# THE SIACE WOLUME 4

UNVEILING BREAKTHROUGH SUCCESS

GITEX Global is an annual technology exhibition that showcases the latest trends and innovations in the tech industry. The event attracts thousands of visitors from around the world, including entrepreneurs, investors, and industry experts. GITEX Global provides a platform for startups and established companies to showcase their products and services, network with potential partners and investors, and learn about the latest trends in the tech industry.

The theme for GITEX Global 2023 is "The Year to Imagine AI in Everything." This year's event will focus on the impact of artificial intelligence (AI) on various industries and how it can be used to drive innovation and growth.

Expand North Star, a startup event hosted by Dubai Chamber of Digital Economy. The event provides a platform for startups to showcase their products and services, network with potential partners and investors, and learn about the latest trends in the tech industry.

#### **Bootstrapping** the Future

MASSIMILIANO MELIS

AITEM's LAIKA is a prime example of how technology and innovation can address crucial needs in unique and disruptive ways. By putting veterinarians at the heart of our product development and embracing the power of AI, we are poised to transform the pet healthcare industry. commitment to enhancing the capabilities of veterinarians and the bootstrapping approach we employed to develop LAIKA exemplify unwavering our dedication vision. to our

As LAIKA continues to evolve and gain recognition, it promises to be a game-changer in the pet healthcare sector, ultimately improving the lives of pets and the people who care for them. (turn on page 18)

The Largest Tech Event In The World

**GITEX 2023** 

An exciting event that brings together some of the world's most innovative companies and entrepreneurs. With over 5,000 exhibitors from more than 170 different countries, GITEX Global 2023 promises to be one of the largest tech events in the world.

#### A New Blueprint for Leadership

SOFIA KAKKAVA

In the 21st century, the landscape of leadership is being redrawn by a combination of technology, global connectivity, emotional and intelligence. Finding myself at this fascinating intersection, I've used my Master's in Executive Coaching, a strong psychological background, and an entrepreneurial spirit. I've explored and worked from 35+ countries to redefine what leadership today. means

Writing this from Asia, after a dynamic journey through India, Singapore, Malaysia, and Indonesia, I'm gearing up for my next stop: Dubai. The world is more than my playground—it's my office. (turn on page 10)

# LETTER FROM THE PUBLISHER

Dear Reader,

elcome to the 4TH VOLUME of our eMagazine.

We are delighted to have you as part of our community of learners and leaders.

The previous volumes we published were beneficial and informative, and we will continue to send off new eMagazines that help you propel to new levels - at no cost to you.

"ACCOUNTABILITY
IS THE KEY TO
UNLOCKING YOUR
TEAM'S
POTENTIAL."

MARK ENRIQUEZ

CEO of iPhiTech

# OUR EMAGAZINE IS BASED ON THE FIVE ELEMENTS THAT WE VALUE; THESE ARE:

#### Element #1 - Intellectual Property Alchemy.

This element is about creating and marketing online instructional materials that give you more freedom and authority in your industry.

#### Element #2 - Promotion, Monetization, and Leverage.

This element is about turning your content into income streams. It's about multiplying your transactions and growing your business exponentially.

#### Element #3 - Operations, Processes, and Systems.

This addresses the standardization of your business procedures. It enables you to operate your business smoothly and effectively even when you are not present.

#### Element #4 - Personal Mastery.

Win the battle within yourself. It involves permitting oneself to succeed, forgiving oneself, and maintaining self-discipline. It helps you overcome any concerns or doubts that may prevent you from moving forward.

#### Element #5 - Lifestyle of AWESOME.

It focuses on experiencing life to its fullest potential. It focuses on health, travel, excitement, and relationships. It is about making a difference and giving back.

We appreciate your comments, questions, and ideas. This eMagazine was created for you, so we value your feedback. Please let us know if you have any suggestions on how we can serve you better.

If you have something to share and want to spread the word, we hope you'll consider contributing to Asia CEO Magazine. To learn more about the amazing opportunities, connect with iPhiTech or Asia CEO participants. We can make a big impact if we work together.

Get more out of your work and personal life by following the advice in this month's issue. We also thank the members who contributed to this volume.

IT'S TIME TO TURN THE PAGE, FOR THERE'S MUCH TO UNCOVER...

#### GITEX GLOBAL 2023: PIONEERING THE AI REVOLUTION IN DUBAI

The GITEX Global event, held annually in Dubai, is the most widely recognized and anticipated information and communications technology (ICT) trade show across the Middle East, Africa, and South Asia. This year's edition, GITEX Global 2023, was nothing short of monumental, bringing together tech enthusiasts, industry leaders, and innovators from around the world.

#### HIGHLIGHTS OF GITEX GLOBAL 2023

#### AI Everywhere:

The theme for this year was "The Year to Imagine AI in Everything." From startups at the new venue, **Dubai Harbour**, to the world's largest companies, AI's full potential was on display. Attendees witnessed how artificial intelligence is shaping the future of technological revolution on the planet.

#### Global Momentum:

GITEX Global 2023 created a platform for the world to connect, innovate, and forge lasting international partnerships. It was a testament to the global momentum of technology, with over 5,000 exhibitors from more than 170 different countries showcasing their cutting-edge solutions.

#### **Co-Located Shows:**

Looking ahead, GITEX will continue to build upon this momentum. Colocated shows like GITEX Africa 2024 (scheduled for May 8-10, 2024) and the mega announcement of GITEX Europe 2025 (slated for May 21-23, 2025) will further connect global tech communities.

As we bid farewell to GITEX Global 2023, we eagerly anticipate the next chapter. Mark your calendars for GITEX Global 2024, returning to Dubai from October 14th to 18th. Expect it to be bigger, better, and bolder, as the tech event continues to empower innovation and drive progress.

GITEX Global remains the ultimate convergence point for technology enthusiasts, where ideas collide, partnerships flourish, and the future unfolds. Dubai, with its visionary spirit, once again proved that it is the place to be for anyone passionate about technology.

Stay tuned for more updates, and let's continue shaping the digital universe together!

## **SOFTWARE PROJECT** MANAGEMENT: THE **ESSENTIALS YOU NEED TO KNOW**

#### **Technology and Innovation**

Having expertise in software project management is essential for individuals who aspire to excel in the IT and CS industries. The process involves planning, directing, organizing, and controlling the software development from initiation to completion. It also necessitates coordination with different stakeholders, including clients, users, developers, testers, and managers, to ensure that the software product complies with specified requirements, budget, and schedule.

#### What Makes Software Project **Management Different?**

software projects Managing differs from managing other types of projects due to the intangible, complex, and dynamic nature of software. Additionally, software project management involves three primary limitations, which are time, cost, and quality. To projects software manage effectively, project management software is crucial as it assists in monitoring and tracking these constraints.

#### What Does a Software Project Manager Do?

The role of a software project manager is to oversee all aspects of a software project. They possess a wide range of skills and knowledge that cover each phase of the software development life cycle (SDLC). The SDLC is a framework that structured outlines the steps and processes involved in creating a software product. Typically, the SDLC consists of five stages: requirement analysis, design, implementation, testing, and maintenance.

As the leader of the software project, a software project manager ensures that the project is completed successfully. They are responsible for a variety of tasks and duties, including:

- People management Leading and motivating the project team members and assigning them roles and responsibilities.
- Stakeholders liaison Communicating with all stakeholders involved in the project and managing their expectations and requirements.

- People management Leading and motivating the project team members and assigning them roles and responsibilities.
- Stakeholders liaison Communicating with all stakeholders involved in the project and managing their expectations and requirements.
- Human resources management Hiring, training, evaluating, and rewarding the project team members and resolving any conflicts or issues that may arise among them.
- Reporting the setup hierarchy - Establishing the reporting structure and hierarchy of the project team members and defining the communication channels and protocols among them.
- management Project Planning, organizing, directing, and controlling the project activities and processes and ensuring they align with the project objectives, scope, cost, time, and quality.
- Project scope definition and setup - Defining the project's scope, which is the extent and boundaries of what the project will deliver. The scope also software includes the product's features, functions, requirements, and specifications.
- Project management activities management - Managing the various activities involved in project management, such as cost estimation, scheduling, quality management, communication management, risk management, change management, etc.
- Monitoring progress and performance - Monitoring the progress and performance of the project team members and the software product and measuring them against the predefined criteria, standards, and metrics.
- Analysis of risk at every phase - Analyzing the potential risks that may affect the project at every phase of the SDLC and devising strategies and plans to mitigate, avoid, or resolve them.

- problem Reduction and solving - Identifying the problems and issues that may arise during the project and solving them promptly and effectively.
- Project spokesperson Acting as the project's spokesperson and representing it to the external parties, such as media, investors, partners, etc.

#### What are the Activities of **Software Project Management?**

Software project management involves various activities essential for a software project's successful completion. Some of these activities are:

- Planning of the project Defining the project's objectives, scope, cost, time, and quality and creating a detailed plan that outlines how the project will be executed, monitored, and controlled.
- Management of the scope -Managing the scope of the project and ensuring that it is not changed or expanded without proper authorization.
- of Estimation cost Estimating how much money will be needed to complete the project.
- Scheduling Creating a schedule that specifies when each task or activity in the project should start and finish.
- Quality management Ensuring that the software product meets the standards and expectations of the clients and users.
- Communication management - Exchanging information effectively among stakeholders involved in the project.

In conclusion, software project management is a crucial skill for delivering successful software products. By mastering software project management, you can enhance your career prospects and achieve your goals in the IT and CS fields.

Jumbo Mana is an AI-powered startup from Strasbourg. We focus on generative human behavior, using cutting-edge technology to revive virtual characters. We make them intelligent and autonomous, allowing you to interact with famous artists in an authentic and educational way.

# THE POWER OF GENERATIVE A.I.

Artificial intelligence, which can generate new content, including but not limited to text, video, audio, code, and even photorealistic graphics, is called generative AI. It takes advantage of deep learning methods analyze enormous datasets and produce new data with a distribution that is strikingly similar to the original. Content generation, data enrichment, image synthesis, style transfer, summarization, text speech synthesis, and more are some of the many uses for generative AI.

#### JUMBO MANA: WE BRING CHARACTERS TO LIFE

Christophe Renaudineau / Fatma Chelly, Founder and CEO Jumbo Mana

#### JUMBO MANA'S TECHNOLOGY AND APPROACH

Jumbo Mana creates living multilingual characters (photorealistic or stylized) that exhibit emotions, possess unique personalities, and deliver accurate information. These characters enable natural, real-time interactions, and your data remains secure with our locally hosted generative AI model.

For example, our created AI version of Van Gogh can talk about his wonderful paintings and answer your questions about his art. The advanced cognitive processing and emphasis on autonomy allow virtual characters to behave just like humans.

Their research focuses on the ability to control generative AI to obtain an AI that guarantees the truth and accuracy of the words it generates. For this, it has developed its technology surpassing the state of the art. It also ensures the fidelity and veracity of its AI with respect to the character it embodies by collaborating with experts, historians, and relatives of the characters.

Our ultimate goal is virtual create characters with the skills and same abilities as humans. We have received support from the SEMIA incubator, OVH Cloud, and Nvidia Inception startup programs, making us one of the most promising AI in the startups region.

# THE MISSION AND VISION

Jumbo Mana's mission is to bring characters to life entertainment, for education, and cultural preservation. It aims to create immersive experiences that allow people to interact with their favorite characters naturally and engagingly. Jumbo Mana also wants to preserve the legacy and memory of historical figures and celebrities by making them accessible to future generations.

# FROM CABIN CREW TO SKY SAFETY INNOVATOR: THE ENTREPRENEURIAL JOURNEY OF ERESHATECHNOLOGY INNOVATORS

Pragati Srivastava, CEO Eresha Technology Innovators

#### A Dream Ignited at 19

The seeds of my entrepreneurial journey were sown in 2006 when I was just 19 years old. Surprisingly, I only truly recognized this fact recently. Like most high school students, I grappled with the ageold question of what career path to pursue. My interests spanned various fields, from company secretary (CS) to fashion design and mass communication. As I was contemplating these options, I stumbled upon a captivating newspaper advertisement from an institute that promised to help me become an Air Hostess. It was an opportunity beyond my wildest dreams.

