



***DONAVAN THING***

ASSOC. DIRECTOR

SALES & PARTNERSHIP

**BUILT FOR FOUNDERS,  
BACKED BY HEART:**

**WHY HEYSARA IS THE  
SILENT FORCE BEHIND  
2,500+ GROWING  
BUSINESSES**

Entrepreneurs in Singapore are skilled at bringing ideas to life, but when it comes to compliance, many could use a trusted hand.

That's where HeySara steps in. More than just a corporate services provider, HeySara was born out of a deeper understanding of what local founders really need: a partner who speaks their language, understands their challenges, and makes the boring-but-critical parts of business simpler — and kinder.

*"We're not here to be the cheapest or the flashiest," the HeySara team shares. "We're here to make sure you stay on the path you started — and that you're not alone."*

## BORN IN SINGAPORE. BUILT FOR SINGAPOREAN BUSINESSES.

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While foreign-backed tech CSPs were entering the market, HeySara emerged with a quiet revolution of its own: a fully Singapore-based team, offering tech-enabled, human-first support for startups and SMEs.

They launched just before COVID — and ironically, the pandemic became their proving ground. As businesses paused operations or scaled down, HeySara became the behind-the-scenes force ensuring they stayed compliant and didn't miss critical filings.

Their impact today?

- 2,500+ active clients, with 80% being startups and growing SMEs
- Stronghold industries include management consultancy, F&B, e-commerce, and import/export
- Specialised accounting support for high-volume transactions (like clinics and F&B chains)
- All staff proudly based in Singapore — no outsourcing

*“We don’t believe in cutting corners by offshoring. That human connection matters — especially when your clients are trying to build something from scratch.”*

## WHY COMPLIANCE STILL MATTERS — EVEN IF YOU’RE JUST STARTING OUT

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Filing deadlines, AGMs, tax timelines — they may not be the most exciting part of running a business but overlooking them can cost a lot more than most realise.

That’s why HeySara built their own CRM console to track compliance milestones, automate reminders, and allow relationship managers to follow up with founders before anything slips.

They’ve made it their mission to remove the mental load of admin, so founders can stay focused on growth.

***“We want to be your lifetime business partner — not just your incorporation service.”***

And that’s not just a tagline.





Many HeySara clients stay well beyond their incorporation. As companies move into hiring, expanding, or applying for grants, HeySara evolves alongside them — offering ongoing advisory, affordable accounting, and help navigating local grant applications such as EDG or PSG.

Their quiet philosophy is simple: **Do the work well. Earn the trust. Stay the course.**

## A FOUNDER STORY: FROM SCRAMBLING TO SCALING

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A mid-sized software startup approached HeySara in a pinch. They needed to incorporate a new subsidiary, fast — while their lean team was already buried in operational demands.

HeySara took over:

- ✓ Seamless digital incorporation in under 48 hours
- ✓ Paperwork and AGMs handled remotely
- ✓ Real-time updates and guided compliance workflows
- ✓ Time saved: over 60% compared to traditional providers

That startup went on to close an investor round — without missing a beat on compliance.

## MORE THAN A SERVICE — A QUIET EDUCATION

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HeySara knows most founders don't wake up excited about the Companies Act. But they do want to make the right moves.



That's why HeySara's website includes simple educational content, checklists, and explainers. Their relationship managers and business development team regularly offer advisory calls, and occasionally host events — though, as they humorously admit, *"Most clients prefer we just handle it for them."*

Even so, the option to learn — or ask — is always there.

## IN A WORLD OF STARTUPS, HEYSARA STANDS OUT FOR STAYING

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HeySara isn't trying to be the loudest name in the room. They're here for the long haul — to support the builders, dreamers, and doers of today's business world, not just in their start, but throughout their journey.

Because starting a business is hard enough. Compliance shouldn't make it harder.



**Robin Yoo** | Founder



**Ng Su Kai** | Founder

For further information on HeySara's services, please visit <https://heysara.sg> or contact Donovan Thng.

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