

AWEWE

2023

E-MAGAZINE

The Tech Titans

Explore the two visionary women who share their perspectives on the digital landscape.

Women Empowering Women

Explore the initiatives and mentoring programmes designed to uplift and support women.

The One Who Build Empires

Dive into the empires built by two fearless women, brick by audacious brick. Their startup story awaits.

The Era of Women in Tech

The Rise of Women-Led Businesses

DECEMBER 2023
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AWEWE
Accelerate Women Entrepreneurship with
exabytes

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Editor's Note

Dear Readers,

At Exabytes, we wholeheartedly believe in the power of empowerment and innovation. We are dedicated to nurturing and celebrating the incredible talents and potentials of women entrepreneurs. It is with great excitement and enthusiasm that we introduce you to "Accelerate Women Entrepreneurship with Exabytes (AWEWE)".

Our 2023 theme, "The Era of Women in Tech - The Rise of Women-Led Businesses" encapsulates our commitment to support and empower women entrepreneurs. With the hashtag #WomenWeCan, we embark on a journey to assist women in realising their dreams, providing them with the support and resources they need to turn their creative ideas into reality.

Our mission is clear: to create the optimal conditions for women's entrepreneurship to thrive. Through AWEWE, we aim to strengthen the institutional capacity of both financial and non-financial service providers, ensuring that they are better equipped to meet the unique needs of women entrepreneurs. Our approach is tailor-made, designed to empower women and help them build and sustain successful businesses.

We invite you to join us in celebrating the women who are breaking barriers and reshaping industries. Through AWEWE, we are not only providing resources but also fostering a community of support and encouragement. Together, we can make a difference, and together, we can drive positive change in the world of entrepreneurship. Thank you for being a part of this inspiring journey. Let's rise together.

Warm regards,

Editor
Exabytes Brand Team

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The Rising Stars

In this exclusive feature, we present the inspiring journeys of two remarkable women entrepreneurs, Yan Chun and Faith, who have not only embraced the challenges of entrepreneurship but have also achieved significant growth in their respective ventures.





Teo Yan Chun

Co-founder of Gogokids Technologies:
Making Learning Accessible

 Connect with Yan Chun on [LinkedIn](#)

Yan Chun, a former engineer turned education advocate, founded GogoKids, Malaysia's Largest Kids Learning Platform. Her entrepreneurial journey started with a passion for soft skills development in children. Despite facing initial challenges as a newcomer to entrepreneurship, Yan Chun's resilience and strategic mindset led her to overcome obstacles.

GogoKids addresses the challenges parents face in finding suitable educational options for their children. The platform provides comprehensive information about schools, enrichment classes, and activities. With strategic marketing initiatives and collaborations, GogoKids has grown exponentially, establishing partnerships with 200 educational entities and reaching 45 major cities across Malaysia.



Faith Lim

Co-founder of Faio Creatives:
Cultivating Genuine Connection

 Connect with Faith on [LinkedIn](#)

Faith, co-founder of Faio Creatives, entered the entrepreneurial scene at a young age, driven by a passion for creative storytelling. The agency, rooted in genuine connections, evolved beyond traditional creative work. Faith emphasises the value of being teachable and responding to challenges with a levelled head.

Faio Creatives stands out in the saturated creative agency market by prioritising relationships with clients and incorporating storytelling into their creative process. Faith's advice encourages focusing on strengths, staying humble, and viewing setbacks as opportunities for learning.

Innovation and Adaptation in a Digital World

Yan Chun and Faith showcased a keen understanding of the evolving digital landscape and the importance of innovation in staying relevant. Yan Chun's approach with GogoKids involves keeping things flexible and adapting to market needs. The transition to a subscription model and a commitment to making learning accessible in the digital realm reflects her strategic adaptation. Faith, deeply immersed in social media, understands the dynamic nature of online platforms. Her emphasis on short-form video content aligns with the changing trends and user preferences, demonstrating Faio Creatives' commitment to staying ahead in the digital game. Both entrepreneurs highlight the significance of real-time adaptation to navigate the ever-changing digital environment successfully.

