

WENTREPRENEUR

HONG KONG'S ONLY MAGAZINE FOR AND BY WOMEN ENTREPRENEURS

MEET THE WINNER & FINALISTS

WEN'S FIRST ANNUAL AWARD



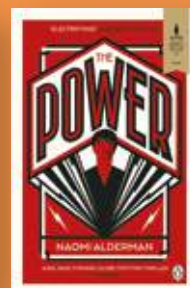
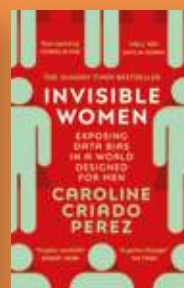
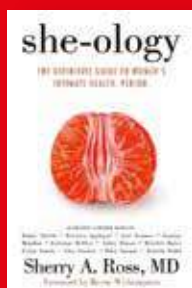
LEGAL
ASPECTS OF
SELLING YOUR
BUSINESS

STRESS &
ANXIETY
MANAGEMENT
TIPS



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woman,
hear me
roar!"

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WENTREPRENEUR

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Want to get involved? Email us at admin@wenhk.org and share your editorial ideas for our next issue! We also have exclusive advertising and sponsorship opportunities for targeting our exclusive women entrepreneurial membership database!

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Message from our Chairwoman

It is with great honour and responsibility that I have taken on the role of Chairwoman of **WEN**. These past few months have been an exciting whirlwind of new events and initiatives. We kicked off the summer with our successful speed networking event, and we plan to continue hosting this event 2 to 3 times a year. Additionally, we have launched Lunch & Learn online sessions, covering topics of current interest for our members and business professionals who can benefit from valuable tips and insights.

One of the highlights of this quarter was the **WEN Annual Gala**, led by Sharlene Jacquier and her team. We had the pleasure of awarding the first of our annual awards to Rowena Gonzales during the Gala, which was attended by 82 enthusiastic participants. You can read more about The **WEN** Woman Entrepreneur Award and Gala in this issue. We are grateful for all the applications we received, and the selection process was a difficult one due to the high calibre of applicants.

In this issue we delve into leveraging AI in copywriting, understanding Google Analytics, and for those at the threshold of exiting your business or setting it up, **WENREPRENEUR** dives into its legal aspects and where to get money to build your business. We also address important issues such as stress and anxiety management for entrepreneurs, the reasons behind entrepreneur burnout, and strategies for prevention. Additionally, we offer insights into the secrets of hiring a virtual assistant to streamline your work.

We have curated qualitative content with the aim of providing you with valuable information. Together, we will continue to build a stronger future for women in entrepreneurship through **WEN**. We look forward to seeing you at our upcoming events, and you can stay updated by checking our events calendar at www.wenhk.org. Your feedback is important to us, so please don't hesitate to reach out to us with your comments or suggestions at admin@wenhk.org.

Happy reading!

Sharon McEneff
Chairwoman



Introducing
the WEN
Entrepreneur
of the Year:

Celebrating Extraordinary Achievements!

In the dynamic world of entrepreneurship, it is essential to recognise and celebrate the exceptional accomplishments of women who have made a significant impact in their respective industries. The Women Entrepreneurs Network (**WEN**) is proud to present the finalists for the prestigious **WEN** Entrepreneur of the Year award. WENTREPRENEUR introduces you to three remarkable individuals who have risen above challenges, embraced innovation, and achieved remarkable success.

WINNER

Rowena Gonzalez is the visionary force behind *Liquid Interiors*. With her impeccable design sense and unwavering commitment to creating inspiring spaces, Rowena has transformed the interiors landscape.



WHAT INSPIRED YOU TO START YOUR OWN BUSINESS, AND HOW DID YOU COME UP WITH THE IDEA FOR LIQUID INTERIORS?

Starting my own business was always a dream of mine, fuelled by a desire to be an entrepreneur. Initially, I began freelancing, but I had doubts and hesitations about going full-time. However, being unexpectedly laid off during the financial crisis served as a wake-up call and pushed me to take the leap. With the support of my family and a trusted business partner, we started Liquid Interiors.

CAN YOU SHARE A FUNNY OR MEMORABLE MOMENT FROM YOUR EARLY DAYS AS AN ENTREPRENEUR?

In the early days of the business, I applied for government funding and secured a rent-free office for two years. It was a small, windowless space, but it was a perfect start. As we grew, we moved into an office with a window and celebrated the milestone by placing a large tree in the middle of the table, symbolising growth and new beginnings.

WHAT HAS BEEN THE MOST CHALLENGING OBSTACLE YOU HAVE FACED ON YOUR ENTREPRENEURIAL JOURNEY, AND HOW DID YOU OVERCOME IT?

One of the most challenging obstacles on my entrepreneurial journey was the split with my business partner after eight years. It felt like a divorce, but we navigated it with professionalism and fairness. Eventually, we reconnected and realised the value of our shared experiences, teaching me the power of forgiveness and the potential for renewed collaboration.

DID YOU HAVE ANY ROLE MODELS OR MENTORS WHO INFLUENCED YOUR ENTREPRENEURIAL PATH? IF SO, WHO WERE THEY AND WHAT IMPACT DID THEY HAVE ON YOU?

I had role models and mentors who influenced my entrepreneurial path. My late aunt, who ran her own business while managing her home daycare, showed me the possibility of balancing entrepreneurship and family life. Additionally, mentors from **WEN** provided guidance, motivation, and strategic insights that kept me focused on my journey.

WHAT IS THE MOST REWARDING PART OF BEING AN ENTREPRENEUR, AND HOW DOES IT ALIGN WITH YOUR PERSONAL VALUES?

The most rewarding part of being an entrepreneur is using the profits from my company to renovate my own home and provide a creative, healthy, and sustainable environment for my family. Winning the **WEN** Entrepreneur of the Year Award was a proud moment that validated my efforts and boosted my confidence.

WHAT ADVICE WOULD YOU GIVE TO ASPIRING FEMALE ENTREPRENEURS WHO ARE JUST STARTING THEIR OWN BUSINESSES?

Entrepreneurship involves taking risks, and one leap of faith I took was experimenting with techniques in my own home. This risk paid off as it led me to discover new sources and contacts, benefiting my clients and expanding my capabilities as an entrepreneur. To aspiring female entrepreneurs, I would advise embracing the uncertainty, seeking mentors, joining acceleration programmes, and surrounding themselves with supportive communities. Remember that entrepreneurship is a continuous learning journey, and with passion, determination, and a supportive network, great things can be achieved.

HOW DO YOU MAINTAIN A WORK-LIFE BALANCE AND TAKE CARE OF YOUR WELL-BEING WHILE RUNNING A SUCCESSFUL BUSINESS?

