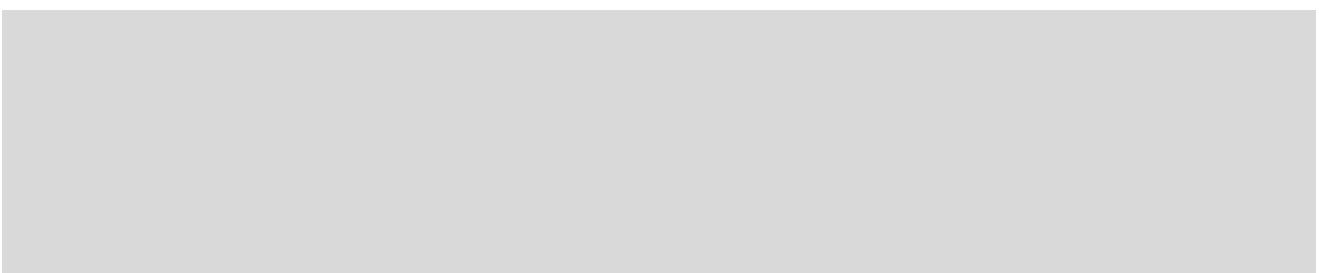
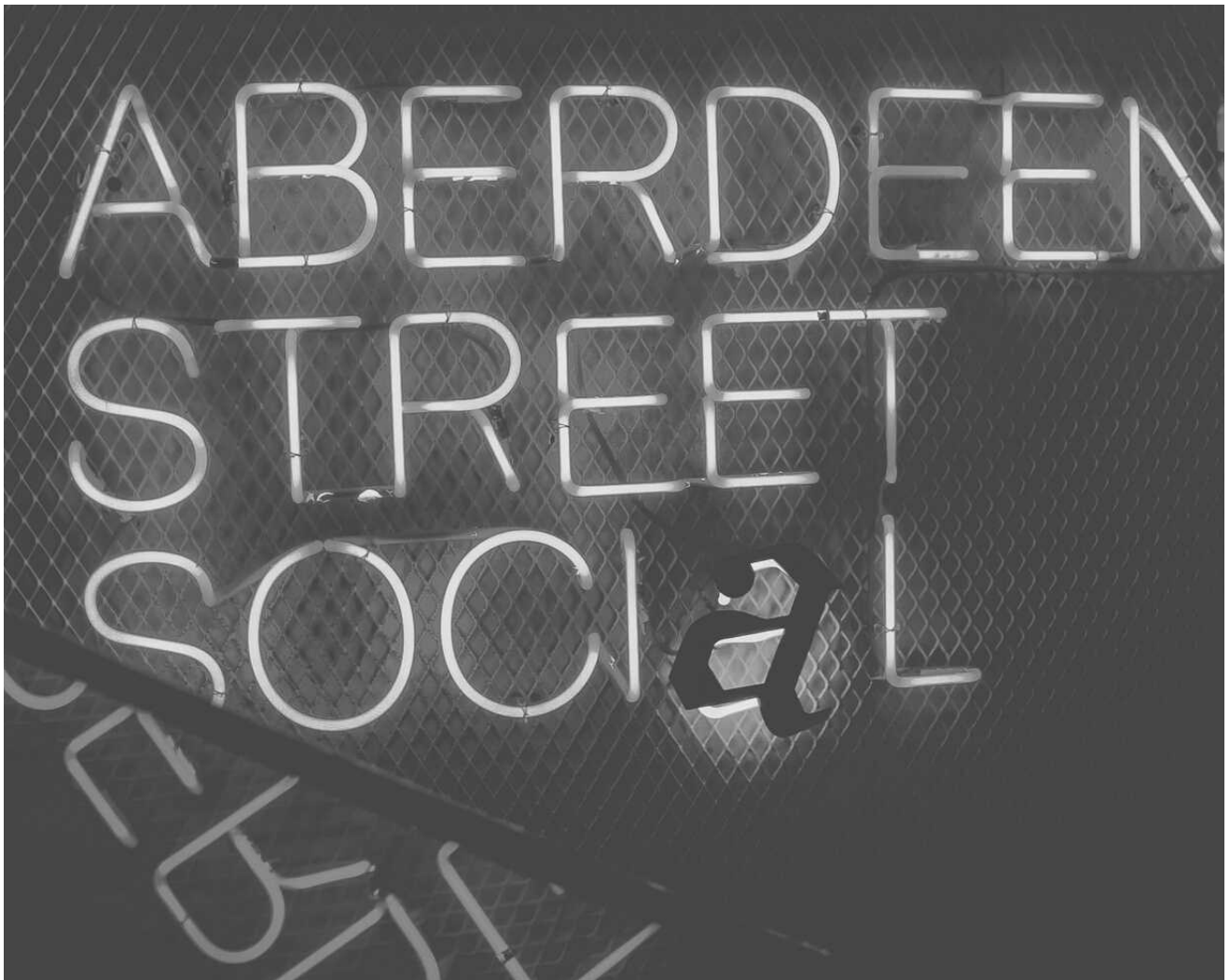


