

WENTREPRENEUR

HONG KONG'S ONLY MAGAZINE FOR AND BY WOMEN ENTREPRENEURS

MEET THE BOARD

HOW DO THEY SEE WEN



**HOW TO FIND
INVESTORS**
& Use LinkedIn to fundraise

**TIPS
TO IMPROVE
YOUR SEO**



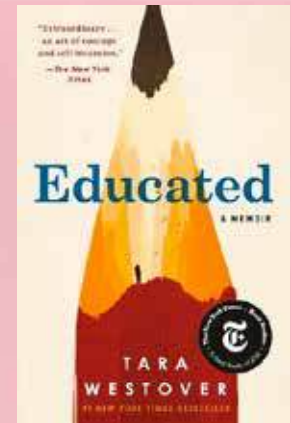
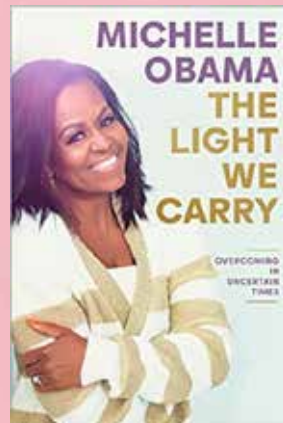
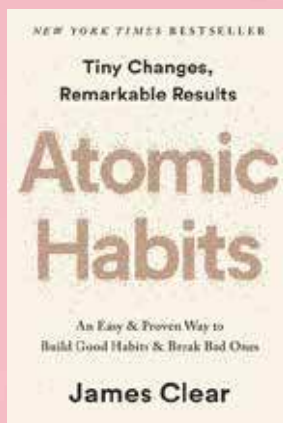
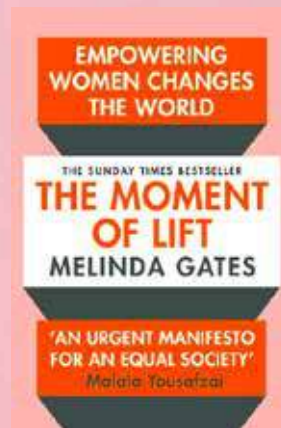
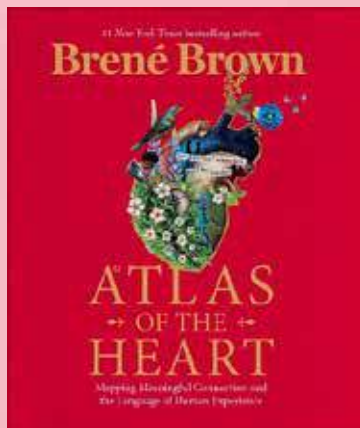
SINCE 1980

BOOK **a** ZINE

WOMEN'S DAY

is

EVERYDAY



FOR ALL WOMEN, THE MODERN WORLD POSES A HOST OF CHALLENGES, FROM GLOBAL CONCERNS TO MORE MICRO ISSUES. IT IS IMPORTANT THAT WE STAY EMPOWERED TO PUSH THROUGH BOUNDARIES AND BREAK GAPS. WE HAVE GATHERED THIS BOOK COLLECTION FOR THE READES OF WEN, WITH A WEALTH OF KNOWLEDGE, THESE BOOKS ARE MEANT FOR YOU TO FEEL EMPOWERED AND SEEN.

AS A TREAT, WE HAVE INCLUDED A JOURNAL WITH GREAT QUES THAT WILL HELP YOU ON A DAILY BASIS. YOU CAN FIND THESE BOOKS AND MORE AT WWW.BOOKAZINE.COM.HK

WENTREPRENEUR

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Message from our Vice-Chair and Editor

Photo shoots are always fun - especially the mask-free ones! In this edition, the Board of **WEN** gathered for our first photo shoot (see cover) in Hong Kong. This group of exceptional ladies is the dream team behind **WEN** and are chief supporters of female entrepreneurship in Hong Kong. Meet, greet, and find out what inspires them to keep going with their businesses day in and day out.

Packed with tips and tricks from entrepreneurs for entrepreneurs, **WENTREPRENEUR** takes a dive into important and useful topics in this edition. We hear about the importance and key factors to consider when transitioning your business with technology upgrades. This includes automation, website, and other digital enhancements that can help you improve efficiency, costs, and quality too. We also hear from a long-time expert of **WEN** about the importance of “plugging your leaky bucket” with advice on working smarter not harder with systems and processes. For those that are looking for SEO tips, we have a slew of tried methods to get you on your way. Following a successful **WEN** event on the topic of LinkedIn For Business, we summarise tips to better attract investors using this social media. Lastly, with Earth Day in April, we thought it was time to focus even more on sustainability including eco-hacks for your business.

Check out our upcoming events calendar, find partners in the Directory, and more - we hope this issue inspires you! As always, your feedback on the magazine and future topics is key, give us a shout at admin@wenhk.org.

Happy reading!

Shea Stanley
Vice-Chairwoman

Face-to-Face with

We finally did it – a group photoshoot with the whole board! It was a great way to discuss in a fun and leisurely manner what we all think of **WEN** and our journeys as entrepreneurs. And of course share these thoughts with you!



HOW DID YOU SCALE YOUR BUSINESS?

ELSA Law

Through the support, training through circle events and others as well as mentorship offered by **WEN**, it helps me to focus and expand my business.

KIMBERLY Whiley

Targeting new clients, developing new services.

SHARLENE Jacquier

Providing our core business, the bit we do exceptionally well, to new markets and demographics.... physiotherapy focused on women's health (*Joint Dynamics Evolve*) and physiotherapy for dogs & horses (*Joint Dynamics Pedigree*)

SHARON McEneff

Expanding services that the market demands/requires and partnering with other providers that can help with services.

SHEA Stanley

Investing in understanding my numbers better to make better decisions both now and as an ongoing exercise has been crucial.

SUZANNE Liu Duddek

WEN circles events, workshops, etc. enable me to acquire technical knowledge and practical skills, and help me to focus on referrals from my existing clients and friends to expand my business.



WHY DOES A FEMALE COMMUNITY MATTER?

GEETANJALI Dhar

Shakti, Hindi for strength and feminine cosmic energy, captures the essence of why the female community matters. An entire community of women helps in amplifying this energy and when positively harnessed, can work wonders.

MAURA Thompson

Because we need to know we are not alone. We need to know that someone else may have made the same mistake and were able to carry

THE BOARD



Photo by: VENTURE PHOTOGRAPHY



WHAT PIECE OF ADVICE WOULD YOU GIVE YOUR YOUNGER SELF?

ELSA Law

Vision, Plan and Execution

GEETANJALI Dhar

"There are two kinds of people: those who do the work and those who take the credit. Be in the first group; there is much less competition" - advice to Indira Gandhi by her father, is engraved in my mind and holds true even today.

ROWENA Gonzales

Create leaders in your team that can teach and train others.

SHARLENE Jacquier

Take more photographs, write things down, notice the present moment... the good or the bad, neither lasts forever.

MAURA Thompson

Don't be afraid to ask questions. You aren't expected to know it all. When you don't know something don't stick your head in the sand and avoid the issue. Look around and find someone who may have the answer to help you along your way.

TRACEY Ho

You deserve to be successful. Everything is negotiable. Stand up for yourself, articulate in a positive and convincing way when you feel people are doing anything to take away your rights or opportunities.

on. We need to know that someone is there to prevent you from making an error they made already. We need to know that someone is there to celebrate your successes because they know that sometimes it's hard to stop and appreciate the wins for yourself.