I had always been aware of society's narrow beauty standards, and as a dusky girl, I felt the need to challenge those norms. I had also, unfortunately, experienced the harsh reality of racism in our society. Enrolling in the institute felt like a daring move, and by 2007, I found myself in the training room of Air Deccan, ready to embark on a career as an Air Hostess. Fast forward to 2009, and I was living the dream with Kingfisher Airlines, the ultimate status symbol for aviation enthusiasts and passengers alike. My final flight as a cabin crew was with Indigo Airlines in 2020.

aviation industry had captivated me since childhood when I first flew with Air Sahara. Now, it was not just an industry I admired from a distance but my workspace, albeit one I couldn't truly take pride in for the longest time. Upon entering the world of Cabin Crew, I realized that I didn't quite fit in. To make matters more challenging, there were numerous biases within the industry about the role of Cabin Crew. People assumed that those in this role lacked the intelligence to pursue other careers, which made me uncomfortable. As an aboveaverage student who had faced several rejections before finally earning my wings, I felt the need to change this perception.

Another challenge was the unrealistic expectations, especially for female crew members. Balancing the airline's standards with the role's approachability to passengers was a constant struggle. The smart heels we were required to wear became a painful ordeal during long, grueling shifts. Hearing passengers refer to Cabin Crew as "glorified waitresses" was a bitter pill to swallow.

These challenges kept me uncomfortable for almost five years, after which I made the difficult decision to quit flying and further my studies. Four years later, I found myself in a familiar place, both professionally and personally. I had no job, no savings, and a

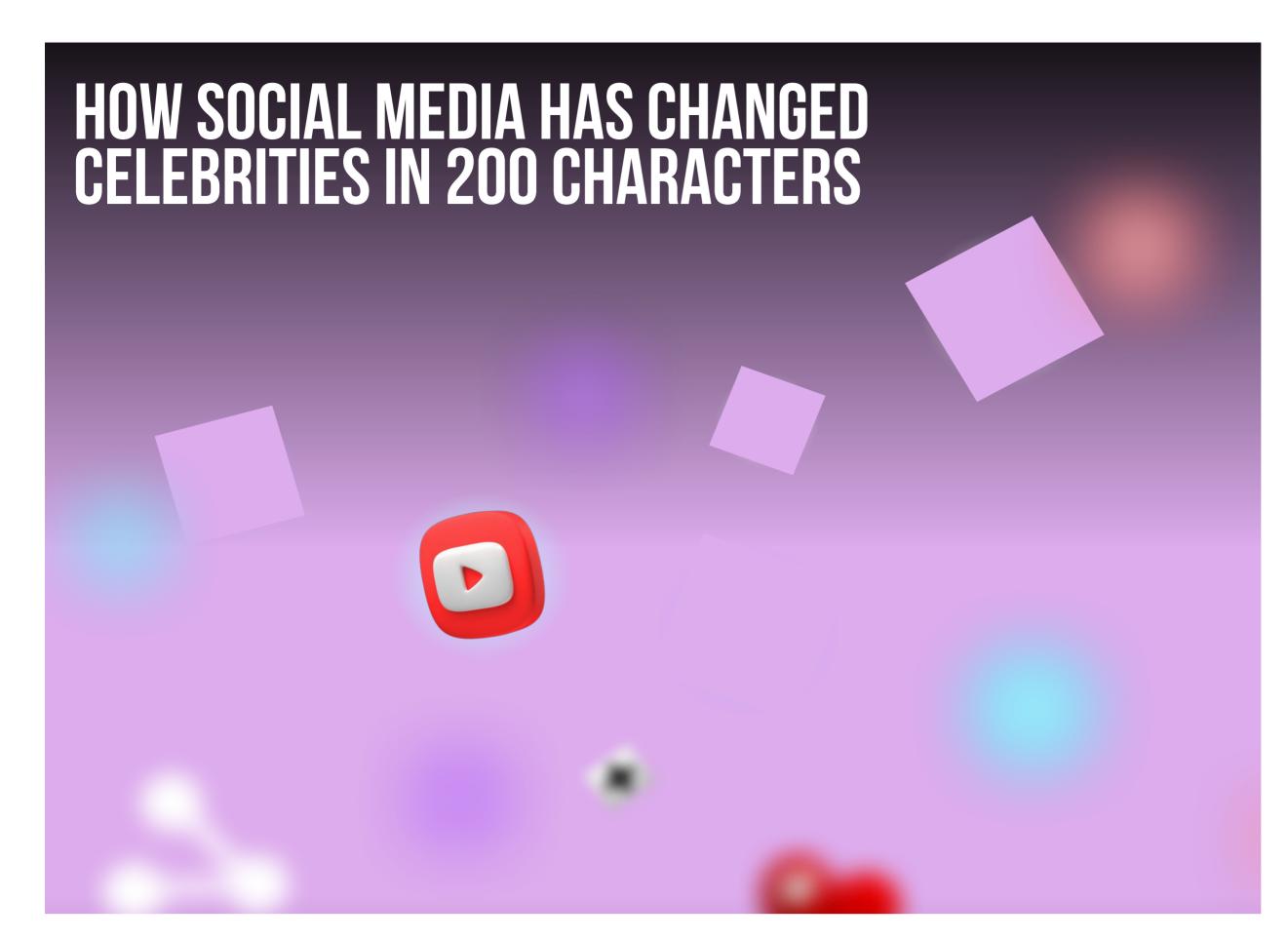
tumultuous personal life. I longed for the good old days but knew it was too late to return to my former position. Accepting that, at 28, I would have to start all over again was a nightmare in itself.

Then, a miracle occurred. Indigo Airlines announced its new fleet of ATR aircraft and needed an experienced crew to lead their flights. Here, my work gap was not a deterrent but rather an asset. I was rehired by Indigo in the same position I had left. Back in action, I felt fulfilled and content. It was the turning point when I began to respect and take pride in my profession.

I realized that merely complaining about problems doesn't serve anyone; one must be a problem solver. This realization inspired me to venture into entrepreneurship. I wanted to utilize my skills and experience to create a training methodology that addressed the lack of practical training for cabin crew members. I firmly believed that training for flight safety needed to be conducted in realistic conditions repeatedly, enabling the crew to build confidence and improve their recall memory when facing an in-flight crisis with hundreds of lives at stake.

Enter our company, Eresha Technology Innovators. specialize in designing We and developing flight safety simulators that provide pilots, cabin crew, engineers, and others with training experiences closely resembling real-life emergency situations. Our pioneering simulator significantly reduces training time, cost, and the carbon footprint of airlines, all while enhancing crew performance and, most importantly, flight safety.

At Eresha Technology Innovators, we don't just make technology; we make people smarter and the skies safer.



Social media has revolutionized celebrity perceptions through tweets, likes, and viral videos. Real-time celebrity looks have replaced stardom. Hollywood icons and up-and-coming stars can now immediately communicate with their millions of followers, blurring the boundary between them.

Making more people famous has negative repercussions. The allure is diminished by social media and internet scrutiny and criticism. Mental health and privacy concerns raise questions about platform responsibility and social impact.

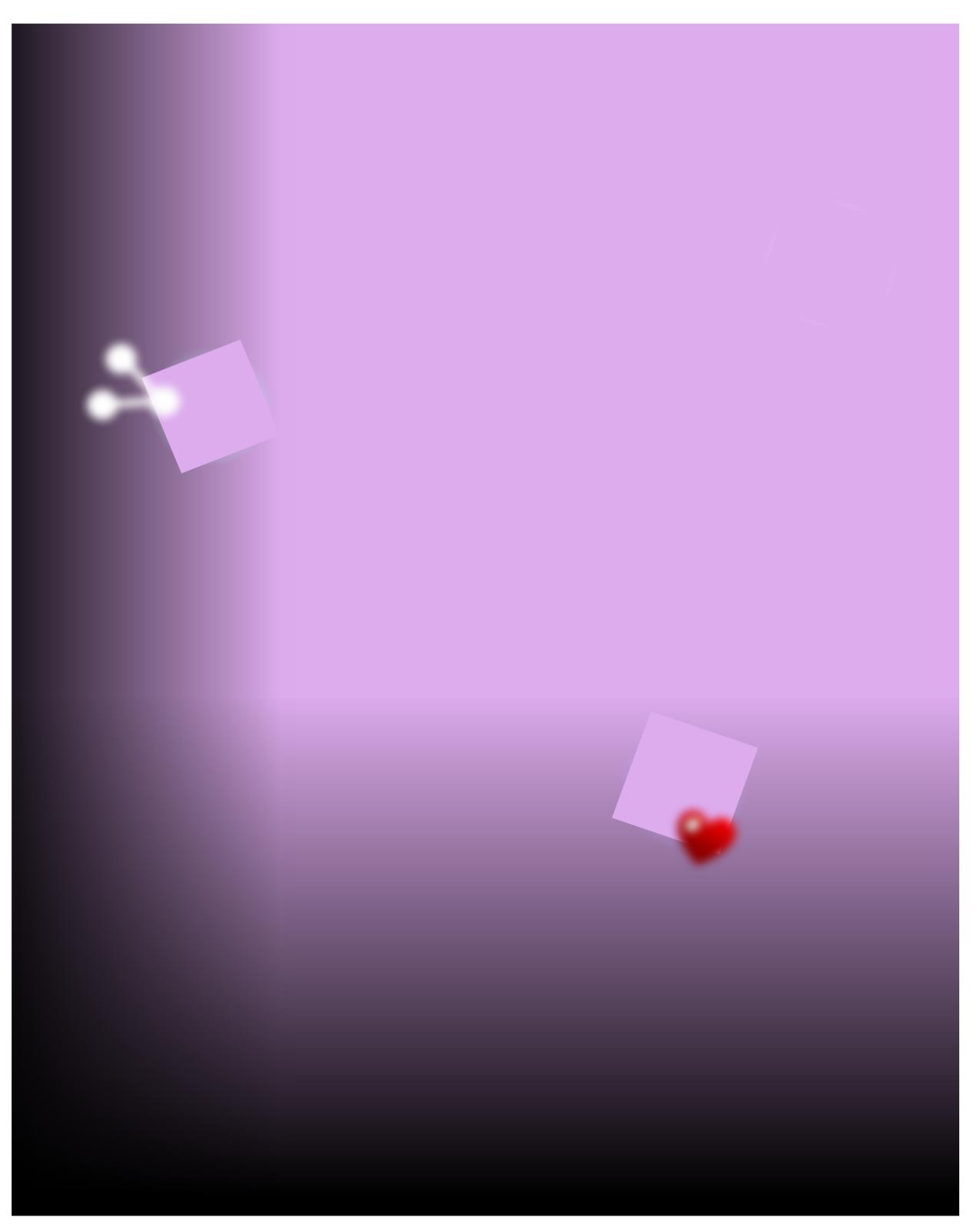
Social media has given underrepresented voices a voice, creating new influencers who can compete with celebrities. Internet celebrities are promoting products, a new marketing strategy.

This digital revolution is affecting how we view fame—good and terrible. Social media changes what it means to be famous in 200 characters or fewer, offering opportunities and problems.

# PHITECH: PIONEERING THE DIGITAL FRONTIER WITH SOCIAL MEDIA INTEGRATION

iPhiTech is a company that specializes in web and software engineering. We prioritize staying up-to-date with the everchanging world of social media to improve our operations. As a high-quality company, we acknowledge the increasing interconnectedness of the digital realm and recognize that leveraging social media is not only optional but essential.

By leveraging social media platforms, we cultivate an active online community of technology enthusiasts, clients, and partners. We engage with our audience by actively sharing insights, industry updates, and showcasing our latest projects. The interaction transparency enhances and facilitates the collection of valuable feedback, which helps in the continuous improvement of our services. Our belief is that social media functions as a twoway street, facilitating the realtime meeting of our expertise with our clients' needs.



