

# THE • ASIA CEO

EMPOWERING SPIRING LEADERSHIP

**William Dahlheim**  
CEO & Co-Founder  
Triple Down

## Triple Down

"The idea of democratizing air taxi services in regions plagued by traffic congestion was simply brilliant"

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SERIOUS TECH FOR SERIOUS BUSINESS

# Conflict Is Inevitable, but Resolution is a Choice

At the helm of The Asia CEO lies an unwavering commitment to five cardinal principles, our "Essential Elements." These pillars define our organization:

## Intellectual Alchemy:

Through the transmutation of expertise into valuable intellectual property, such as online courses, one ascends to the pinnacle of their field. This liberation from geographical chains unlocks the potential for a truly autonomous and fulfilling life.

## Monetization & Leverage:

We decipher the secret codes of content monetization, transforming fleeting transactions into sustainable revenue streams. Building a thriving enterprise requires more than mere ideas; it demands mastery of this transformative aspect.

## Operational Alchemy:

We champion the meticulous crafting of standardized procedures, the lifeblood of organizational success. From meticulous hiring to streamlined accounting, documenting and systematizing every process ensures the smooth sailing of your enterprise, even in your absence.

## Personal Mastery:

To navigate the ocean of opportunity, one must first conquer the tumultuous seas within. This element emphasizes the cultivation of self-discipline, self-encouragement, and self-forgiveness – the cornerstones of personal mastery without which all other achievements remain elusive.

## Lifestyle of AWESOME:

This cornerstone celebrates the boundless potential for a life brimming with purpose and experience. From vibrant well-being to audacious adventures, fostering meaningful connections and leaving a positive mark on the world – this is the essence of the AWESOME lifestyle.

We hold your voice in the utmost esteem, for this eMagazine is a tapestry woven with the threads of your needs. We eagerly encourage your feedback, questions, and insightful contributions. Should your spirit resonate with our vision and expertise, we welcome you to join the ranks of our esteemed contributors. Contact iPhiTech or The Asia CEO to explore the opportunities that await your unique voice.

We trust that this latest volume will serve as a treasure trove of invaluable knowledge, enriching both your professional endeavors and personal journey. Bon voyage!

**Let's Get to Reading!**

LETTER FROM THE  
PUBLISHER

# Distinguished readers,

As we embark on this seventh odyssey of The Asia CEO eMagazine, we extend a warm and formal welcome to both returning companions and those newly joining our voyage. Our steadfast mission remains: to equip you with the finest knowledge, inspiration, and tactical resources to navigate the ever-evolving currents of the business landscape.

In this seventh volume of our eMagazine, we'll explore these principles in greater depth to equip you for the dynamic and ever-changing business landscape.

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# Serious Tech for Serious Business

A Stockholm based tech agency with a passion for excellence

Triple Down

**William Dahlheim**, CEO & Founder of Triple Down, isn't your average tech entrepreneur. With over 20 years of experience under his belt, William has navigated the industry from working with micro-startups to leading software development for a prominent airline firm. Throughout his career, a single thread has remained constant: a passion for crafting industry-leading solutions that tackle real-world problems and propel businesses forward.

This passion is the driving force behind Triple Down, a company laser-focused on building powerful platforms, integrations, and innovative apps. "We believe Triple Down sits at the top of the industry," says William, confident in their unique offerings that stand out from the competition.

**Triple Down's** journey began with a select few local clients. Today, their impressive portfolio boasts a global reach, encompassing satisfied clients across the EU, UK, North and South America, with a focus on establishing a strong presence in Dubai as well. But what truly sets them apart?

"We genuinely love what we do," William exclaims, "and we believe it shows in the quality of our work." Triple Down fosters a work environment that thrives on a friendly and welcoming atmosphere, coupled with a resolute "can-do" attitude. "Clients, big and small, entrust us with vital parts of their operations, and we take that very seriously," he emphasizes. Their dedication ensures clients achieve success, leaving no stone unturned until complete satisfaction is achieved.



## LET'S FLY - THE UBER FOR HELICOPTERS IN LATIN AMERICA. "THE IDEA OF DEMOCRATIZING AIR TAXI SERVICES IN REGIONS PLAGUED BY TRAFFIC CONGESTION WAS SIMPLY BRILLIANT,"

The secret sauce lies in striking the perfect balance between a fun and friendly atmosphere and an unwavering commitment to delivering industry-leading solutions. "We firmly believe in work-life balance," William explains. This philosophy, combined with their inherent nerdy curiosity, fuels a natural urge to stay ahead of the curve, constantly exploring new solutions and trends within the ever-evolving tech landscape.