STARTUP GRIND CAMPAIGN

YASMIN DANGOR



COMRADES OF

startupgrind

BEIJING

IN PARTNERSHIP WITH Google for Startups

Jelte Ansgar Wingender

STARTUP GRIND FAME:
CHINA DIRECTOR



Behind The Director

STARTUP GRIND CHINA

INTERVIEW BY: YASMIN DANGOR

*3 words to describe yourself:
"stubborn, inclusive, efficient"*

Comrades of Startup Grind is an inside look into the people behind the scenes of Startup Grind Beijing. For the first feature, we sat down with someone who is an inspiration to most, who goes all out and thrives on making a meaningful impact in people's lives. To team Startup Grind he is known as Bob but, you might know him as Jelte or that really tall German guy.

Jelte hails from Germany and has lived in Beijing for the past 7 years. He is the founder of the Beijing Chapter of Startup Grind, and he recently passed his Beijing Director status on to a fresh new member. But this is not where his Startup Grind adventure ends as he has just stepped into the role of Startup Grind China Director. We had the opportunity to sit down with him and to pick his brain on a few pressing questions we had. Furthermore, we seized this golden opportunity to get an exclusive glimpse into who he actually is when he is not networking and hosting fireside chats with noted industry leaders.

Hey Jelte! We need to start in true grind fashion, we've been debating how one can lift a polar bear with one hand, so we thought we'd ask you.

I have always wanted to go to the moon so why not with the polar bear! With the fraction of gravity, I can easily lift him with one hand.

Most people know you as the face of Startup Grind Beijing, could you tell us more about who you are?

Landing in China was actually not a coincidence for me. I studied Business Administration, Economics and Regional East-Asian studies with a focus on the Chinese language in Germany. I first came to China in 2007, and then continuously came back because I saw myself living and working here. At one point I made a lucky decision to join a consulting company that wanted me to take over the Beijing operations, and that was the beginning of my time in Beijing.

People always get confused about who I am and what I do, wear multiple hats!

Hat No 1: During the day, I am in my full-time role as a senior manager of corporate innovation at the state-owned enterprise Zhongguancun, Innogy. I was the first foreigner to be hired, and I help Fortune 500 companies find collaborative models with startups, additionally, I support the Haidia government with their internationalization strategy. **Hat No 2:** I founded the Startup Grind Beijing chapter in 2016, and we successfully grew this to become one of the most active chapters out of over 600, globally. Now I have transitioned to be the China Director and help other cities in China with operational support and strategies. **Hat No 3:** Recently, I decided to start my own startup on the side, called Founder Lair. This is a peer-2-peer platform for founders to learn more about ecosystem players.





I put all my energy into building a platform that could help entrepreneurs in Beijing.

"Make friends, help others, give first - these are values I highly believe in myself"

You founded the Beijing Chapter of Startup Grind what inspired you to start SGBJ?

I started my career after university at a management consulting firm, I was in charge of the Beijing operations and needed to generate revenue and execute projects. At one point, the focus was too narrow for me and I lost interest in the vision of the company, so I started exploring alternatives to keep myself motivated. My sister, who is an entrepreneur in New York, has always been my mentor, and she recommended that I should get closer to the entrepreneurial world. I tried to find ways, but there was not much going on actually, so I started talking to my peers and found a friend at Ecovis Beijing, a legal and tax consultancy, and together we decided to host a startup competition. It turned out that I didn't know much about the dynamics of startups at that time, but on the way, we actually built an event that wasn't bad. We drew some attention through this, and a lucky coincidence brought Daniel, a good friend of my then intern Cynthia to this event, it turns out Daniel was also a good friend of the Startup Grind APAC Director Jan. This is where the story actually began because Jan was looking for someone to lead and start the Beijing Chapter of Startup Grind. The day after my event, I got a call from Jan, he was also the reason why I wanted to join and take over the chapter because he truly believed in the SG values of making friends, helping others, and giving first - these are values I highly believe in myself. I got motivated to spend my free time on this and liked it even better than my full-time job, so I put all my energy into building a platform that could help entrepreneurs in Beijing.





China is.....