#### HEIDZ IN COLORS: EMBRACING THE DIGITAL AGE IN ARTISTIC EXPRESSION

Heidy Bondoc Macabenta, CEO | Heidz in Colors

Artists are often driven by an insatiable desire to express themselves in unique and creative ways. This desire to innovate and explore new avenues of artistic expression has led to the fusion of traditional painting and digital printing. One artist who has wholeheartedly embraced this digital age in art is Heidz. In this article, we will delve into Heidz's journey, from her background and upbringing to her transition from traditional painting to digital printing, and the impact of this fusion on the art industry.

#### THE TRADITIONAL ARTISTIC ROOTS

Heidz's artistic journey began with traditional painting, and her journey from there is nothing short of remarkable. Joining historical workshops and immersing herself in her own culture motivated her to create traditional art. Her roots in this form of artistic expression provided the foundation for her creative exploration.

#### THE TRANSITION TO DIGITAL PRINTING

Heidz is an explorer when it comes to art. Her love for the medium leads her to explore different textures and techniques, and it continually amazes her to see the outcome each time. This thirst for curiosity and innovation inspired her to incorporate digital printing into her art. The marriage of traditional painting and digital printing opened up new possibilities for her creativity.

#### DIGITAL TECHNOLOGIES AND TECHNIQUES

Heidz utilizes Adobe Photoshop along with a graphics tablet and a stylus pen in her artistic process. These tools have transformed her creative process, allowing her to experiment with various digital techniques and effects. The digital realm allows her to bring her imagination to life in ways that traditional painting alone cannot.

#### WIDER AUDIENCE AND DISTRIBUTION

Digital printing has not only -

expanded the creative horizons but has also made it easier for Heidz to share and distribute her artwork to a wider audience. It saves her valuable time, and it allows her to create more art. The ease of reproducing her work through digital means has enabled her to reach art enthusiasts and collectors worldwide.

#### INFLUENCE ON RECEPTION AND INTERPRETATION

The integration of digital technology has significantly influenced how viewers and collectors perceive Heidz's art. It encourages them to embrace new forms of creative expression, leaving people more visually creative. The digital aspect adds layers of depth and intrigue to her work, making it more engaging for the audience.

#### CHALLENGES AND BALANCE

One might wonder if merging traditional and digital art forms presents challenges. However, hasn't Heidz reveals she encountered significant obstacles in this fusion. Both traditional and digital art play their unique roles in her creative process, and she has adeptly balanced the authenticity and tactile quality of traditional painting with the possibilities offered by digital technology.

#### IMPACT ON THE ART INDUSTRY

The fusion of traditional and digital art has sparked debates within the art industry. While it allows artists to experiment and innovate, some critics argue that it may transform the artist's role

# A GLIMPSE INTO HEIDZ'S BACKGROUND

To understand Heidz's artistic journey, we must first understand her background. Growing up, she lived with her grandparents and had a large, diverse family with seven siblings. Independence became a part of her life from a young age. Heidz's passion for sports, particularly basketball and table tennis, and her deep love for music shaped her as a multi-faceted individual.

In her professional life, Heidz is fortunate to work in a stress-less account, and her hybrid work schedule allows her to balance her career and her true passion—art. Her approach to networking and building professional relationships is grounded in authenticity, connecting with people on a personal level. But it's her love for art that truly sets her apart.

and potentially decrease the value of their work. However, it's important to remember that art is a dynamic field, and innovation has always been its driving force.

### ADVICE FOR ASPIRING ARTISTS

As a pioneer in this innovative approach to art, Heidz advises aspiring artists looking to explore the possibilities of digital printing. Her guidance is simple yet profound: "Whichever works for you, just go for it. But I would highly suggest using both mediums to see the different beauty of your creation." Heidz believes that the fusion of traditional and digital art opens up a world of creative possibilities that can take your artistic journey to new heights.

In a world where art and technology converge, Heidz

stands as a beacon of creativity, proving that the marriage of traditional and digital art forms is not only possible but also a source of endless inspiration. Her story serves as a testament to the ever-evolving nature of the art world, reminding us that embracing the digital age in artistic expression is a path worth exploring.

# BOOST YOUR BUSINESS WITH DIGITAL MARKETING: LESSONS FROM THE JCI EVENT IN BAGUIO

# A DYNAMIC EVENT FOR BUSINESS OWNERS AND ENTREPRENEURS

Any company or entrepreneur serious about making it in today's fast-paced online marketplace needs to invest in digital marketing. Digital marketing, however, is an adaptable answer. It requires continuous training, innovation, and the flexibility to meet the ever-shifting demands of a selective audience.

Anyone looking to up their digital marketing game would do well to attend events that provide cutting-edge branding and social media resources. The JCI Event in Baguio City, Philippines, was one such occasion. Junior Chamber International (JCI), a worldwide organization of young

business executives and community activists, hosted the gathering. A wide range of forward-thinking business owners, marketing experts, and enthusiasts were attendance. The event occurred in the beautiful Venus Parkview Hotel in Baguio City, surrounded by the city's famous mountains. The conference served as a springboard for a fascinating exploration of digital marketing.

## INSPIRING SPEECHES FROM BOTH PARTIES

The event started with an inspiring speech from iPhiTech's VP for Operations. He shared his passion for online marketing and its vast possibilities for businesses. He emphasized the

embracing importance of technology using its and potential to build lasting brands meaningful foster relationships with customers in the digital sphere. The event also received a warm welcome from the Chief of Staff to the City Mayor of Baguio. Ms. Samantha Hamada expressed her appreciation for the attendees and organizers. the highlighted the city's commitment to innovation and recognized the JCI event as a testament to Baguio's forwardthinking approach. She also praised the city's local business community and its contribution to its development.

## PRACTICAL TIPS FROM THE CEO OF IPHITECH

One of the most interesting parts of the event was a talk given by the CEO of iPhiTech, a digital transformation and innovation firm. He provided helpful advice for modern micro, small, and medium-sized businesses (MSMEs) in digital marketing. He talked about how awareness of brands and social media is essential in today's digital world. He provided solid advice on communicating with one's target audience, effectively using data analytics, and crafting engaging content.

Participants walked away from his talk, having gained actionable insights to apply to their digital marketing campaigns. His insights paved the door for micro, small, and medium-sized enterprises to reap the benefits of online marketing.

## A NEW BLUEPRINT FOR LEADERSHIP

Sofia Kakkava

#### WHAT DOES LEADERSHIP LOOK **LIKE IN A GLOBALLY CONNECTED WORLD?**

In the 21st century, the landscape of leadership is being redrawn by a combination of technology, connectivity, global emotional intelligence. Finding myself at this fascinating intersection, I've used my Master's in Executive Coaching, a strong psychological background, and an entrepreneurial spirit. I've explored and worked from 35+ countries to redefine what leadership means today. Writing this from Asia, after a dynamic through journey India, Singapore, Malaysia, and Indonesia, I'm gearing up for my next stop: Dubai. The world is more than my playground—it's my office.

#### WHAT DOES LEADERSHIP **LOOK LIKE IN A GLOBALLY CONNECTED WORLD?**

My consultancy isn't limited to boardrooms and Skype calls. I host global trainings and retreats in exotic locations like Zanzibar, UAE, Greece, and Costa Rica. These aren't just trips; they're immersive experiences designed to elevate your leadership skills while also nourishing your soul. Through these retreats, I create a unique environment that encourages self-discovery and fosters a community of likeminded individuals, proving that location can significantly impact mindset and productivity.

#### WHY TECHNOLOGY IS NON-NEGOTIABLE

Technology is more than just a tool; it's a game-changer that can redefine the business landscape. My work with SaaS companies has underlined the importance of integrating technology into every aspect of business—from day-today operations to strategic planning and implementation.

#### THE ORIGIN STORY: FROM **GREECE TO GLOBAL**

My Greek roots provided me with a rich philosophical backdrop and strong community values, shaping my holistic approach to leadership. I view business not as mere transactions but as a dynamic network of human relationships, ripe for meaningful impact and personal growth. My travels across continents have multiple schooled me in the qualities indispensable modern in leadership: diversity, resilience, and adaptability.

#### THE ROAD AHEAD

Every time I pack my suitcase, I can't help but be excited. My ambitions are high: to become an award-winning public speaker, to publish groundbreaking books, and to keep pushing the boundaries of traditional leadership models.

So, to all aspiring entrepreneurs, businessmen, and leaders: the world offers endless possibilities, but you must be willing to step out of your comfort zone to grasp them. Technology, mindfulness, and a people-first approach are not optional; they are the pillars upon which sustainable, modern success is built.

I invite you to join me on this extraordinary journey. Whether we meet in a conference room, a retreat in Zanzibar, or somewhere in the digital sphere, remember that true leadership knows no boundaries—only endless opportunities for growth and impact.

#### THE TOP 5 **LEADERSHIP LESSONS**

- 1. Embrace Vulnerability: Authenticity is invaluable. Transparency in both struggles and successes fosters a culture of trust and respect.
- 2. Lifelong Learning: With rapid pace of the technological advancements and globalization, continuous growth is non-negotiable.
- 3. Purpose Over Profit: Profit is necessary but not sufficient. A clearly defined fuels purpose extraordinary achievements.
- 4. Emotional Intelligence: Soft skills are just as crucial technical skills in effectively leading and making impactful decisions.
- 5. Global Mindset: Cultural awareness and adaptability are not optional; they're prerequisites in our interconnected world.

# CHRISTIAN JOHN LENON'S INSPIRATIONAL STORY

Account Executive | International Philippine Technology

Christian John Lenon, or CJ, is a youthful and ambitious entrepreneur who earned a degree in Business Administration and Entrepreneurship from the Angeles University Foundation. During the pandemic, he and his sister established an online pastry shop, but he desired to pursue opportunities in the IT industry.

He began his career as a Data Encoder/Administrator at a marketing firm, then transitioned to a Property Specialist position at AlveoLand Corporation, where he excelled in sales. Dissatisfied with his career path, He pursued one that was more stable, fulfilling, and financially beneficial for his family.

While working as an Account Executive with a history of launching online enterprises, CJ discovered his passion for graphics. He understood the significance of design in the digital environment and how graphics can captivate, engage, and communicate messages.

He investigated the field of graphic design and mastered it. Afterward, he pursued a career in the IT industry, where he could combine his creativity and technical knowledge to create meaningful digital experiences.

The journey of CJ with iPhiTech has been inspiring, particularly during periods of professional and personal difficulty. iPhiTech served as a source of tenacity and resolve that inspired him to persevere and develop. Additionally, he received guidance and assistance from his colleagues and superiors at iPhiTech, which assisted him in overcoming obstacles and learning from difficulties.

CJ embodies three core values: attention to detail, customer centricity, and adaptability. These values have helped him excel in his positions as a Data Encoder, a Property Specialist, and an Account Executive.

According to CJ, his greatest career lesson has been the significance of customer-centricity. He realized that the key to success is to assist and comprehend his consumers sincerely. This lesson has made him a more effective communicator, problem resolution, and collaborator in his professional and personal life. It has also increased his job satisfaction and career fulfillment.

The narrative of CJ is an inspiring account of his passion, perseverance, and growth in the IT industry. He exemplifies the effectiveness of pursuing one's ambitions and discovering one's purpose.

## MASTERING THE ART OF JOB SEARCHING FOR REMOTE POSITIONS

Many job seekers want remote work in a shifting job environment. Remote work offers flexibility and new chances. This advice can help you succeed in a remote job hunt.

