Enterprise Wednesday

Enterprise Wednesday organised by Enterprise@APU is a series of evening talks and panel discussions with experienced entrepreneurs and startup founders. The aim of these fortnightly sessions (every second Wednesday of the month) is to expose budding or nascent entrepreneurs to the world of converting ideas into action. Our aim is to inspire people into pursuing their own entrepreneurial ambitions and to help connect them to the wider ecosystem as well as form an entrepreneurial community within APU.

Our very first Enterprise Wednesday, A Fireside Chat featuring Lennise Ng was on 5th May 2021 where students and staffs were gathered at Auditorium 1 for a hybrid session- face-to-face session and also live stream via APU Facebook and Youtube page. Lennise Ng, CEO and co-founder of Dropee – a one-stop B2B eCommerce marketplace shared her experiences and some insights pertaining her vision to revolutionise the way business operates and her road to a successful entrepreneurship.

This was followed by Chen Chow, Co-founder of Fave Group. He shared on venturing ideas to market, what it takes and where is Fave today with the current pandemic. In addition, we also had Mr. Ramachandran Muniandy, the Co-Founder and Chief Executive Officer of Asia Mobiliti, who have encountered real problems while building his career and took them personally enough to build solutions that are worth solving. This took place on 9th June. 2021. Furthermore, Mr. Kashminder Singh, Co-founder of pitchIN, a pioneer crowdfunding platform based in Malaysia, who shared about raising money, is there a right time. Sometimes coming up with an idea is the easiest part, the real challenge lies ahead when you start doing it and one of the aspects is how and when to raise money for your start-up.