

KARENA BELIN



CO-FOUNDER &
CEO



CO-FOUNDER, CFO, COO, &
RESPONSIBLE OFFICER
SFC TYPE 1 & 4



VICE PRESIDENT &
EX-COM



MEMBER OF THE
GLOBAL FINTECH
CORE GROUP



AMBASSADOR



PRESIDENT

BIO

Karena Belin, CEO of WHub and COO/CFO of AngelHub, is passionate about helping startups succeed. She **successfully co-founded WHub and AngelHub with her forever partner and associate Karen Contet Farzam**. Together they are on a mission to empower startups to drive wealth and economic growth.

Since 2013, she has been **passionate about entrepreneurship and a leader in the startup scene**. She acts currently as speaker, mentor and judge at events and organisations such as the APK (Asia Pacific Conference of the German Industry), Chicago Booth GNVG, Google EYE, RISE Conference and Web Summit, Jeju Peace and Prosperity Conference, FinTech Valley Vizag India, Techsauce Thailand, Tech Open Air Berlin, IFLR, Nexchange, Techstar's StartupWeekendHK, global YPO YNG+ and more.

Karena is also a member of the **Global FinTech Core Group** at the Government of Andhra Pradesh, Ex-Com member of **The Indus Entrepreneurs Network (TiE) HK**, member of the **FinTech Association of Hong Kong (FTAHK)**, President of the board of the parent organisation (PFO) at Hong Kong International School, as well as driving diversity and inclusion as board member of WOW at the **American Women's Association**.

In addition, Karena holds a double diploma in business and administration from the University of Mannheim and the MBA business school ESSEC in Paris. She has worked 15 years for Procter & Gamble in various roles including Finance, Sales and Strategy across Europe, North East Asia and Greater China before co-founding WHub & AngelHub. She has **extensive background in business and financial planning, business acquisition and integration**.



WHub (whub.io), Hong Kong's startup **community platform and power connector**, unleashes startups' full potential and accelerates their business through meaningful connections to the resources they need and fosters the growth of the entire ecosystem.

WHub is based on 3 pillars:

- **Showcase** Startups & Startup News
- **Connect** Startups with Key Players and the Community: For Recruitment, Startup and Corporate Co-Innovation Programs and Geographical Expansion to other ecosystems
- **Educate and Empower** through insights, news, white-papers ([HK Startup Ecosystem Toolbox](#) and [FinTech White Paper](#)) and events.

OUR INCREDIBLE JOURNEY

Founded in Hong Kong, the platform went live with a job board to help startups recruit and gain visibility. The services quickly expanded and now offer a full range of connecting startups to all resources and ecosystem stakeholders, online and/or via offline events, as well as to different ecosystems globally. This includes corporates, investors, government organizations, universities and main stream media.

WHub's tagline, inspired by its two founders, is #StartupPassion. **Set-up to connect startups to the resources, know-how and visibility needed to raise capital, create employment and build innovation**, startups showcase on WHub not only their products and services, but moreover their most important asset: Their Mission, Passion and Team.





ANGELHUB

Investing in Startups, Together



AngelHub (angelhub.io) is the **first SFC regulated Equity Crowdfunding Platform for Professional Investors**. After a strong selection process, AngelHub **connects worldwide ventures scaling in Asia to Investors, across all sectors and technologies**. AngelHub provides Investors the opportunity to invest in vetted startups, fueling inspiring entrepreneurs and game changers that are revolutionizing the way we live.

The opportunity to capture this entrepreneurial spirit that is driving the economy and inspiring the world is real. **AngelHub democratises startup investment by providing Professional Investors a direct access to a new asset class**, while streamlining the investment and fundraising process. It enables investors to fund worldwide vetted startups scaling in Asia in exchange for equity ownership. Investors are empowered to invest at their own pace, in the startups of their choice, easily through the automated online platform of AngelHub.