"We love trying out new things and experimenting," William admits. This approach equips them with a diverse arsenal of solutions, allowing them to tailor their services to address any client challenge. Whether it's a tried-and-true approach, cutting-edge technology, or a strategic blend of both, Triple Down ensures their clients benefit from the most suitable tech stack for their unique needs.

Maintaining code quality is another core principle. "Well-written, maintainable code is absolutely essential," William states. This foresight ensures a smooth handover when clients eventually take over their projects.

Looking ahead to 2024, Triple Down plans to actively engage with the tech community through outreach programs and keynote presentations. William also highlights a personal favorite project: Let's Fly - the Uber for helicopters in Latin America. "The idea of democratizing air taxi services in regions plagued by traffic congestion was simply brilliant," William enthuses. Triple Down had the privilege of building the entire platform, encompassing user-friendly apps for both riders and pilots on both Android and iOS.

"It was challenging, but the outcome - a unique, user-friendly, and successful platform - fills us with immense pride," he says. Witnessing the birth of a brand new market in real-time is an experience Triple Down cherishes.

A meticulous onboarding process allows Triple Down to fully understand each client's business operations. "Knowing how and where they operate is immensely helpful," William explains. This in-depth understanding often leads to the identification of additional areas for improvement, potentially requiring internal tools, automation, or custom apps. "Our ultimate goal is to empower our clients to achieve exceptional results," he affirms.

Triple Down's passion for creating solutions, coupled with their commitment to in-depth client understanding, fosters strong, collaborative relationships. "We're not just solution providers - we're invested partners who genuinely care," William concludes. With their sights set on the stars, Triple Down aims to expand their reach further across the Americas and the MENA region, assisting businesses of all sizes, B2B and B2C, in their journey towards success. They are committed to remaining at the forefront of technology, attracting top talent to join them in their exciting mission. The future looks bright for Triple Down, and their dedication to creating innovative solutions promises to propel businesses to new heights.



# Navigating Price Increases in an Evolving Economy: **EXPERT STRATEGIES** for Profit Optimization

**Franklin Kamnang Ngansop**

**T**he Pressures of Inflation and Recent Crises: In recent years, businesses across industries have faced mounting pressures to increase prices due to rising inflation and the impact of recent economic crises worldwide. As costs continue to escalate, it becomes imperative for businesses to strategically implement price increases in order to sustain profitability and maintain the quality of their offerings. I am thrilled to share my comprehensive insights on implementing successful price increases in today's challenging economic landscape.

In this article, I will provide actionable tips that will position you as a value-adding business, enabling you to drive profitability while maintaining customer trust. Prepare to uncover the secrets to navigating price increases effectively, ensuring customer satisfaction and boosting your bottom line:

By implementing these expert strategies for price increases, you can propel your business toward enhanced profitability and success. Conduct thorough market research, highlight your unique value proposition, and offer value-added services to differentiate your brand. Leverage pricing bundles, dynamic pricing, and transparent communication to optimize revenue and build lasting customer relationships. Embrace these actionable tips and watch your business thrive amidst evolving economic challenges.



**By Franklin KAMNANG NGANSOP, Business Coach-Profit Acceleration Specialist**

Contact me today to unlock the full potential of your pricing strategy and embark on a journey of sustained profitability. I will also show you for free in just 15 minutes how to double your profits in record time by increasing/improving just 12 areas in your business by a Meager 1.4%, without further investments.

**Email:** [info@vitamin-cs-coaching.com](mailto:info@vitamin-cs-coaching.com)  
**Website:** [coaching.vitamin-cs-coaching.com](http://coaching.vitamin-cs-coaching.com)

1. **Conduct Comprehensive Market Research:** Prior to implementing a price increase, conducting in-depth market research is paramount. Understand the intricate dynamics of supply and demand, meticulously analyze competitors' pricing strategies, and identify the unique value proposition that sets your business apart. By gaining a profound understanding of your market, you can confidently set prices that accurately reflect the intrinsic value of your products or services.
2. **Highlight the Value Differential:** Communicating the distinctive value your business provides is essential to justifying a price increase. Showcase the exceptional benefits, superior quality, and unparalleled service that customers can expect when choosing your brand. By effectively highlighting these differentiators, you will instill confidence in your customers, making them willing to pay a premium for the exceptional value they will receive.
3. **Implement Value-Added Services:** Offering value-added services is an impactful strategy to justify a price increase. Identify opportunities to go above and beyond customer expectations by providing personalized consultations, extended warranties, or exclusive access to premium content or events. Enhancing the overall customer experience creates a compelling perception of value, making the price increase more compelling and acceptable.
4. **Utilize Pricing Bundles and Packages:** Offering pricing bundles or packages that cater to different customer segments is an effective way to optimize revenue potential. This approach empowers customers to choose the offering that best aligns with their needs and budget, while allowing your business to capture additional value. By presenting a range of options, you create a sense of customization and flexibility that enhances customer satisfaction.
5. **Implement Dynamic Pricing Strategies:** Harness the power of dynamic pricing strategies to optimize revenue based on fluctuating market demands. Adjusting prices in real-time enables you to capture additional value during peak periods while remaining competitive during slower times. This agile approach demonstrates your business's adaptability and responsiveness, cultivating customer confidence and fostering repeat business.
6. **Communicate Openly and Transparently:** Transparency is key when implementing a price increase. Clearly communicate the rationale behind the adjustment, such as rising production costs or investments in improved features. Be open and honest with your customers, emphasizing the long-term benefits they will experience as a result. This transparent approach fosters trust and understanding, strengthening the bond between your business and its customers.



