

2014 APEC-China presents : 2014 APEC Women and The Economy Forum (WEF)
**APEC Women Business & Smart Technology Seminar “Empowering Women’s Economic
Performance using Smart Technology: Supporting Policies and Training”**
Case presentation by Irene Boey, Integral Solutions (Asia), Singapore





Session on successful cases of women's economic empowerment via smart technology: mobile commerce and social commerce

Case presentation on the use of smart technology in the new business environment. How smart Technology can be used for economic empowerment of women Business

Presenter : Irene Boey

Singapore

What is Mobile commerce?



- According to ehow.com, Mobile commerce, or m-commerce, is the buying and selling of services and goods using a mobile device. It is a branch of electronic commerce, or e-commerce, that is conducted over Internet-enabled wireless and/or hand-held devices. Mobile commerce is widely used to conduct promotional and financial activities over personal digital assistants (PDAs), cell phones, hand-held gaming devices with Internet connectivity and other mobile devices
- Mobile Commerce (M-commerce) is defined as a process of conducting commercial transaction via a “mobile” telecommunications networks using a communication, information and payment devices such as mobile phone or palmtop unit. (M-commerce is Simply exchanging products/services between mobile users and providers)



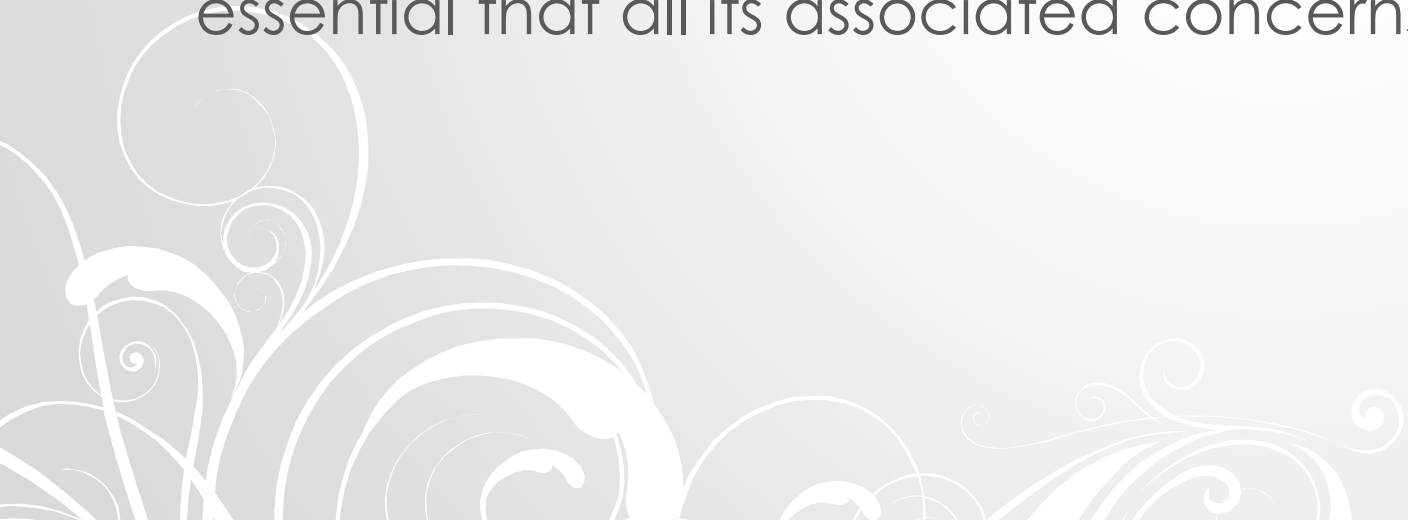
M-commerce vs E-commerce

- At present, M-commerce is view as an extension of internet based E-commerce which adds a different mode of network and accommodates different end-user characteristics
- Mobile commerce and electronic commerce are terms that are often used interchangeably. While the two technologies have many similarities, they have a fundamental difference. They both involve conducting transactions over the Internet, but e-commerce is, for the most part, conducted through wired connections while mobile commerce is done over mobile networks
- Read more: <http://www.ehow.com>



The “M” Concerns

- As with all technology, mobile commerce has its share of concerns, including security, privacy, reliability, cost and download times. Mobile phones can easily be tracked, making cell phone users feel vulnerable. Consumers are often wary of conducting mobile commerce in fear of sensitive information, such as credit card details, being exploited. Older mobile devices are slow, prolonging download times---adding to the frustration of their users. For mobile commerce to be effective, it is essential that all its associated concerns are reduced or eliminated



Social Commerce : connecting customers to customers online and leveraging those connections for commercial purpose