Words of Wisdom and Work Ethics

Yan Chun imparts valuable advice to aspiring women entrepreneurs, emphasizing the unique challenges they may face but also underscoring their innate resilience. Her call for a positive mindset, strategic planning, and a gradual yet decisive expansion echoes the wisdom gained through her own experiences. Faith, in her words of wisdom, encourages individuals to focus on their strengths, cultivating a mindset of humility and continuous learning. Both entrepreneurs stress the importance of viewing setbacks not as failures but as opportunities for personal and professional growth. Their insights offer a roadmap for aspiring entrepreneurs, blending practical advice with the intangible qualities of perseverance and humility.

Behind the Scenes: Balancing Work and Life

The entrepreneurs provided a glimpse into their daily lives, revealing a conscious effort to strike a balance between work and personal commitments. Yan Chun's commitment to work-life integration is evident in her well-thought-out timeline, allowing her to focus on family during the weekends while also indulging in educational exploration. Faith, in her approach, underscores the significance of incorporating various types of rest into her routine to maintain productivity. Her perspective on transforming the perspective of work from a chore to an opportunity for gratitude reflects a mindful approach to handling responsibilities. Both entrepreneurs showcased not just their professional acumen but also a commitment to holistic well-being and work-life harmony.

Editor's Thought: Pioneering Paths and Digital Horizons

As I delved into the journeys of Yan Chun and Faith, a vivid tapestry of entrepreneurial resilience and digital acumen unfolded. Both of them emerge not only as entrepreneurs but as architects of the future, urging us to navigate uncharted territories with creativity, resilience, and an unwavering commitment to continual learning.



Resilience is key in entrepreneurship, especially for women balancing family and career. Stay positive, start small, find the right business model, and when the time is right, go big. With the right mindset, there's nothing we can't handle



Yan Chun

Embrace intentional rest for productive work, and shift your mindset from 'have to' to 'get to'—transforming challenges into opportunities daily



Faith

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Malaysia

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Empowering The Future

This section features remarkable women who have taken on the role of mentors and community leaders, sharing their experiences and insights on the importance of giving back and mentoring the next generation.





At the recent Accelerate Women Entrepreneurship with Exabytes (AWEWE) 2023 conference in Malaysia and Singapore, we had the privilege to meet with three exceptional women entrepreneurs who defied the odds and transformed their careers into mentors, giving back to the community and mentoring the next generation.

Kim Underhill

 Connect with Kim on [LinkedIn](#)

Amongst them is Kim Underhill, an accomplished Industrial & Organisational Psychologist, Management Consultant, Keynote Speaker, Trainer, and Executive Coach with over 25 years of international business experience in the food service industry. She held senior roles managing Fortune 500 accounts and leading strategic and organisational development. As the author of "Success Inside Out" and "New Age Leadership," she place emphasis on a holistic leadership approach. Kim's mentoring journey spans 30 years, inspired by her own mentor, and she adopts a "Befriender" approach, aiming for mentorship to extend beyond initial commitments.



Her mentees commend her for fostering independent decision-making and providing valuable perspectives. Kim is actively involved in community initiatives, contributing to non-profit organisations, supporting underprivileged women, and founding She Brilliance, a women leadership development community. She also leads Sewing Mums, a campaign aiding medically challenged women. At a recent event, she shared her insights on challenges faced in mentoring endeavours and the rewards that keep her motivated. Kim's future goals include expanding She Brilliance globally, with plans for a Women Leadership Forum in South Africa and further expansion in Southeast Asia. She remains committed to mentoring and empowering women, exemplified by the success stories and positive impact on her mentees' personal and professional growth.