SHARON McEneff

Mentorship and networking - we need to see women in those roles for future female leadership.

TRACEY Ho

Everyone needs support, especially entrepreneurs who usually don't have as many readily-available resources as corporate executives. A female (entrepreneur) community provides a good platform for ladies, who share similar values, with an array of experiences, offerings and business needs, to come together and have each other's back. That's simply amazing!

SPOTLIGHT

SHARON McNEFF

WEN is shining a spotlight on Members who have had great wins, overcame obstacles, used innovative approaches or made other strides as an entrepreneur and who are ready to share their tips with you!



Business Nature: Association Management and Accounting & Company Secretarial

Business Start Date: First company started on 7th June 2011

www.t8corporate.com



Tell us what made you take the entrepreneurial plunge?

After managing the Asia Pacific chapter of an association in the USA, my client wanted to take me on directly when I resigned as they recognised everything that I did was me and not the company. My client bought me out of my contract and I continued doing what I was doing but under my own company. It was then that I had my first client!

How do you measure success?

I measure success by how much freedom I have to do what I want and to be enjoying what I do. I am a firm believer in work/life balance and I manage to accomplish this whilst working and bringing up a family.

Best Achievement to date:

Still being in business after Covid but being a business owner for 13 years and growing a group of companies with different offerings!

One thing to do differently:

Having the confidence early on to diversify the business for better scalability/growth and taken some of those risks/decisions in the initial stages.

What have been your biggest lessons?

The right support is imperative inside and outside of work so never be afraid to ask for help. Learning when to let go of things that no longer are a good fit and creating efficiencies where possible and most importantly never being afraid to take risks now and again.

What is the next step for your business?

To continue to work on my business and bring on more clients.

What makes **WEN** special to you?

WEN members are all experienced women in a very similar position to where I am. The support is fabulous and the events put together are very helpful, I believe we should all continue to learn and **WEN** has helped me year on year. **W**

TOP TIPS

- ⌚ Don't just acquire customers, retain them.
- ⌚ Be passionate in what you do and have a niche market
- ⌚ Hire people who are good in the areas you are not
- ⌚ Always have a to-do list to help you



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Transition to TECH

BY GEETANJALI DHAR



With the increased penetration of smartphones and the internet making information easily accessible, the need for businesses being on top of latest tech trends has never been greater.

An entrepreneur's mindset is always keeping pace. It has undergone a sea change in terms of being open to implementing the latest digital and tech solutions. Business owners are ready to shift gears at a short notice and most have taken the proactive approach to upskill themselves and their teams in order to stay on top of the current and emerging technology trends. The future is tech and hence to spearhead the business growth and scale it up, innovative ways of integrating technology in a traditional business model is the way to go.

Benefits of introducing technology into business

- > Automates repetitive tasks
- > Saves time, minimises risk of errors
- > Frees up employees to focus on more important tasks
- > Upgrades offerings by increasing productivity
- > Ensures efficient usage of resources
- > Reduces cost by streamlining processes
- > Enhances internal and external communication

'Tech-over' in a business

Prior to investing in technology, weighing the pros and cons is a critical first step, as it enables entrepreneurs in making

an informed decision. In the service industry, with customer interface as priority one, introduction of technology will make customer experience highly satisfying and enable the businesses to offer a multitude of options to the customer. These days, the tools available facilitate easy access, as well as disseminate information which otherwise may require considerable investment of resources in terms of time, effort and money. Technology helps a business to transform the people-centric tasks into technology driven automatic tasks via smartphone, laptop or artificial intelligence-led appliances.

A successful entrepreneur knows that one does not have to have all the requisite skills, but should have the foresight to pick a team whose skills complement one another. As the leader, the lack of IT skills in a team can be offset by hiring a dedicated IT specialist or outsource the work to another business or even collaborating with someone on a skill transfer basis. This will free up one's time to work on, rather than in the business.

Thumbs up for tech-upgrade

Technology enables a business to analyse and store data, and harness it for higher impact. With the advent of big data and advanced analytics, companies can collect, store, and analyse

vast amounts of information. This can help businesses gain valuable insights into customer behaviour and market trends, which can be used to make more informed decisions.

For instance, when a customer places an order on your e-commerce website, their entire purchase history can come up with every purchase, thus making it easier to make suggestions they are likely to take up. The fields are pre-filled, making the customer experience as smooth as possible. Cross-selling via pop-ups nudge the buyer to purchase products, based on purchase history, which can clock up the revenue considerably.

Better communication and collaboration

The advent of tech tools like *Hootsuite*, *Slack*, *Canva* has completely overhauled the way businesses communicate and collaborate. The internet and cloud-based tools have made it easier for employees to work together or remotely and for businesses to communicate with customers, partners, and suppliers in real-time. Improved communication and collaboration has proven to lead to better decision making and faster problem solving.

Do you want to maximise your market reach with half the effort? Or integrate an e-commerce platform and social media to sell your products and services to customers globally? The answer is yes, as deep down we know that an increased customer-base automatically leads to increased revenue, provided other metrics like targeted marketing and communications are in place. Replacing physical presence with digital for back-office functions will help fuel scaling up of business operations.

Techanosaurs – the biggest disruptor

The onset of the pandemic forced all businesses to take a step back and look at their business offerings with a fresh eye. Most shifted gears, many integrated innovative digital products and services to implement ideas never seen before. Digitisation acted as a major disruptor, resulting in overhauling the dynamics of a traditional business model. It has allowed some businesses to thrive under the most trying of circumstances, as they integrated best technological practices for their use, thereby making some functions completely redundant. A fiercely competitive market has emerged with multiple players throwing in their hats and entering the arena.

The highly adaptable businesses will and have survived and thrived by staying relevant in today's fast-paced digital age.

Technology can increase efficiency, improve communication, and provide access to a larger market. It can automate repetitive tasks, improve data analysis and storage, and

enhance decision-making capabilities. Additionally, technology can help businesses stay competitive by providing new and innovative ways to reach customers, streamline processes, and improve products or services. Without technology, businesses would struggle to keep pace with the fast-changing business environment and would quickly fall behind their competitors.

It would be safe to say that technology today is at the core of any business operation. Businesses wanting to go the extra mile need to invest in digitising their operations. >



TOP 5 TECH TIPS TO HELP YOU DECIDE:

- 1** The tech solution provider should:
 - > Exhibit a customer-centric approach.
 - > Offer free consultations to understand your requirements.
 - > Demonstrate expertise to deliver a solution that not only meets but exceeds your end users' expectations.
- 2** The solution under consideration should be optimised and scalable for future expansion.
- 3** Mobile Application Development: Needs to be developed for iOS and Android platforms using a variety of programming languages.
- 4** Web Development: Type of websites to be considered include CMS based, Portfolio, eCommerce Platforms or Workflow based websites - these are completely customised based on client requirements.
- 5** Digital Marketing services include organic SEO, paid social media platforms, branding, and reach-oriented campaigns, increased customer base.



An optimised website or a latest mobile app has the potential to be a one-stop solution for all your technology and marketing needs and an answer to be on top of the tech trends in the coming future.

Don't forget the personal touch!

The world is witnessing digitisation of traditional work flows at an accelerated pace.

Does this mean that we take out the human interface completely? That, in my opinion, would be a big mistake. Despite technology evolving by the minute, businesses need to focus on the 'personal touch' and not only on upgrading the systems. Even the best of technologies, once integrated, need to be supplemented with the human touch. A tech tool is only as good as the person managing it. Keep the system running smoothly, and make sure the team dealing with the end-user is able to make the customer experience magical.

