

hello, *Gorgeous!*

*Gorgeous*geeks

Putting

Lipstick

on

Technology

www.gorgeousgeeks.net

About Us

Gorgeous Geeks (GG) – a non-profit special interest group that encourages the use of technology as part of their lifestyles, whether for business or leisure.

Officially launched in January 2008, GG's aims to create an open environment that promotes learning, sharing, mentoring as well as provide support for IT geek girls. GG was initially intended for women in the IT industry, but since 2008, technology has grown to become a lot more prevalent and important in our lives. GG has now expanded to support women who use technology to enhance their lives. As women who have benefited from leveraging on technology, GG now organises activities and programmes that focuses on empowering women's lives using technology.

There are 3 focus groups in Gorgeous Geeks:

- 1) GG Women in Technology – For women with career or business in ICT
- 2) GG Netpreneur - For women entrepreneur that want to leverage technology for their businesses
- 3) GG Youth – For youth to encourage them to consider working in ICT industry as a career



Women Netpreneur 2018-2019

8 eCommerce Adoption stations

Johor 25-26 Nov 18

Penang 12 – 13 Mar 19

K. Terengganu 23-24 Apr 19

Kuching 15-16 July 19

Miri 18-19 July 19

K. Kinabalu 23-24 Sep 19

Tawau 26-27 Sep 19

K. Lumpur 23-24 Oct 19



2 Digital Business Workshops

Kuching 19-20 Nov 19

KL 26-27 Nov 19

Cover Digital Business Model and Customer Journey to target on seller that have existing brick and mortal business with physical store

Agenda – Johor Bahru



Agenda – Penang



women netpreneur
2018/2019

12 - 13 March 2019 | 8:30am – 5:00pm
The Light Hotel, Seberang Jaya, P. Pinang

Putting Lipstick on Technology



Agenda – K Terengganu



The poster features a central illustration of a smartphone held by two hands. The phone screen displays a 'Welcome' sign and two buttons labeled 'Buy' and 'Sell'. Surrounding the phone are various icons: a shopping cart, a gift box, a credit card, a location pin, and a magnifying glass. The text 'women netpreneur 2018/2019' is written in a stylized font across the phone. Below the phone, the event details are listed: '23 - 24 April 2019 | 8:30am – 5:30pm', 'The Regency Waterfront Hotel, Kuala Terengganu', and the tagline 'Putting Lipstick on Technology'.

women netpreneur
2018/2019

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Putting Lipstick on Technology



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Digital Transformation for SME



By Alecia Heng President of Gorgeous Geeks, SIG for IASA Malaysia

Today's business is about:

- ❖ **How Fast (Cepat)**
- ❖ **How Far (Jauh)**
- ❖ **How Effective (Berkesan)**



Transforming into Digital Business is no longer a choice.

Challenges for SME



Technology Know-
How



Business IT
Integration



ROI Justification



1. Technology Know-How

- ❖ Where do I start?
- ❖ What do I need?
- ❖ Who can help me?
- ❖ How to start?
- ❖ Is there a out of box solutions?