# EXIGA

## SOFTWARE SERVICES

Exiga was incorporated in Abu Dhabi, UAE in 2019 and acted as Technical Resource suppliers to prominent customers like Al Dahra Group, NTT Data, ENOC, Crescent Petroleum, SEC, Saudi Cable, Hail Cement, Basserah etc. To name few in the region on short term and long term engagements including T & M and Projects.

We also have agreements with other Large SIs to provide resources to them in multiple domains (SAP, Microsoft and Oracle) on short term and long term engagements. We are also technical delivery partners for new enhancements, migrations and short projects.

Our group of companies are based in Memphis USA, India, Abu Dhabi, Dubai, Kuwait, Qatar, Sri Lanka, Egypt, South Africa, East Africa, Singapore and Malaysia, provides us scale to cater to both onsite and offshore delivery model in the region.

We expert domain extends to Mobile Attendance, Workforce Management, Ecommerce , ERP, Implementation Integration, Support, Security, Automation, Digital, Artificial Intelligence, Visualization.

Our people are our strength: We have certified and Experienced professionals on board. Our resources are Industry and Domain experts with experience with the latest processes and with a focus on understanding the customer needs and work for the solution and create customer delight.



### Exiga Software Services LLC.

- Founded in 2019.
- Headquartered in UAE (Abu Dhabi)
- 50+ Employees working in GCC and India
- Expertise on: Software Products, Mobile Applications, IT Infrastructure, SAP, Open Text, ORACLE, Cloud, Google, RPA, QAD, ODOO, Microsoft CRM, Azure, Big Data, Artificial Intelligence, Machine Learning, cloud integration.

## WHAT DO WE DO?

Events & Community

Education & Training

Incubation Program

Talent Pool

Cross- border  
Collaboration





## Leading & Transforming

How **Dave Frank** views The Chinese stock market and it's effect to the first quarter of 2024 *and* the super power's fiscal landscape. by DAVE FRANK

### Case Study by DAVE FRANK



#### Transforming the IT Department and Addressing Leadership Challenges

Transforming the IT Department and Addressing Leadership Challenges A case study of using the full range of tools and methods to achieve your goal My client is a prominent figure in the drone and RC market across Czechia, Slovakia, and southern Poland. The company has established itself as a specialist in the wholesale of drone [...]



#### Automated Offer Creation and Posting with Airtable and Make Unlocks 65% Productivity Boost for a Real Estate Company

Automated Offer Creation and Posting with Airtable and Make Unlocks 65% Productivity Boost for a Real Estate Company Discover the possibilities of business process automation in the real estate industry using Airtable and Make In the heart of the Mediterranean, where azure waters and historic landscapes set the stage, a fast-growing real estate company [...]



by DAVE FRANK

## Floodgate of Exits



The Chinese stock market, once a magnet for foreign investors, is witnessing a dramatic shift. Reportedly, over 75% of the foreign investments that entered the market in the first half of 2023 have exited. The first quarter of 2024 does not look any better, raising concerns about the future of China's financial landscape.

This opinion piece is by Dave Frank, an entrepreneur and investor actively operating in Asian markets. Dave has many years of experience in economic analysis and strategic consulting. That, along with an extensive business network, allows him to help his clients prepare for the volatility, uncertainty, complexity, and ambiguity of today's business world. Visit Dave's website to learn more: <https://davefrank.xyz/>

In the bustling heart of the global economy, China stands as a towering figure, its economic might unrivaled for decades. However, a recent exodus of foreign investment has cast a shadow over this once-unshakeable giant, raising questions about the sustainability of its economic growth and its position as a global economic powerhouse.

**Among the manufacturing and high-tech circles, a palpable tension hangs in the air. Whispers of uncertainty pervade the atmosphere, fueled by fears of a looming crisis of confidence in China's ability to navigate the intricacies of its own economic framework. The reasons for this exodus are complex and multifaceted, deeply rooted in the very fabric of China's economic landscape."**

At the heart of the matter lies a trust deficit, a chasm of skepticism that has widened as foreign investors grapple with concerns over intellectual property protection, regulatory uncertainty, and the opaque nature of China's business dealings. This erosion of trust has prompted many to seek greener pastures, shifting their investments to more predictable and transparent markets.

