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my life  
my thoughts  
my say



## MADE-IN-SINGAPORE PUZZLE GAME A WORLD HIT

Mr Siva Subramaniam, co-founder of Mindstrat Puzzles, holding a Cubedron puzzle.

PHOTO: JAMIE KOH

### KENNY CHEE

**S**INGAPORE entrepreneurs have discovered an unexpected growing business: made-in-Singapore logic puzzles.

In the last 10 months, at least four different types of puzzles made here have appeared on the market.

And at least one, the Rubik's Cube-like Cubedron, is a hit overseas. To solve the puzzle, players align puzzle pieces of the same colour inside a sphere.

Since May, home-grown start-up Mindstrat Puzzles has sold thousands of its proprietary Cubedron puzzle and a variant called Cybedron.

About 95 per cent of them were sold to foreign countries, such as the United States, Germany, Greece, Brazil, Britain, Japan and Brunei.

The response to other recent made-in-Singapore logic puzzles has been positive as well.

The LogicMills School of Thinking has sold 1,700 books featuring a number puzzle called Shady Puzzle since last

December.

Retired NTUC Income chief Tan Kin Lian's books of logic puzzles have been flying off the shelves: 1,000 copies of Intelligence Quiz have been sold since January, and more than 500 copies of Shape Quiz since June.

Since 2006, he has sold 50,000 copies of an earlier series of books featuring a Sudoku-like number puzzle that he developed called Logic9.

A free Singapore-made Internet-based logic puzzle called The Wicked, devised by Singapore Management University

student Tay Wei Kiat, 21, has garnered close to 150,000 views since 2006, of which 20 per cent are from overseas.

Mindstrat Puzzles co-founder Siva Subramaniam hopes to show the world that quality puzzles can be made here.

"We hope to make Singapore a puzzle hub where many puzzle inventors can come to make their own products," he said.

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