Dimple Sanghi


 Connect with Dimple on [LinkedIn](#)

Dimple, the second amazing woman we met at AWEWE conference. She is a Chartered Accountant and Lawyer, serves as the Director of Investments at ADD Capital and is the founder of Her Rise Above, a social initiative supporting women from low-income backgrounds in establishing home-based businesses. Inspired by her experience as an Executive Coach, she recognised the societal value placed on women's financial contributions to their families and aimed to empower those with skills but limited means to join the workforce.



Her mentorship philosophy involves not teaching skills but guiding women on commercial scalability and business aspects. The impact on mentees is evident in the pride of contributing to family income, involving family members in business activities, and supporting education and medical needs. Challenges include women's inability to complete programs due to unforeseen circumstances. Looking ahead, Dimple plans to expand Her Rise Above, adding to her team, and envisions creating successful brands from the women she mentors, akin to renowned Singaporean brands like 'Bengawan Solo' or 'Awfully Chocolate.' The mission reflects her dedication to empowering women and fostering their independence through entrepreneurship.

Nuraizah Shamsul Baharin

 Connect with Nuraizah on [LinkedIn](#)

Nuraizah, an electrical engineer turned entrepreneur, shares a remarkable journey of career transition and community engagement. From her beginnings in engineering to founding software development companies and now leading MADCash, a Fintech venture supporting micro women entrepreneurs, she exemplifies dedication to empowering others. Nuraizah attributes her success to mentors and emphasises giving back to the community, evident in her leadership roles in NGOs and advisory boards.



Her mentorship philosophy centres on pulling others up as she was uplifted and recognising the importance of allowing mentees to learn through trial and error. Nuraizah's impact extends globally, representing Malaysia in ASEAN projects and serving as the ASEAN Access Ambassador. In MADCash, she fosters an ecosystem where beneficiaries become mentors, contributing to the success stories of women building businesses. Challenges include balancing support and autonomy, while rewards stem from witnessing determined women thriving in their endeavours. Nuraizah's community initiatives through MADCash aim to create 5,000 bankable and investable women entrepreneurs across 12 states. Looking ahead, her goal is to impact one million lives by 2025, underscoring her commitment to expanding mentoring and community engagement efforts.

Alleena

 Connect with Alleena on [Linkedin](#)



Reflecting on a journey shaped by diverse experiences, academic qualifications, and a fervent passion for positive change, Alleena Abdullah stands as the founder of Yellow Tree Malaysia, a distinguished business consultancy, and training company. Beyond corporate services, her mission tackles knowledge and education disparities in Malaysia, focusing on refugees, women, and indigenous groups. Driven by equity, empathy, and pragmatism, Alleena embraces mentorship and community advocacy. Challenges, such as resistance to change, fuel her motivation.

Active in community projects, Alleena's commitment to empowering diverse communities is evident in her participation in Langit's Agribusiness Incubator Programme. Here, she contributed to tailored modules for indigenous women in Sarawak, equipping them with skills for the agribusiness sector.

Alleena's mentorship is transformative, with comments by her mentees awarding her as a gem due to her extensive knowledge. She significantly impacts lives, guiding individuals through strategic intricacies and fostering a structured, realistic mindset, especially in rebuilding self-confidence.

Dedicated to expanding mentorship initiatives, Alleena aims for innovative approaches in both corporate and underserved communities. Leveraging technology and academic platforms, she seeks to create an accessible, empowering network aligned with Yellow Tree Malaysia's vision.

Jenny Tan

 Connect with Jenny on [Linkedin](#)



Finally, our invaluable partner in AWEWE, She Leads Tech, is under the exceptional leadership of Jenny Tan—an accomplished risk professional with over two decades of experience and the current Global Head of Internal Audit at CapitaLand Investment Limited. Going beyond her corporate role, Jenny actively engages in the technology governance, risk, and compliance (Tech GRC) community. She serves as the President of ISACA SG Chapter and is the visionary behind the SheLeadsTech Programme. Drawing inspiration from her challenging career journey, Jenny underscores the significance of sharing insights to guide both professionals and aspiring individuals.

