

# Building Lean Digital Solutions With No Coding Skills

## BUSINESS LEADERS MASTERCLASS

13th September 2022 @ 5-6.30pm (SYD) / 3-4.30pm (KL) / 2-3.30pm (JAK)

Register: <https://bit.ly/GANoCodeMasterclass2022>

### WHO SHOULD ATTEND?

-  Founders
-  Entrepreneurs
-  Management
-  Students & Graduates
-  Anyone needing a digital solution

 **Across Australia & South East Asia (ASEAN)**

### Anyone can deliver impact in the digital age.

A practical masterclass for ambitious entrepreneurs and change makers wanting to get their digital solutions and startups off the ground FAST!

- No need for coding skills or experience
- Avoid pitfalls of getting stuck in 'development land'
- Reduce time-to-launch, increase flexibility and lean solutions, and accelerate digital transformation
- Skills apply to business, social and government enterprises



#### Host

Adj. Professor  
Peter McKenna  
Guru Advantage  
Co-Founder & CSO



#### Guest Speaker

Maesy Angelina  
United Nations Global Pulse  
Pulse Lab Jakarta  
Social Systems Lead



#### Entrepreneur/ No Code Instructor

Felix Hall  
University of Queensland  
Innovation and  
Entrepreneurship Society  
Web Developer  
Startup Consultant

## Learn to build a digital solution with No Code tools.



## Adjunct Professor Peter McKenna

*Co-Founder & CSO Guru Advantage*

Peter has held senior leadership positions in business and consulting (startups, re-engineering, market development), government (innovation and regulatory reform agendas), Australia-ASEAN regional relationships (trade, investment and entrepreneurship) and universities (teaching, research and postgraduate supervision). He is Adjunct Professor at the National University of Malaysia and Past Vice-President of the Australia-ASEAN Business Council.

Peter is Chief Strategist and Co-Founder of Guru Advantage. Guru Advantage provides tailored global professional immersions (GPIs) that help students, graduates and entrepreneurs accelerate their employability and career growth, and organisations and workforces accelerate their adaptability and business growth. GPIs are delivered online, in teams, under the coaching of experts (gurus) from around the world, with 2 components: skills immersion (focused on power skills), and practice immersion (based on a real, meaningful project). (<https://guruadvantage.com>)

## Maesy Angelina

*United Nations Global Pulse, Pulse Lab Jakarta, Social Systems Lead*

Maesy Angelina is the Social Systems Lead for the United Nations' Pulse Lab Jakarta. She has over 15 years of experience in designing programs, leading teams, and conducting action-research to advance women's economic empowerment and social inclusion in Indonesia.

Maesy is particularly accomplished in applying behavioral insights and systemic design on topics ranging from enabling safe transit for women night-shift workers, supporting digital and financial inclusion of women micro-entrepreneurs, to transforming normative barriers for women impact entrepreneurs, with recommendations being taken up by institutions ranging from local and national government to the biggest ride hailing company in Indonesia.

## Felix Hall

*University of Queensland Innovation and Entrepreneurship Society (UQIES) Australia, Web Developer, Startup Consultant.*

Having spent 3 years as a self-taught web developer and startup strategy consultant Felix is passionate about helping others do good and have an impact. This has seen him work on a myriad of projects addressing energy management and transitions, water loss mitigation, remote education, economic development, and social justice. Having worked with 6 startups, and seen others rise and fall, he's built a keen eye for what does and doesn't work.

Having a belief in empowering others to create solutions and solve some of our most complex problems, Felix believes people shouldn't let the lack of a technical background stop them. Conversely, despite his technical background, he has become an advocate for no-code solutions.

Applying this into practice he's achieved a year's worth of work within 2 months on his current social enterprise and has been an 8-time finalist for national problem solving / startup weekends / hackathon challenges.



**Anyone can deliver impact in the digital age.  
So, will you?**

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