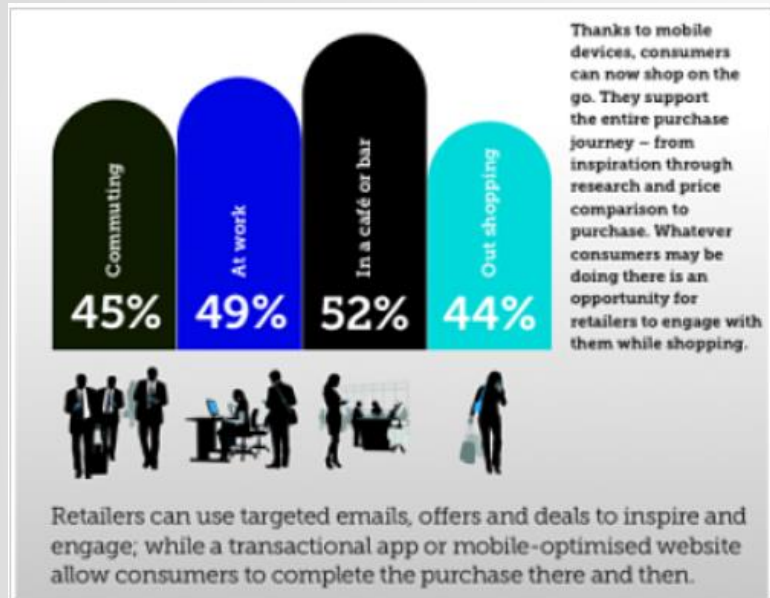
Paul Marsden

Mobile to purchase



- In November 2013, Google together with Nielsen research undertook a study to evaluate the mobile path to purchase of consumers.
- **Here are the key findings**
- 1) consumers are spending time researching on their smartphones (15+ hours a week)
- 2) their research starts with a search engine (vs. a mobile site or app)
- 3) proximity is important (69% expect businesses to be within five miles of their location)
- 4) immediacy is key (more than half want to purchase within the hour)
- 5) mobile does influence their purchase decisions (93% go on to buy)

Mobile commerce for retailers



Tradedoubler report data

Just under half, 46 percent, of connected consumers say they are likely to use a smartphone to look for product inspiration. This behavior is on the rise, as 37 percent say they use their smartphone more than they did a year ago to help them decide what to buy

“Retailers need to act on this by offering a targeted, personalized approach to the in-store shopping experience, and they can do so by using consumer data in an intelligent way to really appeal to the shopper,” Mr. Cohen said.

“For instance, through targeted incentives such as voucher codes, an interest will ignite in the product on offer, and increase the probability of a completed purchase, but also a long-term engagement with the brand,” he said.

Forty-seven percent of respondents in the study turn to their smartphone to compare prices just to make sure they get the best deal.

Mobile has the opportunity to increase sales online and in-store. If retailers harness its influence correctly, they can make certain online consumers are converted to in-store customers.



Mobile commerce for retailers

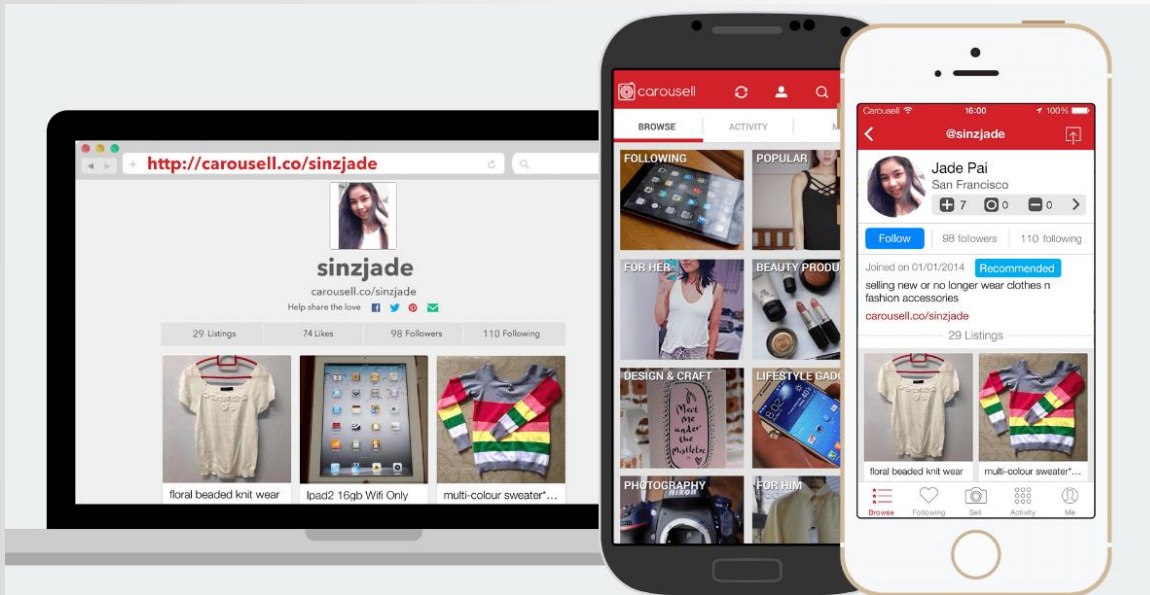
- “It should serve as a reminder that mobile provides a fantastic opportunity for retailers, if they can correctly manage the integration between mobile and their ‘bricks and mortar’ stores,” Mr. Cohen said
- With 32 percent of shoppers changing their mind about purchasing items after researching via mobile while in-store, retailers need to recognize how to optimize mobile engagement with consumers when they are physically present in-store, per the report. The study backs up the trend of more retailers building up their own digital initiatives within bricks-and-mortar stores to compete more actively with Amazon. “The main implication for retailers with a physical presence is that they still need to provide a seamless and fully integrated omnichannel experience for consumers,” said Dan Cohen, regional director at Tradedoubler, Stockholm, Sweden.