Businesses definitely need to invest in technology, be it the latest website, a new mobile application or setting up an e-commerce platform. Equally important is the focus on which functions need digitising and which need a human touch. Functions in the back-office with minimum customer interface are ideal for replacement with technology.

As far as customer interface functions are concerned, offering a personal touch to a client will always be the winner and the preferred mode in the eyes of the customer.

At the end of the day, an entrepreneur or a leader can have it all – going in for the latest upgrade on the website or integrating the new mobile app, and free up the critical time resource for the team to deal with the end user and ensure happy clients. That is after all the ultimate Return On Investment! **W**

MEET OUR EXPERT



GEETANJALI DHAR

Founder & CEO - Sanskriti Global Group | Chairwoman
- Women Entrepreneurs Network | Chairwoman -
Integrated Brilliant Education Limited (S88 charity)

With over three decades of rich experience as an entrepreneur, an educator and an equality & inclusion advocate, Geetanjali is committed to enhancing existing pedagogies in the field of education. The organisations she founded conduct programs for schools, universities across multiple regions as well as various HKSAR departments. Having created unique benchmarking standards in the fields of education, entrepreneurship and non profits, she is constantly formulating innovative solutions to the pressing issues.

As the Chairwoman of **WEN** (June 2021- 2023), she has been instrumental in launching a series of very successful initiatives for the benefitting the women entrepreneur ecosystem in Hong Kong.

In her latest avatar as an investor in IT, she talks about the growing influence of IT in business.

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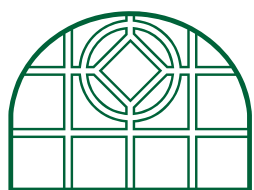
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Interview with Dr. Ruth Kan

Chair of Council, The Helena May



THE HELENA MAY
梅夫人婦女會
HERITAGE, COMMUNITY, HOSPITALITY

PLEASE TELL US A LITTLE BIT ABOUT THE HISTORY OF THE HELENA MAY.

The Helena May was established at the time of the social awakening of women's rights and individuality in the early 20th century. It was founded in 1916 by Lady Helena May, wife of the Governor at that time, Sir Henry May, to provide safe and affordable accommodation to single women who were coming to Hong Kong to find work and to provide a social focus for women in general. Its location in a prominent position on Garden Road, close to Government House, the Peak Tram and the CBD made it easily accessible to the community. Through The Helena May, expatriate women of Hong Kong were able to reach out to the wider world to help with numerous charitable causes.

HOW HAS THE HELENA MAY CHANGED OVER THE YEARS AND WHAT ROLE DOES IT PLAY IN MODERN-DAY HONG KONG?

The Helena May has evolved significantly since its early days. Today, we are a private members' club for both women and men of all nationalities with a membership of around 1,000. We offer quality fine-dining and our elegant function rooms are available for hire for events and meetings. Although the club has expanded its focus and moved with the times, The Helena May still preserves the goal of Lady Helena in offering women of Hong Kong, and their friends and families, a welcoming and relaxing haven in the heart of Central. We serve excellent food and wines at very reasonable prices and are well-known for our library, which has the largest private English-language book collection in Hong Kong, including a section devoted to books for children. In terms of accommodation, which is now open to both local and overseas visitors, we have 25 rooms for single women with shared facilities and 16 self-contained studios for both men and women. We have a very active community outreach programme which gives members the opportunity to be involved in fundraising efforts and charitable causes.

WHAT SETS YOU APART FROM OTHER CLUBS IN HONG KONG?

It is very rare to see a building as old as The Helena May in Hong Kong which is still functioning in its original form. Because of our long history and tradition, we pride ourselves on being a club with a heart. The Helena May is a place where people can make friends easily through involvement in committees or special interest groups or participation in a wide range of social and cultural activities. There is a strong feeling of goodwill between the guests, members and staff. We feel like a family and The Helena May is our "home away from home", an oasis in the hustle and bustle of the city.



The Helena May is a place where people can make friends easily through involvement in committees or special interest groups or participation in a wide range of social and cultural activities.

AS THE NEW CHAIR OF COUNCIL, WHAT ARE YOUR PLANS FOR THE HELENA MAY?

A beautiful heritage building such as The Helena May is a cultural treasure and I believe that every effort must be made to maintain it for future generations. Since the long-term viability of the club depends very much on the support of our members, we will continue to improve and increase our service to members. The profile of our membership has changed considerably over the last few years. We now have a growing number of young professional women who join the club primarily for its excellent dining and meeting facilities, some with the intention to hold their wedding banquets in our elegant Main Lounge or beautiful Garden Room. We plan to organise a greater variety of activities to cater to the diverse interests and needs of our members, including a series of networking events for members of different trades and industries. We also hope to network with other clubs with a similar vision such as [WEN](#). To maximise the use of our heritage building, we are opening up our lovely Garden for more social and dining activities so that more members can come to relax and socialise in our unique garden oasis in the centre of the city.

In short, I plan to work closely with the Council to uphold the tradition of The Helena May as a vibrant meeting place for women and a bridge between our members and the community. [W](#)

Upcoming WEN Events

1. WEN WORKSHOP: TARGET MARKETING (PART 2)

Date: April 27 2023
Time: 5:30pm - 7:30pm
Venue: In-person (TBC)

2. WEN CIRCLE: SUCCESS STORIES

Date: May 11 2023
Time: 6:00pm - 8:00pm
Venue: In-person (TBC)

3. WEN LUNCH & LEARN: AI AND HOW TO USE IT EFFECTIVELY

Date: May 17 2023
Time: 1:00pm - 2:00pm
Venue: Zoom

4. SELLING YOUR BUSINESS

Date: May 30 2023
Time: 6:00pm - 8:00pm
Venue: Oldham, Li & Nie Office, Suite 503, St. George's Building, 2 Ice House Street, Central, Hong Kong

5. WEN LUNCH & LEARN: HACKING & SPAM

Date: June 8 2023
Time: 1:00pm - 2:00pm
Venue: Zoom

6. WEN EXPERT CHAT

Date: June 15 2023
Time: 3:00pm - 5:00pm
Venue: In-person (TBC)

7. WEN WELLNESS SERIES

Date: Sept - Oct 2023
Time: 7:00pm - 8:30pm
Venue: Locations in Central



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our latest
events



THE WOMEN ENTREPRENEURS NETWORK

www.wenhk.org

SPOTLIGHT

ARTI MIRCHANDANI & SHONEE MIRCHANDANI

WEN is shining a spotlight on Members who have had great wins, overcome obstacles, used innovative approaches or made other strides as an entrepreneur and who are ready to share their tips with you!

BOOK **a** ZINE

Business Nature: Bookazine is a family run and female-led bookshop chain with an emphasis on championing local authors and brands. In Bookazine, you can find your favourite books, magazines, wellness & lifestyle products, stationery, children's books, educational and sustainable toys, and games. Partytime is a retail store that caters to occasions for both adults and kids, offering a wide selection of balloons, decorations, party favours, piñatas and party supplies from France, the UK, the US and beyond.

Business Start Date: 1985

Best Achievement to Date: Being recognised as "Entrepreneurs of the Year" in 2017 at the Women of Influence Awards by Amcham. It was such an honor to be in the company of so many amazing and talented women.

www.bookazine.com

One thing to do differently:

We launched our Bookazine online store (www.bookazine.com.hk) in 2020 and *Partytime.com.hk* went live a year later. Both were born out of necessity because of covid. We thought that selling books online was different to creating beautiful retail spaces and that the feeling of touching and smelling the pages could not be replicated by browsing online. Today we realise that most of our customers want both - the convenience of online shopping and a great shopping in-store



experience and, while we recognise that we should have started our digital journey earlier, we are happy to be able to offer now this extra service to our customers.

