

## 潮碼科技股份有限公司技術總監 鄭翎芝

# 養一個創業夢 從不自我設限開始做起

TrenDigi Technology Co., Ltd. CTO Yvonne Cheng

## Fostering the Entrepreneurial Dream Begins with Letting Go of Self-Limitations

「創業，就好像養一個家。」七年級生技術總監鄭翎芝的潮碼科說：「不如意不能拍屁股走人，更不能隨便說放棄。因為經營一家公司就好像背負一個家庭，要學會對自己、員工和客戶負責。」

### 行動開發商機正熱 回臺創業從零開始

鄭翎芝說，當時選擇回臺，在於看見市場機會。2012年行動裝置正蓬勃發展，輕薄短巧的智慧型手機與平板電腦快速普及，銷售量甚至超越傳統桌上型電腦。上網便利的行動裝置，整合各式行動App，創造許多新型態的網路服務。

長年待在美加地區的鄭翎芝，看見臺灣行動應用熱潮，因而決心回來創業，和先生拿出所有積蓄，開設潮碼科技公司。在國外同樣擁有商學與行銷背景的黄煥森擔任總經理，負責業務開發；鄭翎芝則專心扛下技術總監一職，把關系統設計與軟體應用，為企業客製行動App，希望在臺灣軟體市場中打響知名度，攻佔一片天。

### 直搗市場核心 先發制人找機會

然而起初，鄭翎芝雖然擁有豐富技術經驗，卻苦無發揮機會。尤其面對臺灣市場結構，潮碼科技在國內還



For Yvonne Cheng, TrenDigi's CTO for the past seven years, "Entrepreneurship is like providing for a family." She says, "It's not as if you could just walk away, and it's even harder to say you'll throw in the towel. Because managing a company is like supporting a family, it means you have to learn to take responsibility for yourself, your employees, and your clients."

### A Hot Business Opportunity for Mobile Developers: Returning to Taiwan to Start a Business from Zero

Yvonne Chen says that, when she decided to return to Taiwan, she was looking at the market opportunities. In 2012, mobile devices experienced a surge in growth, and thinner, lighter smartphones and tablets were spreading rapidly, with sales figures that even surpassed those of traditional desktop computers. Internet-enabled mobile devices, combined with a wide range of mobile apps, gave rise to many new forms of web services.

Having spent many years in North America, Yvonne was determined to come back and start a business in



鄭翎芝（左），看見臺灣行動應用熱潮，因而決心回來創業，和先生拿出所有積蓄，開設潮碼科技公司。Yvonne was determined to come back and start a business in Taiwan after she saw the boom in mobile applications.

沒有成功案例，客戶面對新創公司難免忐忑不安。

「頭一年幾乎都在做賠本生意。我們開發了很多客戶，但談成功的案子卻很少。」鄭翎芝說，為了突破困境，潮碼科技決定先發制人！

2013年全臺第一套專為地方商城打造的「世紀廣場-美食歡樂城」App上線，串連店家會員服務與線上折價卷。剛好位處桃園中壢市區的世紀廣場是年輕人最愛聚集的大地標，一棟大樓內集結了美食、娛樂等各式商家，販售商品五花八門，人潮旺盛。鄭翎芝與黃煥森共同發想會員機制，主動邀集店家加入，並整合流暢的App操作介面和小遊戲設計，讓會員消費同步累積點數，並至線上遊戲抽禮券和餐點折扣，吸引顧客跨層樓到各店家消費。

### 客製多元服務 跨海找到新機會

潮碼科技初試啼聲就獲得不錯的成績，因此後續開發客戶就越來越順利。2014年鎖定行動定位服務，推出「BirdieView 鳥瞰」免費GPS追蹤App，讓使用者快查找朋友位置。此款可追蹤定位的即時通訊軟體，拓展潮碼科技的業務機會。

鄭翎芝帶領團隊接續挑戰證券基金行動下單App，串流金流和證券分析模型，優化基金下單流程；又與國內政府合作開發高速公路即時路況App，

Taiwan after she saw the boom in mobile applications. She and her husband took out all their savings, and together they founded the TrenDigi Technology Company. Kevin Huang, who also has a background in business and marketing overseas, assumed the position of CEO, responsible for the development of the business. And Yvonne dedicated herself to the responsibilities of CTO, working with system design and software applications for corporate clients' customizable mobile apps. They hoped to establish a name for themselves in the Taiwanese software market, and to capture a piece of the boom in the own.

### A Straight Shot to the Market's Core: Preemptively Seeking Opportunities

In the beginning, however, even with Yvonne's rich technical experience, she faced a bitter shortage of opportunities to apply her skills. Especially considering the market structure in Taiwan, and TrenDigi's then-lack of documented successes in Taiwan, clients were understandably hesitant about the new company. "The business ran at a loss for nearly all of the first year. We opened up many new client accounts, but there were very few successfully negotiated cases," Yvonne commented. So to get out of this predicament, TrenDigi decided to make a preemptive strike.

In 2013, Taiwan's first app dedicated to area shopping malls, Century City, went online, offering member services for participating stores and online discount vouchers. Luckily, Century City in the Zhongli District of Taoyuan City is a favorite meeting place for young people. It's a crowded hub: a building full of different places to eat, entertainment, and a wide range of shops that sell all sorts of goods. Yvonne and Huang worked together to think up a membership system and actively invited stores to join. Combined with a fluid app interface and game design, they enabled members to earn points for their purchases and also to receive gift vouchers and discount coupons on food by playing the app's online games, enticing customers to visit and make purchases at each of the participating shops on the different floors of the mall.