Golden Village



- Golden Village Cinemas is going green for Earth Day with the launch of a mobile paperless ticketing system.
- Bcode's scanning technology for mobile phones is powering Golden Village's mobile ticketing service in the Asia-Pacific region. Movie goers can buy tickets online via their PCs or mobile phones and instantly receive a Bcode Mobile Ticket as a text message that will be scanned for admission. (Bcode's patented scanning algorithms allow the bar code to be sent as a plain text SMS message)

M-commerce



Sell in a Snap. Buy with a Chat.

Finally, a simple way to sell the unused and under-used clutter in your life! Selling is Snap-List-Sell simple, and buy what you want by chatting with sellers right from the app. Get the app to start shopping from over 2 million new & pre-loved fashion, beauty, design, vintage, craft items and more listed worldwide now!

1. SUPER SIMPLE SELLING

Simply snap a photo, describe it, and list your item. It's never been easier to sell your ever-increasing pile of clothes, gadgets, & accessories that are new or barely used. And it's free!

2. DISCOVER HUGE SAVINGS

Uncover hidden gems to save up to 80% off retail prices! Discover new stuff with thousands of listings added each week.

3. SAVE TIME & MONEY

Skip shipping fees & save traveling time when you buy from people near your home, school or office. You travel to these places all the time anyway.

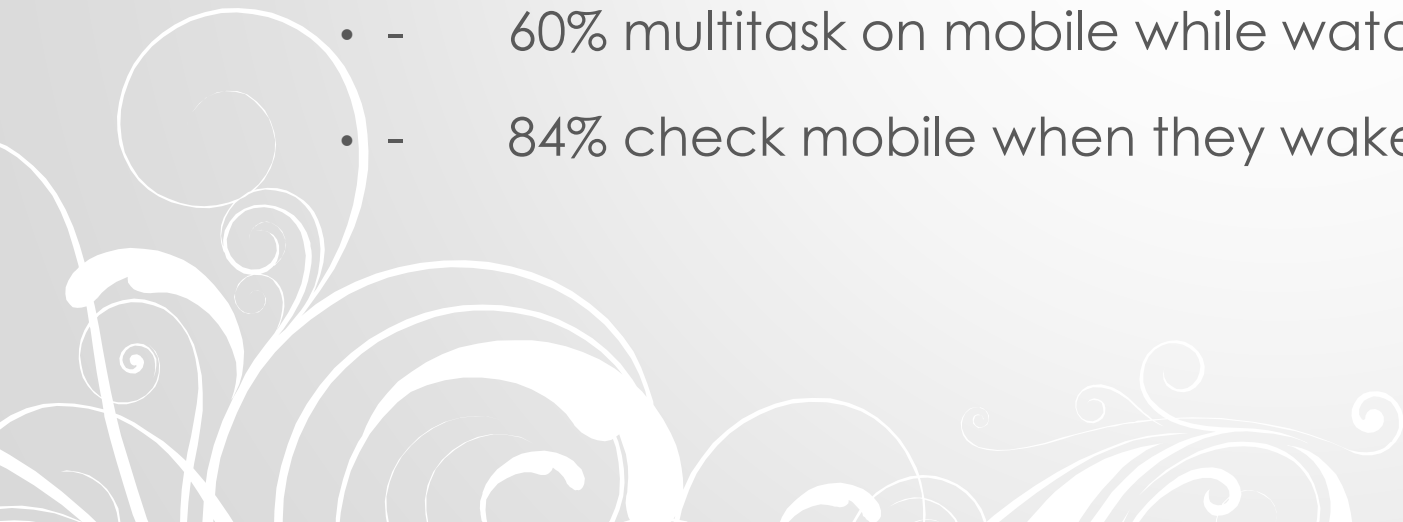
Case Presentations by Irene Boey, Singapore





Some statistics to start with...

- According to Singapore Business Review:
- 7.8million mobile phones in Singapore, 150% penetration
- - 90% of Singapore owns a smartphone
- - 43% chose mobile over friends
- - 39% chose mobile over pc/laptop
- - 60% multitask on mobile while watching TV
- - 84% check mobile when they wake up in the middle of the night





- Of the 700,000 mobile app downloads, Singapore accounted for 64 per cent, almost 450,000
- Singapore M commerce is expected to be worth S\$3Billion by 2015. Currently half of all online shoppers are mobile shoppers, according to a Forrester survey and that is growing exponentially. Almost a million Singaporeans made a purchase through a mobile device in 2011 according to the survey and that number is growing dramatically in 2012.
- Where do Singaporeans use their mobile to shop? 40% say home, then 18% say the office followed by the MRT and bus.
- Singaporean smartphone users spend most on fashion followed by airline tickets and cinema tickets, books, apps and food and drink come next.