- 1. Self-Assessment Assess your 6. Online Presence Be skills and references. Remote employment requires discipline, self-motivation, and great communication. Assessing your suitability for this work.
  - professional and reliable. Maintaining your LinkedIn page, connecting on industry platforms, and showcasing your knowledge.
- 2. Network Use your professional connections. Networking LinkedIn, on attending virtual business events, and participating in industry forums are efficient strategies to keep connected professionally.
- 7. Preparing for remote interviews - Be comfortable with video conferencing programs and have a peaceful, well-lit space for remote meetings.
- 3. Updated Resume Remote work Remote resume. experience, time management, and communication are valued. Accomplishments without help.
- 8. Research Potential clients -Please assess their remote work policies, company culture, and remote team assistance.
- 4. Intriguing cover letters My management task and communication skills make me a good remote worker.
- 9. Security Secure and equip your home office with data protection technologies.
- 5. Skills Development Improve remote work abilities like project management, virtual collaboration, and remote communication technologies.
- 10. Explore freelance or contract work opportunities - this can gain you valuable remote experience. It has the potential to lead to securing a full-time remote position.

By following these procedures and adapting to the changing job market, you can access remote work prospects. With determination and the correct tactics, you'll find your ideal remote work.

#### IPHITECH AND THE EMERGING REMOTE WORK OPPORTUNITIES

The remote workforce has rewards beyond the office. professional Continuous development supports skill progress and career advancement. The virtual community keeps you connected and engaged with coworkers, fostering teamwork.

Work-life balance and well-being are prioritized at iPhiTech. We offer flexible work hours and mental and physical wellness programs. Regardless of location, recognition and awards programs honor your successes.

With iPhiTech, remote work is a rewarding experience that lets you succeed while maintaining your quality of life.

employee Our remote commitment sets us apart at iPhiTech IT and Digital Solutions Corporation. You will receive the same care and assistance as in our office if you work remotely. We understand that remote work is difficult, and we want to help you succeed.

#### BALANCING MOTHERHOOD AND ENTREPRENEURSHIP: A JOURNEY OF DISCOVERY AND RESILIENCE

Laurent Joy Benig, Founder and CEO | Laurent Cosmetics & Laurent Active

#### THE SOURCE OF INSPIRATION

Laurent's journey into entrepreneurship is deeply rooted in her family history. Her parents owned a small but thriving food business, instilling in her the value of self-reliance and livelihood. She inherited the entrepreneurial spirit from her parents, always having an spotting for business opportunities wherever she went.

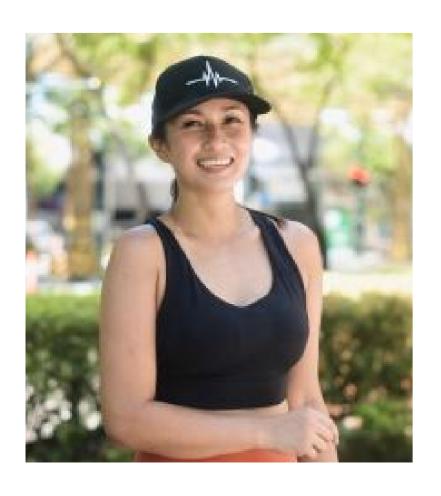
Laurent's venture into the business world began when she launched an online shop called "Cady's Closet." Initially focusing on selling shoes, garments, and bags, she quickly realized her potential and went on to establish what she considers her brainchild: Laurent Cosmetics. This endeavor opened doors to numerous opportunities in the beauty industry. As her journey continued, she expanded her horizons by founding "Laurent Active," inspired by her newfound interest in physical wellness.

#### BALANCING TWO **DISTINCT BUSINESSES AND MOTHERHOOD**

Balancing the demands of two distinct businesses in different industries while fulfilling her role as a hands-on mom to her child is small Laurent feat. no acknowledges that it requires effective time management and a careful juggling act. As a single a breadwinner, and mom motherhood alone is a full-time job. Adding the responsibilities of running businesses may seem daunting, but the rewards are equally fulfilling. Seeing her businesses thrive, grow, and evolve alongside her family makes the journey worthwhile.

#### SUCCESSFUL **MARKETING STRATEGIES**

For Laurent, the key to successful marketing lies in leveraging the power of social media. She believes staying updated with ever-evolving trends is crucial in capturing the audience's fleeting attention span. In a world where people are information, inundated with marketing creating strategies around the latest trends is essential for capturing their interest.



#### INFLUENCING THE YOUNGER **GENERATION THROUGH SOCIAL MEDIA**

Laurent utilizes her social media platforms to advocate for physical wellness. She acknowledges the challenges the younger generation faces in the form of anxiety, depression, and existential crises due to online exposure. As a social media influencer, she takes her responsibility seriously, creating content that promotes self-care, mental wellness, and physical health. Her goal is to make a positive impact on her audience, even in the smallest ways.

#### **ADVICE FOR ASPIRING ENTREPRENEURS**

To aspiring entrepreneurs looking to pursue multiple business ventures or explore different industries, Laurent offers valuable advice. She encourages starting dreaming small big, and emphasizing the importance of building a strong foundation, understanding your target audience, and learning from failures. Laurent believes that starting a business is a risk, and there are no guarantees of instant success. The key is resilience and seizing the endless possibilities and opportunities that lie ahead.

LJ's entrepreneurial journey is a testament to the power of passion, hard work, and a commitment to personal growth. She continues to inspire not only through her businesses but also through her dedication to her family and her role in shaping a better future for the younger generation. Her story serves as a beacon of hope and guidance for aspiring entrepreneurs seeking to embark on their own unique journeys of discovery and resilience.





#### SAIF RASHID: PIONEERING SOCIAL ENTREPRENEUR CHAMPIONING MEANINGFUL IMPACT

Saif Rashid, Founder and Managing Director | Apon Bazaar and AponTech

In the heart of Bangladesh, a nation known for its industrious spirit, Saif Rashid stands as a beacon of hope and a true pioneer in the world of social entrepreneurship. As the Founder and Managing Director of Apon Bazaar and AponTech, Saif Rashid has not only made a remarkable mark on the industry but has also been recognized on the prestigious 2023 Meaningful Business 100 (MB100) list, a testament to his unwavering dedication to uniting profit and purpose in the pursuit of the United Nations Global Goals.

#### A BEACON OF CHANGE IN BANGLADESH

Saif Rashid's journey into the world of social entrepreneurship began with his role as an Ashoka Fellow, a prestigious title he has held since August 2015. Over eight years, Saif has honed his skills in community engagement, impactful effective presentations, team building, leadership development, communication, and the art of social entrepreneurship. These skills have become the bedrock of his mission to transform the lives Bangladesh's industrial of workforce.

Adding to his illustrious career, Saif Rashid received the esteemed title of Social Entrepreneur of the Year from the Schwab Foundation for Entrepreneurship, Social recognition he has held for an impressive nine years. This accolade underscores his remarkable ability to engage communities, deliver compelling presentations, foster strong teams, and provide visionary leadership that generates lasting social impact.

#### APON BAZAAR: BRIDGING FINANCIAL GAPS

At the heart of Saif Rashid's mission is his role as the Founder & Managing Director of Apon Bazaar. Apon Bazaar is a groundbreaking financial aggregator designed specifically for Bangladesh's lowincome industrial workforce. In a country where accessing affordable credit remains a formidable challenge, Apon Bazaar has emerged as a game-changer.

The conventional avenues for credit in Bangladesh are often expensive and out of reach for these workers. In response, Apon Bazaar has introduced an ingenious solution, allowing workers to access up to 30% of their salary as virtually This credit. zero-interest innovative approach is facilitated strategically through placed grocery stores, enabling workers to use their credit for essential purchases without incurring extra costs. Furthermore, they enjoy discounts and access to free health insurance. The physical stores, aided by Apon Agents and a dedicated streamline app, repayments, transactions and offering a one-stop solution. Already, Apon Bazaar has positively impacted the lives of over 100,000 workers, generating savings of more than \$600,000. The vision is set on empowering one million industrial workers in the future.

#### RECOGNITION AND GLOBAL IMPACT

The profound impact of Saif Rashid's work has gained recognition on both national and international platforms. BBC World Service featured Apon Bazaar as part of its "People Fixing the World" series, highlighting how a grocery store is bringing healthcare to those who typically cannot afford it.

Apon Bazaar's innovative approach has earned recognition on the global stage as well. Inclusion Plus Bangladesh celebrated it as the winner, cementing its status as a pioneering solution. Saif Rashid's commitment to improving the lives of Bangladeshi garment workers was also showcased in a documentary that explores the journey of Apon Tech Ltd. toward providing healthier lives for these workers. Articles in Dhaka Tribune and IBTBD further spotlight the inclusive model that enhances the real income of RMG (Ready-Made Garment) workers.

#### A LIFE DEVOTED TO SOCIAL IMPACT

Saif Rashid's journey into the realm of social entrepreneurship was propelled by his role as the Chief Executive of JITA Social Business Bangladesh Ltd. From January 2012 to March 2016, he managed a rural sales network of underprivileged women in Bangladesh. His leadership led to a remarkable 35% annual growth rate, benefiting countless families and communities.

Before this, Saif served as a Program Manager for Corporate Engagement at CARE Bangladesh. During his tenure from July 2009 to December 2011, he spearheaded initiatives that engaged the private sector in development, resulting in innovative employment creation models and the strengthening of input markets. His efforts garnered significant support from the private sector, leading to the successful transition of projects into sustainable enterprises.

#### **EDUCATION AND EXPERTISE**

Saif Rashid's journey is not only a testament to his passion but also his dedication to learning and acquiring expertise. He holds a Master of Engineering degree from Carleton University in Computer/ Information Technology Administration and Management. Furthermore, he completed the Wahl **Impact** Hans Entrepreneurship Programme at INSEAD in May 2023, showcasing his commitment to ongoing learning.

He was also a recipient of a scholarship from The Schwab Foundation Social for Entrepreneurship and Harvard Kennedy School, where he took part in the executive education course on Social Entrepreneurship titled "The Art and Science of System Change." This unique opportunity allowed him to connect with like-minded social entrepreneurs from around the world, expanding his knowledge and network.

Saif Rashid's educational journey includes Global Social Benefits Institute training at Santa Clara University, specialized programs at the University of Glasgow, and a Bachelor of Business Administration at Khulna University, all of which equipped him with the skills needed to drive impactful change.

#### A VISION FOR A BRIGHTER FUTURE

Saif Rashid's journey is a testament to the transformative power of combining business acumen with a deep commitment to social impact. His unwavering dedication to improving the lives of Bangladesh's industrial workers and empowering communities is inspiring. As he continues to break new ground with Apon Bazaar and AponTech, Saif envisions a brighter future for millions of Bangladeshis, where financial inclusion and access to essential services are no longer distant dreams.

In Saif Rashid, Bangladesh has found a visionary leader who embodies the values of social entrepreneurship and the unwavering belief that profit and purpose can work hand in hand to create a better world. His journey serves as an inspiring example of what can be achieved when individuals dedicate their lives to meaningful change.





On October 20, 2023, the Angeles University Foundation became the epicenter of tech innovation as it hosted the Regional Annual IT Expo (RAITE) 2023. Sponsored by iPhiTech IT and Digital Solutions, this event promised a remarkable showcase of innovation.

iPhiTech's role as the primary sponsor highlighted their commitment to technological growth and knowledge sharing. They aimed to drive innovation and foster collaboration in the tech community.

The event drew a diverse crowd of tech enthusiasts, students, and industry leaders, all united in their quest to explore the latest trends and innovations.

RAITE 2023's innovation-focused hackathon showcased the power of teamwork and creativity. The winning team's "EduConnect" solution, connecting students and mentors for educational and career growth, impressed judges.

The event concluded with a celebration of innovation, emphasizing adaptability and change in the ever-evolving tech landscape.

RAITE 2023's legacy goes beyond its end date. It celebrated the present and the limitless potential of the future, inspiring tech enthusiasts and professionals to shape the ever-evolving tech world.