In her impactful mentoring efforts, Jenny recounts success stories of individuals, such as a mid-career switcher and an undergraduate, who have transformed into confident and resourceful contributors, now paying it forward within their networks. Despite encountering challenges with less sincere mentees, Jenny derives motivation from witnessing the development and societal contributions of those she mentors. Actively involved in community initiatives, she spearheads ISACA SG Chapter's endeavours, including training professionals, organising charity events, and leading tech workshops. Moving forward, Jenny envisions expanding outreach, especially to students, and is actively exploring the development of a digital app to streamline mentoring efforts and community engagement. Her ultimate aspiration is to attract more like-minded individuals to join the mission of giving back to the community through ISACA's wealth of technical resources.

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Building Empires

How Women Entrepreneurs Are Creating Business Legacies

In the dynamic realm of entrepreneurship, this selected group of women are not only constructing businesses; they are meticulously crafting legacies destined to endure the test of time. In this edition of AWEWE, we delve into the awe-inspiring narratives of two exceptional women: Katherine, the Founder and CEO of PolarisHub, and Mei, the entrepreneurial force behind three thriving organisations. Join us as we embark on a captivating journey into the lives and visionary minds of these exceptional women entrepreneurs who stand as the architects of their empires.





Katherine Lu

Founder and CEO of PolarisHub

Connect with Katherine on [LinkedIn](#)

What inspired you to start your business, and when did you realise you were on the path to building an empire?

I've always had an interest in starting my own business. It all began in the early 2000s when the internet was booming, and businesses were eager to establish their online presence. I recognised it as an opportune moment to enter the thriving IT industry and help businesses thrive in the digital world.

As time went on, Ecommerce started to gain traction, and I realised that this was the path I needed to follow. The idea of building an empire never crossed my mind; I simply wanted to make a difference by assisting businesses in navigating the online world.

I believe that the key to success lies in supporting others, and that's what drives me in my entrepreneurial journey. PolarisHub succeeds when clients succeed; witnessing their customer growth has always been my motivation.

How do you envision the future of your business? What principles guide your decision-making and legacy-building?

My leadership style has evolved as I have grown older and more mature. I remember when I first started working, I would feel intimidated if someone on my team was better than me. Now, I have a different perspective. I believe in surrounding myself with people who are better than me because it creates a win-win situation. Not only do I have the opportunity to learn from others, but together we can deliver the best work for our clients.

I have learned the power of collaboration. Working together as a team always produces the best results. I have a hunger to constantly learn and improve, giving me a fresh perspective on things. It's remarkable how much you can grow when you have the support and trust of your team.

When I envision the future of my business, I see a thriving organisation that continues to grow and adapt to the ever-changing market. I hope to build a legacy centered around strong principles and values. Honesty, integrity, and transparency will guide my decision-making process. I believe in treating my team and clients with respect and fairness.

Ultimately, I want to create an environment where everyone feels valued and empowered to contribute their ideas and expertise. By fostering a culture of collaboration and continuous learning, I am confident my business will thrive and make a positive impact.

Reflect on the pivotal moments and milestones that have marked your journey towards empire-building.

One of the biggest turning points in my journey towards building an empire was during the lockdown period caused by the Covid-19 pandemic. It was during this time that I realised my current approach to running my business was not ideal, and I needed to make some significant changes. Instead of just offering web design and development or SEO services, we decided to pivot and expand our offerings. We made the strategic decision to broaden our services into branding strategy and content marketing, which turned out to be a game-changer for us. These new services helped us attract more clients and significantly grow our business.

But that's not the only milestone that stands out in my journey. Another pivotal moment came when I was invited by Exabytes to provide workshops for their AWEWE's event in 2022. I must admit, I was quite nervous about it. However, I decided to step out of my comfort zone and take on the challenge. Over the course of four months, I had the opportunity to teach and share my knowledge with over 200 participants from Singapore and Malaysia. It was an incredibly rewarding experience, providing a sense of fulfillment, knowing that we could make a positive impact on others in the industry.