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The issues run deeper than mere trust. China's once-unbeatable infrastructure and manufacturing prowess are now facing unprecedented challenges. Labor costs are skyrocketing, driving companies to seek more affordable alternatives elsewhere. At the same time, the infrastructure is collapsing under its own weight - quite literally in places. Meanwhile, the management conundrum at the middle level of Chinese companies is hampering efficiency and innovation.

Amidst the grandeur of China's economic achievements, a reality check is in order. Many aspects of China's success may only be skin-deep, masking underlying vulnerabilities that threaten to unravel its economic fabric. The cracks in the system become apparent when scrutinized closely, leading to a reconsideration of the narrative of China's unassailable economic might.

To regain the confidence of foreign, western investors and secure its future economic prosperity, China must embark on a comprehensive path of reform. This will require addressing its rising debt levels, strengthening environmental protection measures, and fostering a more transparent and predictable regulatory environment. It will also demand a renewed commitment to open markets, fair competition, and the protection of intellectual property rights.

Only by addressing these challenges and embracing a more transparent and accountable economic model can China regain its footing and reclaim its position as a global economic leader. The path ahead is fraught with challenges, but the rewards for success are immense – a revitalized economy, restored confidence, and a renewed sense of global leadership.

Do the Chinese elites think this way? Is China planning to completely close itself off from Western investments for decades?

Perhaps China has examined the charts, analyzed the population pyramids of the West, and discovered that, like their own, they have been upside down for quite some time. Maybe China has simply ruled out the possibility of obtaining capital from the West, especially when a massive generation of Baby Boomers is retiring and actively withdrawing their capital from the markets in preparation for the twilight of their lives.



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**At the heart of the matter lies a trust deficit, a chasm of skepticism that has widened as foreign investors grapple with concerns over intellectual property protection, regulatory uncertainty, and the opaque nature of China's business dealings. “**



## PREFESSOR TO PIANO PRODIGY

Helen Lin's journey of establishing Helen Lin Piano Pte Ltd in Singapore and her unique teaching methods have contributed significantly to the institution's success. Her training at Moscow Conservatory in Russia and Juilliard School helped her create a unique approach to music education that empowers students to become leaders in their own right. Her contributions to music education in China have been notable, and her teachings have influenced music education in Asia.



## Challenges in Establishing the Institution

Establishing Helen Lin Piano Pte Ltd in Singapore was challenging for Helen Lin. Transitioning from professor to business owner presented its own challenges. While Lin's music career accolades spoke volumes (thousands of pages worth), convincing the Singapore government of her business acumen proved crucial.

She had to convince the Singapore government that she could generate a significant amount of income each year and continue proving year after year that she could make her plan a reality. Another challenge was that she spent most of her life in the US and Europe and had made her reputation in that part of the world. Therefore, when she started her business, she attracted more customers from that part of the country, which was very new and unknown to Singaporeans.

When COVID hit, many of her customers moved back to their countries, and she had to start over and create her identity with the Singaporeans. Thanks to the Singapore government, not only did they fully understand her challenges, but they also awarded her achievements during this difficult period of time. By the end of 2022, her business started to recover and reached an unprecedented peak. She was able to turn it around and became the winner of "Entrepreneur of The Year."

# Empowering Students to Become Leaders

Helen Lin's non-traditional teaching methods empower students to become leaders in their own right. Her teachings in music help students conquer anything in life because they have conquered themselves and are in control. They are their own thinkers, operators of life, and leaders.

She created most top performers (geniuses) in Singapore, and the words quickly spread by word of mouth.

Her unique approach to music education has contributed significantly to the reputation of Helen Lin Piano Pte Ltd, and it's no surprise that she won the Singapore Entrepreneur 100 Awards in both 2022 and 2023.

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Helen Lin is a world-class concert pianist and university professor who founded Helen Lin Piano Pte Ltd in Singapore in 2018. The Asia Award Media has recognized the institution as Asia's number one educational institution in 2023. In this article, we delve into her journey of establishing the institution, her unique teaching methods, and their impact on music education in Asia.

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## Unique Teaching Methods

Helen Lin's unique teaching methods have contributed significantly to the success of Helen Lin Piano Pte Ltd. Her training at the Moscow Conservatory in Russia gave her a strong foundation in her approach to interpreting the music she would perform and how she would teach. Her concept of hearing the sound first and then actually touching the piano keys to make a "pure" energetical sound moment is quite a unique approach. The way finger-tips are treated as "hammers" is quite specific. Her training at Juilliard School taught her how to compete, conquer, and fight to the top in both music and business. In that competitive environment, she learned how to get to the top no matter what in society.