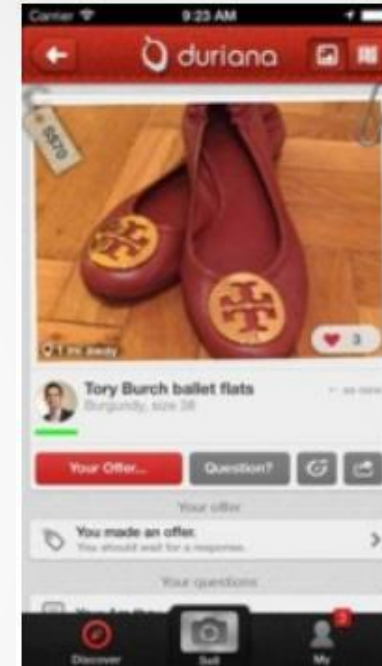
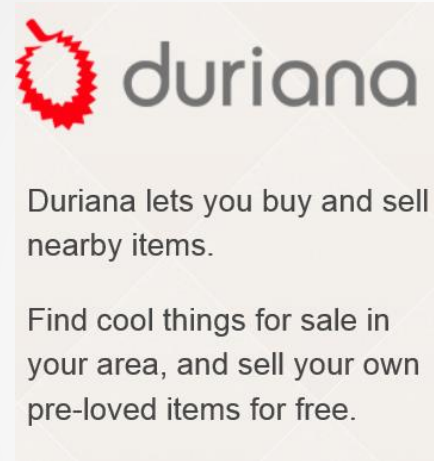
(source : SBR)



Business in the New Environment

- As mobile devices continue to evolve with new and powerful technologies, there are new and exciting opportunities for SMEs to disrupt the traditional approaches to marketing
- The pervasive impact of technological forces has created new paradigms for strategies and management.
- New success indicators relate to the firm's capability in acquiring and managing knowledge

Duriana launches mobile app for finding pre-loved items in Singapore



1. Discover

Duriana collects all the amazing stuff that you'd otherwise have trouble finding and puts it in your pocket. All you've gotta do is fire up the app and scroll down!

2. Buy

Find something you didn't know you wanted? Want to surprise your loved one with a second-hand gem? Buy it directly from the app and pick it up or have it delivered to you.

3. Sell

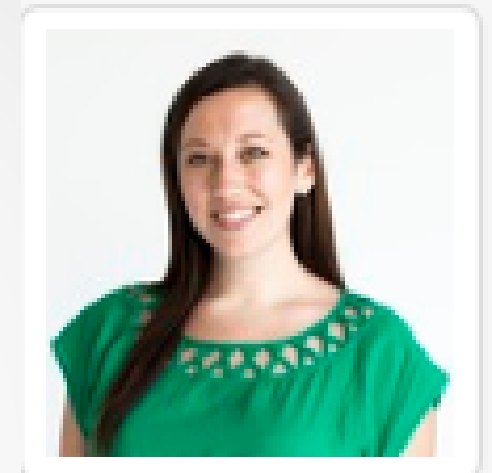
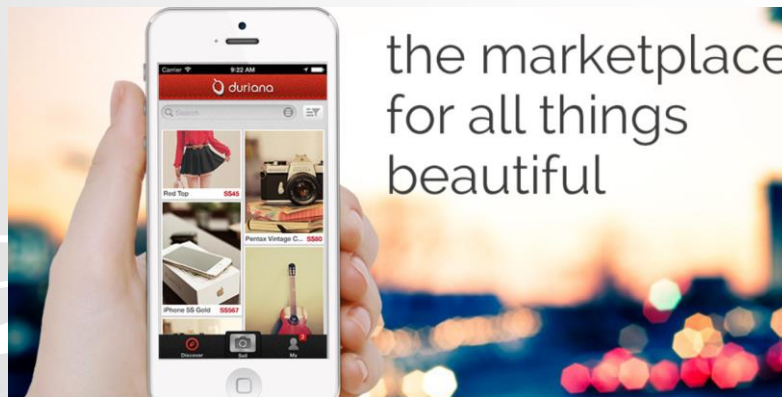
We all have that one item that we no longer use or simply don't love anymore. Take a pic of the item and put it for sale on duriana. Free yourself from unused items for cash.

Case# 1 : Duriana Internet Pte Ltd

Duriana Internet Pte Ltd was established in Oct 2013 with the vision to create Duriana, a leading mobile-first and unique location-based marketplace for beautiful pre-loved and new items within Southeast Asia.

Company is headquartered in Singapore, though the conceptualisation and design phase first began in Europe earlier this year, followed by the creation of the Duriana App in Bali in October.