These milestones, from the decision to diversify our services to the opportunity to teach and inspire others, have played a crucial role in my entrepreneurial journey. They have taught me the importance of adaptability, continuous learning, and seizing opportunities when they arise.

Share your thoughts on the responsibility of being role models for aspiring women entrepreneurs. What advice do you have for those aiming to follow in your footsteps?

Each one of us has a unique story and journey, and it is through sharing our experiences and lessons learned that we can inspire and empower others to explore their potential. My advice: Always keep testing and trying new things. The business world is constantly evolving, and it is crucial to stay ahead of the curve. Don't be afraid to take risks and push the boundaries of what is possible. It is through experimentation and innovation that we can truly make a difference and stand out in the crowd.

Building strong relationships is also key. Collaboration and networking are essential in any industry, and by fostering meaningful connections with others, we can open doors to new opportunities and support each other's growth. Surround yourself with like-minded individuals who share your passion and vision, and together, achieve great things.





Mei Tan

Founder and CEO of Scoopoint
Founder and CEO of Innovatif+

 Connect with Mei on [LinkedIn](#)

How do you envision the future of your business? What principles guide your decision-making and legacy-building?

The future of my business will expand slowly, but it is with the team and the community that makes the business grow. Without strong core values and a dedicated team, there can't be any expansion. Our core values are empathy, teamwork, and authenticity, so all decision-making needs to align with our values and vision, the origin of why we started this journey.

Discuss your strategies for ensuring the sustainability of your business beyond your own involvement. How are you nurturing the next generation of leaders?

It's important to nurture the next generation of leaders by providing not only guidance but also empowering them in decision-making by letting them take charge of a project or a subsidiary to learn through ownership and mistakes. The best teacher is the experiences they gain. I'm always the mentor and a good friend for them to discuss and share with

What role does innovation play in securing your legacy?

Coming from a traditional background and business, I appreciate and adore innovation. It has helped us in terms of efficiency and cost-saving. It is our mindset that needs to be open, seeking new ways and solutions in any situation and problems. Technology is the tool for us, while innovation is the mindset that is willing to create new possibilities.

Share your thoughts on the responsibility of being role models for aspiring women entrepreneurs. What advice do you have for those aiming to follow in their footsteps?

Something I have learned in these few years after achieving some success and recognition is that don't chase validation or success, as even when we get up there, we might feel empty. Instead, go deeper first. Always choose yourself and understand who you truly are and your calling or purpose. If entrepreneurship is your journey, then go with your heart. Always follow your instincts and don't let others say otherwise. Sometimes, as women, we like to serve or be responsible for many people, but we are only responsible for ourselves, not other people's emotions or energy. So, don't waste time proving anything to anyone, just be yourself on the journey."

How do you prioritise self-care and personal growth beyond your professional commitments?

I have taken a slow year this year to focus on myself. I changed some of my habits, like practicing meditation, hiking in nature, and engaging in a lot of self-care and reflection. Besides that, I still travel a lot to experience life and live in the moment



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The Tech Titans

In the dynamic realm of technology, women leaders are carving a path into the future. Monica and Cynthia, two visionary minds, share their perspectives on the digital landscape, offering a sneak peek into the trends, challenges, and opportunities that lie ahead.






Monica Kulkarni

 Connect with Monica on [LinkedIn](#)



Cynthia Jee Yoon Kim

 Connect with Cynthia on [LinkedIn](#)

Beyond 2024: Digital Trends Set to Reshape Industries

Monica kicks off the conversation by spotlighting three game-changing trends beyond 2024. First on the list is decentralised finance (DeFi), poised to revolutionise the traditional financial sector. Imagine traditional finance as a VHS tape in a streaming world—DeFi is the upgrade we've been waiting for.