Maintaining work-life balance and well-being is crucial. Having a talented and supportive team at work, sharing parenting responsibilities at home, and giving flexibility and respect to employees contribute to a healthy balance. Partnerships and support systems are essential. For the future of Liquid Interiors, I plan to transform the business to be more independent of me, allowing for growth into the products business.

FINALIST

Shea Stanley, the driving force behind *Little Steps Asia*.
Shea's unwavering dedication to providing valuable resources and information for families has revolutionised the parenting landscape in the region.



WHAT INSPIRED YOU TO START LITTLE STEPS ASIA AND HOW DID YOU ENVISION ITS SUCCESS?

Little Steps Asia was inspired by my journey as a new mom. I was pregnant, looking for information online and simply could not find it. 14+ years later, Little Steps Asia continues to follow my parental path. We look for what parents need, what is missing, and deliver it to our audience.

CAN YOU SHARE A CHALLENGING MOMENT YOU FACED WHILE BUILDING LITTLE STEPS ASIA AND HOW YOU OVERCAME IT?

Expanding to new cities always creates challenges but I see those as planned challenges. The harder challenges are the ones we do not prepare for in life. It's in these times we rely most heavily on the power of our friends, family, and networks to help us through to the other side.

HOW DO YOU STAY MOTIVATED TO PROVIDE VALUABLE RESOURCES FOR FAMILIES THROUGH LITTLE STEPS ASIA?

I love learning, exploring, and sharing. The journey as a parent in Asia is my motivation! There is so much to see, do, and learn every day and sharing these finds and gems that help families navigate is very motivating.

CAN YOU SHARE A HEARTWARMING OR FUNNY STORY THAT HIGHLIGHTS THE IMPACT LITTLE STEPS ASIA HAS HAD ON FAMILIES?

I love the power of SEO articles for small businesses. Highlighting a small business in a guide on Little Steps and seeing the traction of real business is very rewarding.

WHAT ADVICE WOULD YOU GIVE TO ASPIRING FEMALE ENTREPRENEURS PASSIONATE ABOUT MAKING A DIFFERENCE FOR FAMILIES, AS YOU HAVE WITH LITTLE STEPS ASIA?

If you are a mom or dad, you know what families want - you can trust that intuition. If you are not a parent, use your network of families and just ask for insight. Parents are keen to share and inspire and help others.

FINALIST

Jane McNae, the trailblazer behind *Paws In Motion*. Jane's compassionate approach to pet rehabilitation and her pioneering techniques have redefined the world of animal care.



WHAT INSPIRED YOU TO START PAWS IN MOTION AND DEVELOP YOUR INNOVATIVE APPROACH TO PET REHABILITATION?

In human healthcare, physiotherapists are crucial in mobility and pain management. When I learned that this was available to pets, and with my 20+ years of clinical underpinning as a veterinarian, I knew I could bring this next level of pet care to Hong Kong.

CAN YOU SHARE A MEMORABLE SUCCESS STORY OF AN ANIMAL THAT UNDERWENT REHABILITATION AT PAWS IN MOTION?

Helping owners identify the common age-related changes in a pet and link that back to how they would feel or how a senior person would feel. Then together we can work on finding solutions for their pet - be it adding a wheel cart or using my machines and hands to provide pain relief, it's pretty awesome to be able to impact the individual patient and their whole family in that way.

WHAT CHALLENGES HAVE YOU FACED AS AN ENTREPRENEUR IN THE ANIMAL CARE INDUSTRY, AND HOW DID YOU OVERCOME THEM?

Being a veterinarian comes with professional, ethical, and legal constraints, which can be emotionally and physically demanding. Balancing the needs of patients, pet owners, and providing high-quality care despite financial limitations is challenging. To address this, I develop alternative channels for people to access my resources and knowledge through online courses and informative social media content. Our clinic offers a high standard of care with advanced equipment and a skilled team.

HOW DO YOU BALANCE THE EMOTIONAL ASPECT OF WORKING WITH ANIMALS AND RUNNING A BUSINESS?

Animals are therapy. Very often I know I'm gaining as much from the patient as they are gaining from me, and that symbiotic relationship is gold.

WHAT ADVICE WOULD YOU GIVE TO ASPIRING FEMALE ENTREPRENEURS IN THE ANIMAL CARE FIELD?

Find your crew of 'Yes! Can!' people to discuss your ideas. Respect yourself and your profession... and think outside the box. [W](#)



Next year's Award Nominations open from 1st May to 1st July 2024



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10 Quickfire Tips to Leverage AI in Copywriting



Artificial Intelligence (AI) has become an invaluable tool in the world of copywriting, offering the potential to enhance persuasiveness and increase productivity. If you're ready to harness the power of AI in your writing, these 10 quick tips will help you get started on the right track:

- 1 **Start small:** Begin by assigning AI to handle simpler tasks, such as writing emails or drafting social media posts. This allows you to become familiar with its capabilities and build confidence.
- 2 **Set realistic expectations:** Understand that AI is a tool, not a magic wand. It requires your understanding and guidance to achieve the desired results. Set achievable goals and understand the limitations of AI.
- 3 **Practice and experiment:** Invest time in working with your AI tool to explore its strengths and weaknesses. By experimenting with different prompts and inputs, you can refine the output to align with your goals.
- 4 **Embrace frustration:** AI is not yet capable of everything. If you find yourself frustrated with the output, it's a sign that you may be expecting too much. Learn to identify when human intervention or creativity is necessary.
- 5 **Don't trust blindly, verify:** AI can sometimes generate inaccurate or misleading information. Always fact-check and verify the content produced by AI to ensure accuracy and reliability.
- 6 **Infuse your personality:** AI tends to produce average or generic content. To make your copy stand out, infuse it with your unique voice, tone, and personality. Remember, you're the one in control.
- 7 **Be agile and adaptable:** AI technology is rapidly evolving. Stay updated on the latest developments, new features, and advancements in AI-powered copywriting tools. Adapt your writing strategies accordingly.
- 8 **Consider privacy concerns:** Not all AI tools guarantee the privacy and security of your inputs. Before using any AI platform, ensure that it aligns with your data protection requirements and standards.

- 9 **Educate your team:** Share your AI knowledge and experience with your colleagues. Help them understand the potential benefits and challenges of AI in copywriting. Encouraging a culture of learning can lead to improved work-life balance and increased productivity.
- 10 **Be patient and persistent:** Learning and mastering AI takes time and practice. Embrace the learning process, invest in training, and be patient with yourself. The efforts you put into learning AI now will pay off in the long run.