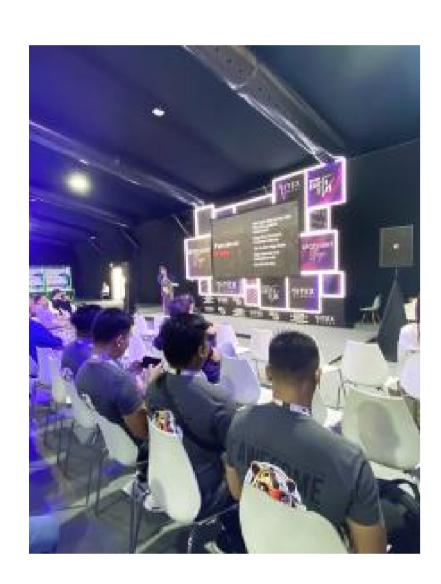
Events like RAITE bridge the gap between innovation and its eager adopters, with organizations like iPhiTech leading the way. The impact of RAITE 2023 will continue to resonate in the world of technology, serving as a beacon of knowledge and a testament to the power of innovation and collaboration. It reminds us that the future is built by those who dare to dream, create, and innovate.



#### WEB SOFT BD:

#### THE ICT INNOVATORS IN BANGLADESH SEEKING GLOBAL PARTNERSHIPS

Kazi Fakrul Latif, CEO | Web Soft BD



Development, Apps Development, A.I. Solution Domain Expert Services, Software Development, Data Center Solutions, Networking, Server Solutions, ERP Solutions, Web Solution, Mail Solution, Corporate Support, Research, Training & All kind of ICT Solution.

National Portal: "Bangladesh Meteorological Department (BMD), (www.bmd.gov.bd), Ministry of Defense, Bangladesh."

BMD provides warnings, meteorological services, meteorological data, information, forecasts, SPI, Seasonal & Sub seasonal forecasts, and various related products, which are

service provider **Smart** Irrigation Service for the Bangladesh Department Agricultural Extension, a Landsatbased Irrigation Tracking system in the University of Washington, USA (www.iras.bamis.gov.bd). We have worked to construct SMRC's (SAARC Meteorological Research Centre) portal. Initially, farmers offered hvdrowere free meteorological products (flood, drought, and cyclone) through us.

#### **GITEX FAIR VISIT**

I am Kazi Fakrul Latif, CEO of WEB SOFT BD. I have visited the GITEX Fair. I was very enthusiastic about going to the fair. It will help me to expand my business worldwide. My mission was to find a company for J.V. (Joint Venture) & outsourcing.

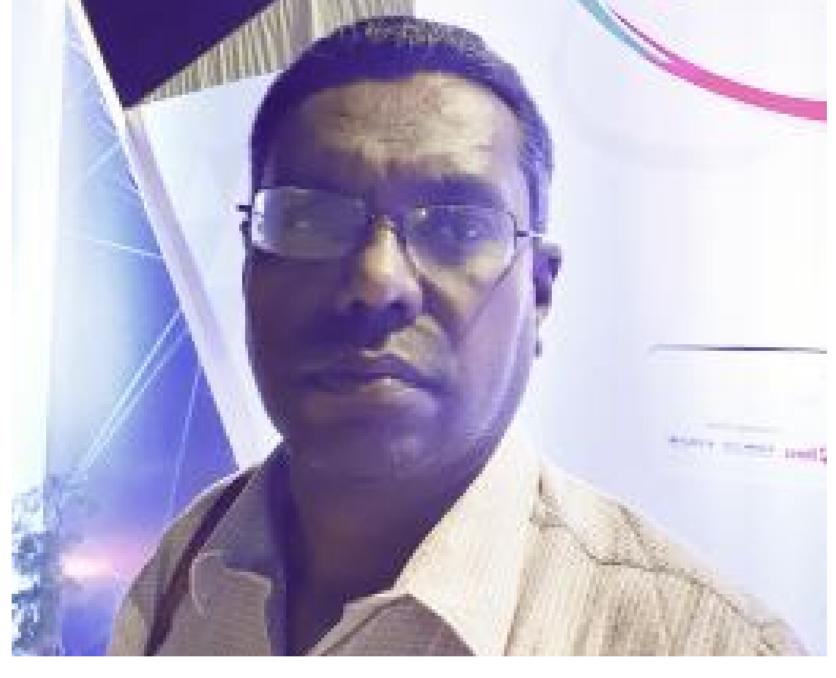
We (WEB SOFT BD-www.websoftbd.net) are system developers of the Bangladesh Meteorological Department (BMD), Bangladesh Agro-Meteorology Information System (BAMIS) & Bangladesh Water Development Board (BWDB). We want your J.V. Partner.

#### WEB SOFT BD: ICT INNOVATORS IN BANGLADESH

Web Soft B.D. is a privately held Company in Dhaka, ICT Bangladesh. In the year of 2008, Web Soft B.D. started its journey. It has achieved Certification of ISO 9001:2015 & BASIS (Bangladesh of Software Association Information Services). Web Soft B.D. was established by a group of professionals who desire to provide best ICT the (Information Technology) Communication Solutions in Bangladesh and abroad.

#### WEB SOFT B.D.'S EXPERTISE

We are experienced in the Development of Agro-Meteorology Systems, Meteorological Systems Development, Water Systems Development, Engineering Software Development, Portal



#### OUR DYNAMIC PROJECT PORTFOLIO

At present, WEB SOFT BD is actively involved in the operationalization of the World Bank-funded project entitled "Agro-Meteorological Information Systems Development Project, Component-C of Bangladesh Weather and Climate Services Regional Project in Department of Agricultural Extension (DAE), Ministry of Agriculture (MoA), Bangladesh." Under this project, WEB SOFT BD has developed a dynamic and interactive portal "Bangladesh Agronamed Meteorological Information (BAMIS) portal (www.bamis.gov.bd/)."

The portal is very popular in Bangladesh. Besides, the World Bank and other national and international organizations appreciated the services rendered to the farmers in Bangladesh through this portal. And we also developed & maintained the

the essential for smooth functioning of many aspects of the administration, economy, agriculture, marine & society. Under this project, WEB SOFT BD has developed a dynamic and interactive Portal, Apps, Software, Weather Automated Dissemination System, Meteorological Data Assessment Sub System, Earth Quack Apps, and other ICT services.

developed also We operationalized the "Bangladesh Water Development Board (BWDB) (www.bwdb.gov.bd) Ministry of Water Resources, Bangladesh." Under this project, WEB SOFT BD developed hydrological has services products such as sediment prediction & river bank erosion, hydrological drought prediction, salinity intrusion forecast, groundwater outlook and forecast, surface water supply outlook, etc., and upgraded the existing website to display real-time data, products & warnings.

WEB SOFT BD is also a technical





From smartphones to laptops, tablets, and beyond, these gadgets have become indispensable in our personal and professional lives. With an ever-growing demand for technology, managing these devices efficiently has become more critical than ever. This is where Retake comes into play, pioneering a transformative ecosystem that addresses the entire life cycle of your devices. It's not just a marketplace; it's a holistic solution changing how we perceive and manage our digital companions.

#### THE COMPREHENSIVE DEVICE ECOSYSTEM

Retake has set out on a mission to redefine the entire device lifecycle. It's not just a marketplace where you can buy and sell devices; it's a one-stop shop for all things related to your gadgets. Here's how Retake is ushering in a new era of digital transformation:

#### 1. Buying and Selling:

Retake's platform enables users to buy or sell new and pre-owned devices with ease. The marketplace is not limited to one category of products; you can find everything from smartphones and laptops to gaming consoles and wearables. The platform's user-friendly interface ensures a seamless experience, making it the go-to marketplace for tech enthusiasts.

#### 2. Repair and Maintenance:

One of the standout features of Retake is its device repair and maintenance services. The platform connects users with certified technicians, ensuring that your devices are in the hands of experts. With the growing trend of repairability and sustainability, Retake is at the forefront, promoting eco-friendly practices in the tech world.

#### 3. Device Rental:

Sometimes, you don't need to own a device permanently. With Retake's device rental services, you can access the latest gadgets without the commitment of ownership. This particularly benefits businesses looking to equip their employees with up-to-date technology.

#### 4. Device Recycling:

E-waste is a significant concern in our modern world. Retake encourages responsible disposal by offering device recycling services. This not only contributes to a cleaner environment but also promotes a circular economy where valuable materials are reused.

#### 5. Device Insurance:

Protecting your digital investments is crucial. Retake offers device insurance options, giving users peace of mind knowing that their devices are covered against accidents and damages.

#### 6. Device Management:

Managing multiple devices can be a daunting task. Retake simplifies this by offering device management solutions. From tracking your devices to ensuring their optimal performance, this feature is a game-changer for businesses and individuals alike.

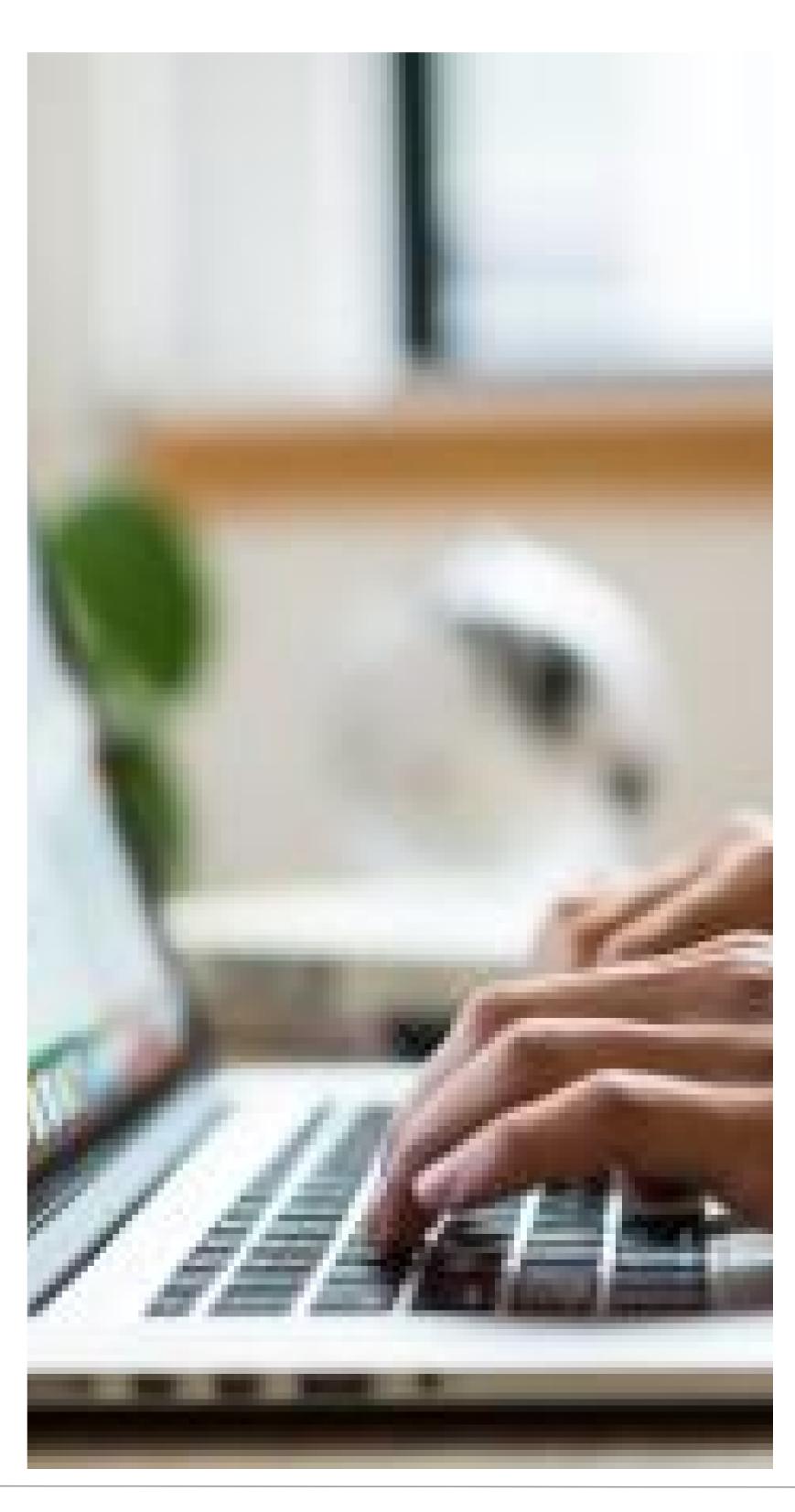
#### DIGITAL TRANSFORMATION AT ITS FINEST

What sets Retake apart is its commitment to digital transformation. By encompassing the entire device lifecycle, Retake is simplifying the way we interact with technology. It's streamlining processes, promoting sustainability, and empowering users to make informed device decisions.

