

# Asian Women In Business

42 Broadway, Suite 1748 New York, NY 10004

[www.awib.org](http://www.awib.org)

## Press Release

**For Further Information:**

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## Asian Women Hacking the Startup Landscape

New York, NY (May 2, 2017) – **Asian Women In Business (AWIB)**, in partnership with **Samsung Next**, Samsung's early stage incubation and investment organization, is sponsoring a panel discussion with Asian women Founders and Venture Capitalists titled "**Asian Women Hacking the Startup Landscape**" on Tuesday, May 16, 2017. It will be held at Samsung Next's New York Office, 30 West 26<sup>th</sup> Street, New York City, 6:00-9:00 PM.

The panel discussion will include Asian women entrepreneurs with companies in early and later stage growth. They will share their hurdles and successes in the New York startup ecosystem. As a part of our panel, we will be joined by two venture capitalists who will provide their perspective as to why there are so few female-led start-ups. The panel will also discuss the need for more female entrepreneurs and the hurdles women face in fundraising, and how we can make perceived negatives into positives. Can we improve the dire statistics which show that women-led companies (Fortune) made up only 4.94% of all VC deals in 2016?

### *Moderator*

**Bhavna Kumar**, Early Stage Investor and Start-up Advisor, Samsung NEXT Start, a seed stage investment company funding software based startups

### *Founders*

**Katherine Ahn**, Co-Founder & CEO, StyleKist, a social commerce app that revolutionizes the way women shop, share, and earn

**Suzanne Xie**, Founder & CEO, Hullabaloo, an interactive media company re-inventing storytelling

### *Investors*

**Sutian Dong**, Partner, Female Founders Fund, an early-stage venture capital firm that invests in the exponential potential of the exceptional female entrepreneurs

**Ben Sun**, Co-Founder and General Partner, Primary Venture Partner, a seed stage VC firm focused on ecommerce and enterprise SaaS

Registration and payment required. General admission is \$20.00. Seating is limited, with priority given to AWIB members, early stage startups and investors. To complete registration: <http://www.awib.org/events>, or call (212) 868-1368.

Press is invited to attend.

*Founded in 1995, **Asian Women In Business (AWIB)** is a non-profit, tax-exempt organization with the primary mission of assisting Asian women entrepreneurs and professionals. Over the years, AWIB, a dynamic organization, has expanded its mission to address identified needs and issues affecting the business and professional development of Asian Americans. AWIB also serves on various task forces and boards to promote the inclusion of minority and women owned businesses and professionals. Visit us at [www.awib.org](http://www.awib.org).*