



Wobe

Building the Internet of People
Starting Up In A True Emerging Market

context & framework

- a. strong institutions - but uneven
- b. credit access - problems?
- c. key role of micro & small/medium enterprises
- d. economic nationalism
- e. infrastructure
- f. pros and cons?

activities

a. macro activities - country/city

b. micro activities - what startups like Wobe can do to acquire users

main challenges

economic insularity
difficulty in thinking pan-ASEAN
access to smart capital
speed - or lack of it

output



mobile app
platform
community reach
free business training

Lessons

extreme hustle needed
don't count on structures
or infrastructure
people matter
make yourself known

Follow Up

What lessons can SE Asia learn from Europe?

What financial / structural best practices can we strive for?

How do we join SE Asia & Europe closer together?