Duriana is also supported by Alps Ventures, a leading internet incubator with offices in Singapore and Vienna



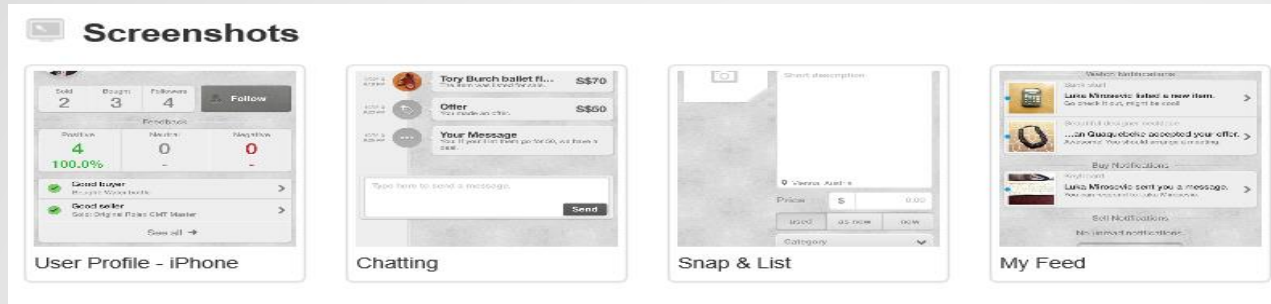
Amanda Ernst, Co-founder

Duriana Internet is founded by power duo Camilo Paredes and Amanda Ernst, former Managing Directors of Rocket Internet in Latin America, Duriana Internet is aiming to shake-up the mobile peer-to-peer market place.



How it all started...

- Both co-founders believed strongly in the value of re-commerce and its growth potential.
- The creation of the Duriana App was inspired by their love for bargains and the enjoyment of finding unique, pre-loved items that belie high-quality craftsmanship, while at the same time taking the opportunity to clear out their closets.
- While pursuing this, they identified a sizeable opportunity in the Singapore market to offer an alternative to traditional and online classifieds.



Discover. Buy. Sell.
With smart technology

- An engaging alternative to traditional classifieds for the 21st century re-commerce market.
- Driving re-commerce shopping towards becoming a more social, dynamic and location-dependent. For instance, if you reside around the Orchard Road area, through Duriana you would have access to products closest to you, and would be able to follow specific products or particular sellers whose products you like.
- Facilitates transactions of pre-loved and new items between buyers and sellers within specified proximity in a fun and convenient manner.
- Employing location-based technology, the app is able to uncover a treasure trove of items in the area, ranging from vintage wares to gadgets, accessories, furniture and even baby apparel. Enticingly showcased in a continuous photo stream, users can enjoy browsing the broad variety of listed items with ease
- Caters to individual's personality and preferences through appealing product images, and enabling real-time communication between buyers and sellers.



Discover. Buy. Sell.
With smart technology

- On top of its location-based feature, the app's user-friendly interface facilitates a welcome fuss-free mobile buying and selling process.
- Creating an item listing is easy, and sellers can do so in 30 seconds using their mobile phone's built-in camera before sharing this with their social circles. The app also features an integral messaging function that enables real-time interaction and through which buyers can communicate their queries to sellers before finalizing the transaction.
- Enhances product relevance by prioritising the factors of proximity, popularity and individual style
- The Duriana app is available for download on iPhone, iPad and Android systems.
- Provides user community with a broader, more enticing range of beautiful pre-loved and new options.



Target Markets & strategies

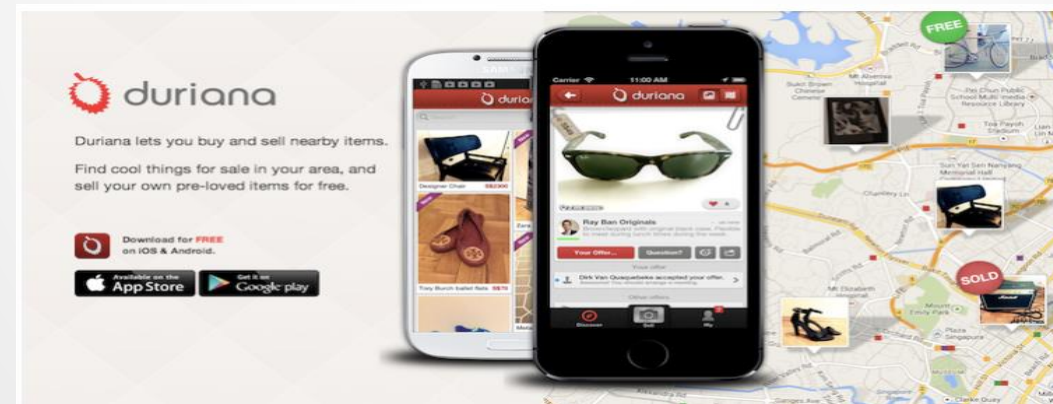
- Target individual who enjoys the social elements of Instagram or Pinterest, and who loves a rare find or great bargain.
- Serves as a seamless connector between like-minded individuals seeking to buy and sell handmade and pre-loved items within their immediate specified vicinity.
- Build an engaged community of users through the app while promoting the return of peer-to-peer buying and selling towards becoming more social, dynamic and location-dependent.
- Continue to improve and make selling on Duriana even more convenient
- Work with several influencers within the target segments to increase penetration in Singapore
- Promote the concept of re-commerce and improve product attractiveness especially for the younger population
- Incorporate the element of beauty that reflect the curated quality and craftsmanship of the items that would populate the Duriana marketplace space. This philosophy will continue to drive the new offerings and aesthetics of the app as it is developed further.