Entrepreneurial Journey

Though Bookazine was started by our mum and dad, we feel all the entrepreneurial pain and joy as we navigate the business through good and bad times and try new business ideas ourselves. We launched a pop-up craft chocolate shop called Sweet World that became so successful we opened two permanent shops in less than a year. But two years later we had to close the brand because of covid.

Partytime is another new concept we worked on. The idea came about when Arti was trying to plan her own daughter's birthday party and had to run all over from Pottinger Street to Sham Shui Po just to get party favours and balloons. This brought about the idea having a store with all the party accessories under one roof. From gorgeous balloons, to themed partyware and party favours. Coming up with the name, the branding, the look and feel of the stores and designing the packaging was exhilarating. We loved sourcing products from all over the world, negotiating with landlords and learning



new skills such as how to fill helium in a balloon to creating an Instagram-worthy balloon bouquet.

What have been your biggest lessons

Our biggest lesson has been that, while we may grow as a company, it is important to stay small in today's market. Over the last decade, retail, shopping patterns, attitudes from sustainability to WFH, physical versus digital and other trends have changed so much, and things keep changing. To survive it is important to be small and agile, so that we can adapt our business model quickly and stay current. Keeping our small family business mindset allows us the flexibility to do this.

What is the next step for your business?

Now that Hong Kong is opening up again, we want to host more events to provide a platform for writers to talk about their work. It would be a dream if we could find a shop with a dedicated event space.

What makes **WEN** special to you?

Arti: I can answer this in 3 words: Women Supporting Women

Shonee: I was on the board of **WEN** when it was formed back in 2015 and feel honoured to be an alumni member. **W**



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REIGNITE YOUR PASSION
FOR YOUR BUSINESS

No one is as optimistic as an entrepreneur on the first day of business.

BY NICOLE GRAHAM

As a creative, driven, and inspired individual, you founded your company as a way to create a lasting and lucrative impact on your respective market, leave a legacy behind for your family, and live up to your own, ambitious potential.

Entrepreneurship can be exciting, invigorating and stimulating. Until it isn't.

Unfortunately, the reality of owning a business can stray quite far from the imagined fantasy. For some, the perceived expectations can be a far cry from the day-to-day drudgery, especially when it comes to things like profit, self-governance, and free time.

If you're feeling this way, you're not alone. Ask any business owner for the cold, hard truth, and they will tell you that maintaining a successful business is no easy feat. Often, there are undercurrents of challenges behind the scenes, despite the exterior appearance of success.



YOU COULD
BE FACING
ONE, OR A
FEW OF THESE
CONCERNS:

- ⊗ Instead of working less, you are now working 24/7 trying to get everything done. There does not seem to be a light at the end of the tunnel, and you are finding yourself wondering how you got yourself into this mess.
- ⊗ Your sleep is suffering. You wake up in the middle-of-the-night in a cold sweat thinking, "OMG, did X get the job done? Yikes! I'm not sure..."
- ⊗ A client complains that you didn't fulfil a commitment and they want a refund. You thought everything was great and you aren't sure what went wrong.
- ⊗ You realise that a team member didn't do something that you emailed them about a few days ago, and now YOU must scramble to get it done on time.

- ⊗ You feel like you don't know what everyone on your team is working on, and wonder if anything is getting done at all.
- ⊗ You are tired of employees interrupting you all the time with questions. Why can't they just do their work and leave you alone?
- ⊗ Because so many to-dos keep coming up at the last minute, your team is starting to get frustrated with a seemingly constant flow of "Urgent, need this now!" requests, and you're worried they might leave.
- ⊗ Your assistant is the only one who knows "how things are done around here," and you feel trapped and worried that if she leaves, you will be too overwhelmed to cope.
- ⊗ You have a certain way that you like things to be done, but it seems like every time someone else on your team works on it, they do it wrong or miss key pieces.
- ⊗ Your calendar is out of control. Your days are jam packed, you've missed calls, and have even been double-booked a few times (which never used to happen!).
- ⊗ You aren't sure where the money is, and have no way of knowing if payments are coming in on time (or not!).
- ⊗ You fly by the seat of your pants, not sure what you are doing from one day to the next.
- ⊗ There is so much work to be done – simple things like replying to emails – that you never get to the important things that could grow your business.
- ⊗ Sadly, your spouse and/or kids are asking you why you are working so much, and may even be begging you to turn off the computer for once so they can spend time with you.
- ⊗ You wake up in the morning dreading the day. What once felt like a lot of fun is now a living nightmare.

You are tired, frustrated, and wondering if it is all worth it. It's one thing to GROW a business, but it's another thing to RUN a business – which is what many of us are unprepared for.

This is what I call the Leaky Bucket Syndrome. We focus so much on getting more into the bucket (sales, marketing, and clients), that we neglect to make sure that the bucket itself (the behind the scenes of your business), is strong and whole.

Because it is so easy to get into business these days, many people do so without knowing what it takes to run a business – all that behind-the-scenes stuff that many entrepreneurs find boring, confusing, or downright scary, gets neglected. The problem is, the behind-the-scenes business operations that are being ignored, are **ESSENTIAL** to your success. If you don't put the right structures in place in your business, it can cause chaos, headaches, and worst of all, can end up costing you money.

It may seem hopeless, but I am here to tell you that there is hope – and with the right tools, you can reignite the passion you felt when you first embarked on your entrepreneurial journey.

Whether you're just starting out, or you're a seasoned business owner, having accessible, clearly defined, standard operating procedures, is crucial to you and your team's success.

And good systems do the heavy lifting for you. >

GOOD SYSTEMS



A reliable online accounting system will keep you in touch with your finances. This needs to be easily accessible at anytime and anywhere.



A good, solid security system for your email and website will avoid down-time disasters and lost sales.



Project management system that allows you to keep track of your day-to-day activities, and projects, whether that is client work or business development.

If your business needs it, chances are there is a reliable system that is ready-to-go to make your life easier.

I understand that the research and implementation of systems can just feel like more work, but I have good news here too. There are service professionals out there for whom building teams and systems is a superpower. They are steeped in the intricacies of each system and can recommend, and implement the ones you need, in an eighth of the time it would take you to do it yourself.

It gets better: Once you have your systems in place, you can use a Dashboard to get a snapshot overview of your entire business. **Dashboards** allow you to pull together all your key information, track your data, and make informed, data-driven decisions to grow your business. You won't have to make any decisions based on guesswork or hope. All relevant statistics will be at your fingertips.

Implementing systems and tracking data-driven progress is the secret ingredient that will deliver you from the growing pains stage, back to the passion fuelled, adrenaline-filled days of glory and ambition.

As an entrepreneur myself, who is back to enjoying her business once again, I speak from a depth of experience. I promise, you won't regret it.

W

MEET OUR EXPERT



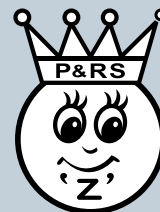
NICOLE GRAHAM

Founder and CEO of Bauhinia Solutions

Nicole is the only Certified Online Business Manager® in Hong Kong and an expert in virtual support. Nicole is able to work with business owners to improve work efficiency and establish processes that maximise efficiency and time economy.