The metaverse follows suit, transforming how we connect, collaborate, and do business. It's not just about gaming; education and beyond will feel the ripple effects.

Lastly, Cynthia chimes in on the continued march of AI. Picture AI-driven decision-making and automation enhancing productivity across sectors. The future? Productivity redefined.

Technological Acceleration: Impact Across the Spectrum

Monica and Cynthia agree—the acceleration of technology adoption won't be slowing down. From healthcare to education, 5G, AI, and IoT are catalysts for change.

Healthcare is set for a facelift with telemedicine and AI diagnostics becoming the norm. The automotive industry gears up for electric vehicles and autonomous driving, while education takes a digital leap into virtual classrooms.

Cynthia underscores the importance of internal digital transformation. In sectors like food & beverage and retail, AI and data analytics aren't just about external enhancements; they're revolutionising internal processes, making operations efficient and reducing waste.

Digital-Physical Fusion: Augmented Reality and the Metaverse

Monica envisions a revolution where the digital and physical worlds seamlessly merge. From redefining shopping experiences to enhancing remote work, the impact spans industries and society. The metaverse, according to Cynthia, is not just a leap in technology; it's a paradigm shift.

In retail, AR and the metaverse offer immersive shopping experiences, reducing return rates. In education, virtual classrooms become the norm, especially in remote areas. The entertainment industry? Virtual concerts and events broaden the reach for artists and create new revenue streams.

AI and Automation: Revolutionising, with Challenges and Opportunities

Monica and Cynthia predict a revolution in various sectors with AI and automation. Healthcare sees improved diagnostics and personalised treatment, while finance benefits from fraud detection and algorithmic trading.

Yet, challenges loom—workforce displacement and ethical concerns. Cynthia sees the need to find the sweet spot where AI benefits without causing harm, making the journey both exciting and challenging.

Ethical Tech: Guiding Innovation Responsibly

Monica and Cynthia shine a light on the role of digital ethics and responsible tech. Monica likens them to referees, ensuring fair play in the tech arena. Stricter regulations, transparency, and a focus on technology that benefits humanity are on the horizon.

Cynthia emphasises the need for a shift in approach. Tech development must focus on fairness, privacy, and inclusivity. Transparent AI algorithms, data protection, and equitable technology access are the way forward.

Digital Inclusion: Bridging Gaps for a Connected Society

Monica humorously likens bridging the digital divide to teaching grandma to use emojis—a task requiring patience and a virtual cookie or two. To ensure digital inclusion, Monica and Cynthia propose strategies: affordable internet access, digital literacy programmes, and partnerships empowering underserved communities.



Sustainability Tech: Tech Superheroes for a Greener Tomorrow

Monica and Cynthia hail tech solutions as superheroes for sustainability. Innovations in clean energy, circular economy practices, and eco-friendly transportation excite them. These technologies promise a more environmentally conscious world.

Cynthia focuses on the shift towards technology harmonising economic growth with environmental stewardship. Tech should not only serve business interests but also make a positive impact on the environment and society.

Collaborative Tech Ecosystems: Fostering Innovation

Monica makes connections between collaborative tech ecosystems to a global virtual potluck party. These ecosystems evolve by integrating AI-driven tools and virtual environments, fostering diverse perspectives, and breaking down geographical barriers.

Cynthia highlights tools like Lark, centralising information and streamlining decision-making processes. The future? More inclusive platforms with advanced analytics and AI integration, enhancing decision-making and fostering shared learning and innovation.

Data Privacy: Shaping a Secure Future for Personal Information

Monica and Cynthia delve into the evolving landscape of data privacy. They stress the collaborative responsibility of individuals, organisations, and technology like Acronis Cyber Protect Cloud. The goal: creating a secure and transparent data protection environment.

Cynthia envisions a future where individuals have more control over their information. With enhanced data practices and improved security, it's a collective effort where the government, tech companies, and users work together to keep data safe in the digital world.

