

**PWN**

Professional  
Women's  
Network

**Bringing Innovation to Market**

**Empowering Women Marketers &  
Entrepreneurs**

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**Breakfast Presentation &  
Discussion**

Official Partner

  
**Willis  
Towers  
Watson**

Powered by



Bringing Innovation to Market

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# Innovation for Entrepreneurs

## How to stand out from the Crowd

Emma Nang

*Co-Founder*  
Mentor Space





# STAND OUT FROM THE CROWD

Design | Adapt | Trust your Guts

**Emma Nang Tun**

**MENTOR SPACE**

Co-Founder

**AUSTRADE**

Business Development

**25**




**DESIGN**

*What?!*



Have fun in

# Building the life/business YOU want.



**START**  
**WHERE YOU ARE**  
Tackle the "wicked problems"

**PROTOTYPES**  
The next best alternative?

**IDEATE: UNSTUCK**  
Explore a number of possibilities.

**TEST/EXPERIMENT**  
Problem Finding + Problem Solving  
= Well-Designed Life





**ADAPT**

*What?!*





**IKIGAI:**  
Enlightened  
Entrepreneurship





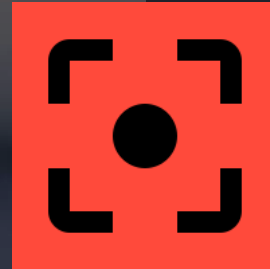
**TRUST  
YOUR GUTS**

"What if I fall?  
Oh, but darling,

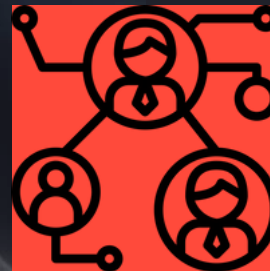
# WHAT IF YOU FLY?"



Growth Mindset



Focus



Expand your Network



Self-Reflection &  
Mindfulness

*Burn-out is REAL!*



# THANK YOU!

EMMAHANTUN@GMAIL.COM

CONTACT@MENTORSPACE.ORG



MENTOR SPACE

— *Make it real* —



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## Questions & Answers



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**Thank you for coming,  
we look forward to seeing you at the next one!**