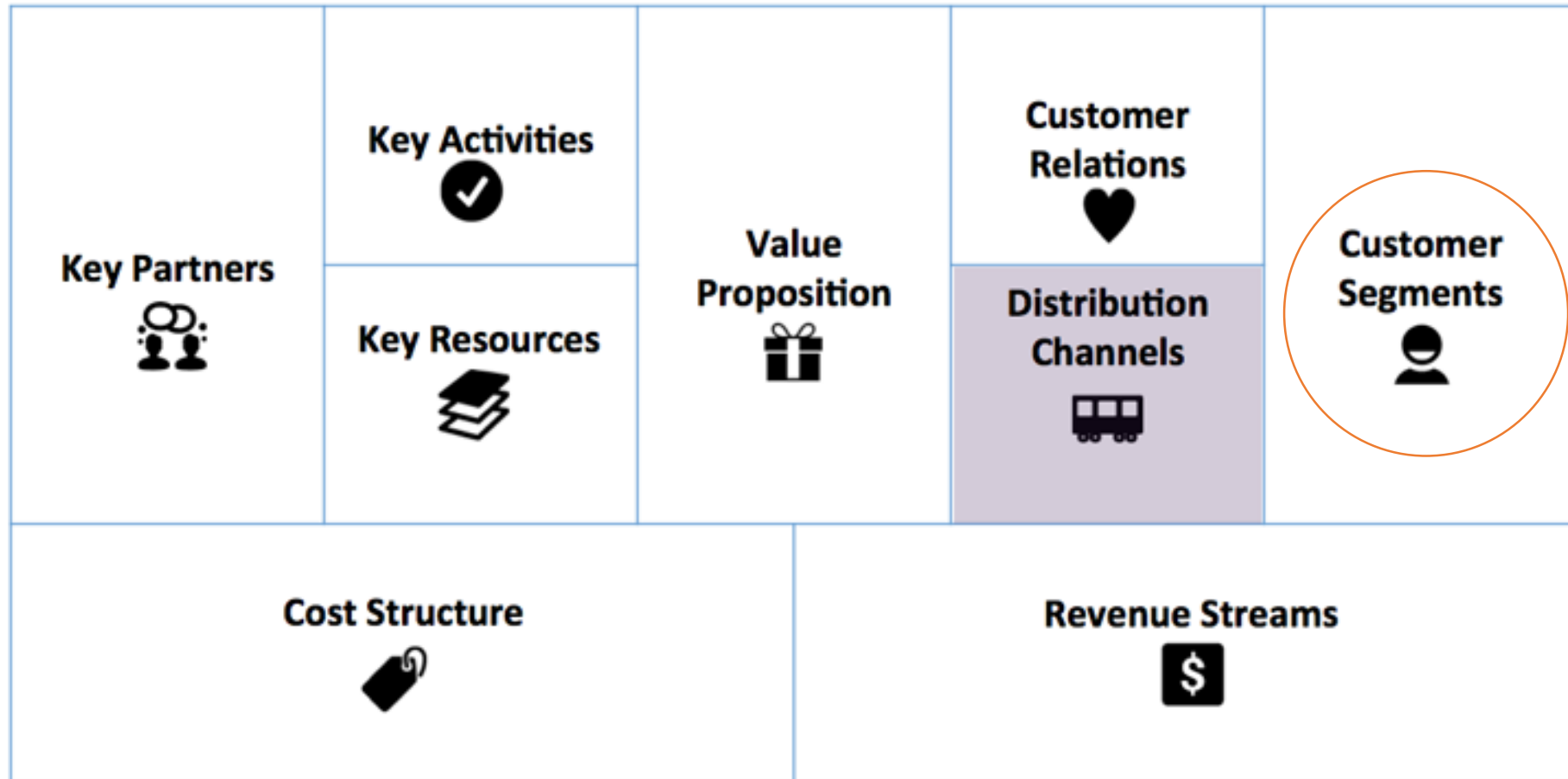


2. Business IT Integration

- ❖ Business Model
- ❖ Customer Journey & Touchpoint
- ❖ Online or Offline or Both?
- ❖ Online & Offline business process integration
- ❖ Integration with customers and suppliers