Nicole understands what it's like to be stuck in the day-to-day of running a business because she's been there herself. This allows her to lead business owners through all stages of their business growth without the stress and anxiety that comes with an overflowing workload..

PLATINUM SPONSOR



Mrs. Purviz R. Shroff, MH
and
Late Mr. Rusy M. Shroff, BBS, MBE

WEN is delighted to have the support of

Mrs Purviz R. Shroff, MH

SPOTLIGHT

ROWENA GONZALES

WEN is shining a spotlight on Members who have had great wins, overcome obstacles, used innovative approaches or made other strides as an entrepreneur and who are ready to share their tips with you!



Business Nature: Interior Design

Business Start Date: 2009

www.liquid-interiors.com

Tell us what made you take the entrepreneurial plunge?

I craved the creative freedom to merge my aptitude for interior design with my ardent commitment to sustainability. Unfortunately, in my past work experiences, I was unable to explore this combination fully. Therefore, I decided to create my own business to fulfil this passion. It's been an exciting journey, and I'm thrilled to see how our vision has been embraced by our clients.

How do you measure success?

My ultimate metric of success is the profound improvement in our clients' well-being and adoption of sustainable lifestyle changes that they experience upon moving into one of our homes. It brings us great joy to witness the positive impact that our designs have on their lives.

Best Achievements to date:

My most noteworthy accomplishment thus far is consistently reflected in my most recent completed home renovation project. Each home possesses a distinct group of occupants for whom we have collaborated in expanding their individuality into their living space. Our work has facilitated the adoption of novel, health-conscious and sustainable lifestyle changes, while simultaneously offering a fresh and innovative canvas for creative expression.



One thing to do differently:

My ability to present myself confidently on camera and convey my personality effectively through social media. I am determined to develop these skills to enhance my online presence and better connect with my audience.

What have been your biggest lessons?

Fostering leadership qualities within the organisation is crucial for achieving long-term success and growth. I firmly believe in empowering individuals and providing them with the necessary training to become self-reliant. By doing so, we can cultivate a team of competent professionals capable of providing each project with the care and attention it requires and ensuring that our company continues to flourish and thrive.

What is the next step for your business?

Amplifying our marketing efforts to appeal to a predominantly Chinese-speaking clientele. I recognise that the post-pandemic landscape has brought about a significant market shift, and I am thrilled to have the opportunity to work more closely with this demographic. I am excited to explore the possibilities and discover new ways to create unique and

personalised design solutions that cater to their specific needs and preferences.

What makes **WEN** special to you?

WEN holds a special place in my heart as it provides me with the opportunity to be a part of an esteemed community of women. I take great pride in my ability to give back to the community through my experiences while also admiring the numerous successful mentors who serve as a source of inspiration for me. It is an honor to be part of such a dynamic and supportive network of women entrepreneurs. **W**

TOP TIPS

- ② Embrace change and never stop learning. You must remain adaptable and recognise that strategies that worked in the past may not be as effective in the present. Stay open to new ideas and approaches, and continuously seek out opportunities to expand your knowledge and skill set.
- ② Use failures and hardships as learning experiences that can guide you in the right direction. Reframe these challenges as opportunities for growth and development and learn from them to improve your future decision-making.
- ② Create a workplace culture that is conducive to your personal and professional growth by surrounding yourself with individuals who inspire and motivate you. It's essential to prioritise a work environment that fosters positivity and fulfilment. Live your most fulfilling life with amazing people around you.

Am I at the top?



Get Your Website on the First Page of Google: TIPS AND TRICKS FOR ENTREPRENEURS

BY ROWENA GONZALES



As an entrepreneur in Hong Kong, you know the importance of having a strong online presence. In today's digital age, customers are increasingly turning to search engines like Google to find the products and services they need. But with so many websites vying for attention, how can you ensure that your website ranks on the first page of Google?

As a business owner of an Interior Design firm in Hong Kong for the past 15 years, I've seen the importance of adapting and keeping current with the ever-changing landscape of websites and search engine optimisation (SEO). During the pandemic slowdown, I looked at many ways to bring in new leads including increasing my social media presence. My website seems to rank very high when searching for "eco-friendly interior design Hong Kong" but this was not realised that my website was not ranking high on Google when searching "interior design Hong Kong". Many of our new customers come to us by finding us online, or follow us on social media despite our low ranking on Google. I know that my website is a lot more visually pleasing than most of my competitors on the first two pages on Google. So I knew that if I was there on the first page that I will have a lot more leads. I recently hired an SEO specialist to help me get to the first page on Google with SEO strategies and here I have compiled 6 tips here for you to start your journey too.

1

PUT ON YOUR WEBSITE WHAT PEOPLE ARE SEARCHING FOR

To optimise your website for search engines, **identify the keywords** your target audience is searching for and dedicate them to pages on your website. Ask your clients what they searched to find you, use Chat GPT to search for your keywords or ask an SEO service. I realised that one major keyword that was missing from my website was the word 'decoration'. Then group words into sections and dedicate website pages for the groups. Ensure these clusters become your new main pages and have a relevant landing page. When working with my SEO strategist I was then given quotas of how many times each keyword should appear on each page. For example, the word 'interior design' is to show up on my landing page 30 times. Here is where I recommend that you work with a professional to come up with a calculated strategy for you. Adding the right meaningful content with all your keyword quotas is a daunting task and is the most challenging part of this exercise.

2

OPTIMISE YOUR WEBSITE PAGES

This is about getting to know the back end of your website. Page optimisation refers to optimising your website's content, headings, meta descriptions, and other elements to make it more search engine friendly. Based on the key words, this information needs to show on each page in the content and in the back end. Make sure that your content is answering what people are searching for and that it's easy to find it on your site. Your website must answer everything that a person might search for about your business topic. The more your website answers about the topic the more Google will rank it as credible. **Adding a frequently asked questions section** on the main pages is a great way to insert all this information.

3

CREATE QUALITY BACK LINKS

Back links are a crucial factor in search engine rankings. The business of sustainable and eco-friendly interior design is small and organically, over the last 15 years I have had a lot of press, social media and other blogs write about my company on this subject. Luckily, in this key word my website ranks on the first page organically. It's great to know that enough organic back links still count and work. Quality back links from relevant and authoritative websites can significantly boost your website's ranking. Focus on building high-quality back links by guest posting social media marketing as well. **Being in on-line directories and being featured on websites** such as the [WEN](#) website is a great example of a high-quality back link. There are services that can also generate paid back links for your website which is also an effective way to drive up your SEO but high quality backlinks such as a magazine post about your company will always be the most credible.

MEET OUR EXPERT



ROWENA GONZALES, Founder, *Liquid Interiors*

Rowana's innovative approach with her design firm, which specialises in creating unique spaces, has earned her international acclaim. She is committed to improving people's lives by enhancing the spaces they inhabit, and her designs are guided by the highest standards of sustainability and wellness. She is dedicated to making a positive impact and inspiring change and her work is characterised by a sophisticated and modern style that seamlessly blends with nature.

[Liquid-Interiors.com](#)

4

MAKE YOUR WEBSITE MOBILE FRIENDLY

With more than half of all web traffic coming from mobile devices, it is crucial to ensure that your website is optimised for mobile. A mobile-optimised website will not only improve your search engine rankings but also **enhance the user experience** for your visitors. We invest a lot on social media content creation such as Instagram reels. In our strategy it's important that there is a continuous experience from social media for customers and the end goal is to visit your website and enquire about their new project.