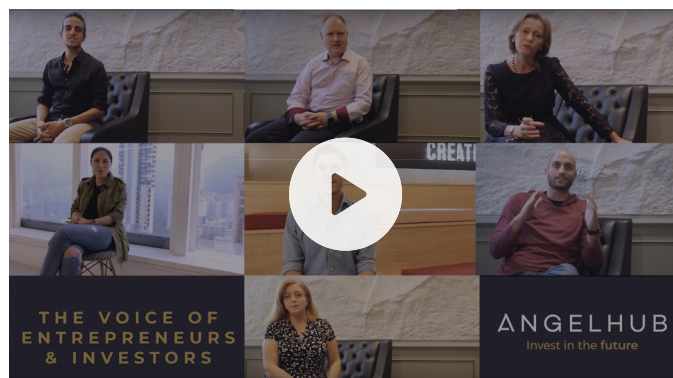
AngelHub strives to bring meaningful, **positive impact to the Asia startup ecosystem by closing the funding gap**, enabling startups to scale, and pushing startups to next phase of growth to IPO/exit through strategic partnerships.

OUR INCREDIBLE JOURNEY

The founders of WHub, Hong Kong's biggest startup ecosystem, decided to continue their mission to empower startups by democratizing fundraising by making investment in startups accessible.

AngelHub's tagline is **#InvestInTheFuture**. AngelHub is a team of passionate entrepreneurs, innovators and tech lovers. In the era of the fourth industrial revolution, startups are driving innovation and changing the future by constantly challenging the status quo.

THEY ARE PART OF THE ADVENTURE!





PUBLICATIONS

International Conference Keynote - Video

- [Global New Venture Challenge, Chicago Booth & Polsky Center for Entrepreneurship & Innovation \(2019\)](#)
- [Digital Economy Media Sisa Journal: “Global Start-up and Asian Ecosystem” \(2019\)](#)
- [Entrepreneur Live, Singapore \(2019\)](#)
- [Hong Kong-France Business Council 13th Plenary Meeting \(2018\)](#)
- [FinAsia Day, Germany \(2018\)](#)
- [Asia Pacific Week Berlin, Germany \(2018\)](#)
- [Next Money Asia 2018 FinTech Finals \(FF18\), Hong Kong \(2018\)](#)
- [IFRL FinTech Forum \(2018\)](#)
- [YNG+ Global Mentorship Program \(2018\)](#)
- [TechSauce Bangkok \(2018\)](#)
- [Friedrich Naumann Stiftung: “So sprießen Start-ups im Hong Kong Ecosystem” \(2018\)](#)
- [RISE Conference \(2016\)](#)
- [Jeju Peace and Prosperity Conference \(2018\)](#)
- [APK \(Asia Pacific Konferenz\) of the German Industry, Jakarta, Indonesia \(2018\)](#)
- [Guangzhou International Innovation Festival - Greater Bay Opportunities for Startups and Investors \(2018\)](#)
- [Vizag FinTech Valley, Andhra Pradesh, India \(2018\)](#)
- [Hainan Innovation Park \(2018\)](#)
- [Women’s Leadership Network Committee of the Italian Chamber: Women In Technology “What’s the Future” \(2018\)](#)
- [E-Day, Entrepreneurs day of the HKTDC \(2018\)](#)
- [Startup Asia Berlin GBA Intro by the German Senate to Berlin \(2018\)](#)
- [IFRL FinTech Forum \(2017\)](#)
- [Web Summit in Lisbon, Satellite Event \(2017\)](#)
- [Tech Open Air Berlin, Germany \(2015 & 2016\)](#)

Latest Media Articles

- [FNF Innovation Podcast: Start Your Business In Hong Kong, or You Don't Make It Elsewhere \(2018\)](#)
- [Asia Tech Podcast: Building Hong Kong's StartUp Ecosystem \(2017\)](#)
- [ESSEC Reflets Magazine \(2017\)](#)

WHub Publications

- [HK Startup Ecosystem White Paper](#)
- [HK FinTech Ecosystem White Paper](#)