Helen Lin is also an international music competition judge with a "formula" for success. Her formula takes about three to six months to create a successful performance for beginners, and she is proud to say that it has never failed. Her teaching approach is challenging to put into words because she teaches students how to think, how to move muscles, how to relax the mind and body, and how musical phrases need to appear to the audience's ears, and it has something to do with the blind spots of human hearing and thinking. Her approach combines the science of the human physique, the operation of the instrument, the psychological and emotional part of the musical flows, and the combination of the two working together harmoniously to make performance natural and effortless, like a genius.



# 家林悦伦教授学术讲座



## Contributions in China

Helen Lin's contributions in China are notable, including schools and Music Conservatories adopting her name. Over the past 13 years, she has introduced specific approaches and philosophies that have influenced music education in China. In China universities where she has residencies, she continues teaching individual and masterclasses to their professors and students.

She works tirelessly from 12 to 16 hours a day to build up the strength of their musical culture. She also makes short videos, talks, lectures, and calls to answer various questions. Due to cultural differences, western music concepts were not known correctly in many schools. Many of her teachings revolve around teaching Western culture, sound, philosophy, and thinking.





## The Multi-Cultural Entrepreneur Who Built a Thriving Events Company in Dubai

Amir Kimri isn't your typical entrepreneur. Shaped by his upbringing

in a multicultural Jerusalem amidst conflict, he learned resilience and adapted to overcome challenges. This unique perspective fueled his passion for connecting people, leading him to found Dubday Events, a thriving platform for networking and social experiences in Dubai.

Born to a Ukrainian mother and a Palestinian father, Amir witnessed firsthand the complexities of cultural divides. Though his family provided love, the surrounding tensions instilled in him the importance of adaptability and a strong mindset.

Initially drawn to the seemingly limitless opportunities of the financial industry, Amir pursued a finance degree. However, reality soon challenged him. The recruiter asked him if he had any experience in the industry, and he replied that he only had a degree in finance. The recruiter valued experience, mindset, and skills over mere qualifications and said that they had doctors and lawyers working there, as well as uneducated people, and that sometimes the less educated ones made more money than the doctors. This made Amir realize the educational system's flaws and motivated him to work harder on himself.

While the financial world showered Amir with wealth, a void remained. He yearned for purpose, a chance to connect and contribute. Drawn to Dubai's vibrant diversity and opportunity, he noticed a hidden undercurrent – loneliness among expats struggling to find their tribe. This unmet need sparked a fire within him.

Dubday Events wasn't just a business venture but a bridge connecting hearts. He envisioned a community where people, regardless of background, could network, socialize, and forge meaningful connections – all with a touch of luxury at an accessible price.

The journey wasn't paved with gold. Securing venues, partners, sponsors, and customers became his initial hurdles. Competition was fierce, regulations intricate, and cultural nuances demanded sensitivity. Yet, Amir, armed with his financial acumen and unwavering spirit, embraced these challenges as stepping stones. He flexed, adapted, and innovated, finding resourceful solutions.

His secret weapon? A simple WhatsApp group. It became the epicenter, buzzing with upcoming events, attracting over 1500 members eager to connect. Social media, word-of-mouth, and the power of community referrals further amplified his reach, solidifying Dubday's brand.



# Seamless Synergy: WeAssist's Blueprint for Outsourcing Excellence

Outsourcing isn't just a possibility—it's a powerhouse strategy waiting to be unleashed! Over the past few decades, it's transformed from a mere option into the go-to move for savvy corporations aiming to supercharge their efficiency and slash costs. Whether it's setting up bustling offshore call centers or tapping into cost-effective labor pools, outsourcing has proven time and again that it's the ultimate game-changer in the pursuit of operational excellence.

However, the true essence of successful outsourcing lies not merely in the act of outsourcing itself but in the seamless integration of external teams into the fabric of the organization. At WeAssist, the team prioritizes not only finding capable individuals but also ensuring they seamlessly blend into the company culture. Our comprehensive approach includes recruitment strategies tailored to the organizational ethos.

At the heart of our successful outsourcing lies the quest for partners who not only provide skilled professionals but also assist in their assimilation within the company. Imagine having access to the same level of expertise and resources enjoyed by large corporations—comprehensive healthcare benefits, mental health support, paid time off, and dedicated service departments. WeAssist offers partnerships that facilitate rapid scaling of operations, empowering client companies to compete on a global scale.

Cultural acumen stands as a cornerstone of successful outsourcing, and WeAssist excels in this area. Understanding the nuances of culture is paramount. Recognizing employees' healthcare needs, family values, and holiday preferences fosters a supportive environment where individuals thrive. Investing time, energy, and effort into crafting such a culture is non-negotiable. However, if resources are scarce, outsourcing this process can be a strategic move to reclaim valuable time while ensuring a seamless cultural fit.