China is moving, fascinating, demanding, and sometimes frustrating - but all in all China now feels like home to me. I cannot imagine living anywhere else at this moment. Through China's speed and some lucky decisions, I was able to grow professionally and personally much faster than I could have anywhere else. China unfortunately often has a bad reputation in the western world, however, this massive and diverse country has much more to offer than just a few topics that are covered over and over in the media. I can only encourage people to come here, live here, and experience China. This is a life-changing experience!



How has Startup Grind changed your perspective about entrepreneurship?

I think before I started Startup Grind, I was one of the many who thought that entrepreneurship is more playing around - that it is for people who cannot fit into the "real" working life. I was ignorant but quickly realised that entrepreneurship is so much more rewarding and challenging than anything else you could possibly do. So, I exposed myself as much as I could to startups and their founders to learn everything I could, in order to help them better with our community chapter. Now a few years later, I realise that entrepreneurs are a rare good on the market. Companies have a high demand for anybody capable of surviving the startup journey. Finally, I chose to become a founder myself and I am looking forward to seeing how well I have learned.

Startup Grind is made-up of a team of volunteers. How do you ensure that the team sticks together? Is there a magic ingredient?

I think it is a simple answer. First, you need to live your values and choose people who have the same vision as you. They don't need to know as much as you do or have the perfect background, but if you believe in helping others, making friends and giving first - then you have high chances of getting into our team. Second, if you are the chapter director, you need to lead by example - you should know everything your organisation is doing, that even includes knowing about the little tasks like registration or cleaning up the venue after an event, from this people will see if you are for real - or if you are just a pretender.

Additionally, it is important that the moment you have team members, that you focus on their development, help them achieve something great, like introducing Startup Grind in front of 100 people, running an event, or interviewing a speaker. This will motivate volunteers to stay with you. I usually treat every volunteer as a potential successor of mine and try to help them grow as much as I can. Fourth, you need to be inclusive - so people should find an easy way in if you are an exclusive club and only 5 people do the work and don't want to share - then you have missed the point of being a startup community organisation.

In your opinion, what three things make a great leader?

1. Be a good listener.
2. Show people how to do things and help them learn it with you.
3. Helping people realise what they are good at.

Lastly, how do you handle rejections?

That highly depends on the situation where I get rejected. I am a very patient and persistent person. If I want something to happen or people to understand something, which is for their own benefit and they reject me, then I usually do it over and over again and try to make them understand, but only if I like them. If it is at work, then I usually still do it my way and show them the benefits in a presentation or with data. If they still don't understand, then I usually would accept that I am surrounded by the wrong people. Very often though, I am also wrong :P.

RAPID FIRE Qs

Best invention:

Kombucha



What Simpsons character are you:

Sideshow Bob

Name one advantage of being really tall:

If you are in an elevator and someone farts, you have a higher chance of not smelling it until the door opens.

Favourite word

No

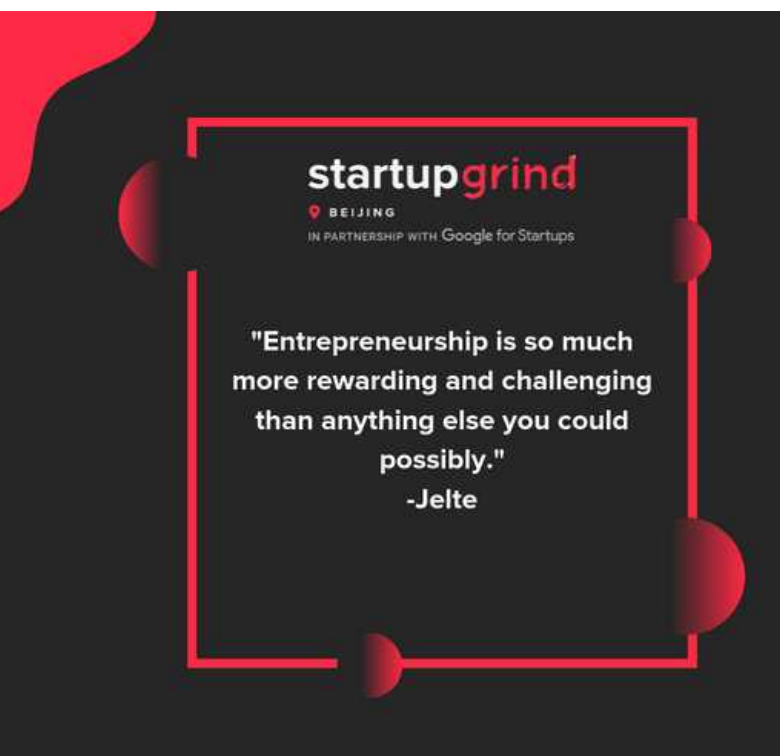
In 3 words, how would you sell ice in winter:

Get some cold

What 3 items would you buy to make a cashier feel really embarrassed ?