In summary, by approaching AI with a commitment to learning, realistic expectations, and a human touch, you can unlock its potential to significantly boost your copywriting productivity. Embrace the opportunities that AI offers while maintaining a discerning eye and personal touch in your writing. **W**

MEET THE EXPERT



STEVEN LEWIS

Steven Lewis is a former journalist at SCMP who has transitioned into a professional copywriter. He now runs popular AI copywriting training courses. To learn more, visit his website at taleist.agency/ai

Legal Aspects of Selling a Business in Hong Kong

Selling a business can be a complex and challenging process, especially when it comes to navigating the legal aspects involved. If you are considering selling your business in Hong Kong, it is crucial to be well-prepared and informed about the legal considerations to ensure a smooth and successful transaction. Here are some top tips to help you navigate the legal aspects of selling your business in Hong Kong:



1. CREATE AND UPDATE YOUR COMPANY STORY

One of the first steps in selling your business is to create a compelling story about your company. This story should showcase your passion, highlight the greatness of your company, and outline the path forward. Regularly update your company story to reflect the latest developments and achievements, which will help attract potential buyers.

2. AVOID DESPERATION

It's best not to go about finding a buyer when you are desperate. Desperation may lead to making hasty decisions or accepting unfavourable terms. Take your time, plan ahead, and approach the sale process strategically.

3. MAINTAIN A LIST OF POTENTIAL BUYERS

Start making a list of potential targets who might be interested in acquiring your business. Continuously expand and update this list to ensure a wide range of potential buyers. This proactive approach will increase your chances of finding the right buyer for your business.

4. ORGANISE IMPORTANT DOCUMENTS

If you haven't already done so, start organising all the important contracts, agreements, and employment records related to your business. Gather these documents into one file for easy reference during the sale process. Well-organised documentation will streamline due diligence and contribute to a smoother transaction.

5. SEEK PROFESSIONAL HELP FOR VALUATION

Determining the value of your business is a complex task. To ensure an accurate valuation, it is advisable to seek professional assistance. Engage the services of a reputable business valuation expert who can provide valuable insights and help you arrive at a fair and realistic asking price.

6. RESEARCH INDUSTRY RATIOS

Familiarise yourself with the financial ratios commonly used in your industry. Incorporating these ratios into your daily business operations can demonstrate financial stability and growth potential to potential buyers. Understanding industry benchmarks will also help you justify your asking price during negotiations.

7. CONSIDER TAX IMPLICATIONS

When selling your business in Hong Kong, consider the tax implications, especially if you are dealing with buyers from other countries. Consult with a tax professional to understand the tax obligations and potential savings associated with the sale. This will help you make informed decisions and optimise the financial outcomes of the transaction.

8. EXPLORE DIFFERENT SALE OPTIONS

Remember that selling the entire company is not the only option. You can consider selling specific assets, intellectual property, or even exploring mergers with other businesses to expand your market presence. Be open to alternative sale structures that align with your goals and maximise the value of your business.

9. SEEK LEGAL GUIDANCE

Engage the services of a qualified lawyer who specialises in business transactions to assist you in drafting the term sheet and negotiating the sale agreement. Do not sign agreements with agents or brokers until you fully understand the details and have a clear exit strategy in case the deal falls through.

10. LEVERAGE YOUR NETWORK

Inform your professional network that you are exploring opportunities to grow your business or find potential partners. This can lead to valuable discussions and connections that may ultimately result in finding a suitable buyer for your business.

Remember to focus on profitability, growth potential, and brand trust to make your business an attractive investment.

MEET THE EXPERTS



CERMAIN CHEUNG

Consultant

Cermain is a corporate lawyer specialising in start-ups, venture capital and cross-border transactions. She has been practicing corporate and commercial law in Hong Kong since 2009.

Cermain's practice focuses on fund raising, M&A, venture capital and private equity investment, joint ventures, cross-border investments and general corporate counselling. With her work motto, "Growing with clients, becoming friends", Cermain strives to be part of the long-term success of each of them!



JOANNA HOTUNG

Director, Hotung Mills Education Foundation

Joanna is the Founder of the *KG Group*, which through its different focuses – *Kids' Gallery*, *Star English*, *Face Productions*, and *Mills International Preschool* – has seen over 80,000 young people pass through its doors, and alumni are studying at prestigious universities or working in a wide range of fields worldwide. She sold her company in 2022 after 26 years at the helm.

Joanna has degrees from the Universities of London and Warwick, and is a Licentiate of Trinity College London. Among many awards, she is winner of South China Morning Post Women of our Time and the American Chamber of Commerce Women of Influence Entrepreneur award.



On 30th May 2023, Cermain Cheung and Joanna Hotung had an informative and engaging session for WEN on 'Selling your Business'. The session was packed with tools/resources and checklists to keep in mind when planning your exit strategy.



11. BE PERSISTENT AND RESILIENT

Selling a business can be a time-consuming and emotionally challenging process. Be prepared to invest time and effort in conducting thorough research on potential buyers and negotiating favourable terms. Maintain a resilient mindset and seek support from trusted advisors to help you navigate any hurdles along the way.

12. LEARN FROM THE EXPERIENCE

Even if you successfully sell your business, remember that it's not the end. The knowledge and experience gained from the selling process can be invaluable for future endeavours. Consider starting another business and utilise the insights gained to achieve even greater success.

13. EMPHASISE PROFITABILITY, GROWTH POTENTIAL, AND BRAND TRUST

Prospective buyers will be interested in a business that demonstrates profitability, growth potential, and a trusted brand. Ensure that your business decisions align with these factors by focusing on financial stability, innovation, and maintaining a strong brand reputation.

In conclusion, selling your business in Hong Kong requires careful attention to the legal aspects involved. By following these top tips and being proactive in your approach, you can increase your chances of a successful sale. Seek professional assistance, stay organised, and leverage your network to attract potential buyers. Remember to focus on profitability, growth potential, and brand trust to make your business an attractive investment. **W**



In today's digital age, data is the fuel that propels businesses forward. For entrepreneurs, leveraging the right tools and insights can be the key to unlocking growth and success.

In July 2023, Google Analytics launched its new measurement solution, Google Analytics 4 (GA4). As a female entrepreneur, it's crucial to understand these changes and how they can benefit your business. Let's explore how businesses can harness the power of GA4 to drive data-driven success and gain a competitive edge in their respective industries.

Understanding the new Google Analytics 4 Empowering Entrepreneurs to Drive Data

1 EMBRACE A USER-CENTRIC APPROACH

GA4 revolutionises data analytics by adopting a user-centric data model. This means gaining a comprehensive understanding of user behaviour – across different devices and platforms. By tracking customer journeys, businesses can now personalise strategies such as personalised newsletters or subscription-based content.