Working on my website has given me clarity and driven me to revisit my unique selling point. In the new world of AI-generated content, the need for uniqueness and creativity will be what sets us apart. I foresee this to be the most cost-effective marketing strategy of the year.

Remember, getting your website on the first page of Google is not a one-time event. It requires updating, analysing and upkeep with ongoing quality backlinks. As an interior designer in Hong Kong, I am working on getting my website on the first page of Google by August 2023, and I believe this strategy can work for any entrepreneur in Hong Kong. Follow my journey and check for **Liquid-Interiors.com** in August 2023! [W](#)

5

BE CAREFUL WITH AI CONTENT

Artificial intelligent content creation sites like Chat GPT when being used in the right way can be very powerful. When used in the wrong way it can harm your website. Stay away from using generic AI content from Chat GPT on your website. When Google detects that the content exists somewhere else on Google, it will bring your rankings down. Run your content through an AI detector like [Copyleaks.com](#) to **ensure it's not detectable as AI-generated content**. I prefer to use Chat GPT for brainstorming, research and structure creation. Keep the actual content writing human otherwise you will end up taking up more time writing and rewriting. It's great to know that your human touch and personal opinions are now worth a lot more than close to perfect robotic content!

6

GOOGLE AD WORDS

My research looking into Google Ad Words is that it is too expensive to run for long periods of time. It is more effective to use if you have a **specific campaign** you want to launch over a short time period. However, it's much more credible to restructure your website to improve your searchability and ranking.

WEN & WOOT 2023



Echoing with theme of International Women's Day, the 2023 Edition of Women of Our Time (WOOT) achieved its objective of provoking conversations and changes to #EmbraceEquality through empowering women achievement in careers.

The entire focus was on generations of women leaders in Hong Kong through a series of events amplifying inspiring conversations through SCMP's digital platforms to take the message to a wider, regional audience.

Women Entrepreneurs Network had the privilege of being a supporting organisation for two years in a row. This year **WEN** also contributed as a content partner for the 'Leadership Talks'. The community empowering event not only celebrated success stories of women but was also co-created, led and supported by women.

The event was conducted in the following format:

I. LEADERSHIP TALKS

The talks amplified discussions, conversations and thoughts with women leaders, male allies and thought leaders to a regional audience via virtual pre-recorded and live-streamed virtual talks.

WEN played a significant role by having the following board members in the fireside chat segment:

Geetanjali Dhar, *WEN Chair & founder of Sanskriti Group* facilitated the fireside chats.

Sharlene Jacquier, *founder Joint Dynamics* represented the fitness and wellness sector and shared her insights on body positivity and emphasised how the images on the social media can be misleading and being confident in what we are is priority one.

Tracy Ho, *founder Frame and Fame Consultancy* shared a vital point about being authentic, as an essential ingredient for personal branding. Positive affirmations in the morning, is the way to start one's day!

2. CONFERENCE

The conference centred around empowering the next generation of women leaders with early-career knowledge and ideas shared by generations of women leaders and entrepreneurs before them.

3. GALA DINNER

Invited women speakers and leaders convened at the exclusive Gala Dinner for a night of celebration, friendship and camaraderie. The evening celebrating women icons who have dedicated their career and lives to empowering other women. **W**



An event designed around embracing, empowering and enabling women for limitless possibilities.

Creating the EVERYDAY SUSTAINABILITY we need

BY DENISE HO



Despite dominating headlines, Sustainability Fatigue is real.
Perhaps, surprisingly, not stemming from businesses but from individuals.

Much of this is due to the perception that sustainable living is difficult and time consuming. Or, perhaps even worse, by the thought that living sustainably is BORING. (Let's be honest, who doesn't want to refresh their wardrobe from time to time? And certainly, the thought of going Zero Waste and bringing a lunch bag around is certainly not a trendy one.)

Ultimately, sustainable living is greatly affected by how easy (or not) it is to shift habits. Most people are not opposed to considering greener routines, but such behaviours must be as convenient, or else Sustainability Fatigue grows.

So, how can we business owners assist in making the adoption of sustainable habits more easily accessible?

Firstly, we can remind ourselves that Sustainability is not only ecological sustainability. There are many other angles to sustainability that are often left unexplored. For example, what about fostering healthy communities & workforces, or ethical research & development processes? Both are also critical to establishing a sustainable future.

This reminder allows us to reframe the discussion: instead of relentlessly focusing on consuming “less”, we can instead talk about doing “more” – that is, think more about **what** and **how** we're consuming.

Against this broader background, there are many more options for us to consider as both individuals and business owners. For entrepreneurs with an interest to incorporate more sustainable practices, I propose two different questions:

- 1 “How can my business support the continued growth of a healthy community, whether from a local or global lens?”
- 2 “Is my business enabling my workforce and clients to make more sustainable choices as easily as possible?”

As an example, my own entrepreneurial journey was sparked by a desire address a personal dissatisfaction: I have long been irritated at how difficult it is to shop for responsible, healthful products for my family and home. After all, if I need to

consume, I might as well support a mindful business, or choose products that have a less wasteful footprint.

Yet, the inconvenience of running between numerous stores means that I often resign myself to buying less inspiring alternatives.

Enter **Cerqular**, an online retail ecosystem that is a solution to my frustrations: Cerqular empowers a legion of consumers like me to buy meaningful, mission-driven products in one convenient place. By amplifying voices which demand more responsible goods, I strive to drive change down all through the supply chain.

For instance, many of Cerqular's partners are indeed focused on environmentally friendly materials or manufacturing. Many others are driven by inclusive hiring processes, such as retraining displaced labour from sunset industries. Others utilise more clean or ethical research & development methods.

Indeed, behind the visible parts of our business, we can consistently challenge our supply chain and service providers to include sustainable options in all quotations. While such options may not be a viable option to adopt immediately for any variety of reasons, the normalization of sustainable expectation drives change by our downstream partners.

#GreenHacks for Businesses

1

Avoid the signature Hong Kong indoor arctic AC blast. The HK Labour Department suggests a temperature of **23-26C**. Consider investing into **reflective or thermal blinds** to reduce the amount of energy needed to keep cooler in the summers, or warmer in the winter.

2

Transition away from single-use items in your pantry. To avoid unnecessary purchases, **invite colleagues to donate mugs, plates, and cutlery** from home that may be 'under-loved'. Install water filters or rent a **water dispenser** to reduce dependence on plastic water bottles.



3



Encourage staff to avoid takeaway/deliveries. Unsurprisingly, takeaway/delivery orders surged during the pandemic (to 21.2 million orders PER WEEK) – but even pre-pandemic, Hong Kongers were ordering 13.5 million times per week. If ordering delivery is unavoidable, encourage colleagues to consider **ordering from providers with reusable packaging programs**.

4

Print less: 75% of office waste is paper, and only 20% is recycled (vs. 41% at home). For external use, ask if clients will print materials themselves – without compromising perception of the professionalism of your pitch, this empowers them to choose electronic versions or to print with recycled paper or multiple slides on a page. If printing cannot be avoided, choose plastic-free printing options. Avoid lamination, and plastic ring bindings and covers; instead, choose fold-over printing options.



5



Cut the 'small' waste: Transition to refillable pens. Reconsider corporate gifting. Streamline product packaging to reduce plastics used, or switch to paper-based alternatives.

Ultimately, by sourcing responsibly and hiring mindfully, our businesses themselves fundamentally become the easy, convenient, mindful choice for clients who increasingly seek more responsible options.