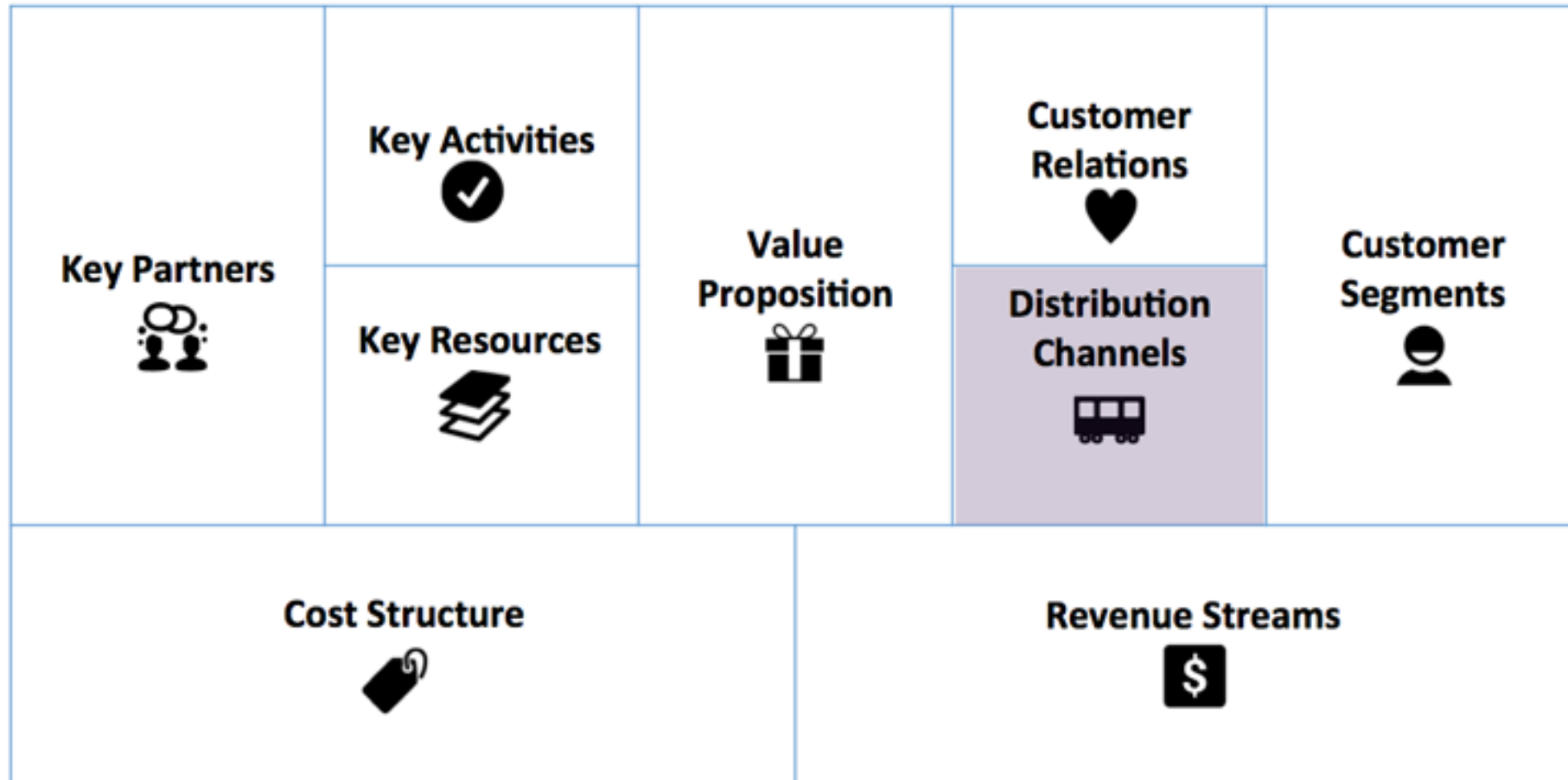
Business Fundamental





Designing with
**CUSTOMER JOURNEY
MAPPING**

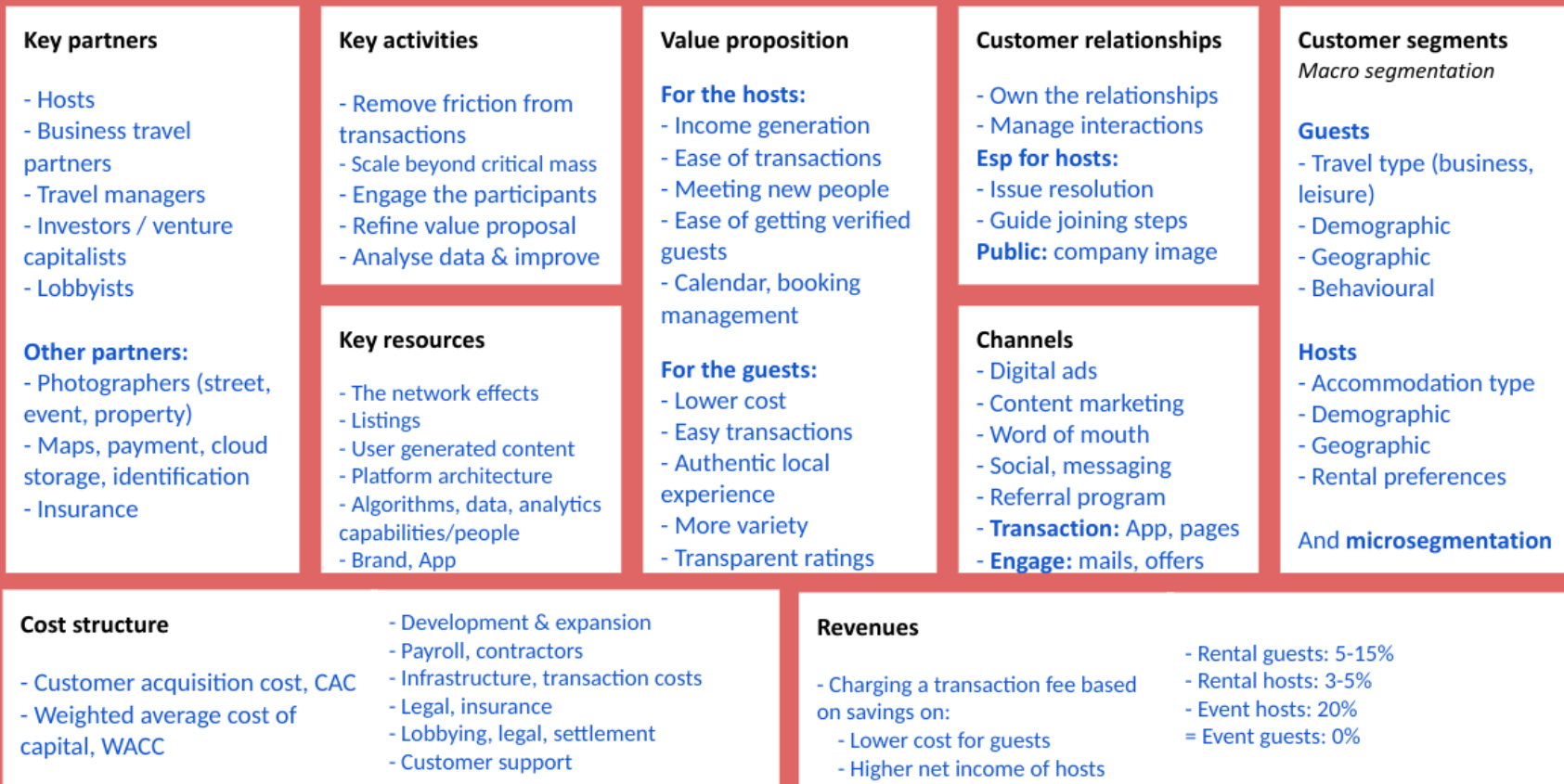
Business Fundamental





Case Study: Airbnb

Business Model Canvas



Understanding Airbnb: www.innovationtactics.com/business-model-canvas-airbnb/



Type	Privately held company
Industry	Lodging
Founded	August 2008; 9 years ago in San Francisco, California
Founders	Brian Chesky Joe Gebbia Nathan Blecharczyk
Headquarters	888 Brannan Street, San Francisco, California
Area served	Worldwide
Key people	Brian Chesky (CEO) Joe Gebbia (CPO) Nathan Blecharczyk (CTO)
Services	Hospitality service Peer-to-peer property rental
Revenue	▲ \$2.6 billion (2017)
Operating income	▲ \$450 million (2017)
Net income	▲ \$93 million (2017)
Number of employees	3,100 (2017)
Website	www.airbnb.com

Footnotes / references
[1][2]

Case Study: Cat & the Fiddle

Founder: Daniel Tay (2014)