2 TRACK USERS ACROSS DEVICES

With enhanced cross-device tracking capabilities, businesses can now accurately monitor how users interact with their websites and apps across various devices. For example, User A, a first-time visitor to the website on their mobile phone, later visits again and makes a purchase using their laptop. GA4 can attribute the entire user journey to that one single user.

3 LEVERAGE EXPANDED EVENT TRACKING

GA4 offers expanded event tracking, empowering businesses to measure specific actions and user interactions – page views, scrolls, outbound click links, site search by default. By customising events to align with business objectives, businesses can collect more valuable data points.

4 UNLOCK INSIGHTS WITH MACHINE LEARNING

The integration of AI in GA4 enables businesses to gain automated deeper insights into user behaviour and predict user actions. By leveraging these insights, one can identify trends and uncover hidden opportunities.

5 OPTIMISE GOOGLE ADS INTEGRATION

GA4 seamlessly integrates with Google Ads, providing businesses with powerful insights to measure and optimise their advertising campaigns. By analysing advanced attribution models and conversion tracking, it can maximise Ads ROI and enhance marketing strategies.

6 STREAMLINE DATA ANALYSIS AND REPORTING

GA4 introduces a simplified interface and the exploration features, making data analysis and reporting more accessible. Examples of exploration reports are path exploration, segment overlap exploration, landing pages exploration, experiment results exploration, purchases vs. non-purchases exploration and conversion exploration.

7 PRIORITISE PRIVACY AND COMPLIANCE

With privacy regulations becoming increasingly stringent, GA4 ensures online businesses respect user privacy, build trust with their audience, and comply with regulations like GDPR and CCPA, by utilising consent mode and data controls.

8 CUSTOMISE DATA STREAMS FOR COMPREHENSIVE ANALYSIS

GA4 enables businesses to create custom data streams – web, iOS app and Android app, collecting and analysing data from multiple sources.

9 MASTER FUNNEL ANALYSIS

GA4 enhanced funnel analysis allows to track and optimise conversion funnels effectively. By visualising the user journey (steps your users take to complete a purchase), identifying bottlenecks, and improving conversion rates (how do one-time buyers become a repeat buyers), it can enhance customer experiences and increase business growth.

10 UNCOVER ACTIONABLE INSIGHTS

With its advanced analysis tools and reporting capabilities, GA4 empowers entrepreneurs and digital marketers to extract actionable insights from their data. Reports on user engagement, retention and lifetime value equip them with the knowledge to make strategic decisions and drive long-term success. [W](#)

MEET THE EXPERT



ANN COSTALES

Founder of Rapple Media

Ann Costales is the founder of Rapple Media, a Hong Kong based E-commerce development company. Her ability to build conversion-optimised e-commerce websites and impactful digital marketing campaigns - has been instrumental for her clients. Some of her work has been recognised and featured in various local and international publications.

With a Business Degree in IT (undergrad),

Ann possesses a unique blend of analytical skills and technical proficiency. She loves numbers and data, leveraging her skills to uncover valuable insights and maximise her clients' digital performance.

Ann's professional qualifications include a Meta Marketing Professional and Google Analytics certification, both testaments to her expertise in utilising data-driven insights.

Website: www.rapplemedia.com

Contact: info@rapplemedia.com



The Importance of Supporting Other Female Entrepreneurs

BY SHARON MCNEFF

The women of **WEN** share a common goal of advancing their businesses and supporting one another. Networking plays a crucial role in achieving this, and here are several reasons why it is vital:

EMPOWERMENT

Networking allows women entrepreneurs to connect, support, and inspire each other, fostering a sense of empowerment and innovation. By sharing experiences, knowledge, and resources, they can overcome challenges and gain confidence in their entrepreneurial pursuits.

COLLABORATION

Networking facilitates collaboration between women-owned businesses, leading to mutually beneficial partnerships. By pooling their skills, expertise, and resources, they can create innovative solutions, expand their reach, and ultimately achieve greater success.

MENTORSHIP & GUIDANCE

Networking provides opportunities for experienced women entrepreneurs to mentor and guide aspiring businesswomen. Mentors can offer valuable insights, advice, and support, helping others navigate the challenges of entrepreneurship and accelerate their professional growth.

ACCESS TO OPPORTUNITIES

Through networking, women entrepreneurs can access a broader range of possibilities, including funding, partnerships, clients, and markets. By expanding their network, they increase their chances of discovering new opportunities for business growth.

OVERCOMING GENDER BIAS

Women networking together can challenge and overcome gender bias in their businesses. By collectively advocating for equal opportunities and supporting each other's ventures, they can create a more inclusive and equitable entrepreneurial landscape.

If someone gives you business, you would want to give others business. This is known as the Givers Gain. The philosophy emphasises providing value to others without expecting anything in return. In a business context, this approach can lead to numerous benefits, such as:

- > Building solid relationships with customers, suppliers, and partners
- > Fostering a culture of collaboration and innovation
- > Attracting and retaining top talent who prioritise a sense of purpose and social responsibility
- > Improving the reputation of your business as a socially conscious and community-oriented entity
- > Using your business skills and reputation to bring social change
- > Generating more referrals and repeat business through positive word-of-mouth marketing from satisfied customers and partners.

Word-of-mouth marketing is valuable for businesses and customers. People trust each other more than they trust brands so when we provide a referral, especially a business run by a **WEN** member, we know that we share common goals and values and that by helping each other we are not only providing a potential business chance but also generating social transformation.

When you have an opportunity to network with others, having an elevator pitch is very important to effectively gain the listener's attention while building rapport and credibility. It will make you memorable. Make sure you have a concise and compelling speech that summarises your business idea, product, or service concisely and persuasively.

TOP TIPS FOR CREATING A GOOD ELEVATOR PITCH

- 1 **Keep it short and sweet:** Aim for a pitch that can be delivered in 30-60 seconds or about the length of an elevator ride.
- 2 **Be concise and avoid jargon** or technical terms that may confuse your audience.
- 3 **Start with a hook:** Begin with a memorable and attention-grabbing opening line that immediately captures your listener's interest and makes them want to hear more.
- 4 **Focus on the problem you solve:** Clearly articulate the problem that your product or service solves and explain why it matters to your target audience. Use specific examples or anecdotes to illustrate your point.
- 5 **Highlight your unique value proposition:** Explain what differentiates you from competitors and why your solution is better or different. Emphasise the benefits your customers will receive from using your product or service.
- 6 **End with a Call-to-Action:** Close your pitch with a clear and compelling call to action that encourages your listener to take the next step, whether scheduling a meeting, trying your product, or learning more about your company.

