

Whatsgood.sg Overview

Whatsgood.sg is an online Singapore-centric review platform launched in 2025. It bills itself as “Singapore’s most trusted guide to the best restaurants, services & products,” offering expert-curated recommendations for discerning Singaporeans ¹ ². The site emphasizes a local focus (100% Singapore businesses) and claims all reviews come from personal evaluations, not paid promotions ³ ². Its mission is to help “locals discover what’s truly good” in food, lifestyle and services ². According to the site, over **500 businesses have been evaluated** and it attracts **50,000+ visitors per month** (self-reported) ⁴.

Services & Content

Whatsgood.sg provides curated lists and guides across multiple categories:

- **Food & Restaurants:** A comprehensive food guide covering everything from \$2 hawker stalls to fine dining. The site advertises “200+ Restaurant Reviews” with price filters and hawker center guides ⁵. Local food experts make multiple anonymous visits to assess taste, value, service and ambiance ⁶.
- **Top-5 Curated Lists:** Best-of-5 rankings in 50+ categories (e.g. travel, tech, entertainment, services). These lists save time by condensing expert research; each entry is explained with criteria such as quality and value ⁷.
- **Tuition & Education Directory:** A directory of leading tuition centers and tutors for all subjects and levels. This section helps parents choose schools, emphasizing results and affordability ⁸.
- **Home & Lifestyle Services:** Recommendations for home services (aircon, interior design, handyman, etc.) and professional services (accounting, marketing, IT support) are provided, guiding consumers to trusted providers.
- **Community & Discord:** A social community in Discord (not a product feature, but a service channel) with **5,000+ members** ⁹. Members share real-time recommendations, attend events, and contribute verified reviews.

The site updates its content regularly (e.g. monthly new “Best of” lists and updates) ¹⁰. All recommendations are based on an in-house 15-point evaluation process (quality, value, service, trust metrics) ¹¹ ⁶. No outsourced user reviews are used – everything is “personally tested and verified by our team of local experts” ⁶ ³.

Background & Operation

Whatsgood.sg was **founded in 2025** by a team of Singapore-based entrepreneurs (no individual names are publicly listed) ². The founders created it after growing frustrated with generic, tourist-oriented reviews ². The site is privately operated (no parent company is named), but it is clearly part of a broader network of related Singapore websites. For example, a partner “Top Singaporean Websites” page on *Supremacy.sg* (a sister site) describes “Whats Good SG” as “your ultimate guide to everything that defines Singapore’s vibrant lifestyle,” spanning food, tourism, healthcare and home services ¹².

Although the exact company structure isn't public, the site is run by a small editorial team of local "culinary experts, education specialists, and lifestyle consultants" ¹³. The About page highlights a Singapore-centric, community-driven approach: "built by Singaporeans, for Singaporeans" ¹⁴. The team's own expertise (e.g. ex-F&B professionals, educators, service veterans) is used to vet every business.

Business Model & Revenue Streams

Whatsgood.sg does not sell products directly. Its revenue appears to come from advertising and partner affiliations rather than user fees. Key points include:

- **Advertising/Sponsored Listings:** The site features paid partners. For instance, the homepage promotes "Featured Partner: Golden Tuition Academy" with a link to the tuition center's site ¹⁵. While Whatsgood.sg claims it never accepts payment for list rankings, the prominent "Featured Partner" slots and external links (e.g. to gta.sg) suggest sponsorship or affiliate arrangements ³ ¹⁵. Such partners likely pay for placement or generate referral fees.
- **Affiliate/Referral Fees:** Many top-review sites earn commissions via affiliate links. Although Whatsgood.sg doesn't explicitly mention affiliate programs, its thorough listings and external links (e.g. to restaurant reservation or e-commerce sites) likely generate small referral commissions or ad revenue.
- **Display Ads:** The site may also run standard web advertising (e.g. banner ads or Google AdSense), as is common for content sites, although no ads are overtly shown in the content.
- **No Subscription or Direct Sales:** There is no indication of paid subscriptions or selling of products. Its monetization hinges on marketing partnerships and traffic.

Partnerships & Network

Whatsgood.sg is part of a broader ecosystem of Singapore-focused content platforms. Its "Links" page and affiliate listings connect to several related sites ¹²:

- **AI Supremacy SG (ai.supremacy.sg):** Focused on AI innovations in Singapore.
- **Supremacy SG (supremacy.sg):** Startup and industry analysis portal.
- **Dominance SG (dominance.sg):** Showcases top business leaders and companies in Singapore.
- **High Impact Journal (highimpactjournal.org):** Thought-leadership and industry trends.
- **High Impact Bus Timing (bustiming.highimpactjournal.org):** Real-time Singapore bus schedules.
- **Sup SG (sup.sg):** Trending social and cultural news in Singapore.

These partner platforms are cross-promoted. For example, a *Supremacy.sg* page lists "Whats Good SG" among the "Top 10 websites in AI, startups, and lifestyle," describing it as covering food, tourism, healthcare, and home services ¹². This linked network suggests a common owner or marketing group behind all these sites.

In addition to web links, Whatsgood.sg highlights business partners. Aside from the Golden Tuition example ¹⁵, individual business listings may include logo ads or referral forms (not explicitly shown on the main pages). These partnerships serve as indirect marketing channels for advertisers.

Target Audience & Market Position

Whatsgood.sg targets **Singapore residents** (and informed visitors) who want trustworthy, local advice on dining and services. Its language and content ("Singapore's best," "helping Singaporeans") makes it clear the

intended users are locals or expats familiar with the city ² ¹. The tagline “expert-curated reviews for discerning Singaporeans” ¹ reinforces this.

The platform positions itself against generic review sites by emphasizing independence and quality. It repeatedly asserts “**no paid rankings**” ³ and promotes rigorous criteria, appealing to users who distrust common ad-laden guides. By stressing “built by Singaporeans, for Singaporeans” ¹⁴, it seeks credibility with a community-driven image.

In summary, Whatsgood.sg aims to occupy a niche as an unbiased, home-grown lifestyle directory. It claims **500+ businesses reviewed** and **50,000+ monthly visitors** ⁴ – though these figures are self-reported. No public traffic data or independent audits were found. Overall, the site operates as a content-driven affiliate/advertising platform with local expertise, catering to Singapore’s market of foodies, families and professionals seeking vetted recommendations ⁴ ¹.

Sources: Official Whatsgood.sg website (About, Home, and specialized pages) ² ⁷ ¹⁵ ³; affiliated site Supremacy.sg ¹². (No external press or filings found on ownership or traffic.)

¹ ⁵ ⁷ ⁸ ⁹ ¹⁰ ¹⁵ Singapore's Best Restaurants, Services & Products | Whatsgood.sg - Expert Reviews

<https://whatsgood.sg/>

² ³ ⁴ ⁶ ¹¹ ¹³ ¹⁴ About Whatsgood.sg - Singapore's Most Trusted Review Platform | Expert-Curated Recommendations

<https://whatsgood.sg/about.html>

¹² Top Singaporean Websites in AI, Startups, Reviews & More

<https://supremacy.sg/links.html>