## Reef Colman: The Man Behind the Purpose-Driven WeAssist.io

by Cyana Collene Aumentado / Hazel Mancion  
WeAssist.io

From nurturing young minds in the realm of ministry to transitioning into the corporate world, Reef's dedication to making a difference remained constant. While at Jersey Mikes, a prominent sandwich company, he orchestrated grand openings through schools, raising significant funds for their programs and demonstrating his unwavering commitment to positive change.





## Reef's Vision for WeAssist.io

WeAssist.io is just the beginning of what Reef has in store for the future of the company. He envisions expanding into payment and payroll processing, emphasizing coaching services, and revolutionizing recruitment practices. His focus remains on addressing fundamental business challenges while ensuring equitable relationships for all.

But beyond the business metrics, a deeper purpose fuels Reef's vision: to feed over a million families and spearhead projects for a sustainable future. This unwavering commitment to knowledge, community, and positive change exemplifies the true essence of entrepreneurial success.

WeAssist.io is more than just a company; it's a testament to the human spirit's resilience and potential. It's a story of hope, transformation, and the power of a community coming together to make a difference. In the heart of the Philippines, WeAssist.io continues to plant seeds of hope, one opportunity at a time, leaving a lasting impact on individual lives and communities alike.



The transformative power of WeAssist.io is evident in the stories of its members. One such story is that of a team member who once shared a room with his family and used a laptop that couldn't handle more than a few tabs open. With the support and opportunities offered by the agency, he rose to become the top performer and earner. This is a testament to the profound impact of dedicated support and the transformative power of opportunity.



### The Birth of WeAssist.io

Reef faced a challenge: finding individuals who shared his fervor. This hurdle became the catalyst for his entrepreneurial spirit.

Demonstrating remarkable resourcefulness, he exchanged marketing services for an \$8000 event ticket, a strategic move that birthed WeAssist.io.

WeAssist.io transcends conventional outsourcing. It's a platform driven by purpose, offering mutually beneficial opportunities for clients and professionals alike. The company is more than just a source of income; it's a community where dreams take flight, talents flourish, and individuals thrive both personally and professionally. Reef's unwavering dedication to service shines through in every aspect of WeAssist.io, from providing healthcare benefits and mental health support to engaging in community service initiatives like feeding those in need.

# TECHNOLOGY ENDEAVOR SCHOLARSHIP

Aman, Wzard.co, and WeNetwork Asia are proud to announce the launch of the "Technology Endeavor Scholarship," a revolutionary initiative tailored for professionals in transition between jobs. This scholarship serves as a beacon of opportunity, providing individuals with the chance to reshape their careers through an Alternative MBA program, complete with partial and full tuition waivers for eligible candidates.

According to a study by Fortune Education, an astounding 87% of business school alumni agree that their degree significantly boosted their employability. Moreover, professionals armed with an MBA typically experience a substantial return on investment, enjoying higher earnings and enhanced job security. The Alternative MBA offered through the "Technology Endeavor Scholarship" mirrors these advantages, offering greater flexibility and potentially lower costs compared to traditional programs.

Upon completion of the program, graduates will receive a prestigious certificate and invaluable job placement assistance from WeNetwork Asia, a leading tech company with extensive industry connections. The "Technology Endeavor Scholarship" represents a strategic investment in your future, equipping you with the essential skills and networks needed to thrive in today's competitive job market.

Applications are now open at [liveaman.com/endeavor](https://liveaman.com/endeavor), offering you the opportunity to take the first transformative step towards a brighter future. The application deadline is May 10, 2024. Seize this chance to revolutionize your career trajectory and secure a prosperous tomorrow.



aman X wzard X we network

## Technology Endeavor Scholarship



We proudly sponsor the **Scholarship Program** to pursue **Alternative MBA**

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Our program offers a unique opportunity for ***laid-off employees*** to embark on a rewarding journey towards an alternative **MBA program**.

Upon successful completion of the program, you will be connected to a dedicated headhunter for **job placement opportunities**

We are proud to support the next generation of leaders, innovators, and change-makers.



**Application Deadline**  
**10 May 2024**

[liveaman.com/endeavor](https://liveaman.com/endeavor)



Supercharge your employee benefits with Aman. Elevate your offerings for employees beyond mere insurance coverage and unlock a world of comprehensive wellness solutions with Aman as your employee healthcare companion and benefit manager. Visit [liveaman.com](https://liveaman.com) to discover how you can redefine workplace excellence.



we  
**network**

### WENETWORK ASIA

WeNetwork, your premier destination for top-tier recruitment services across APAC! With strategic offices all over Asia, we specialize in delivering exceptional talent and roles in today's dynamic job market, driven by our commitment to fostering meaningful relationships and innovation. Visit [wenetworkasia.com](https://wenetworkasia.com) to discover unparalleled career opportunities and connect with top-tier talent.