Creating a good elevator pitch is essential because it can help you quickly and effectively communicate your value proposition to potential customers, investors, or partners. It's an opportunity to make a solid first impression and generate interest in your business idea or product. A well-crafted elevator pitch can also help you to clarify your thinking about your business and identify areas where you may need to refine or improve your messaging. At the end of August, **WEN** tested this out at our first-speed networking event held at Petticoat Lane, which was a huge success. Every participant

had to ensure in the 5 minutes given that we got across our business offerings.

Overall, women networking through **WEN** will help fellow businesses promote collaboration, empowerment, and opportunities, fostering a supportive environment for women entrepreneurs to thrive. Concepts like Givers Gain and WOMM (word of mouth marketing) are tools at our disposal that will allow us to create business opportunities amongst our members. **W**

Upcoming WEN Events

www.wenhk.org

1. WEN SOCIAL JUNK

All inclusive food and drinks on the water with HK Skyline view onboard Charter Junks
Date: 17 November 2023
Time: 7.00 pm - 11.00 pm
Venue: Pier 10, Central

2. WEN HOLIDAY SOCIAL

with "The Best of Best" List
Date: 1 December 2023
Time: 5.00 pm - 7.30 pm
Venue: 9A, E Wah Factory Building, 56-60 Wong Chuk Hang Road, Aberdeen

3. WELLNESS TALKS

WEN's January Wellness, under ONE ROOF: A Trade Show and Seminar with New Year Goals to be covered! Check out WEN's website for more details soon and table bookings will open in November.

4. WENSTART

Are you an **experienced business owner** who is passionate about shaping the entrepreneurial journey of new business owners? Or, are you a **relatively new entrepreneur** with less than 3 years' experience running your business? If so, then our latest initiative, **WENStart** was created especially for you. WENStart, is a **6-month mentoring programme** which connects a less experienced entrepreneur (mentee) with an established entrepreneur (mentor) and an ICF certified coach (coach). Programme runs from January to June 2024.
Applications for mentor/mentee closes on 8 December 2023.

5. SHE-E-O SPEED NETWORKING

Speed networking event designed exclusively for businesswomen
Date: 28 February 2024
Time: 6.30 pm - 9.30 pm
Venue: Petticoat Lane, California Building, Central



scan to view
and register
for our latest
events



Stress And Anxiety Management Tips For Entrepreneurs

Find Your Inner Balance



As a female entrepreneur, you have taken a leap and are creating something amazing driven by your passions. This journey is incredibly exciting, filled with endless possibilities. However, it also means letting go of the predictability of a safe and secure job, regular hours and income, and work-life balance. Instead, you have taken on a large dose of stress, pressure, and anxiety. So, how can you find the sweet spot? Is it really possible to “do it all” with a sense of peace and balance?

You’ll be pleased to know that small changes can make a huge difference. Below you will find tips based on professional and personal experiences. Kathryn Gale, psychologist and a member of the integrated health professional team at **Joint Dynamics Evolve** in Hong Kong, will guide you through the 4 Pillars of Zen. By making small shifts in each of these four areas, you can effectively manage stress, anxiety, and regain a sense of yourself.

MEET THE EXPERT



KATHRYN GALE

Kathryn Gale has over 20 years of experience as a psychologist and is a member of the integrated health professional team at Joint Dynamics Evolve in Hong Kong. She provides a personal counselling service, delivers corporate training on mental health, and teaches mindfulness meditation. Kathryn is particularly passionate about empowering professional and entrepreneurial women to achieve their goals and reach their full potential. She takes a holistic approach to mental and physical wellbeing and is committed to helping individuals achieve optimal health.

IT'S PHYSICAL

Often, we focus solely on the mental aspect of stress—the pressure, worries, and demands. However, before addressing these, we need to acknowledge the physical situation caused by stress hormones in your blood. Stress can be both motivating and exciting, but when it persists for too long, it becomes harmful, impacting productivity and balance. Anxiety, on the other hand, arises from ruminating over things that are not reality. By the time you start feeling overwhelmed, stress hormones have already taken a toll on your body, affecting your immune system, digestive system, blood pressure, and even causing negative and anxious thoughts. Here are three ways to eliminate stress hormones:

Breathe: Take deep breaths throughout the day, training your muscles to use more lung capacity and signalling your body to release stress hormones.

Exercise: Increase your heart rate through activities like hiking, brisk walks, strength training, or any physical movement. Your body has evolved to experience stress and expend energy simultaneously.

Meditate: You don't have to stop your thoughts completely. Simply sit comfortably, close your eyes, and focus on the sensation of your breath moving in and out. When thoughts arise, gently bring your attention back to the breath. Just two minutes of this practice in the morning can be a form of meditation.

EAT WHOLE FOOD

Recent research suggests that the gut microbiome, impacted by the food you eat, can directly influence how you feel. The gut has its own intelligence and nervous system, containing more serotonin neurons than the brain. Constant communication occurs between the gut and the brain. By consuming whole foods and avoiding processed foods, you can optimise your mental health. Remember to eat a variety of whole foods for optimal well-being.

INVESTIGATE YOUR THINKING

Elevated stress hormones increase the likelihood of anxious thoughts. It becomes a habit, with your mind constantly seeking the next worry even after resolving a problem. Break this cycle by starting with self-awareness. Take note of your thoughts. Let's examine an example thought: "I won't be able to get enough investors." Ask yourself these questions:

- > **Is that true?**
- > **Can I absolutely know that it's true?**
- > **How do I feel and behave when I believe this thought?**
- > **What would it be like if I couldn't believe this thought?**
- > **What about the opposite thought? Is it at least as true or even more true?**

Remember these facts about thoughts: We tend to seek evidence that confirms our beliefs while disregarding contradicting evidence. When we worry about "what if" scenarios, we focus on what we don't want rather than what we do want. Be kind to yourself and avoid being overly critical.

MINDFULLY RETURN TO BALANCE

Practice mindfulness, which involves observing your present experience without judgment. Most people spend their lives dwelling in the past or future, lost in memories or imagination. Use your five senses to bring yourself back to the present moment—what you can see, hear, smell, taste, and touch. By acknowledging where you are right now, you will instantly feel more balanced.

Balance is unique to each person, so consult yourself to determine what it means to you. Remember that prioritising yourself and finding balance is not optional. How can you incorporate something from each Pillar into your schedule this week? Small steps can make a tremendous difference in restoring your well-being and sense of balance.

* These questions are the work of Byron Katie, thework.com

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Joint Dynamics Evolve is here to help you improve your overall health and well-being. Our multidisciplinary practice combines expertise in physiotherapy, exercise physiology, psychology, nutrition, and sleep to provide a comprehensive approach to care.