A Trump action figure, A salmon fish head, and a romance novel.

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BEHIND THE CHINA DIRECTOR

Jelte Ansgar Wingender



3 WORDS TO DESCRIBE YOURSELF:
"STUBBORN, INCLUSIVE, EFFICIENT"



"MAKE FRIENDS,
HELP OTHERS,
GIVE FIRST - THESE
ARE VALUES I
HIGHLY BELIEVE IN
MYSELF" - JELTE

Check out the interview click
the link!

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What 3 items would you buy to make a cashier feel really embarrassed ?

*A trump action figure,
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no. 2

startup grind

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Comrades of Startup Grind Beijing



**Digging past the designs:
MADELEINE**



Startup Grind Fame: Marketing Lead

Marketing starts with M, master as well, and so does Madeleine! But what do all these M's have in common? Allow us to introduce to you Startup Grinds marketing master, Madeleine. Madeleine is the mind behind the myriad of Startup Grind posts you click on in your Wechat. Madeleine hails from Indonesian and has been living in Beijing for six years. Over the years she's built a name for herself in the startup circle as a standout design and marketing guru. Throw her any task, and she dishes it out in less than an hour. The way she rolls is by being on top of the ball, always. Nothing marketing related slips under her radar. She has an eye for design and does an outstanding job keeping Startup Grind's Facebook and Instagram pages fluffed and updated.

yasmin dangor
INTERVIEWER

**Three words to
describe you**

Organized

Creative

Hardworking



**Startup Grind is not
just volunteering it is
a family, where
everyone is so
supportive of one
another, and super
helpful towards one
another.**

**a madeleine
startup grind
announcement .**



C is for China

In order to test Madeleine's eye for design, we asked her a question which has no doubt been the cause of many online arguments, Toilet Paper! Over or under? And why?

"Definitely "Over". Because Under is just wrong, and it is not aesthetically pleasing on the eye. But honestly, go online and check it, "Over" is how toilet paper is supposed to be... ;)"

Entering her 7th year in China, what keeps Madeleine here is the distinctive experiences that China bestows on its imported adoptees. To Madeleine, China is the rabbit hole from Alice in Wonderland, except it is super high-tech and an efficient place to live in. She perceives, China as a place where once you enter, you are exposed to a continual current of uniqueness, countless interesting things, and many beautiful people. To quote her word, "It's hard for you to leave, once you're in it."

**"China is a rabbit hole from
Alice in Wonderland."**

BEIJING COFFEE & DESIGN

The Blck Lab -
a coffee
roastery based
in China selling
only speciality
coffee



How did you land in Beijing, and what is your actual job?

I landed in Beijing to pursue my bachelor's degree, back in 2013, graduated in 2017, and decided to stay and work. Somewhere along the journey, I hit a so-called quarter-life crisis, when I'm not even 25 yet and decided to pursue my master's degree in 2018, turning to education as a self-investment.

Currently, I am working with The Blck Lab - a coffee roastery based in China where we roast and sell only speciality coffee from around the world, including Yunnan coffee from China.

Apart from that, I also freelance on the side where I do design and social media management.



You are a member of the Startup Grind Beijing team why did you join? And how long have you been volunteering at Startup Grind?

I came to know about Startup Grind back in late 2016 when it started. I knew Jelte, who was the director at the time through my work at JingJobs. Since, then I've been helping out, but I was never officially part of the team until mid-2018. After I left my role at JingJobs, I felt very disconnected from the community and decided to officially jump into this pool of amazing humans. Time passed quickly, and now I've been volunteering for more or less a year :)

Has Startup Grind changed your perspective about entrepreneurship? And how?

Yes, it certainly has! Entrepreneurship for me used to be something that was very risky. Something which may or may not go well, and you could have wasted an unknown amount of time of your life, which you could've used building a career in a stable/big corporate. However, Startup Grind has taught me that entrepreneurship can be stressful but fun because you are pushed to hone in different skill sets to keep your business running.

The nice thing about entrepreneurs in Beijing is that the people within the community are so positive, helpful and keen to share their experiences/stories for other entrepreneurs to learn from.



What's one of the most valuable lessons that you have learned from volunteering at SG?