### WZARD.CO

Wzard aims to democratize business education for Indonesian professionals, offering membership access to a variety of expert-led courses and a supportive community environment. Visit [wzard.co](https://wzard.co) to accelerate your career development journey with practical learning experiences and collaborative networking opportunities.



For further inquiries, please contact:  
[endeavor@liveaman.com](mailto:endeavor@liveaman.com)

# E-commerce and FinTech Developments

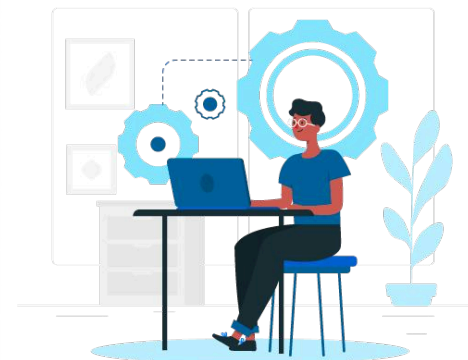
At our company, our approach to E-commerce and FinTech developments is centered around innovation, adaptability, and customer-centricity. We understand that in today's fast-paced digital landscape, staying ahead requires a keen eye on emerging trends and a commitment to leveraging technology to enhance user experiences.



In E-commerce, we prioritize seamless and personalized experiences using advanced analytics and AI for tailored recommendations and streamlined checkout.

In FinTech, we leverage blockchain, machine learning, and mobile payments to revolutionize financial services, focusing on accessibility and security.

Collaboration with industry leaders drives our strategy, accelerating innovation in both E-commerce and FinTech, ensuring value for our customers in a dynamic digital landscape.



- As new digital trends emerge, our culture becomes even more critical, we have to encourage experimentation by giving the freedom to the teams to explore new tools and technologies helping us to keep ahead of the curve.



**Result  
Oriented  
Approach**



- **Holistic Solutions:** By offering integrated E-commerce and FinTech solutions, TechExtensor stood out as a comprehensive provider, bridging sectors to meet diverse client needs.
- **Innovation Focus:** Positioned as an innovation hub, TechExtensor consistently explored emerging technologies, ensuring cutting-edge solutions that kept clients ahead of the curve.
- **Client-Centric Approach:** Prioritizing client satisfaction, TechExtensor tailored solutions to exceed expectations, leveraging advanced analytics and AI-driven insights for optimized experiences.
- **Strategic Partnerships:** Collaborating with industry leaders and startups, TechExtensor accessed complementary expertise and resources, fostering innovation and expanding its solution portfolio.
- **Talent Investment:** By recruiting top professionals and fostering a culture of continuous learning, we ensured our team remained adaptive and capable of delivering excellence.

• Workplace culture is something that affects all the resources working within the organization, At TechExtensor we know that building an innovative company culture is crucial to success.




• The “No Boss” system emphasizes open communication and the Open-Door policy encourages transparent communication and collaboration.



# TExtensor ch





I was inspired by technology and its potential to add value to people's lives. I found joy in collaborating with diverse teams to collectively achieve meaningful goals. Working with people energizes me, and I thrive on making things happen

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**Randula Wijesinghe**

Global Partner Manager & Country Manager  
Senid Mobile

**I** am currently honored to serve as the Global Partner Manager and Country Manager at Senid Mobile, where

my role involves overseeing diversified teams across Engineering, Operations, and Business units. In this capacity, I am privileged to cater to esteemed clients in the telecommunications, banking, and enterprise sectors across the Philippines, Singapore, Sri Lanka, Brunei, delivering cutting-edge enterprise-grade software solutions in API management, Analytics, Communication, and AI platforms.

My journey in the IT industry commenced as a Software Engineer, where my technical acumen paved the way for me to transition into the role of a Project Manager, entrusted with the responsibility of overseeing complex software projects. This trajectory continued as I was later invited to step into the role of an Account Manager, leveraging my skills to manage client relationships effectively. With over a decade of experience in the IT sector, I eventually ascended to the position of Country Manager, a testament to my commitment and contribution to the industry. I heartily thank hSenid Mobile for the great opportunities and for believing in me for all these roles to take me to the next steps and it's a place where I believe great empowerment happens.

## Transitioning from being an engineer to leading a country and taking on global responsibilities was a wild ride, to say the least. Here are key aspects that helped me to focus and make it happen successfully

### 1. Effective Delegation:

So, I used to be all about doing things on my own, you know, the classic lone wolf engineer. But stepping into leadership meant figuring out how to pass the baton. Delegation became my new superpower – not just assigning tasks but really empowering the team, giving them room to shine, and soaking in their feedback.