While there is nothing that is “perfectly sustainable”, every small improvement, magnified through the broad reach of our businesses, will be transformational. **W**

Arrange recycling with a reputable company

– while street-side recycling has been difficult to manage, waste management accountability in the commercial and residential space has improved significantly in Hong Kong. If your office is not large enough to do this alone, reach out to your neighbours or your property management company to arrange collectively.



6



Avoid ‘phantom power’ drainage: approximately 20% of energy use at the office is phantom load (and 5-8% at home).

Turn off electronics – computers, copiers, lights, coolers – after peak hours. This can be automated by using

programmable power strips or transition to motion-detection lights set to reduce power usage after peak hours.

8

9

Encourage meat-free meal(s) during the work week

week: this may be more fun and easier to do as a group. Beyond animal welfare concerns, meat production represents 14.5% of greenhouse gas emissions, 29% of water related to agricultural use, and is a driver of deforestation and loss of biodiversity.



MEET OUR EXPERT



DENISE HO

General Manager, Cerqular

Denise believes a lasting sustainable future is one where responsible habits are accessible and realistic for everyone. Against this backdrop, Denise is the General Manager of the APAC region for Cerqular, the world’s leading future-focused marketplace platform for responsible consumers. Cerqular offers a highly curated selection of unique and verified earth-ethical goods for the entire family and home. In this role, Denise promotes Cerqular’s mission to transform how future generations shop by making consumption simple, ethical, and sustainable.

Prior to Cerqular, Denise was a corporate banker at Citi for 16 years, responsible for the banking needs of large multinational companies.

7

Maximise use of office furniture and electronics.

Donate older (but good condition) items to charity, second-hand retailers, or even to local Buy Nothing groups.

Engage WEEE (Waste Electrical and Electronic Equipment) for door-to-door pick up for electronics that have reached the end of their lives.



10

Use video conferencing

and reduce non-critical travel. In Europe, corporate travellers drive 30% of carbon emissions while representing only 12% of



customer base. Thought in-person presence is critical to building strong client relationships and team cultures, COVID has taught us that certain conversations can absolutely be migrated online.

TOP 6 TIPS

on how to use LinkedIn to find and connect with investors

BY NICOLE DENHOLDER



Researching and identifying investors can be a daunting and time consuming task. However, LinkedIn is a fantastic place for you to look at trying to find investors. According to *DigitalMarketer.com* “more than 80% of social leads for B2B are generated on LinkedIn”. But how do you find the right investor and then hook ‘em?

HERE ARE SOME KEY TIPS TO GET YOU STARTED ON THAT SEARCH.

1 Set funding parameters

A key to success is clearly understanding what type of investor you want and aligning that with an investor’s preferences. Investors, including angels, venture capital (VC) firms and institutional investors, will have clear funding parameters: how they define what they will and won’t consider investing in.

Most investors use one or more of these categories to define their investing parameters:

- > Industry
- > Location
- > Ticket size or Amount
- > Business Model
- > Stage of business, often connected closely with ticket size

To make the investor search easier for you, you need to assess your business and investment goals against these parameters. Once you have done this, take that knowledge and apply it to your LinkedIn search. You can use the ‘All Filters’ option and focus on people and posts to find the persons or companies you want. These results can then lead to a deeper insight into what investors are posting, liking or following. For instance, you can search ‘mentioning member’ or ‘mentioning company’ to find other relevant information about the investors you know or want to get to know. This additional information can then be used to personalise your communications with investors.

2 Use your existing connections

The biggest problem with the investment industry is that they often want to meet founders through warm referrals. This is a huge issue as a lot of women don’t have a large network, especially with investors. But without a doubt, there will be someone in your extended network who knows someone which will bring you one step closer to your target investor.

Through your parameter search, identify anyone interesting & relevant and look at your mutual or their first contacts. See if you know someone and message them and ask for an introduction. Even if it’s a second or third contact, link with them. If you have a premium account on LinkedIn, you can leverage InMail and credits to reach out to investors.

You can join groups that have investors in them, but check the members first as it could be a magnet for sales people.

3 Connecting with portfolio companies

We strongly advise you to do a bit of deeper research on your investor’s track record and potential to connect with them. Check out the portfolios of any investors that you are interested in. Do you know any of the companies they have invested in? Do you know someone from that company who could give you a warm introduction? Do you have mutual contacts at a portfolio company who could introduce you to the portfolio company and then they introduce you to the investor. Also take the opportunity to ask the portfolio company what their experience has been working with that specific investor. This will help determine if they are the right investor for you.

4 Doing reverse research

Don’t forget about doing a reverse search! Look at competitors or interesting companies that are ahead of you, to see what you can learn from their funding journey and who their investors

are. This will give you another set of funders to research and connect with.

5 Making your first contact

You have to assume that these investors get hundreds of messages. So ideally, try finding a warm connection to make that first introduction. However, if you don't have that immediate referral, here are some tips for a cold approach.

- > Follow their company page or groups they manage and start liking their posts.
- > Comment on their posts, so they start getting to know you. However, be sure to make it a smart comment!
- > Once they have seen you engage with them, then connect with them directly.

If you want to send a connect request to a specific investor, do not pitch on this first contact! Make it more personal instead. For instance, if you've met before, you can remind them about that. Or you can mention something that you have in common - leverage all that great research from our tips above. It is always helpful to generally explain why you want to connect and describe the mutual benefits from connecting.

Once they've accepted your connection, then you can send them a more specific message around your business and pitch. Try to keep it short and succinct.

And remember to stay positive even if things turn out unsuccessfully with the connection. You are in this for the long run. It may not be the right match or timing with that particular investor now, but who knows, it could well be later down the line!

6 Finally, stay active

It's important to make sure your personal and company profile are active. Firstly, investors will check this when reviewing your company. Secondly, you can use LinkedIn to build your profile and attract attention. We recommend a regular posting schedule, even just once a week, to build your LinkedIn profile. You can leverage Google Alerts to search for the latest

developments that relate to your funding parameters. If there's a great article about your industry, plug that in with a small paragraph commentary around that. This will build your profile, and people start noticing you.

You can even consider posting about similar businesses that have received funding. Make your industry hot! It doesn't have to be every week, but when you see something that makes your industry and thereby your company look desirable, it creates this element of FOMO for investors that missed out on that deal.

Maybe your company's the next deal, right? **W**

MEET OUR EXPERT



NICOLE DENHOLDER
Founder of Next Chapter Ventures and Sophia

WEN Board Alumni Nicole has empowered hundreds of business owners to transform their entrepreneurial journeys. Through her educational platform *Next Chapter Raise*, she provides courses, coaching and workshops, which have helped women fast-track their funding efforts, make winning pitches and take their businesses global.

She's one of leading voices in women fundraising in Asia and has been featured on *SCMP*, *HK Tatler*, *Jumpstart Magazine*, *Bloomberg* and more. She is also the host of *Raise The Bar Podcast*, that celebrates women founders and has thousands of listeners across APAC.

www.nextchapterraise.com
www.sophiawomen.com

Engaging Investors on LinkedIn

- > Think broadly, have a 360 view on how you research and build a profile around your investor.
- > Leverage mutual contacts to ask for connections.
- > Make sure your profile and company profile has been active; regular updates are important.
- > Don't hesitate to reach out, but keep it short and relatable.
- > Be respectful of them. Ultimately, if they don't respond after making a connection then move on. Or only send them updates when it's really relevant or time sensitive.
- > Remember, you will have to do a lot of outreach to a lot of investors, so don't lose heart!