The most valuable lesson would be “Good things don’t come easy.” Startup Grind Beijing is what it is today because there is a lot of hard work done by amazing leaders like Jelte, Sabrina, Katja, Andres, Tiko, and several other outstanding leaders, who I cannot fit in this paragraph.

But the best part is, Startup Grind is like a family, and this means that any hardship can be solved easily because you are surrounded by supportive people.

What is the best thing about being part of the Startup Grind team?The best thing is being part of a growing family. Startup Grind is not just a volunteering community. It's a family where everyone is so supportive of one another and super helpful towards one another. Plus, we are probably the only team in the world who can mix fun with seriousness. I bet no other team can do that.

**“Good things
don’t come
EASY”**

What is the most embarrassing thing you have ever worn?

I can't decide, I dressed up as an inflatable ballerina on this year's Halloween, so I guess that is the most embarrassing one by far.





You have a wide network in Beijing, how did you go about building this network, and what advice can you give to people trying to build their network?

- I was working as a recruiter where I was required to meet and talk to a lot of job seekers. Maybe that explains how I sort of built my network along the way. Another thing might be, I was also doing marketing and events where I had to talk to a lot of people to market a certain event, service and product.
- My advice to people who would like to build their network is to first know the reason(s) why you need and more importantly want a wide network, and use it as your motivation. For example, I had to build my network so I could adequately promote the startup I was working with at that time.
- Find your confidence, like, what makes you feel the best version of yourself? Because only when you are confident and feel good about yourself, will you not be shy to approach new people.
- You don't have to be kaypoh (Singlish of being a busybody, prying into the business of others), but be curious, loud and talkative, this really helps. Be useful and helpful, what can you do to help the people within your network, because only when they benefit from you, will they recommend you, sort of like "Word of Mouth".
- Go out and attend events, and set yourself a target on how many people you want to talk to. Oh, and always, follow up the next day! Simply drop a message to tell that person that it was a pleasure to meet them.

SCHEDULE AND BALANCE

You have an extremely busy schedule, how do you balance everything, and what do you do when you need a timeout?

- I have my agenda with me, it is like a notebook, and I handwrite everything to make sure I am on top of my own tasks and plans. I have a section for daily tasks, monthly goals, etc. A pro tip is I also place a reminder on my iCalendar or any e-calendar 1 week, and 2 days before an event, this helps me in case I expect things to get crazy during that specific week or month.

You are the boss of your own time, and saying “No” is an act of #SelfLove. Don't be scared to let others know when your plate is full, and you're about to explode. If they care, they will understand, if they don't, then you know those people are toxic.

- Stop your #FOMO! And don't sign up for more clubs/organization/activities/events. When you are already so busy, it really doesn't help.

- I stop functioning when I am flustered and frustrated, so I always try to prioritize the tasks on my “to-do” list. It really helps me manage my time.

- To be completely honest, a "Balanced" lifestyle doesn't exist. It's just a term that everyone is dreaming about achieving. But, if you have a crazy schedule, and you are aware that it has been draining you mentally and physically, do yourself a favour, set yourself a day off! Go out and do the things that you love, but haven't had the time to do it.

Life isn't a rat race, sometimes you gotta pause, appreciate, and be grateful of the people around you and what you have.

SAYING "NO" IS AN ACT OF

#SelfLove

RAPID FIRE

K, K ,K ,K K!

What's your pet peeve?

Being micromanaged (does that count?) or (maybe!) People who don't cover their mouths when they cough/sneeze, OH or, when someone texts me "K" instead of "Okay" or "OK".

MICKEY MOUSE

In three words, describe Mickey Mouse...

Bubbly, Kind, and Romantic

SALMON : SALMONELLA

First think of a product. Now, what would be the absolute worst brand name for one of those products?

Product: Salmon , Name: Salmonella

CLASSY VS TRASHY

What used to be considered trashy but now is very classy?

Cowboy Boots!

WOULD YOU RATHER

Would you rather have your flight delayed by 8 hours or lose your luggage?

Definitely, I would prefer an 8 hour delay, so I can go around the airport shopping and eating ;)

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MADELEINE

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**3 WORDS TO
DESCRIBE YOU**

Organised

Creative

Hardworking

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3 WORDS TO DESCRIBE YOURSELF

Organised, creative, hard-working

STARTUP GRIND IS NOT JUST
VOLUNTEERING IT IS A
FAMILY,



where everyone is so supportive of one another,
and super helpful towards one another.

Read the interview.

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In three words, describe Mickey
Mouse...Bubblv. Kind. and Romantic

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YOU ARE THE BOSS OF YOUR
OWN TIME, AND SAYING
"NO" IS AN ACT OF

#SelfLove

-Madeleine

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