



THE LEADING AI MARKETING FIRM



OWING TO THE CURRENT ERA OF DIGITIZATION, LEVERAGING THE POWER OF TECHNOLOGY WILL HELP YOUR BUSINESS ACQUIRE ITS FULL POTENTIAL. BECAUSE AT THE END OF THE DAY, DIGITAL TRANSFORMATION IS SUCH THAT IT WILL NOT ONLY TAKE CARE OF THE SURVIVAL OF YOUR BUSINESS, BUT IT WILL ALSO OPEN NEW AVENUES FOR YOUR BUSINESS TO GROW.

Featuring for the Cover Story of The Enterprise World's The Best Digital & Business Solutions Providers in 2022 is Ledgit, a company that helps build brands with their reliable and transformative business solutions.

Ledgit started off as a blockchain solutions company focusing on provenance in the supply chain. To be able to track and trace the flow of the supply chain back to its origin to verify the authenticity was the main focus.

As they moved further into the blockchain industry, there were many companies facing difficulties in the digital presence. Ledgit came up with a solution, one which restructured with the mission of bringing "Digital Transformation" solutions to SMEs and start-ups throughout the ASEAN Region. By making Digital Transformation easily implemented and available to all enterprises.



BRAND HIGHLIGHTS



Ledgit®

ARTIFICIAL INTELLIGENT GURU

"We also carried the vision to connect and establish a hub of strategic alliances from all over the globe to provide a wider range of expert solutions and achieve maximum efficiency for our partners and clients."



IVAN KU- LEADING THE WAY CEO

The initial challenges that the company faced when we first started building Ledit was that a lot of SMEs and start-ups in Malaysia were still not fond of the concept of Digital transformation as most of them still choose to rely on traditional methods to run their business. As for Ledit, they too found that there were too many digital tools and too many factors to be considered when transforming business in the digital world.

"We need to source for the best tools, talents as well as go through many trials and errors experiences to source out the best and most efficient way for businesses (especially traditional and small start-ups) to easily transform their operations and marketing strategies."

What triggered the growth of the company was the COVID-19 Pandemic. As many of the businesses were not able to run as usual and they were forced to run online. Throughout the Covid-19 Pandemic in Malaysia for 2 years, the company has assisted more than 60 clients to reform and revamp their business, from offline to online, and reinforced online businesses to upscale.

"An entrepreneur is an individual who creates and grows a business through their creative ideas."

Ivan started his career with a degree in Finance from University of Hertfordshire (INTI International University) where he headed off to finance related industries and struggled in the working life of bankers and remisiers. Stresses and financial struggles made him wonder whether the rat race was suitable for him.



HE THEN PROCEEDED TO JOIN MARKETING COMPANIES AS WELL AS MULTI LEVEL MARKETING COMPANIES, ENGAGING IN SALES AND MARKETING, TEAMBUILDING AND PRODUCT KNOWLEDGE. FROM HERE, IVAN'S JOURNEY STARTED AS HE FOUND OUT THE MANY WAYS IN LIFE TO BE AN ENTREPRENEUR. WITH THE SKILL SETS IN FINANCE, MARKETING AND TEAMBUILDING, IVAN STARTED THE MARKETING COMPANY IN THE FIELD OF BLOCKCHAIN AS IT WAS A NEW INDUSTRY AND MANY OPPORTUNITIES WERE YET TO BE DISCOVERED.

"So, my team and I keep improving ourselves and learn more regarding the technology and the digital world."

From then on, the team expanded and positioned themselves strategically by providing various tools for businesses to expand, while also venturing into many businesses along the way: Live Stream Platform, Metaverse SocialFi, Education & Academy and many more.

IVAN'S ADVICE TO THE BUDDING ENTREPRENEURS

"My advice to budding entrepreneurs is pretty simple and straightforward: Do what you love.



You have to have a passion for your product or service and to know it inside out. How many people have thought that running a PR agency is glamorous and easy money, only to find that the reality means long hours, chasing clients, getting knocked back, and struggling to establish themselves in a ruthlessly competitive market? Once you have your eye on a niche in the market, you'll need to come up with a Unique Selling Point that nobody else has. Whatever you do, don't fall into the trap of believing that you can apply a 'scatter-gun' approach to the market. You need to specialise."