Strategies for Malaysia vs Singapore

- Camilo explained the contrast between markets in that there is more established online selling in Singapore, which translates to more opportunity for m-commerce. In Malaysia, people have been entering the online selling world more through social commerce. Receptiveness for our app from Malaysians has been fantastic. They have eagerly adopted mobile selling a lot faster than we originally expected.”
- Duriana has also become more involved in engaging the community. Ernst said that they are starting to organise their own events, starting this Sunday with ‘Market Day’ and ‘BBQ Party’ in Kuala Lumpur, Malaysia
- Using the tagline “Find Your Unicorn,” Duriana invites users to discover hidden gems or rare items, which they never knew existed, whether it’s a series of limited edition books or quirky handmade arts and crafts trinkets. The Duriana marketplace is a playground for discovery, providing an enriching user experience, which eliminates the hassle of rummaging through traditional fleamarkets and marketplaces

Expansion plan for Southeast Asia

- Duriana was launched concurrently in Malaysia and Indonesia.
- Intention for the company to further strategically broaden its regional presence in Southeast Asia, but in the initial phase, will be focusing on the 3 markets in order to deliver an outstanding re-commerce and engaging community experience to their users
- Partnership with Deal.com.sg to strengthen its expansion plan further



Duriana's Speedy Success

- As a startup, Duriana has shown good potential and managed to raised S\$1 million (US\$800,000) from e-commerce group Dealguru (who is also the company behind Deal.com.sg) as well as a group of international business angels
- 4 months later in Feb 2014, Duriana announced that it has surpassed 110,000 listings, with 80 per cent of them originating from Malaysia after only 6 weeks in the market. Duriana's inventory is not only vast but also diverse, spanning across many types of categories, which include pre-loved, home furnishing, fashion and electronics. Users can browse through an exciting catalogue of items powered by a host of different sellers – from normal next door neighbour looking to cash in on pre-loved goods to creative Etsy-type merchants and independent blog shops.
- With over 110,000 listings under their belt, Duriana has solidified its role as Malaysia's number one mobile marketplace. To capitalize on the gathering momentum, Duriana will soon be launching a 360 makeover on their current design, which allow for greater customization features for user profiles. The re-design will also include a cleaner layout and better browsing features



Quote from co-founders

- According to Amanda, Combination of factors makes for Duriana's success. These include a dynamic, high-quality product, effective execution by a dedicated team, and of course, persistence. Financial support helps, but this is not a core reason for Duriana
- “We are a small team, so to pass the 110,000 listing mark within a space of six weeks is a great achievement for us” Co-founder Camilo adds in response to the company's first big milestone. “It seemed almost impossible at the start but with the help of my team, we managed to soldier through and reach an ambitious target. Moving forward, we aim to become the number one mobile commerce platform in Southeast Asia

Case study # 2 :



- iAPPS Pte Ltd specialises in mobile phone apps and local based technology.
- Established barely 2 years, iAPPS Positioned itself as the New Generation Telco & Interactive Media Company, it is changing the way Telco & Media company works and is on its way to make Singapore a smart city
- Its mission statement “APPsolutely Yours” allows every user to have a Virtual Personal Assistant on their mobile phones or a physical robot at home, communicating with each other to enhance our lifestyle.
- iAPPS business model leverages on technology fusion of information and communication technology (IICT) plus telco and media, creating personalized apps for consumers, empowering enterprise and government to connect and communicate with public in a smart way.
- Its apps seeks to deliver the right information at the right time, right place and to the right person



iAPPS' USP

- iAPPS's ability to create cutting edge and customized solution by blending location-based sensor technologies, Apps, Cloud and Artificial Intelligence
- Leveraging on smart technologies to create apps, operate and servicing users spanning across 5 verticals, each comprising of public users, business users, large enterprises and government
- Provides CRM and Membership management solutions empowering government and large organization to engage public or clients
- Apps allow customers to better understand their needs and dynamically adjust and adapt policies, or product & services to meet ever-changing demands of consumers
- Positioned as a platform provider and work with app developers to build apps on their platform