Moreover, Retake's focus on certified repair and eco-friendly practices is a testament to its dedication to a greener, more sustainable future. The platform is aligning itself with global initiatives to reduce e-waste and minimize the environmental impact of the tech industry.

In conclusion, Retake is not just a marketplace; it's a comprehensive ecosystem leading the charge in transformation. From digital buying and selling to repair, rental, recycling, insurance, and management, it redefines how we approach and interact with our devices. As technology continues to evolve, platforms like Retake are essential in ensuring we remain agile, responsible, and sustainable in our digital journeys. So, if you haven't already, it's time to join the Retake Revolution and experience the future of device management.

In a world where technology reigns supreme, Retake is your trusted partner in navigating the everchanging landscape of digital devices.



# REVOLUTIONIZING PET HEALTHCARE THROUGH A.I. AITEM'S JOURNEY WITH LAIKA

Massimiliano Melis, CTO | AITEM, COO | TO.TEM

As the CTO of AITEM, a trailblazer in delivering AI solutions, I am excited to share our journey and vision for LAIKA, a groundbreaking product that is poised to revolutionize the pet healthcare industry. LAIKA is not just an AI-powered pet disease diagnosis tool; it's a testament to our unwavering commitment to putting pet health and veterinarians at the core of our product development process.

In the realm of technology and innovation, AITEM is on a mission to disrupt the status quo, addressing critical needs in unique and inventive ways. LAIKA is our flagship product, and it represents a bold step into the future of pet healthcare. What sets AITEM and LAIKA apart is not just our technological prowess but also our dedication to improving the lives of pets and those who care for them.

#### DISRUPTING THE PET HEALTHCARE MARKET

The pet healthcare industry has made significant strides, but there has always been room for improvement in the diagnostic process. LAIKA, developed by AITEM, is set to transform this industry by providing an AIbased, intelligent system capable of diagnosing diseases in cats and dogs. The disruption lies in its ability to significantly enhance the speed and accuracy of benefiting diagnosis, veterinarians and pet owners alike.

In the conventional pet disease diagnosis process, veterinarians rely on manual examinations and laboratory tests to determine a pet's health issues. However, we recognized the immense potential of AI in revolutionizing this approach. By utilizing advanced AI algorithms and machine learning models, LAIKA can swiftly analyze data and deliver highly accurate disease diagnoses. This not only saves valuable time but also reduces the margin of error, resulting in better-informed decisions about pet healthcare.

potential of LAIKA transcends theoretical assertions; its efficacy is poised to be validated by tangible outcomes in the near future. The veterinary community is buzzing with anticipation, recognizing LAIKA as a prospective linchpin in daily practice. They foresee, "The AI's accurate and swift diagnoses will be a game-changer in managing our workload and enhancing pet care." A pilot study, conducted in collaboration with a reputable veterinary laboratory, already hints at this promising future. LAIKA demonstrated a reduction in diagnostic time, alongside a improvement notable diagnostic accuracy. Reporting one of our clinic partners: "Looking ahead, the hurdles of tackling more challenging cases, which currently entail a series of phone calls and consultations with other professionals, are expected to diminish. LAIKA is envisioned a virtual as collective consolidation of expertise, ready to provide immediate answers, thereby reducing both time and financial expenditures. The rapid and precise insights offered by LAIKA are not only expected to streamline the diagnostic process

but also to enrich the quality of care provided to pets, showcasing a bright horizon for veterinary practices".

#### PUTTING VETERINARIANS AT THE CORE

From the very outset of LAIKA's development, we understood the importance of placing veterinarians at the center of our product. Our aim has never been to replace human expertise, but to empower it with technology. While some solutions seek to automate and replace human professionals, we firmly believe that veterinarians play an irreplaceable role in pet healthcare.

For Vet Labs, LAIKA provides an application programming interface (API) that seamlessly integrates with their existing systems. This empowers Vet Labs by enhancing their diagnostic capabilities, providing rapid results, and improving operational efficiency. LAIKA's AI is designed to be a valuable tool that complements the work of these professionals.

But, for Vet Clinics, we took it a step further. LAIKA offers a two-layer AI system. The first layer performs initial diagnoses based on data analysis, much like our Lab product. The second layer leverages large language models to interact directly with veterinarians. It acts as a guiding hand, assisting veterinarians in diagnosing diseases more accurately and efficiently. In the end, the produces system comprehensive vet reports that can be shared with pet owners.

The result is a harmonious blend of AI-driven accuracy and human expertise, with the focus on enhancing the capabilities of veterinarians rather than replacing them. It is this collaborative approach that sets LAIKA apart in the industry.



#### **BOOTSTRAPPING THE FUTURE**

One of the most remarkable aspects of AITEM's journey is how we managed to bootstrap the development of LAIKA. We did this without relying on external funding, by leveraging our core competencies and monetizing assets in lateral markets. The profits generated from these endeavors were reinvested into LAIKA's product development. This approach allowed us to maintain control and ownership of the project, staying true to our vision.

Bootstrapping isn't always the easiest path in the startup world, but it instills discipline, innovation, and a strong sense of purpose. Our commitment to self-sufficiency and our ability to channel resources into LAIKA's development showcase our unwavering dedication to our vision.

#### IN CONCLUSION

AITEM's LAIKA is a prime example of how technology and innovation can address crucial needs in unique and disruptive ways. By putting veterinarians at the heart of our product development and embracing the power of AI, we are poised to transform the pet healthcare industry. Our commitment to enhancing the capabilities of veterinarians and the bootstrapping approach we employed to develop LAIKA exemplify our unwavering dedication to our vision.

As LAIKA continues to evolve and gain recognition, it promises to be a game-changer in the pet healthcare sector, ultimately improving the lives of pets and the people who care for them. Our journey with LAIKA is a testament to what can be achieved when innovation meets dedication, and we're excited to continue shaping the future of pet healthcare.

19 THE ASIA CEO VOLUME IV

# THE IMPORTANCE OF PHYSICAL AND MENTAL HEALTH WHEN BEING A CEO



Having been a coach for the last 14 years, having worked with over 10,000 people, and spent the last 2 years as an executive health and performance coach, it's clear how important it is for the CEO (and senior level team members) of any company to look after their physical and mental health,

Apart from the obvious importance of health, living longer and living a life with more quality too. There is a more immediate reason to prioritize health, both physical and mental health.

In the past, I have personally neglected my health and found myself in the midst of depression and anxiety, which had a huge negative impact on all areas of my life, not just my career but also to the detriment of my team, who didn't get the leadership they should have had from me as the CEO.

But don't just take my experience for it as I've also worked with many high-level execs who have for many years focused a lot on their career, and kudos to them. It's got them extremely high levels, which many get to in their career, but at what cost?

Having been a coach for the last 14 years, having worked with over 10,000 people, and spent the last 2 years as an executive health and performance coach, it's clear how important it is for the CEO (and senior level team members) of any company to look after their physical and mental health, apart from the obvious importance of health, living longer and living a life with more quality too.

There is a more immediate reason to prioritize health, both physical and mental health.

In the past, I have personally neglected my health and found myself in the midst of depression and anxiety, which had a huge negative impact on all areas of my life, not just my career but also to the detriment of my team, who didn't get the leadership they should have had from me as the CEO.

But don't just take my experience for it as I've also worked with many high-level execs who have for many years focused a lot on their career, and kudos to them. It's got them extremely high levels, which many get to in their career, but at what cost?

There are several consequences we observe in individuals who have truly dedicated their lives to their careers. Some of these include hormone poor regulation (for both males and females), an expanding waistline, difficulties with sleep, challenges in mood regulation, elevated blood pressure, and a persistent lack of energy. These are just a few of the side effects we witness from individuals who have poured their hearts and souls into their careers.

Of course, with any C-level role, there will be pressures that can often lead to stress, and demands are often high. It's tough at the top, however, it's important to point out a quote I regularly use with my coaching clients.

# MIDDS HEATH



Now, I know being a busy exec doesn't always allow for hours of training and strict diets, but it really doesn't have to be like that.

In fact, it's often found that doing simple things consistently pays off in the long run.

- Walking 8-10k steps a day
- Get some sunlight and fresh air each day
- Drinking 2+ liters of water a day
- Sleeping 6-8 quality hours a night
- Lifting weights 3-5 times a week
- Eating plenty of protein, fruit and vegetables

  These are the kind of basics that could fit into even the busiest of

people's lifestyles but are often neglected.

Doing these consistently for even as little as 30 days will have a huge impact on your physical and mental health. It's what we do with our

Doing these consistently for even as little as 30 days will have a huge impact on your physical and mental health. It's what we do with our busy professionals on our coaching programmes to help create healthy habits that are sustainable.

Its life changing, its career changing.

#### YOU CAN'T POUR FROM AN EMPTY CUP

This means we can't keep giving if we aren't giving ourselves enough first.

So it's extremely important to prioritize your physical and mental health because when you do?

- Your productivity will increase
- Your focus will improve
- You'll be less likely to have sick days
- You'll sleep better
- Your team will pick up on this and follow it themselves
- You'll also have more energy for other areas of your life like socials, family and more.

Plus, of course, the many other health benefits gained from focusing on your health.

It's also important for you as a leader in the company to promote health as that will pass down into your team. When the team sees their superiors at work focusing and prioritizing health, it'll trickle down into the company and create a culture of prioritizing health. Which, of course, will improve the overall effectiveness of the team and thus increase profits too.

Improved health often = Improved performance.



#### IPHITECH: WHERE WORK MEETS FUN — BUILDING TEAM SPIRIT

The iPhiTech IT and Digital Solutions corporation team is known for generating amazing client websites. Was it known that they can also have fun? Their Employee Engagement Ambassadors have infused fun into the workplace by conducting group dynamics, games, ice-breakers, happy hour, and other activities that will help them develop their leadership and creativity skills. The Minute to Win It game is organized by iPhiTech IT and Digital Solutions workers.

Minute to Win It is a fun and engaging game that promotes employee teamwork and communication. It allows workers to relax and socialize while creating relationships. The game is also inclusive and accessible to all ages and abilities. The US game show has been adapted in numerous countries, including the Philippines. The Minute to Win It game organized by iPhiTech IT and Digital Solutions employees promotes work-life balance. It's a fun method for workers to relax and promotes teamwork and communication.

#### TEAM-BUILDING ACTIVITIES FOR COMPANIES

Team-building activities are a great way to boost employee morale and bring out creativity, collaboration, and competition. They also help to improve communication skills. Here are some team-building activities that companies can do:

- Scavenger Hunt Foster teamwork and fun with office or city scavenger hunts. Find items on the list before time runs out.
- Escape Room Solve riddles to escape the office or commercial escape rooms in a race against time.
- Trivia Games Encourage collaboration with online or homemade trivia games, aiming to answer questions correctly.
- Board Games Enhance camaraderie through board games brought from home or provided by the employer.
- Karaoke Night Break comfort zones and build connections at a karaoke night, whether at home or a pub.
- Virtual Team-Building Bond remotely with online games, escape rooms, and happy hours, fostering off-work connections.

Team-building activities are an essential part of any company's culture. They help employees bond with each other and improve communication skills. Whether you're doing a scavenger hunt in the office or singing karaoke at a bar, team-building activities will help your employees have fun and get to know each other better.



