



CASE STUDY: *Howdy*



WHY DID YOU CHOOSE ASIA AND SINGAPORE FOR HOWDY?

Our location in Singapore was a strategic decision for a number of reasons:

1. A very interconnected society with significant regional and global leaders;
2. An emerging global start-up player which provides all the infrastructure to go with it, such as investment capital, government support, and a place that attracts talent;
3. An efficient city to get things done; and
4. Proximity to markets with huge potential.

SHARE WITH US SOME OF THE CHALLENGES YOU FACED

Being small and managing intercontinental teams across different time zones can be a challenge at times. However, having a team with individuals from diverse cultures and backgrounds has worked in our favour.

WERE THERE ANY COLLABORATIONS AND PARTNERSHIPS THAT HELPED YOU ACHIEVE YOUR SUCCESS?

Customers such as Prudential, SGInnovate, Telstra and the British Chamber of Commerce (Singapore) have helped Howdy immensely through their valuable network and forward looking approaches which have enabled us to gain more traction and exposure.

LEARNING TIPS FOR SMEs

- Hit refresh and innovate as frequently as is viable. Our tech is out of date within a year, so we are constantly developing to stay ahead of the curve.
- Diversity in a team provides huge opportunities in outlook and ability to read a varied market.
- We are experimenting with a “middle way” on flexible working to encourage independence and for our team to thrive. What counts is deliverables so, on the one hand, we don't mind where and when our team work but, on the other hand, we do want people to be in proximity to each other for ideas flow and culture development. So we are trying to achieve this with core hours where people are expected to be in the office, rather than all between 9-5.
- You're never too small to give back. All our team have paid time to carry out volunteer work locally.