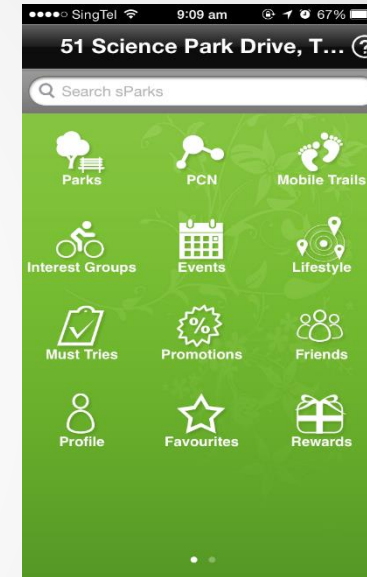
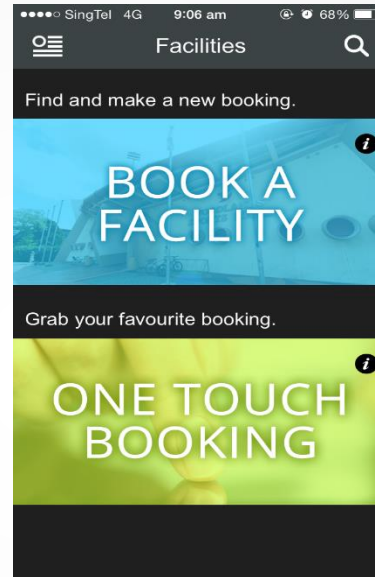
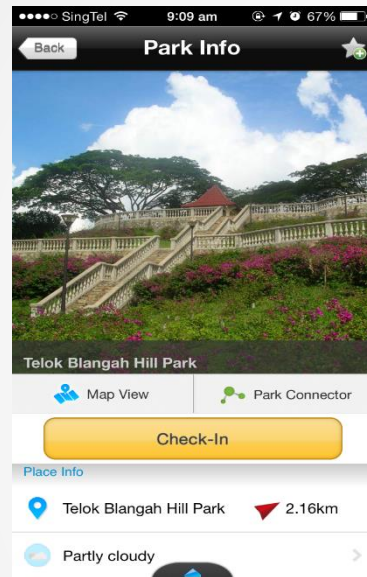
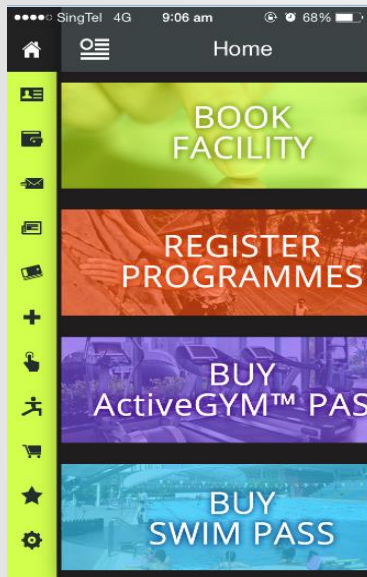
How it all started...

- Lilian firmly believes that application software and mobile apps in particular, will be a dominating influence in daily life for the next decade.
- She feels she is right in the thick of the digital revolution with the apps market reported to be worth \$27 billion in 2013 (ABI research) and growing exponentially by riding on the explosive growth of smartphone users the world over. In the next 2 years, the apps market is expected to hit \$50 billion
- The opportunity came when Singapore Sports Council (SSC) wanted an app that will allow users to check availability of its sports facilities, make bookings and payment from their mobile phones and mobile devices.



Ms Lilian Koh,
Founder of iAPPS

Target market & Strategies



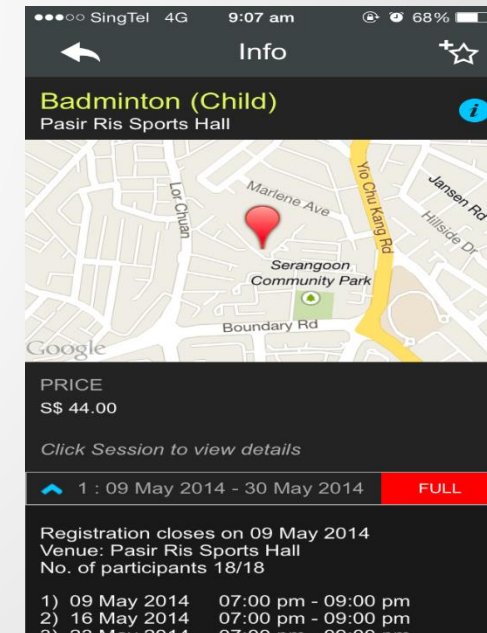
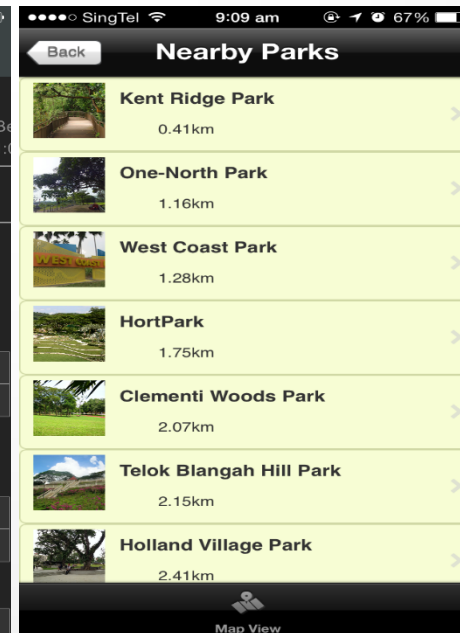
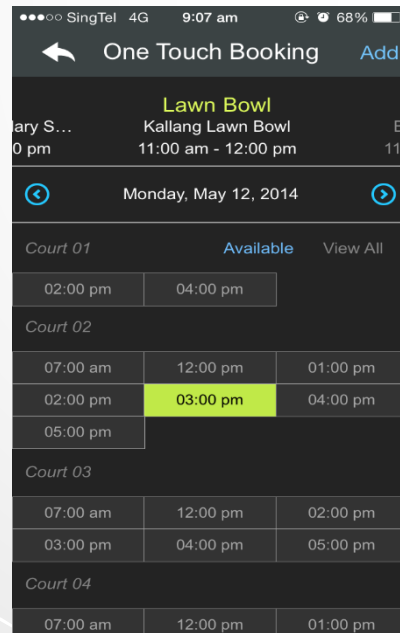
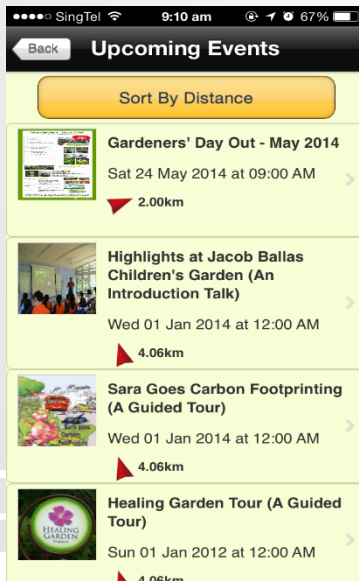
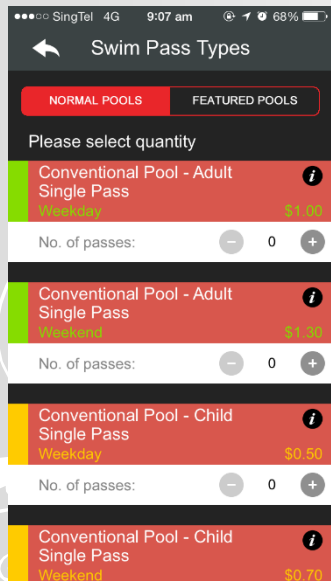
iAPPS started with a strong focus on sports and recreation and intentionally making huge efforts to dominate this space, with first of its kind solutions, getting their business partners to see the value and conducting proof of concept trials