Secrets To Hiring Virtual Assistants

Entrepreneurs in today's business landscape face so many tasks and responsibilities that can quickly become overwhelming. To navigate this demanding environment, many turn to Virtual Assistants (VAs) for support. However, the process of hiring a Virtual Assistant requires careful consideration to ensure a successful partnership.



When it comes to hiring a VA, it's crucial to consider the following factors to ensure a successful working relationship:

- > Who you want to work with
- > The amount of support time you'll need
- > Whether you hire locally or overseas
- > The skills and experience your VA needs

Let's take a look at each of these in detail:

> WHO YOU WANT TO WORK WITH

Independent, Solo Virtual Assistant

Hiring an independent VA allows you to work directly with an individual who manages their own time and business.

Advantages:

- ✓ Direct communication: Working one-on-one with a solo VA fosters open communication, allowing for a deeper understanding of your business needs and objectives.
- ✓ Flexibility: Independent VAs often have more flexibility in terms of services offered and pricing structures, allowing you to tailor the arrangement to your specific requirements.
- ✓ A personalised approach: Solo VAs can provide a more personalised experience, adapting to your work style and preferences.

Disadvantages:

- ✗ Limited availability: Independent VAs may have limited availability, particularly during busy periods or if they have multiple clients. This could impact their responsiveness and ability to meet urgent deadlines.
- ✗ Single point of failure: If your solo VA is unavailable due to illness or other personal circumstances, it might be challenging to find immediate backup support.

VA Through An Agency

Hiring a Virtual Assistant through an agency involves working with a company that connects clients with pre-screened and trained VAs. Let's examine the pros of this structure.

Choosing the Right Fit for Your Business



Advantages:

- ✓ **Reliability and scalability:** Agencies often have a pool of talented VAs, ensuring that you have access to reliable support even during peak periods. You can easily scale up or down your assistance as per your needs.
- ✓ **Backup support:** If your primary VA is unavailable, agencies can provide a replacement, minimising disruptions to your workflow.
- ✓ **Streamlined processes:** Agencies typically have well-established processes for onboarding, training, and quality control, ensuring that you receive professional assistance.

Disadvantages:

- ✗ **Higher costs:** Engaging an agency to hire a VA may be more expensive compared to working directly with an independent VA due to additional service fees. This is not always the case so look out for an agency with competitive pricing.
- ✗ **Potential communication gaps:** Depending on the agencies business model, you may communicate with the agency rather than the VA directly, which could cause a slight delay or miscommunication in conveying your instructions. Again, this is agency specific as many agencies promote direct client-VA relationships.

> DETERMINING THE AMOUNT OF SUPPORT YOU NEED

Time Requirements: Determining the amount of time, you need from a virtual assistant is a crucial aspect of the hiring process. The time requirements can vary depending on your business needs and the complexity of the tasks at hand. Whatever you need, understanding the pros and cons of each approach will help you make an informed decision.

Bulk Hours Used Over a Period of Time: You may not need support on a regular basis, therefore, buying bulk hours to be used over a 3- or 6-month period, can be beneficial. This approach offers you flexibility and allows you to delegate as needed. However, depending on the availability of the Virtual Assistant, you may need to plan and schedule tasks in advance.

There may be risk of delays, especially if you have urgent tasks. Ask your VA how they prioritise their workload.

Set Hours per Month: For businesses with consistent but not overwhelming administrative tasks, hiring a VA for a set number of hours per month can be a very convenient option. In most cases, your VA will schedule and prioritise their workload based on deadlines. Since part-time VAs have set hours per month, there may be instances when you require additional support beyond the agreed-upon hours. If your business experiences a sudden spike in workload, ask whether you can purchase additional support by the hour.

Dedicated Full or Part-Time, Set Hours per Day: A dedicated VA with set hours per day ensures that you have uninterrupted support during those specific hours. With a dedicated VA, you can also expect faster response times as they are committed to working exclusively for your business during their set hours.

Of course, hiring a dedicated VA, whether full or part-time, may involve higher costs compared to other options. However, the increased productivity and support provided can often justify the investment.

> LOCATION - HIRING YOUR VIRTUAL ASSISTANT LOCALLY OR OVERSEAS

Local: Hiring a VA From Hong Kong

Hiring a Virtual Assistant from Hong Kong can have its advantages, especially if you require assistance with tasks that require specific knowledge of local regulations, customs, or language. Working with a local VA also ensures minimal time zone differences, facilitating real-time communication and collaboration.

Hiring a VA from within Hong Kong may be more expensive due to the higher cost of living and wages here. Finding skilled Virtual Assistants locally that fit your exact criteria may be challenging, as the pool of available talent might be smaller.

Overseas: Hiring A VA From Philippines Or India:

The Philippines and India are popular options for hiring Virtual Assistants due to the availability of skilled and cost-effective labour. VAs from these countries often have a good command of English, are tech savvy, and are accustomed to working with international clients. These VAs generally offer competitive rates, making them an attractive option for entrepreneurs looking to optimise their budgets. These locations also have a large talent pool, allowing you to find VAs with a wide range of skills and expertise. VAs can be sourced through Agencies, as well as directly. Time zone differences may be a factor in your decision and could impact real-time communication and coordination. If you're hiring directly, you do need to be careful and check all references. Based on experience, when things get busy or too difficult, VAs have been known to stop communicating.

MEET THE 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 to maximise efficiency and time.

> DETERMINING THE SKILLS AND EXPERTISE YOU NEED:

Now that you have covered the basics, it's time to consider the type of skill sets you are looking for in your VA. Consider whether you need assistance with administrative tasks, customer support, social media management, graphic design, content creation, or any other specialised areas. This will help you narrow down your search and find a VA with the right skillset to meet your business needs.

When evaluating potential Virtual Assistants, consider their experience in the industry and ask for references or testimonials from previous clients. This will give you insights into their professionalism, reliability, and ability to deliver high-quality work. Discuss the technology and tools that your Virtual Assistant is comfortable working with as well.

Remember, much like you, Virtual Assistants cannot do and be all within your business. They, too, will have their strengths and challenges. Don't hire expecting that someone who is great at marketing will be great at managing your accounts, or someone who is great at organising your diary, can write a blog post.

Hiring a Virtual Assistant can be a game-changer for entrepreneurs in Hong Kong seeking to streamline their workload and focus on core business activities. Whether you choose to work with an independent, solo VA or opt for an agency, understanding the pros and cons of each option will help you make an informed decision.

By investing time in the hiring process and finding the right fit, you can unlock the secrets to effective working with a virtual assistant, and empower yourself to achieve greater entrepreneurial success. **W**





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3 Reasons Why Entrepreneurs Burnout & How to Prevent It

Running a business can be overwhelming, leaving entrepreneurs feeling exhausted and unsure of what to prioritise. It's important for female entrepreneurs to proactively take care of their physical, mental, and emotional health to avoid burnout. Let's explore what burnout is and three common reasons entrepreneurs experience it, along with practical remedies.