THE ASIA CEO **VOLUME IV** 

#### STAYING CHIC IN THE DIGITAL AGE:

#### HOW FASHION DESIGNERS EMBRACE AND ADAPT TO TECHNOLOGICAL ADVANCES

Marlon Tuazon, Fashion Designer

*Technology* has revolutionizedmany aspects of our lives, from the way we communicate, work, learn, and entertain ourselves. But how has it affected the world of fashion design, where creativity, andcraftsmanship, personal expression are paramount? In this article, we will explore how fashion designers are using technology to enhance their creative process, connect with their customers, and promote their creations. We will also look at some of the challenges and opportunities that technology brings to the fashion industry, as well as the future prospects of fashion tech.

#### A Conversation with a **Renowned Fashion Designer**

gain insights into the relationship between fashion and technology, we interviewed one of the most celebrated fashion designers in the Philippines, who has won numerous awards and accolades for his work.

The name is "Marlon Tuazon." He is known for his innovative use of local fabrics, especially pinya, which he transforms into stunning ternos that showcase the beauty and elegance of Philippine culture. He has also dressed some of the country's top personalities and celebrities, from politicians to showbiz royalties and beauty queens. He shared with us his role in the industry, his accomplishments, his views on technology, and his

#### **Role and Accomplishments**

Marlon Tuazon is a proud Capampangan who pioneered the renaissance of the Philippine Terno and made them wearable among the Filipino youth of today. He won the Double Gold during the first TernoCon held in 2018, which remains unparalleled to this day.

He has also had some of his work exhibited in the Philippine Consulate General in New York City back in 2021, and more recently, as one of the selected designers featured in Rampa Manila, during the capital's 452nd founding anniversary last June. He is fortunate enough to country's dress our personalities and celebrities, from politicians to showbiz royalties and beauty queens.

#### **Technology and Creative Process**

He believes technology brought more variety, both locally and internationally available fabrics.

This can be in terms of colors, prints, and textures that can really stimulate his imagination to create what was once impossible execute to becoming tangible and wearable. The treatment of the fabrics itself during the manufacturing process also plays a factor in making them malleable.

#### Technology and **Customer Experience**

According to him, the use of social media made his brand more accessible to anywhere in the world. However, he also values the human contact, especially in knowing and understanding his clientele's personal style, in which they will be able to carry his design confidently, to let them wear the clothes and not the other way around.

#### **Technology and Marketing**

He admits that Filipinos still have so much regard and fascination for celebrities, so it does help his brand when worn by them, like a subtle endorsement. Their influence makes brand his something inspirational to a wider audience, especially when they are posted on their respective social media. It creates a buzz and people reach out to him. He is able to tap certain markets that he never knew

#### **Technology and Innovation**

One example of innovative fabrics or materials that have emerged due to advancements in technology is the availability of bright neon-colored pinya fabric. He says that this allows him to create designs that are more contemporary and appeals to a younger market. This makes it also versatile in making it wearable as casual clothing, unlike years ago when pinya fabric was associated only with formal wear.

#### **Technology and Sustainability**

He asserts that the essence of creating custom-made pieces is the durability of the creation, which is the complete opposite of fast fashion, which, in recent years, has become a problem to the environment. He aims to create classic pieces that are not trendy, hence they become timeless pieces of clothing. So much so that they can be handed down from one generation to the next.

#### **Technology and Fashion Tech**

He confesses that he has not incorporated any fashion tech elements into his design yet. Although he thinks it would be nice to create a terno with fine LED strips to illuminate the piping of the dress controlled by a smartphone. But he does not really see his design evolving

> towards that direction. At least, not yet.

#### **Technology** and Challenges

He observes that ironically, the more technology advances, the more he sticks to traditional handmade custom designs. It is the human element in every clothing that makes it quite special and unique.

#### **Technology and Future**

He envisions that as far as the Philippine fashion scene is concerned, he thinks they are light years behind incorporating technology and fashion in their designs. In the hopes of preserving their heritage in terms of style and design, he thinks they can draw strength in the ingenuity behind their handmade clothing, be it in weaving, in embroidery, in sewing or in a combination of such, that makes Philippine fashion stand out in the global stage.



#### **SYNERGY OF STYLE:**

#### EXPLORING THE FUSION OF FASHION AND MODERN TECHNOLOGY IN DESIGN

Frederick Policarpio, Fashion Designer

Fashion designers now have more tools at their disposal than ever before, allowing them to streamline their workflow, expand their creative horizons, and forge deeper connections with their target audiences than ever before.

Fashion designers now face a whole new set of obstacles and developments that have arisen as a direct result of technological advancements.

This article will examine the impact of technology on the fashion design industry and the utilization of technology by a highly regarded fashion designer from the Philippines.

#### A DIVERSE AND PIONEERING FIGURE IN THE FASHION INDUSTRY: FREDERICK POLICARPIO

Having worked in the fashion industry for over 15 years, Frederick Policarpio has become one of the Philippines' most renowned designers. His education at Central Saint Martins and London College of Fashion (both in the United Kingdom) shaped his sense of style and the methods he used to create his work.

The Philippine Fashion Week and the Philippine Festival in Japan are the only two runway events where he has shown his designs. He has also outfitted famous people and their clients for special occasions, including weddings, debuts, and red-carpet events. He discussed how technology has aided him professionally, as well as its potential applications in the fashion industry.

#### INNOVATION IN BOTH TECHNOLOGY AND THE ARTS

Technology, in Frederick Policarpio's opinion, has only increased global connectivity. The development of the Internet and cell phones has made designs and inspirations from diverse regions of the globe more accessible at the palm anytime, anyplace.

Because of technological advancements, designers may now include more complex elements in their creations. He enhanced his earlier efforts with laser technology.

#### TECHNOLOGY AND CREATIVE IMPROVEMENT

Cutting-edge technologies like laser technology, says Frederick Policarpio, have had a major impact on the fashion business. He thinks this technological innovation has inspired more daring silhouettes and cutting-edge styles. In fact, he's given his work a distinctive edge by including laser-cut patterns.

He recognizes that the global reach of his brand has increased thanks to the internet and social media. The human element is important to him as well, and he takes time to get to know his customers so that they can confidently wear his designs and not the other way around.

#### PROBLEMS WITH TECHNOLOGY

Frederick Policarpio argues that the horizons of possibility for designers are infinite because of technological advancements. However, this can occasionally lead to designers needing to catch up on their underlying principles. For this reason, Policarpio thinks designers must have a firm grasp of their personal design concepts.

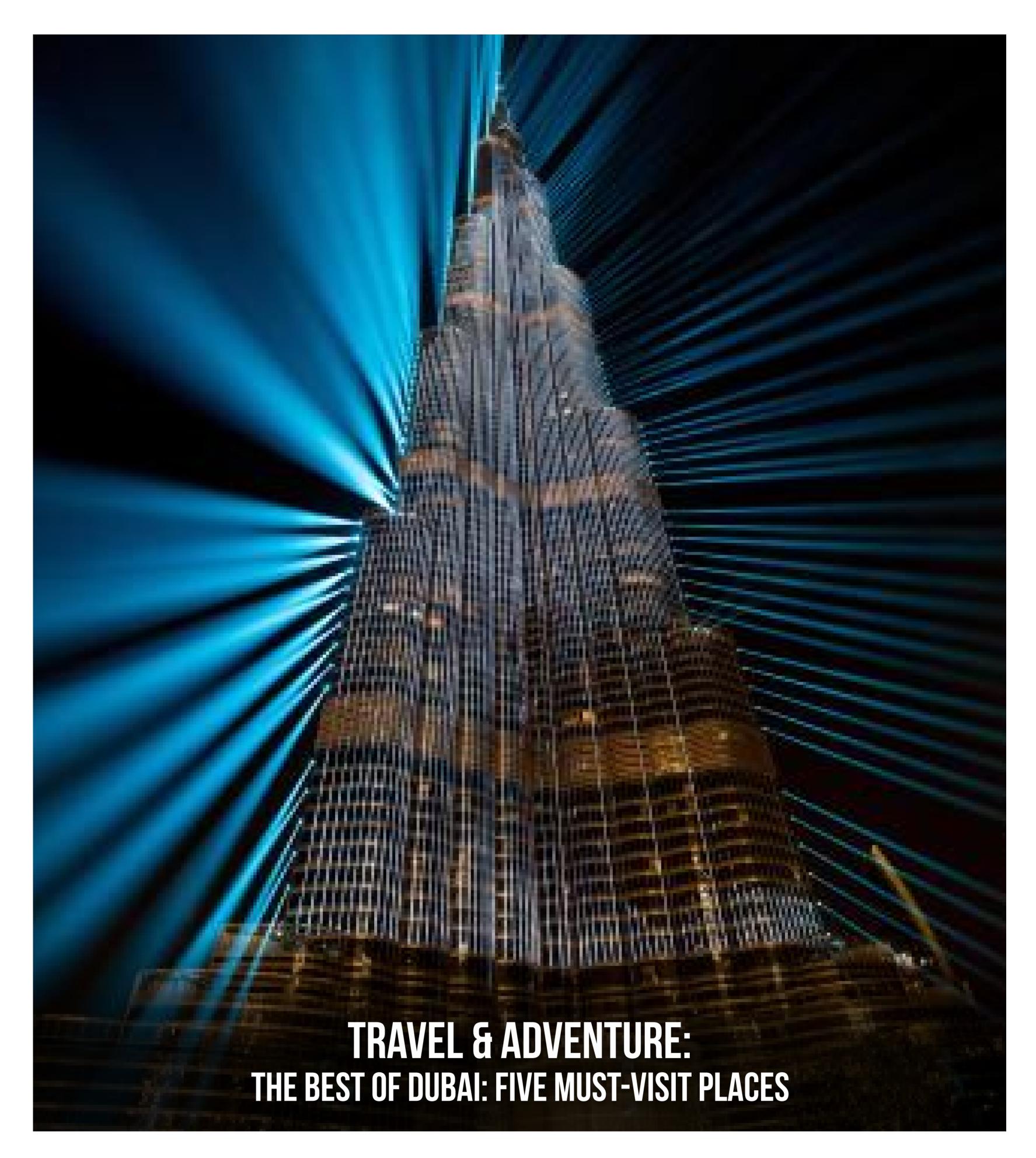
According to him, technology will only become as pervasive as humans make it. Technology, he says, may help designers come up with better graphics and more forward-thinking cuts and fabrics, but it will never be able to replace the human touch. He talks about how he gets his best ideas from getting to know his clientele personally, especially brides-to-be.

Even though he's curious about 3D printing, he will only use technology if he's sure it will help him achieve his desired aesthetic and satisfy his clients. He acknowledges that AI holds promise tremendous across many sectors but cautions that our ability to foresee its full impact could be improved at best. He wants to be known as an innovative designer who can adapt to changing tastes while maintaining his signature style.









## 1. BURJ KHALIFA: THE TALLEST BUILDING IN THE WORLD

The Burj Khalifa is not just a building; it's a feat of engineering and architecture that has captured the world's imagination. It's a symbol of Dubai's ambition and innovation and a must-visit attraction for every traveler to Dubai. The tower stands at a height of 828 meters, with 160 floors, and it's the tallest building in the world. It's hard to miss the Burj Khalifa from anywhere in Dubai, but it's even more impressive up close.

The observation deck, located on the top, offers spectacular city views. You can see the skyscrapers, the desert, and the sea, all from one vantage point. There's also a lounge, which is the highest lounge in the world. You can enjoy a coffee or a snack while admiring the breathtaking views.

Suppose you're looking for a more immersive experience. In that case, you can also book the Mission 828 experience, which simulates a skydive from the top of the tower.



#### 2. DUBAI MALL: A SHOPPER'S PARADISE

With over 1,300 stores, 200 food outlets, and covering an area of 13 million square feet, the Dubai Mall is the world's largest shopping mall. However, there are also a variety of other activities to enjoy.

The mall offers various entertainment options, including the Dubai Aquarium and Underwater Zoo, which houses more than 140 species of marine animals like sharks and rays. If you're looking for something more thrilling, the VR Park indoor theme park offers a range of virtual reality games and rides.

