

MDV SpeedRead is a series of articles where we have conversations with our diverse customers under MDV's funding portfolio to understand about their business, aspirations and directions. This week, we speak to Ms. Petrina Goh who is the Co-Founder and Chief Executive Officer (CEO) of Nuren Group.

Nuren was founded by power couple Petrina and her husband Kelvin Leow back in September 2013. However, the story of how the idea of creating Nuren first came about could not have been more relatable especially for married and soon-to-be-married couples out there.

Like any other couples who were progressing onto the next stage of their relationship, Petrina and Kelvin wanted to ensure that their wedding day would be perfect and had embarked on a painstaking process of planning for their big day. It was through the couple's experience in embarking on a journey towards their marriage that made them realised that putting together a platform, which would allow access to diverse information and resources related to weddings, would help ease the experience of many other couples like themselves in planning for their big day. From there, Wedding.com.my was created, and - as the saying goes- the rest is history.

Fast forward to present day, Nuren's offerings have grown to include several female-centric community platforms that follow all the important journey of couples, from getting married to entering motherhood, which includes Wedding.com.my, Motherhood.com.my, Kelabmama.com and Ibuencer.com. Each platform caters to specific needs of mothers and mothers-to-be, including providing easy access to many useful contents about motherhood and allowing users to shop for various products and services.

What's unique about Nuren's e-Commerce platforms is that users are empowered with information which would allow them to make the most optimal decision when purchasing or choosing any products or services through product reviews, tips & guidance, workshops and also samplings that are made available on the platforms.

With a community of 5 million mothers in Southeast Asia, 3 million monthly active users (MAU), and 11 million monthly page views, Nuren's reputation has steadily grown over the years, allowing the Company to successfully become a regional player by expanding to Singapore and Thailand.

According to Petrina, Nuren's expansion into regional markets bodes well with one of the Company's key objectives, which is to allow good and quality baby products to become accessible to all mothers, and in addition, helping good emerging local brands

to expand outside of their single dominant country. Having the largest pool of mothers on the Company's Motherhood.com.my platform is certainly an advantage for Nuren as these mothers serve as digital enablers for brands under Nuren's platforms to market their products and services to the region-wide female community.

Touching on more recent developments, Petrina acknowledges that the last one year or so has been very challenging for the economy due to the outbreak of the COVID-19 virus, which has had severe impacts on businesses, particularly start-ups, who are the most vulnerable to revenue slowdowns. However, Petrina firmly believes that in every crisis, there are challenges as well as opportunities and in Nuren's case, the crisis has been a blessing in disguise for the Company.

As a highly relevant digital platform, Nuren experienced high growth in traffic and eCommerce transactions particularly during the MCO period. This has helped the Company to continue recording growth despite the challenging environment. In fact, Nuren also recorded a new milestone when it successfully launched its own learning management system for ParentCraft classes to help the transition of new couples into parenthood by learning from Motherhood.com.my's team of Panel Experts.

Despite the Company's progress, having adequate funding is still key to the Company's continued growth and success. In this regard, Petrina expresses her appreciation to financiers such as MDV for their funding, which has allowed her Company and many other similar start-ups to sustain and scale their businesses by digitalising their businesses and operations during the MCO period. She explained that MDV's funding has allowed Nuren to capture the opportunity to introduce online learning to grow its online community and eCommerce.

Nuren's success story, however, was not carved without a lot of hard work, sacrifices and determination on the founders part as well as the Nuren team as a whole. Building a company and a brand name from scratch are never an easy feat; start-ups and entrepreneurs need to face and overcome a host of unique challenges that could either make or break their businesses.

And after Nuren's success in raising funds through a Series A+ round with investors such as MDV, InnoVen Capital, and 500 TukTuks, Petrina has these words of wisdom to share with other start-ups that are looking to acquire funding to grow their businesses further: Start-ups today must be able to show strong leadership team, proven business model and ability to manage good cash flow in their business - these are the 3 main criteria to attract investors for subsequent series of funding.

Even with the Company's enviable success so far, Petrina believes that Nuren still has a lot more to offer the market and important milestones to achieve. For 2021, Nuren aims to expand their reach by targeting to engage at least 8 out of 10 new parents and for Motherhood to become one of the leading digital platform and recognisable brand among the South East Asia female community. Nuren will also continue to give more emphasis on its "customer first" approach and create a better consumer experience for all its customers.

And with that, we wish only the best for Petrina and the entire Nuren team to continue providing excellent resources and services for all its customers, especially for all mothers and mothers-to-be out there!