### 2. Team Motivation:

Keeping the team fired up was a game-changer. It wasn't just about setting goals; it was about making everyone feel like they were part of something big. We created this vibe where each win was a team win. Throw in a few celebrations, and you've got a motivated bunch ready to conquer the world.

### 3. Constructive Feedback:

Feedback became my daily bread. It wasn't just about pointing out the 'oops' moments; it was about recognizing the wins and nudging everyone toward improvement. We turned challenges into opportunities to grow, and that made the whole journey more exciting.

One of the exciting facets of my current role involves leading initiatives that focus on collaboration with top technology partners such as Red Hat and Amazon Web Services. This collaboration extends to working closely with premier IT service integrators in the Asia-Pacific (APAC) region, facilitating the delivery of innovative products and solutions to address the evolving needs of our clients.

In addition to my managerial responsibilities, I am deeply passionate about training and coaching. Through my business coaching sessions, I strive to empower professionals and corporations to elevate their performance and achieve their goals. This passion extends to my involvement as a visiting lecturer at IIT, where I have the opportunity to share insights and experiences with the next generation of aspiring professionals.

I approach criticism or negative feedback professionally by first understanding the context and evaluating my actions in the given situation. I engage in personal reflection and review to identify any areas that may need improvement. If necessary and feasible, I discuss the feedback with the individual to gain further insights.

I view constructive criticism as an opportunity for growth. If adjustments are needed, I take proactive steps to enhance my performance. If the criticism doesn't warrant changes, I choose to move forward without dwelling on it.

I firmly believe in the value of feedback for continuous improvement in both personal and professional aspects of my work.

### 4. Performance Evaluation and Mentoring:

We got serious about KPIs – everyone knew what they were shooting for. But it wasn't just numbers; it was about having each other's backs. I became this mentor figure, dishing out advice and support. It was like watching a team of superheroes evolve.

### 5. Evaluating Skill Gaps and Training:

Skills are the currency of the future, right? So, I made sure we were always ahead of the curve. Identified the gaps, set up some killer training programs – it was all about keeping the team ninja-level sharp in a world that never stops evolving.

### 6. Genuine Care and Understanding:

You can't lead a team if you don't know the people you're leading, right? I made it a point to know their stories, their dreams. It wasn't just about work; it was about creating this tight-knit family where everyone had each other's back. Real connections – that's the secret sauce.

Work-life balance is a crucial factor for increased productivity and mental well-being in today's world. The global focus is now shifting towards maintaining stable mental health, prioritizing it over physical well-being. Achieving work-life balance is imperative for nurturing this stability.

I believe that work-life balance is a personalized approach that revolves around how one manages time and energy in their day-to-day life. It is influenced by the passion and love one has for their work. While finding joy in one's profession, it is essential to be mindful of the commitments made to family to prevent any regrets. Striking this balance is crucial, as overcommitment to work can lead to being perceived as a workaholic.

The key lies in meticulous time management and taking necessary breaks from work to honor family commitments.





set

Wait 30 seconds for the  
glue to get tacky

go

Place lashes as close to your  
lash line as possible

prep

Apply a thin even coat of glue glue  
over the entire lash band

set

Wait 30 seconds  
glue to get tacky

prep

Apply a thin even coat of glue glue  
over the entire lash band

Lashed  
by LAURIAN

prep

Apply a thin even coat of glue glue  
over the entire lash band

B.C. BRADLE

Lashed  
by LAURIAN



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Compared to global trends and Southeast Asia trends, Not only the market goes along the major trend but distinctive differences are to be found easily due to cultural differences. **For example, hot & humid weather affects the use of light and less oily but still hydrating formulas in every product.**

Knowing these factors could make your products very competitive in the market, with our technology, working with an experienced manufacturer is very important. Consumers will eventually react to the good-quality products in the markets knowing the fact that the Southeast Asia beauty market is one of the fastest growing markets in the world. This may be the perfect time for you to consider jumping into this business.



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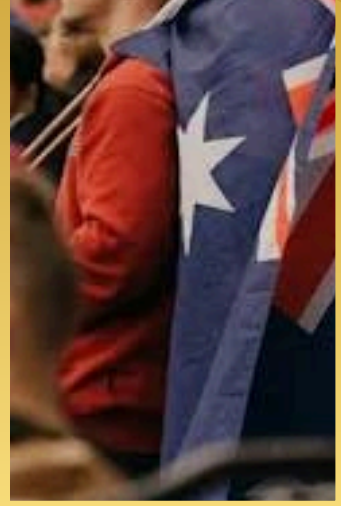


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