KidZania is an indoor city that's perfect for kids, enabling them to role-play different professions and learn about various careers. Additionally, you can enjoy a movie at the 22-screen cinema, go ice skating at the Olympic-sized rink or savor a meal at one of the many restaurants and cafes.



#### 3. BURJ AL ARAB: THE ICONIC SAIL-SHAPED HOTEL

The Burj Al Arab is one of the most luxurious hotels in the world, and it's also one of the most recognizable landmarks in Dubai. The hotel's sail-shaped structure has become an icon of Dubai's skyline, and it's a symbol of the city's ambition and opulence.

The hotel is built on an artificial island 280 meters offshore, and it is connected to the mainland by a private bridge. It also has 202 suites, each one arranged over two floors and the smallest suite is 169 square meters, while the largest is 780 square meters. Some of the amenities and services that the hotel provides include a private beach, a helipad, a fleet of Rolls-Royce cars, a butler service, and a gold-plated iPad for each guest.

Even if you're not staying at the hotel, you can still visit its restaurants and bars for a memorable dining experience. The hotel has several restaurants, from casual to fine dining, with cuisines from around the world. You can also visit the Skyview Bar, located on the 27th



#### 4. DUBAI CREEK: A GLIMPSE OF OLD DUBAI

Dubai Creek is a historic waterway that separates the city into two parts: Bur Dubai and Deira. It's a reminder of Dubai's past as a trading port, and it's a glimpse into the city's heritage and culture. Dubai Creek was the first major port and trading hub for the emirate, and it played a vital role in the development and growth of Dubai.

You can take a traditional abra (water taxi) ride across the creek to experience the old-world charm of Dubai.

The abra ride is a cheap and fun way to see the city from a different perspective. You can see the traditional shows (boats) that are still used for trading, and you can also see the historic buildings and mosques that line the creek. You can also visit the Gold Souk and Spice Souk located in Deira for a unique shopping experience.



#### **5. PALM JUMEIRAH: AN ARTIFICIAL ISLAND**

Palm Jumeirah is a must-visit destination that boasts of being the largest man-made island. It was constructed using sand dredging and land reclamation techniques, taking the shape of a palm tree. This engineering marvel is considered one of the most impressive feats in Dubai. The island is home to various luxurious beach resorts, such as Atlantis the Palm and Waldorf Astoria Dubai Palm Jumeirah. It is a popular spot for both tourists and residents.

If you're searching for a peaceful day at the beach, you can visit the public beach on the crescent of the palm. The beach offers stunning views of the Dubai skyline. You can also visit the Aquaventure Waterpark, located at Atlantis the Palm, for a fun day of water rides and slides.





# IPHITECH AND ITS TRUSTWORTHY BANKING RELATIONSHIP IN 2023

iPhiTech is an IT and Digital Solutions Company with a strong reputation among banks in the Philippines. Trust is a significant aspect in business relationships, particularly in the banking industry. Banks require reliable partners like iPhiTech to deliver necessary services. iPhiTech has demonstrated its capability in meeting this requirement.

Today, businesses heavily depend on their IT and digital solutions providers for reliable support.

In today's digital age, companies rely heavily on online platforms for various aspects of their operations. Therefore, it is crucial for businesses to collaborate with dependable and credible partners who possess the expertise to guide them through the intricate realm of technology. iPhiTech is a reliable IT and digital solutions provider in the Philippines with strong banks, relationships with showcasing its commitment to excellence.



#### **CREDIT SCORES AND REPORTS EXPLAINED**

Credit ratings are based on payment history, how much you owe, how long you've had accounts, the sort of credit used, and new credit. Equifax, Experian, and TransUnion create credit reports with scores. A solid credit score is vital for sensible financial decisions. It can improve your loan and credit card approval rates and terms. Lenders like to see a variety of strong credit accounts since it shows responsibility.

Understanding credit scores and reports is crucial to financial literacy. A solid credit score is vital for sensible financial decisions. It can improve your loan and credit card approval rates and terms. Lenders like to see a variety of strong credit accounts since it shows responsibility.



# TRENDING OPPORTUNITIES FOR FREELANCERS IN 2023 AND BEYOND

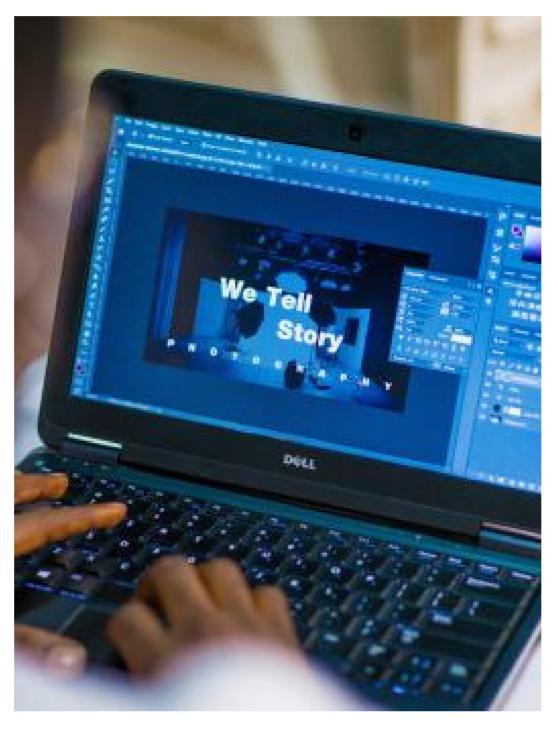
Freelancing has become increasingly popular in recent years, and there are numerous job opportunities available across various industries. Freelancers often enjoy the flexibility of working remotely and managing their schedules. Here are three trending freelance job opportunities as of 2023:

#### TOP 3 TRENDING I.T. JOBS



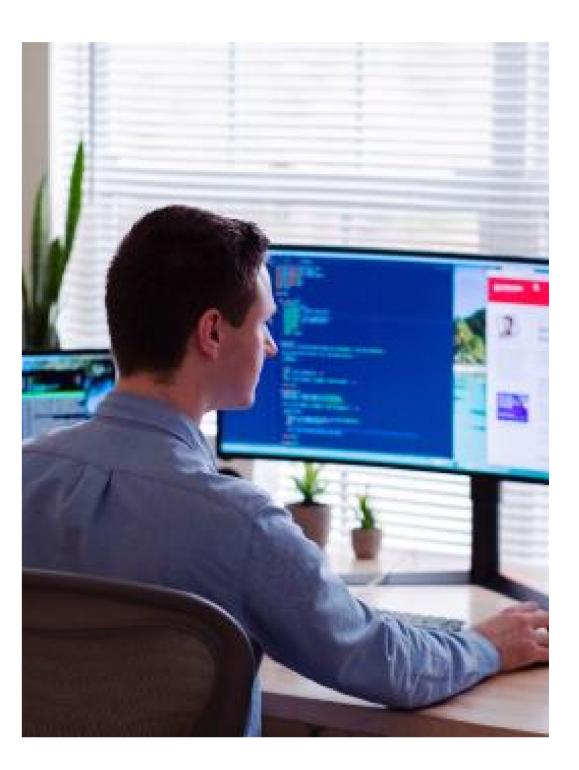
#### **CONTENT CREATION AND WRITING**

Writing and content creation are highly valued digital talents. Businesses and individuals need talented content creators, writers, and copywriters to create engaging, SEO-optimized content for websites, blogs, and marketing materials. They greatly influence a brand's internet image.



#### GRAPHIC DESIGN AND MULTIMEDIA PRODUCTION

Graphic design and multimedia production are vital in the digital age, when visual material is crucial. Freelance graphic designers and multimedia producers create logos and videos to increase branding and marketing on Instagram and TikTok.



#### WEB DEVELOPMENT AND PROGRAMMING

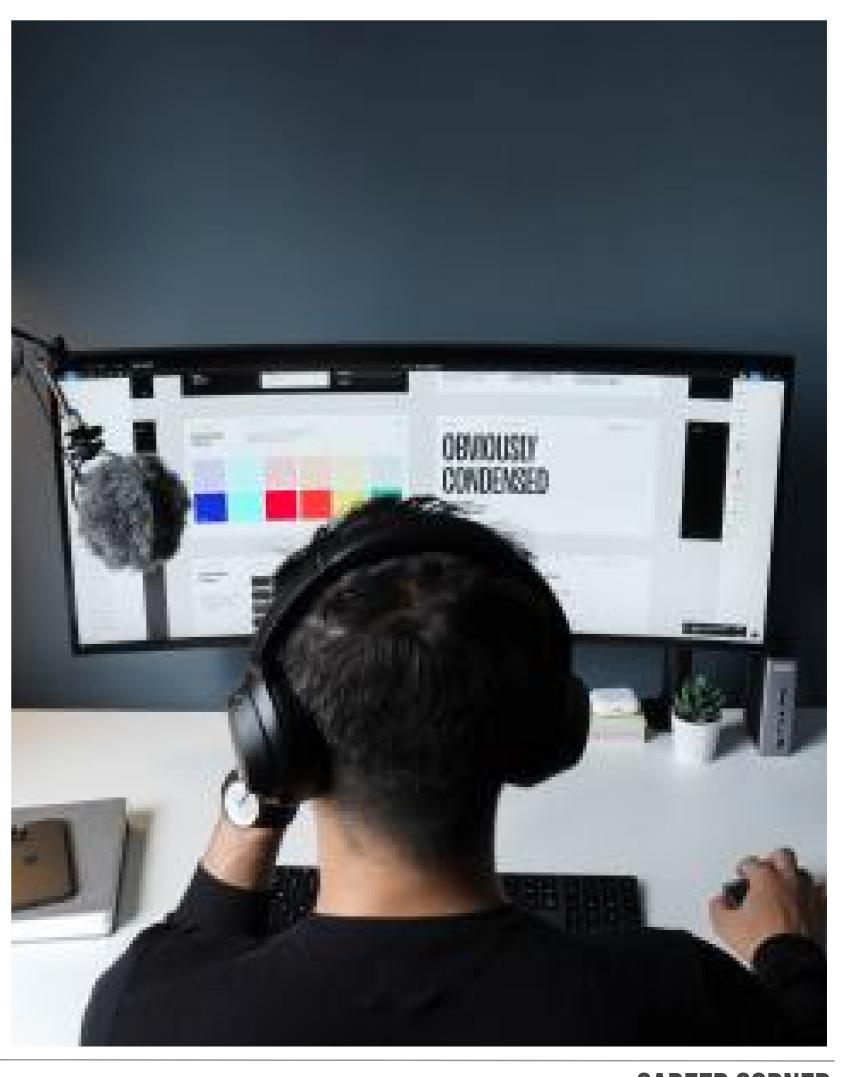
Web development and programming: Freelance web developers and programmers are in high demand. They build and maintain websites and web apps. They are experts in e-commerce, mobile apps, and WordPress customisation.

#### MAXIMIZE YOUR FREELANCE OPPORTUNITIES WITH IPHITECH, FILVAN, AND ONLINEPH

Dreaming of a career where you set the rules, work in your PJs, and control your destiny? Meet iPhiTech, FilVAn, and OnlinePH—a freelancing powerhouse collaboration that's here to make your dreams a reality.

iPhiTech is your gateway to the world of freelancing, offering a digital playground where opportunities abound. Whether you're a seasoned pro or just starting, iPhiTech has your back. But it doesn't stop there. With OnlinePH and FilVAn on your side, too, you can master the freelancing game through a range of expertly crafted courses. From content creation to web development, these courses are your ticket to freelancing success.

Say goodbye to office politics and hello to freelancing freedom with iPhiTech, FilVAn, and OnlinePH. It's time to work on your own terms, in your comfy clothes, and embrace the life you've always dreamed of. Your freelancing journey begins heremake it a reality today.





Asia CEO Forum Is The Largest And Only National Business Event Series In The Philippines. The Region's Most Senior Leaders Join Us For Events In Key Cities Across The Country. Presenters Are Leaders In Their Industries And Engaged In Momentous Pursuits Of Significance To The Asia Pacific Region. Our Events Serves As A Hub For Relationship Building And Business Growth.