

# Hub spins off start-up ideas

On leaving her job as an equity trader in a Tokyo investment bank, Karen Farzam moved to Hong Kong in 2010. Seeing the boom in start-ups, she founded WHub, which connects entrepreneurs with like-minded engineers, marketing gurus and business experts, enabling them to swap ideas and build successful businesses together. She also co-founded “Women Who Code”, a non-profit organisation inspiring women to excel in technology careers.

Farzam was regional winner in the Talent Unleashed Awards Asia category of “Inspirational Leadership”.

## How did WHub get started?

I and my friend and now co-founder, Karena Belin, wondered why so many talented people could not find a job they cared about. I was looking at opportunities to start my own business and realised I had left many ideas unexplored because I could not find the right partner to bounce them off. One of the biggest challenges for entrepreneurs and start-ups is recruiting the right team to help unleash their full potential.

## How do you see future start-ups?

They can offer flexibility in time, location and responsibilities, and a chance to make an impact. We believe in the contagious energy of the start-up ecosystem to attract highly skilled and

motivated people. WHub lets start-ups share their mission, products and current job openings.

## Who makes use of WHub?

We want to help the community and assist people in finding a job they care about and can make a difference, be it getting out of the “Matrix” [corporate life], returning to a more flexible workplace or starting a business. Our focus is Hong Kong, but we aim to expand.

## What is “Women Who Code HK”?

I noticed there weren't any meet-up groups aimed at female software developers, so I founded my group with Michelle Sun of First Code Academy. It is a monthly forum and meet-up for women to collaborate and learn from one another. We serve as an inspiration to women in tech, with discussions on topics such as robotics and web development. *Wong Yat-hei* Visit [edpost.hk/karen-whub](http://edpost.hk/karen-whub) for more.



WHub co-founder Karen Farzam in her office. Photo: Bruce Yan