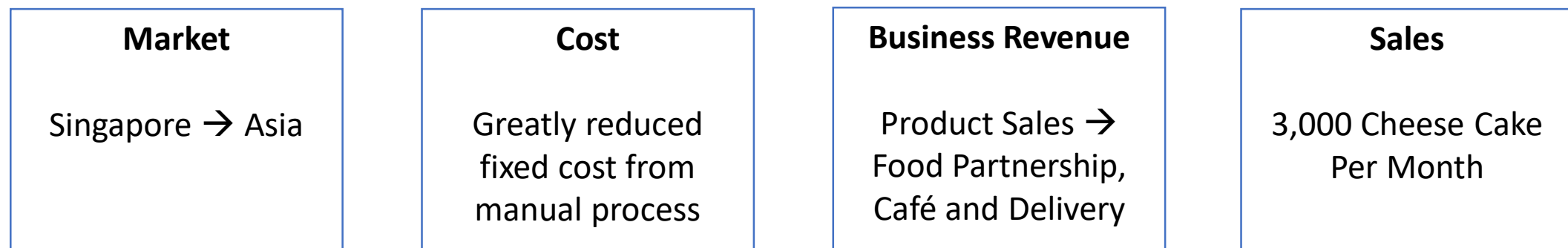


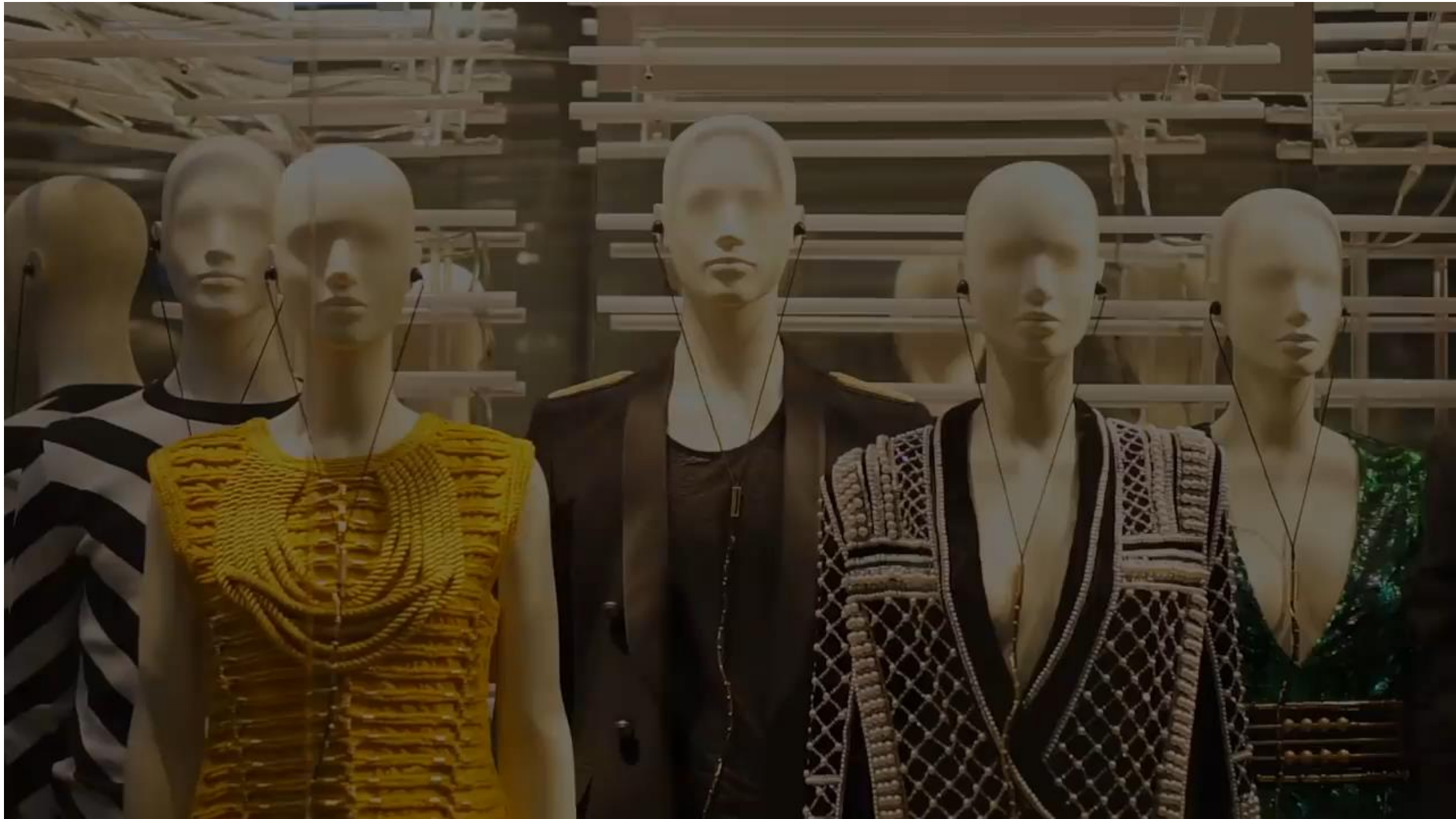
“Singapore's food and beverage scene is a challenging one, with fierce competition and high labour costs.”

- **Q Why did you decide on an online cheesecake business?**

A I am a pastry chef by training, and keeping the business online allows me to keep costs low.

High rents make it very difficult for us to set up a physical shop, and also the reach is only within that proximity. Online, our reach is limitless.





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