WEN | NEWS

EVENTS | PARTNERSHIPS | SPONSORSHIPS



Expert Chat Event: Dot Cod

29 September 2022

What a fantastic turn out at the Dot Cod for the Expert event chat with **Shea Stanley**, **Sarah Garner**, **Sharlene Jacquier** and **Suzanne Liu Duddek** held in September 2022. Our members had some meaningful insights and great takeaways from this discussion. Thank you to all our speakers and participants who made it to the venue despite the weather conditions!



Community Partner for HKTD Entrepreneur Day

Nov-Dec 2022

WEN was pleased to be the community partner for HKTD's Entrepreneur Day that ran from 30 November to 2 December 2022 in a hybrid format. This year's theme - "Balance Beyond the Boom" explored the development of the international start-up ecosystem and the latest trends in tech.



IWC Schaffhausen Portofino Launch

12 November 2022

WEN members **Suzanne**, **Sioban**, **Denise** and **Geetanjali** were thrilled to have participated in IWC's launch of the new Portofino collection in November. This included a special activation with professional photo shoot experience, a personalised souvenir, exceptionally warm hospitality extended by their wonderful team. The visit was organised at the IWC's flagship boutique at 1881 Heritage and echoes the black and white canvas theme in order to showcase the new watch collection. A huge thank you to IWC for extending the invite to visit their flagship boutique.



WEN partners with SCMP – AI & Consumer Experience Workshop

13 October 2022

We are pleased to be the supporting partner for SCMP's conversation around AI & Consumer Experience in October 2022. This session will bring together policy makers and techpreneurs to discuss how AI can spur business growth, innovative ideas and customised consumer experience in the e-commerce space.

Learn with WEN: LinkedIn

8 February 2023

33 engaged Women Entrepreneurs attended our Learn with **WEN** event in February this year. They came enthusiastic to learn about LinkedIn and to network with each other after many years of online Zoom events! They learned from LinkedIn Trainer **Steve Bruce**, HR Expert **Charu Mathur**, & Funding Expert **Nicole Denholder**. Attendees were taught tips & tricks for using LinkedIn more effectively to connect with clients & build their network, how to identify, target & connect with investors, and how to use LinkedIn to hire, build & grow your employer brand. Thanks to **Maura Thompson**, MBA, **Ivy Wong Stephens**, **Kimberly Fayet Whiley** and **Devi Kumar** from *T8 Corporate & Business Services* for the event organisation, *DLA Piper* for hosting us and *Debra Meiburg MW* for donating the wine as well!



Knowledge of Employment Issues is Power

14 March 2023



A big thank you to our sponsors, **Gall Solicitors** for the enlightening session on employment laws from a legal perspective. Participants had a very interactive and informative session where they shared their experience, gained insights and learnt something new. Thank you to all our attendees, event organiser **Kimberly Whiley** and **Gall** for a successful event. A special thank you to **Felda Yeung** for being our amazing expert at this event and for sharing her insights, knowledge and experience.



Creating a Marketing Plan that will grow your business

6 October 2022

WEN kicked off its first session of Creating a Marketing plan that will grow your business in October 2022 that was held at *DLA Piper*. In this hands on workshop, our participants worked on a marketing plan, brainstormed various ways to increase their marketing presence and ways to connect and collaborate to expand their marketing reach. The discussion was expertly led by our event facilitators, **Tracy Ho** and **Rowena Gonzales** who led participants on a self-reflecting path and guided them with practical tips and knowledge from their years of experience.

WEN SOCIALS [☆]



A snapshot of our socials over the past few months! We celebrated **IWD 2023** in style at The Helena May. The party continued at the **WOOT Gala**. Before we entered the new year, **WEN** members were generously invited by **Joanna and Sophie Hutong** at their gorgeous loft event venue in Aberdeen.

We can't wait for the next round of socials!

WEN

MEMBER

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Company Secretarial Services/
Virtual Offices

Kitty Lau
www.kernelbiz.com

S.Liu & Co. Chartered Accountants

Suzanne Liu
www.hongkongcpa.com

Sherryn Hancock & Co

Financial Coaching
Sherryn Hancock
www.sherrynhancockcpa.com

T8 Corporate & Business Services Ltd.

Company Secretary, Bookkeeping,
Payroll and Administration Support
Sharon McEneff
www.t8corporate.com

Babies & Children

Ballroom Bees

Dance Classes
Katya Virshilas
www.ballroombees.com

Bizibuz

Online Hub for Kids Activities
Cristy Almeida
www.bizibuz.com

Epicland HK

Indoor Kids Entertainment Centre
Koren Thomas
www.epiclandhk.com

Beauty & Style

AvonInDB

Beauty & Skincare Products
Renu Malani
www.linkedin.com/in/renu-malani-b76ab915

Glow Spa & Salon

Beauty Services
Sioban Guilfoyle
www.glowspa.hk

HighBrow Microblading

Beauty & Skincare
Elizabeth Loennborn
www.linkedin.com/in/elizabethloennborn

Sorra Limited

Beauty Products E-Commerce
Jessie Chan
www.sorra.net

The Feel Good Factor Spa & Salon

Beauty & Spa Services
Helen Barker
www.feelgoodfactor.com.hk

Vouee

Skincare Products
Nina Atimah
www.linkedin.com/in/nina-atimah

Business Support

Bauhinia Solutions Ltd

Business Support
Nicole Graham
www.bauhiniasolutions.com

Magsans

B2B Technology Solutions
Geetanjali Dhar
www.magsans.hk

Milk Tea Web

Brand & Website Design, Web
Strategy Consulting
Chloe Meresse
www.milkteaweb.com

Next Chapter Ventures

Crowd Funding Platform
Nicole Denholder
www.nextchapterraise.com

Plus Group International Limited

Branding & Designing, Printing,
Website Design & Corporate Event
Management
Deepa Nainani
Neerja Sujanani
www.plusgroup.com.hk

Projects Promotion Ltd.

Advertising, PR, Digital Marketing &
E-Commerce
Sheree Ho
www.projects.com.hk

Rapple Media Ltd

E-Commerce Development
Ann Costales
www.rapplemedia.com

SparkRaise

Crowd Funding Platform
Yeone Fok
www.sparkraise.com

The Right Mix

Custom Marketing Solutions
Christa Nuijs
Mar-Loes Mantoua
Sonja Wiederhofer
www.the-right-mix.com

Coaching & Consulting

Allied Divorce Consultancy

Divorce Consulting Services
Antonia Basile Wilson
www.linkedin.com/in/allieddivorceconsultancy

Ascension Associates

Coaching, Leadership Development
& Training
Lorraine Chang
www.ascension-associates.com

Aure Advisory

Branding, Marketing &
Communication Services
Melodie Konforti
www.aure-advisory.com

Carom Asia

Data/CRM Consultancy
Liz Sullivan
www.caromasia.com

Cerqular Inc

Sustainability Consulting
Denise Ho
www.cerqular.com

Frame & Fame Personal Branding & Executive Coaching

Personal Branding & Coaching
Tracy Ho
www.frameandfame.com

Fynelines

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Falaq Kadda
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Mehroo Turel
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Counselling Services
Jill Carter
www.momentumcounselling.hk



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ananta-learning-centre.business.site

Brainiac Scholars
Tutoring Classes
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Cascade Train Teach Learn
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Hotung Mills Education Foundation
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www.hotungmills.org

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Ivy Wong Stephens
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Sarah Lee
www.sweetsecrets.com.hk

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www.ingredientsofwellness.com

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www.innertempleoils.com

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Mindfulness
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Britta Butler
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www.naari.com.hk

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