### Multi-faceted, Customized Services: Finding Opportunity Overseas

As TrenDigi's first attempts returned positive results, it became easier to open up new client accounts. In 2014, with fixed mobile location services, they



潮碼科技技術總監 鄭翎芝 Yvonne Cheng, Trendigi's CTO

在系統中即時顯示最新路況資訊，並提出最佳路線建議，成為民眾春節、中秋等連續假期開車出遊時的必備App。

而除了國內業務外，近年來潮碼科技還嘗試擴張海外業務，將視角放大至港澳、東南亞等地。2016年與馬來西亞警政單位合作開發第一款報案系統「SOS SAVE YOU & ME」，讓民眾透過行動App線上報案，並立即通報最近警力前來救援。因為系統涉及嚴謹的警政安全與資安要求，流暢的系統運作獲得當地政府一致好評與信任。

### 兼顧工作和家庭 別讓刻板印象限制自己

現在的鄭翎芝，除了全力支援潮碼科技技術工作外，私底下還多了一個新手媽媽身份，準備迎接新生命到來。她認為，現代女性絕對有能力同時兼顧家庭與工作。「限制自己的，往往是女性附加給自己的刻板印象」，鄭翎芝堅定的說，女性如果因為自己的性別，而選擇在創業或工作過程中退縮、自我設限，那就失去了實現自我夢想的機會。

雖然現在鄭翎芝同時肩負家庭、工作和生活的壓力，和老公既是工作同事又是人生夥伴，幾乎24小時都相處在一起，但她反倒從中找到樂趣與工作成就感，取得不同角色之間的平衡。對鄭翎芝來說，創業永遠是一種選擇，而非遙不可及的目標，只要調整心態，就有實現的可能。

潮碼數位科技<http://www.trendigi.com>

introduced BirdieView, a free GPS tracking app that allows users to quickly look up friends' locations. It was this location-tracking instant messaging software that expanded Trendigi's business opportunities.

Yvonne led her team to the next challenge: a mobile order app for securities funds, connecting stock analysis with an optimized process for placing orders for funds. She also collaborated with the government to develop an app that provides real-time freeway conditions, updated with the latest traffic information, and offers users best-route suggestions. It became an essential app for people in Taiwan traveling during holiday periods such as those of Lunar New Year and the Mid-Autumn Festival.

Outside of its operations in Taiwan, Trendigi has also worked to expand its business overseas in recent years, placing a major focus on Hong Kong, Macau, and the Southeast Asian region. In 2016, they collaborated with Malaysian police institutions to develop their first reporting system SOS SAVE YOU & ME, a mobile app that enables people to make reports online and then gives immediate notification to the nearest police officers to come to the rescue. Because the system includes stringent safety and security requirements for police, its smooth operation won the praise and confidence of the local government.

### Balancing Work and Family Life: Don't Let Stereotypes Limit You

Today, apart from dedicating her energies to the technical work she does for Trendigi, Yvonne has a new role in her private life: as a mother, preparing to welcome a new life into the world. She believes modern women definitely have the ability to take care of their families while holding jobs.

"Self-limiting stereotypes are commonly imposed on women by women themselves," Yvonne says firmly. If women, because of their own gender, choose to hold back and limit themselves in the process of working or starting a business, that means they lose the opportunity to realize their dreams.

Even though now Yvonne is simultaneously responsible for her family, work, and the other pressures of life, her husband is there as both her colleague and life partner. They are around each other almost 24 hours a day, but this is something in which Yvonne actually finds enjoyment and a sense of accomplishment, achieving a balance between her different roles.

For Yvonne, entrepreneurship has always been a matter of choice, and not a long-shot goal. All it takes is to adjust one's attitude, and then it's possible to make it real.

Trendigi Technology Co., Ltd. <http://www.trendigi.com>

## wogogo 全球導遊媒合平臺營運長 方寶儀

# 踏實的把每個當下做好 迎接未來無限可能

## wogogo Global Tour Guide Platform COO Paoyih Fang

### Giving Her All at Every Step To Be Ready for a Future of Endless Possibilities



「如果美國總統川普私下找你當臺灣導遊，你會帶他去哪裡？」wogogo全球導遊媒合平臺營運長方寶儀用機智問答，詢問前來參加海選的上千位導遊。2016年底，數千位旅遊達人齊聚wogogo導遊海選現場，在團體面試中預想各種瘋狂的旅遊情境，搬弄十八般武藝，只為爭取入選機會。在臺灣，wogogo的每位導遊都擁有中華民國導遊執業證照和刑事紀錄證明書（良民證），通過wogogo海選面試後，還要參加服務禮儀教育訓練，確保導遊身份，也保障旅遊品質與安全。

「你們別看我這樣，雖然工作起來很嚴肅。但私底下也有很小女人的一面。」方寶儀用甜甜笑容、親切的說：「工作之餘，也想要換下套裝，去看場電影、吃個冰淇淋啊。」

### 連結在地導遊和世界遊客 高度客製化服務

2017年二月，全球首創導遊媒合平臺wogogo上線，鎖定高階自由旅客，提供在地專業導遊媒合服務。全球旅客登入會員後，不管是透過個人電腦、平板還是手機App，只要選定旅行時間和溝通語言，就有數百位專業導遊提供服務，可預約線上一對一諮詢，並協助規劃、導覽在地旅遊行程。

目前加入wogogo導遊人數已超過600位，提供14種語