The efforts paid off hand when it beats 5 strong contenders to land a S\$7.8 million contract awarded by SSC

Mobile commerce for SSC

iAPPS focuses on transactions and commerce with relevant real time content and information, to achieve a huge transformation in business process for enterprises

The apps for SSC enables consumers to book facilities & make payment via mobile. They can also check for facilities at their nearest location & other information via their mobile





Expansion plan

- This young & Agile company has already secured a S\$7.8M contract from SSC (Singapore Sports Council)
- With cloud platform, iAPPS will be bringing its solutions to Japan and Malaysia
- Its plan is to expand its business quickly and this include:
 - Installing City wide location based network to offer free wifi to consumers and allow them to stay connected while travelling
 - Expanding its Apps platform to connect community
 - Enhancing its position as the New Generation Telco & Interactive Media Company
 - Establishing more partnerships
 - Mergers & Acquisitions to accelerate growth



Path to profitability

- Company has made profit of S\$400,000 in first year and this shot to S\$2 million in its second year.
- For 2014, iAPPS expects to double its profits to \$4 million and has set its sights for a NASDAQ listing by 2016



Quote from Founder

- “We are crossing the chasm from the industry age to the digital age. We live in this exciting era and I want to make a difference in making life awesome.”
- “ Making impossible possible” said Lilian.



Case #3 : Student Enrichment Project using smart technologies by University Women's Association Singapore (UWAS)

- *UWAS advocates improvement in the status of women and girls through the promotion of lifelong education, and enabling graduate women to use their expertise to effect change*
- In line with our mission, we are leveraging on smart technologies for our student enrichment platform to enable needy students' (especially girls) in the APEC region to acquire and improve their knowledge in English & Science from a young age.
- This meaningful community project will be supported by UWAS and chair by our immediate past president Ms Charmini Sandra Segeram whom is a *lecturer, tutor and writer of school text books.*



Intelligent Student Enrichment Platform

1. To enable under privileged students especially girls to learn English and Science through collaborative learning approach
2. Leveraging on smart technologies, Artificial Intelligence and Semantic analysis, platform will be able to analyse, reason students' free text inputs to assess their subject content mastery skills.
3. Auto detection of individual student's learning gaps so that tutors or peers can explain and help to breach the learning gaps.
4. Auto group students according to their understanding to form effective group collaboration and generate proper scaffolding questions to them respectively



Overview of Student Enrichment Platform

- This platform is a revolutionary **cloud** based platform which employs **artificial intelligence** and **semantic analysis** technology to harness data and provide information to **reinforce learning** in the 21st century classroom.
- It can auto assess the work done by students through state of the art semantic analysis engine to **understand the sentences input by the students and comprehend the meaning** as well as assess if has the correct **knowledge reasoning**. The system can also assess the **student contribution** to the **collaborative learning process**.



Virtual learning communities;

- No limitation of class size;
- Wherever;
- Interaction in real time.





Thank you

Irene Boey

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