Navigating the Future: Continuous Learning and Flexibility

Monica wraps up with a gaming analogy—the cheat code to navigating the digital future is continuous learning. Embrace new technologies, stay data-conscious, and foster a collaborative mindset. The result? Becoming the digital wizard.

Cynthia offers friendly advice for a digital adventure—stay flexible, keep learning, and team up with others. It's about having the best tools, a map of the latest routes, and good travel buddies. An ethical mindset, resilience, and embracing change are key for a successful journey in the ever-evolving digital world. Happy travels!

Cybersecurity Guardians

Safeguarding Your Digital Identity and Data

Account Security

- Strengthen your passwords. Eg. M@yTh3F0rc3#Y0u!
- Use memorable passphrases
- Utilise a password manager
- Enable two-factor authentication
- Avoid using the same password for all accounts

Data Protection

- Keep your information private
- Regularly back up your data

Device and Software Security

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Building Bridges Women Empowering Women

In this empowering issue of AWEWE e-magazine, we delve into the transformative landscape of initiatives and mentoring programmes designed to uplift and support women in various facets of their lives. Across diverse communities and sectors, a multitude of organisations are actively contributing to the growth and empowerment of women.





She Brilliance: Fostering Purposeful Lives

Discover the visionary movement of SHE BRILLIANCE, an empowering community that inspires women to lead purposeful lives with confidence. Rooted in compassion and determination, She Brilliance creates a dynamic space for both emerging and experienced women. Through a unique befriender-style mentorship approach, women actively engage in knowledge-sharing, optimising their potential both personally and professionally. Join this community to connect, exchange perspectives, and contribute to mutual growth in a secure haven for women from various backgrounds.

shebrilliance.org



Her Rise Above: Thriving in Home-Based Businesses

Explore Her Rise Above, a purpose-driven initiative based in Singapore, addressing the essential need for 1-to-1 business skills training for women managing home-based businesses. Launched in 2019, this volunteer-led initiative focuses on empowering women through tailored 10-week mentorship sessions, providing not only business growth but also a supportive community and access to specialised skills. Her Rise Above envisions entrepreneurship as a sustainable means for women to uplift themselves.

herriseabove.com



MADCash: Empowering Micro-Entrepreneurs

Dive into MADCash, a Syariah-compliant Fintech ecosystem builder born out of the UNCDF Financial Innovation Lab. Since 2019, MADCash has been supporting micro-entrepreneurs, particularly women facing financial crises. Aligned with Sustainable Development Goals, MADCash empowers women by providing capital and business acumen, addressing gender equality, decent work, and sustainable communities. Explore how this initiative is making a tangible impact on the economic and living conditions of women.

getmadcash.com



She Leads Tech: Redefining Diversity in Tech

Discover SheLeadsTech (SLT), a diversity programme initiated by ISACA HQ, focusing on Female Self-Leadership and Community inclusion. Operating in Singapore, SLT aims to tackle the underrepresentation of women in the tech industry, fostering familiarity and confidence in transitioning from non-tech to tech positions. Connect with SLT to contribute to a more inclusive and empowered tech landscape.

isacashleadstech.sg

From Government Initiatives



Malaysia: Penang Women's Development Corporation

Explore the Penang Women's Development Corporation (PWDC), a state agency committed to transforming Penang into an advanced and progressive society by promoting equality. Through gender-responsive projects, advocacy, and empowerment programmes, PWDC envisions a society that mainstreams gender into all sectors, fostering gender and social justice.

pwdc.org.my



Singapore: SG Women in Tech and Digital For Life

Delve into SG Women In Tech, an initiative by the Infocomm Media Development Authority (IMDA) aiming to attract women to the tech sector through mentorship, skills development, and networking opportunities. Also, explore Digital For Life, another IMDA initiative fostering a digitally inclusive society by encouraging lifelong digital learning. Learn how these initiatives challenge biases, foster inclusivity, and enrich lives through technology.

