celebrates B.C.'s "young guns, who excel in their respective industries, give back to the community and planet and who will lead business in this province for years to come."

"I've always been proud to represent SFU," says Cheng, now 24. Winners will receive the award April 30.

"SFU is about building the leaders of tomorrow," he adds. "Bringing people with diverse backgrounds and diverse perspectives together, that is how you really foster innovation."

Founded in 2008, Venture Connection, in partnership with **Coast Capital Savings**, provides entrepreneurship training services and opportunities for SFU students and recent alumni.

Simon Fraser University is consistently ranked among Canada's top comprehensive universities and is one of the top 50 universities in the world under 50 years old. With campuses in Vancouver, Burnaby and Surrey, B.C., SFU engages actively with the community in its research and teaching, delivers almost 150 programs to more than 30,000 students, and has more than 125,000 alumni in 130 countries.

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