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**MEDIA RELEASE**

# WittyCookie founder nets fourth award

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Simon Fraser University student Michael Cheng, founder of WittyCookie, has won SFU's 2012 Entrepreneur of the Year (SEY) award, two weeks after netting the Surrey Board of Trade's student award of the same title.

Cheng received the honour during the student entrepreneurial group Enactus SFU's annual SEY awards competition in Vancouver. He was also selected by attendees to receive the People's Choice award.

He was given Surrey's student entrepreneur of the year award during its recent Business Excellence Awards banquet and earlier this year, received one of the city's Top 25 Under 25 awards.

Cheng, 23, created WittyCookie, a Vancouver web design company, with a view to making web services more affordable and streamlined for small businesses. "We've worked to build amazing websites for hundreds of small business owners who would never have otherwise been able to afford a great site," says Cheng.

While web designers traditionally charge one large sum, often with a large deposit, WittyCookie provides low, micro-monthly payment options, explains Cheng, who, after graduating plans to introduce WittyCookie to international markets.

Cheng is a student in SFU's School of Interactive Arts and Technology (SIAT) and a client of SFU's [Venture Connection](#). Another of its clients, CKM Sports, founded by former inline hockey goalie Cliff Mander, took second place. The sports management firm provides development services for high school, amateur and junior hockey players.

The annual competition targets established businesses within the SFU community. Prior to the competition, applicants complete two rounds of preliminary judging. In the semi-final round, 10 businesses present 20-minute Dragon's Den style pitches. Four finalists are chosen to compete for access to funding, office space, mentorship, in-kind resources, exposure, and the SEY title.

The judging panel for the SFU award is comprised of highly recognized individuals in the local business community and makes its choice based on a number of evaluation criteria, including team background, innovation of the product or service, competitive analysis, financial road map, and overall presentation.

Simon Fraser University is Canada's top-ranked comprehensive university and 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 120,000 alumni in 130 countries.

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