UNDERSTANDING BURNOUT

Burnout is a state of physical or emotional exhaustion combined with a sense of reduced accomplishment and loss of personal identity. If you relate to the following questions, you might be experiencing burnout:

- > Have you become cynical or critical at work?
- > Do you drag yourself to work and struggle to get started?
- > Have you become irritable or impatient with others?
- > Do you lack the energy to be consistently productive?
- > Are you finding it hard to focus or lack satisfaction from your achievements?
- > Do you feel disillusioned about work?
- > Are you using substances to cope or experiencing changes in sleep or physical health?

If you answered yes to any of these questions, it's essential to seek support from a doctor or mental health provider, as these symptoms can also be related to other conditions like depression.

REASONS FOR BURNOUT AND REMEDIES

Working Too Hard, Too Much: Many entrepreneurs work long hours, thinking it will make them more productive. However, overworking can lead to decreased effectiveness and burnout.

To manage your workload effectively, consider the following steps:

> Set Effective Goals

Identify the three most important areas you want to focus on for the next six months. Concentrating on a few significant goals is more manageable and impactful than spreading yourself too thin.

> Delegate

Streamline processes, outsource tasks to virtual assistants or team members, and learn to delegate effectively. Not everything needs to be done by you.

> Prioritise Work-Life Balance

Recognise that taking care of yourself is essential for making sound decisions, solving problems, and being creative. Incorporate activities like quality sleep, exercise, mindfulness, and leisure into your routine.

Feeling Stressed Most of the Time? Entrepreneurs often juggle multiple responsibilities, which can lead to constant stress. To manage stress effectively:

> Implement Stress Management Strategies

Incorporate exercise, breathing exercises, mindfulness, yoga, and hobbies into your daily routine. Find activities that bring you joy outside of work.

> Seek Support

Connect with like-minded individuals who understand your entrepreneurial journey. Join networking groups or consider hiring a business mentor for guidance and support.

> Loneliness

Entrepreneurship can be isolating, leading to feelings of loneliness. Combat this by:

> Find a Supportive Community

Engage with like-minded individuals who can relate to your experiences and provide support. Networking groups or online communities can be valuable sources of connection and understanding.

TAKE ACTION

As you reflect on your work-life balance, assess your satisfaction and consider what changes you'd like to make. Define specific actions you want to take to improve your situation. If you're currently experiencing burnout, know that it's challenging, but you have the ability to overcome it and regain balance.

Remember, prioritising your well-being is crucial for sustained success as a female entrepreneur. By taking proactive steps to manage stress and avoid burnout, you can create a healthier and more fulfilling entrepreneurial journey. [W](#)

MEET THE EXPERT



BERNICE LEE

Bernice Lee, an experienced coach, guides business professionals towards becoming poised and confident leaders. With a corporate background and extensive certifications, she brings a unique perspective to her coaching practice. Learn more about Bernice and her expertise at www.coachbernice.com.



REFERENCES

- > www.mayoclinic.org/healthy-lifestyle/adult-health/in-depth/burnout/art-20046642
- > zipdo.co/statistics/entrepreneur-burnout



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Where to Get Money



We've talked to hundreds of women business owners, and frequently we are asked this question. When it comes to funding, where do you start?

Investors meet with a lot of founders who are at different stages, different business models and varied growth opportunities. However, what's critical to all investors is the need for founders to have their business fundamentals in place. After all, you're asking them for their money so you need to know your business inside out.

Here are our top tips to get started:

TIP 1: **BEGIN WITH THE BASICS - YOUR BUSINESS FUNDAMENTALS**

Often, investors want to glide quickly through the business fundamentals and dig deeper into your funding fundamentals. That said, you have to get these business fundamentals right:

Your Business Vision: What does your business do and aims to achieve?

The Problem & Solution: What is the problem that you've discovered, what is it and who are you solving it for?

Business Model and Revenue Model: Remember the business model explains the company's strategy, operations and management tactics whereas the revenue model draws from these explanations to outline how the company will earn money.

Competition: How are you positioned against your competitors

Team: Highlight your teams strengths and especially if you're a sole founder, outline why you are the right person to build this business.

TIP 2: **RESEARCH YOUR FUNDING OPTIONS**

Women often bootstrap or self fund their startups but there's lots of money for good ideas out there. So firstly what stage of business are you at? There are 3 general stages which are Seed, Early and Late stage with their own typical funding sources.

Seed funding is often referred to as the idea stage, the first

round of financing a company obtains, in exchange for a minority equity stake or funding.

How do you know if this applies to you? At this stage, you have identified your idea, validated your product and service, have a small customer base or have taken steps to determine your customer base.

Typical funding includes Bootstrapping using your own money, Friends and Family, Angel Investors, Grants, Incubators and Crowdfunding.

Early-stage funding is often referred to as the two funding rounds following seed. This funding can sometimes be called Series A and Series B.

How do you know if this applies to you? You have the product or service setup but now you are seeking funding to transform to a repeatable and scalable business.

Typical funding includes Angel Investors, Crowdfunding, Lending, Accelerators and Venture Capital.

Late stage funding is often referred to as Series C and onwards funding rounds of more established companies.

How do you know if this applies to you? You have the business model and market share established and you are now seeking exponential growth.

Typical funding includes Lending, Venture Capital, Strategic Investor, Sale or Joint Venture, Private Equity or an IPO.

TIP 3: **DEVELOP YOUR PITCH FOR INVESTORS**

If you're just starting out and you're in the "idea stage", then decide on your funding plan and what you need to prepare, such as research your target audience, your business plan and your 'elevator pitch'.

An elevator pitch is used to spark interest. Imagine you walk into an elevator with an investor, you have 20 - 30 seconds to share your idea before they exit the elevator. That's your elevator pitch.

to Build Your Business

BY NICOLE DENHOLDER

For pitches to be memorable, they need to be crisp yet effective in delivering the ‘why’ of your startup. Here are 5 ways in which you can make this happen,

- 1. Build Intrigue:** Engaging the right people can get your foot in the door for potential investors!
- 2. Keep it short:** Create a short, entertaining pitch with impressive statistics to support your idea. Hook in the listener within the first 5 seconds.
- 3. Talk about the edge your team has:** Introducing your foundation team of experts is equally vital as talking about metrics like addressable market size, the solution you provide, the cost per unit, etc.
- 4. Include social proof:** Talk about your customer testimonials and any circumstances where your startup was the efficient solution.
- 5. Stress on your USP:** Don’t forget to talk about what sets your product apart. There may be players in the market offering solutions similar to yours or who may become potential competitors.