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digitalforlife.gov.sg

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Unveiling Singaporean Escapes: A Leisurely Journey

In the bustling world of entrepreneurship, AWEWE e-magazine invites you to delve into the leisure and travel realms of Malaysia and Singapore. This exclusive issue features two remarkable voices—Jaclynn, The Occasional Traveller, and Monica, the editor of The Yum List—sharing their unique perspectives on the intersection of travel, leisure, and entrepreneurial life.






Jaclynn Seah

Founder of
The Occasional Traveller

Jaclynn's Journey:

Jaclynn, The Occasional Traveller, embarrassed on her travel blogging odyssey in 2010 while immersed in the demanding world of advertising. Using her blog as a reminder to prioritise travel, she explored Singapore's hidden gems like pulau Ubin and Sungei Buloh Nature Reserve. Jaclynn advocates for utilising annual leave for self-discovery, views travel as an escape, and believes in the transformative power of mindful breaks, drawing from her 15-month career break that reshaped her career mindset. For Jaclynn, travel is not just a leisure activity; it's a crucial element of self-care and productivity.

 Connect with Jaclynn on [LinkedIn](#)

 Visit Jaclynn's [Blog](#)




Monica Tindall

Founder and Editor of
The Yum List

Monica's Gourmet Ventures:

Monica, editor of The Yum List, brings over 13 years of experience in luxury and gourmet travel. Her platform stands out for its commitment to authenticity, with content solely derived from personal experiences, devoid of paid promotions. Monica guides us through the vibrant boutique scene in Penang and advocates for exploring the culture and natural beauty of Sabah and Sarawak. While acknowledging the challenges of balancing work and leisure, Monica finds solace in turning off the internet and devices, emphasising the importance of doing things she loves and setting boundaries. Her future plans include gourmet travel and wine writing, with a keen eye on the USA's West Coast.

 Connect with Monica on [LinkedIn](#)

 Visit Monica's [Blog](#)

A Word from Jaclynn and Monica

Jaclynn's Perspective:

For fellow businesswomen navigating the entrepreneurial landscape, Jaclynn underscores the importance of taking breaks and indulging in leisure activities. Drawing from her own experiences, she views travel as a catalyst for personal growth, advocating for the exploration of different cultures and lifestyles. Jaclynn emphasises the value of broadening one's mindset and world view, suggesting that connecting across languages and cultures fosters adaptable and reactive skills. In her view, self-care is paramount, and she encourages entrepreneurs to prioritise themselves, recognising that taking time for personal well-being ultimately enhances overall productivity.

Monica's Insightful Approach:

Monica, while acknowledging her continuous work engagement, offers a nuanced perspective on breaks for women entrepreneurs. Rather than prescribing specific breaks, she highlights the significance of doing things one loves, setting clear boundaries, and maintaining transparent communication with business partners. Monica's "aha" moments unfold when she actively listens and engages, emphasising the power of being present in the moment. Her advice resonates with the idea that self-care can take various forms, tailored to individual preferences and work styles, ultimately contributing to a sustainable and fulfilling entrepreneurial journey.

Editor's Thoughts

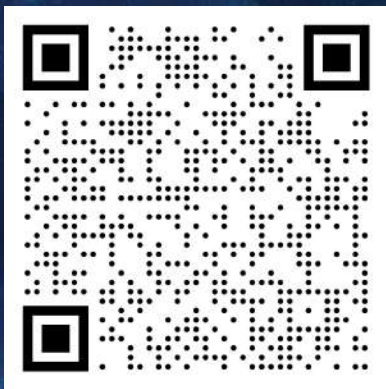
In the dynamic world of entrepreneurship, Jaclynn and Monica share valuable insights, reminding their fellow entrepreneurs that self-care and breaks are not only permissible but essential for sustained success. Their diverse perspectives underscore the importance of balance, self-discovery, and mindful engagement, providing a thoughtful guide for women entrepreneurs navigating the complexities of the business world.

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