

## FORUM AND WORKSHOP

27-28 September 2017  
at the Radisson Hotel, Brunei Darussalam

*A LEARNING, SHARING AND NETWORKING OPPORTUNITY  
FOR BRUNEI BUSINESS, PROFESSIONALS AND SOCIAL ENTERPRISE*

### LBD Forum on Wednesday, 27 September **“FINDING OPPORTUNITY IN CHALLENGING TIMES”**

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8.00 – 8.45am	Registration and Refreshments
9.00 – 9.15am	Welcome Remarks
9.15 – 10.00am	Session One <b>NAVIGATING BRUNEI’S NEW BUSINESS LANDSCAPE</b>  Conversation with <b>Javed Ahmad</b> , CEO, Darussalam Enterprise (DARe)
10.00 – 10.45 am	Session Two <b>SAILING TO THE BLUE OCEAN: FINDING OPPORTUNITY IN CHALLENGING TIMES</b>  A “TED-style” talk on Blue Ocean Strategy and the perspective needed to pursue business opportunities in a small economy  by <b>Raj Kumar</b> , CEO, UCSI Blue Ocean Strategy Consulting, UCSI Consulting Group, Malaysia followed by Q&A
10.45 -11.15 am	Networking Break
11.15 – 12.30 pm	Session Three <b>BEYOND THE OLD ECONOMY: EXPLORING NEW HORIZONS FOR BRUNEI BUSINESS</b>  A brainstorming session on new opportunities arising from Brunei’s business environment and economic diversification, led by a panel of emerging Brunei entrepreneurs  <ul style="list-style-type: none"><li>• <b>Shy Nokman</b>, Founder, Sparkle with Shy</li><li>• <b>Vanessa Teo</b>, Founder, Agrome IQ</li><li>• <b>Zul ‘Amali Dato Idris</b>, CEO and Founder, DART (invited)</li></ul>

12.30 – 1.45 pm	Networking Buffet Lunch @ Tasek Brasserie
1.45 – 3.00 pm	<p>Session Four</p> <p><b>SURVIVING CHALLENGING TIMES: BOOTSTRAP, CHANGE COURSE OR EXIT?</b></p> <p>An open forum discussion on responding to and managing economic downturn led by seasoned businesspersons</p> <ul style="list-style-type: none"> <li>• <b>Adrian Tan</b>, Lean Startup Coach and Program Director, Vietnam Innovation Accelerator Program, Vietnam</li> <li>• <b>Lily Chiam</b>, Founder, Expressions Music</li> <li>• <b>Nicky Wong</b>, Executive Director, Gong Cha</li> <li>• <b>Edwin Solomon Khan</b>, Director &amp; GM, KMST</li> </ul>
3.00 – 4.00 pm	<p>Session Five</p> <p><b>RAISING MONEY FROM SELLING IDEAS: LEARNING FROM THE REST OF THE WORLD</b></p> <p>A briefing on non-traditional ways of raising money including angel investing, venture capital and crowdfunding</p> <p>by <b>William Du</b>, Founder and CEO, Ingenious Haus Group, Malaysia</p> <p>Followed by a real-life crowdfunding entrepreneurship story by Brunei-based <b>Lucy Bartlett</b>, Co-Founder, Bundle Beds leading to an open forum discussion</p>
4.00 – 5.00 pm	<p>Session Six</p> <p><b>SOCIAL ENTREPRENEURSHIP FOR A BETTER WORLD</b></p> <p>Insight on the case for operating with a social purpose, best practices and key challenges from acclaimed social entrepreneur <b>Aliza Napartivaumnuay</b>, Cofounder, Socialgiver, Thailand followed by an open forum discussion led by</p> <ul style="list-style-type: none"> <li>• <b>Yang Berhormat Khairunnisa Ash'ari</b>, Founder, Green Brunei</li> <li>• <b>Leslie Chiang</b>, Founder, Sumbiling Eco Village</li> </ul>
5.00 pm	Closing Remarks followed by Networking Refreshments

**LBD Workshop on Thursday, 28 September**

## **LEAN STARTUP PRINCIPLES**

In this fast-changing world of disruptive technologies, new business models and shorter product development cycles, traditional businesses who fail to adapt put themselves at risk. Big companies like Kodak, Blockbuster and Nokia are struggling or have failed, while startups like Airbnb and Uber have become commonplace in our lives.

In this workshop, you will learn the underlying methodology behind their success:

- Entrepreneurial thinking and techniques used by successful disruptive startups
- Lean Startup Principles, design thinking and agile development
- Common pitfalls for business innovation
- How to test new business ideas without the need for extra budget
- How an intrapreneur can effectively manage an innovation accounting process
- And tailored for our region: Some of the customer discovery techniques in Southeast Asia

The LBD Workshop will be led and conducted by **Adrian Tan**, a Southeast Asian Lean Startup Coach who has mentored, trained and scaled over 1,000 startups and large enterprises in Asia.

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8.00 – 8.30 am	Arrival of Participants and Registration
8.30 – 10.30 am	Workshop One <b>THE BASICS OF A LEAN STARTUP APPROACH</b>  Traditional waterfall development vs Lean Startup Approach Bias for customer discovery Empathize and explore Lean Startup Methodology: rapidly iterating through experiments Validated learning as a unit of progress <b>Activity: Problem Statement, Risk Mapping</b>
10.30 – 11.00 am	Morning refreshments
11.00 – 1.00 pm	Workshop Two <b>ITERATING AND GROWING</b>  Applying the Build-Measure-Learn Cycle <b>Activity: Business Model Canvas</b> Empathize-Explore-Execute Find the Quickest Way to Test Your Hypothesis <b>Activity: Problem Interviews</b> Quit, Pivot or Persevere – Designing Key Metrics for Your Experiments Knowing the “Jobs to be Done” <b>Activity: Solution Interview</b>

1.00 – 2.00 pm	Networking Lunch
2.00 – 4.00 pm	<p>Workshop Three</p> <p><b>BUILDING FOR COMPETITIVE ADVANTAGE</b></p> <p>Rapidly Build and Test a Minimal Viable Product (MVP)</p> <p>Methods for Running Experiments</p> <p><b>Activity: Sketching &amp; User Testing</b></p> <p>Good Customer Experience is Good Business</p> <p>Refining the Value Proposition</p>
4.00 pm onwards	Closing and afternoon refreshments

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