If your business is more developed, then here are some top tips for building your pitch deck:

- > Don’t overwhelm the investor with information but focus on your core business message.
- > Tell the whole business story and don’t just focus on problem and solution - make them believe in the dream.
- > For all financial information and assumptions you share, make sure you can back them up with data.

The key here is about highlighting the confidence you have in your business!

TIP 4:

FINALLY, DON’T FORGET TO ‘THINK BIG’

Don’t just think of this information as investor-driven, it can also help with sales and partnerships e.g. if you want

advertising revenue then potential customers will want to know media reach, sales traction, your audience and why you are better than your competition.

Demystifying the funding process is your first challenge, the second is acting on it. Firstly you need to realise there is a lot of capital out there for entrepreneurs. From government grants to crowdfunding, angel investors to venture capital, there is a funding option to suit every viable business.

Now go get started! [W](#)

MEET OUR EXPERT



NICOLE DENHOLDER

Founder of Next Chapter Ventures and Sophia

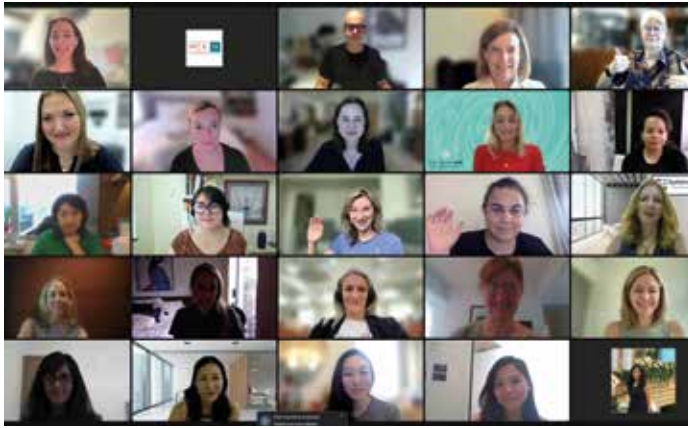
WEN Board Alumni Nicole has empowered hundreds of business owners to transform their entrepreneurial journeys.

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



Using AI to Supercharge Your Website, Landing Pages, Emails, Social Media and Everything Else

May 2023

WEN kicked off its first Lunch & Learn online series on 17 May 2023 with a session on 'Using AI to supercharge your website'. Thank you **Steven Lewis**, for sharing your expertise on AI with our participants. It was truly an amazing experience gaining insight into the world of AI.



Phishing Scams and How to Protect Yourself

8 June 2023

A big thank you to all who attended our Lunch & Learn session on phishing scams. It was a thought provoking session with real-life examples of phishing techniques and sophisticated tools available for hacking. A special thank you to our Speaker, **Kaushik Kohli** @Innovative for guiding us through the session and breaking it down into easy steps to follow to protect our data.



WEN Workshop: Refreshing and Refining your Marketing Plan for Growth.

27 April 2023

Speaker: Rowena Gonzales and Tracy Ho

The "Refreshing and Refining Your Marketing Plan for Growth" workshop was incredible! Valuable insights and practical strategies were gained to take marketing efforts to the next level. The workshop contained interactive exercises, industry expertise, and customised advice to address specific challenges. We explored innovative techniques, enhanced digital marketing skills, and fostered a network for collaboration and future partnerships. It was inspiring to see attendees regain confidence, empowered to drive their business growth.



Helena May Networking Series

June 2023

WEN is proud to share that our premium member **Sheree Ho**, Executive Director from *Projects Promotion* was the inaugural speaker at the Helena May Networking Series on 8 June 2023.



Unlocking Online Advertising Success - Connecting with your Target Audience

15 November 2023

Thank you to **Mar-Loes Mantoua** from *The Right Mix* for walking participants through what it takes to build a good advertisement and planning your digital marketing strategy for optimal results. It equipped all attendees with an advertising toolkit they will benefit from for a long time.



Success Stories

8 November 2023

If you are looking for some inspiration and tips from entrepreneurs who have made great strides in their business, **WEN** had an engaging session as our very own **WEN** Founder, Elizabeth Thomson, interviewed **WEN** Award winner **Rowena Gonzales**, and the 2 finalists - **Shea Stanley** and **Jane McNae** on their entrepreneurial journey. A fabulous session with lots of inspiring stories and learnings for budding entrepreneurs.



Quit Losing Money

18 October 2023

Eleanor Coleman together with **Jaclyn Leung** from AIA presented a synopsis of MPF, how to proactively manage your MPF funds, its tax implications and long-term impact. This session was open to all professionals and it was very well received.



Metaverse - How entrepreneurs should use now

7 September 2023

Weronika Marciniak from 'Future is Meta' guided participants through understanding this relatively new technology and how you can use it to help your business and change the way we interact with each other.



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Portraits of Success

Step into the world of the **WEN** Gala, “**Portraits of Success**”, held on 21 September 2023, at the prestigious Foreign Correspondents Club. From Angela Chow’s empowering keynote speech to the inaugural **WEN Entrepreneur of the Year Award**, the gala celebrated women entrepreneurs’ triumphs. Attendees enjoyed table prizes and a lucky ticket draw, competing for gifts from supporting companies empowering women in business. Captivating photographs captured the joy and camaraderie, fostering support and collaboration within the entrepreneurial community. The **WEN** Gala of 2023 showcased the power of connection, collective success, and the unwavering determination of women entrepreneurs.



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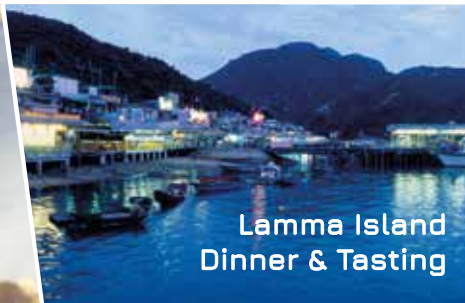
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Speed Dating!

Our new **WEN speed networking event** held on 28 August 2023 is designed exclusively for businesswomen! This exciting event provides a unique opportunity for you to connect, collaborate, and learn about other members' businesses, each getting 5 minutes to showcase your company – you never know when it will help your business. Next one to be held on 28 February 2024.



Success Stories

WEN named **Rowena Gonzales** from *Liquid Interiors* as the first winner of **The WEN Woman Entrepreneur Award** on 21 September 2023 at our **WEN Gala**. **Shea Stanley** from *Little Steps Asia* and **Jane McNae** from *Paws in Motion* were also named as the two finalists. **Elizabeth Thomson**, Founder of **WEN** and *The Amber Foundation*, interviewed the three women at an intimate fireside chat to find out how their business developed and scaled up.





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