



New Business
to Confront Global Challenges
A case study of Thai Women Entrepreneurs

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Workshop 5

New Business, Playing a Role of Departure, and Its the Future



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14:00 – 16:00 hrs.

Two women entrepreneurs

- Two different lines of business
 - Education
 - Arts and Crafts
- Challenges
 - Knowledge required in a borderless world
 - Creative economy
 - Social enterprise

En-Concept: The Joy of Learning

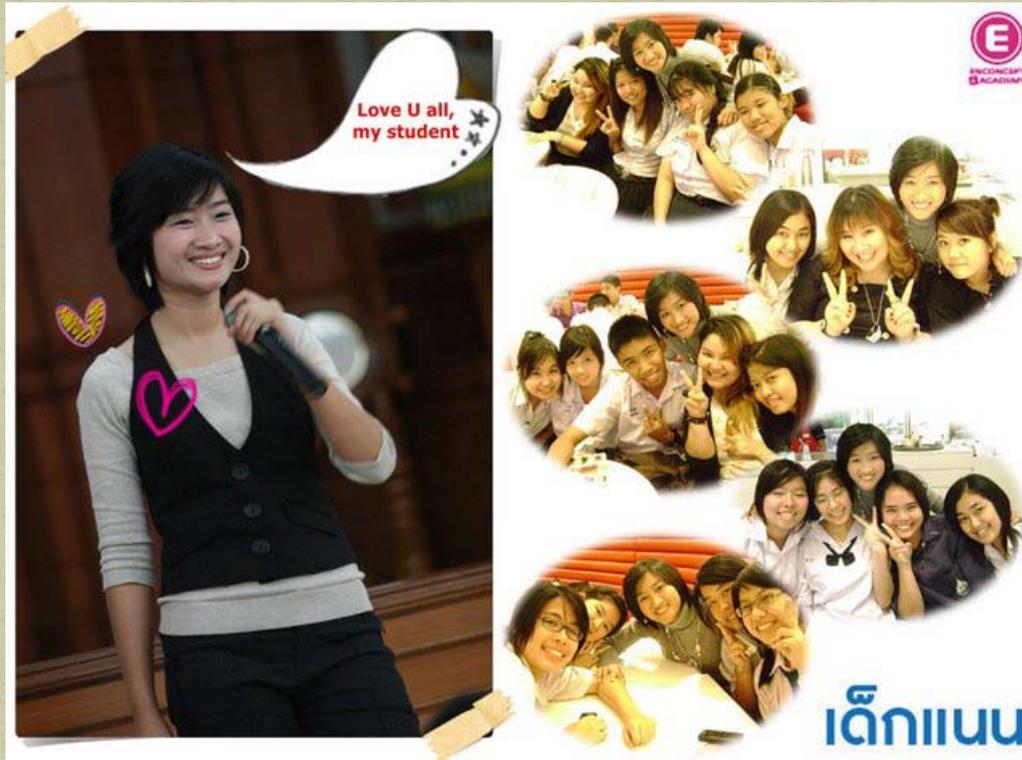
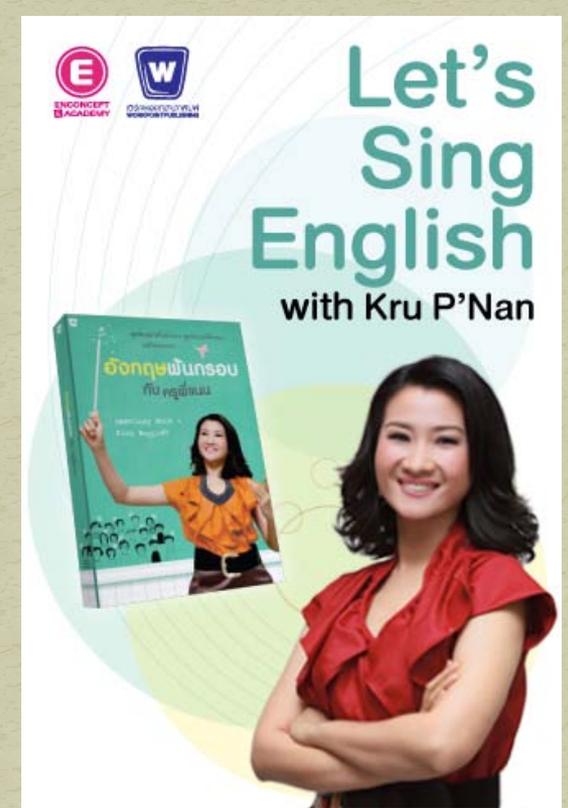
- Ms. Alisara Thanapakit (Nan)
 - A teacher who “sings English”
- 1994: dark hours → → brightest days
- Age 17: started a tutorial place
 - 7 students
- Fear of learning English
 - grammar, vocabulary, accent



- How the brain works:
 - Left : logic, technical knowledge
 - Right : emotion, imagination
- New ways of presenting information
 - Adding songs, make it fun



- Captures thirst for knowledge
 - with an inspiring innovation
- Education + Entertainment
- Rhythm helps memory
 - fun, related to daily lives



- Memory + Melody = Memolody
- A variety of lyrics:
 - Economic terms → debt, assets
- School as ‘community of learning’



- Success: A super star English teacher
- Building herself into a brand
 - 8 enterprises in her network/chain
- More than 30 branches, hundreds of thousands students
 - Teleconference
 - Recruiting “edutainers”
- Dare to dream
- Make it come true



- Grass roots industry
 - Using silk fabrics / natural products
 - → fashion items, decorative accessories
- Social value fashion business concept
 - On-line clothing for the global market



- Creations by HIV positive women in rural Thailand
 - Plus local artisans
- on line boutique
- customers – community relationship
- Webcams - work in progress
- Ultimate Aim: Economic empowerment



- Ultimate aim: Women's Economic empowerment
→ community and social development

