

Splice Beta Online 2020

Masuma Ahuja, Founder, Girlhood

I'm building a girl-focused media startup. I need your help.



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00:03:53.142,00:03:56.142
Shirley Cheong: Hey Haruna!

00:04:15.297,00:04:18.297
Shirley Cheong: GENESIA!

00:04:21.258,00:04:24.258
Shirley Cheong: Hello Lila :)

00:04:22.393,00:04:25.393
genesia alves: TEAM SHIRLEY

00:05:05.777,00:05:08.777
Shirley Cheong: Hey Federica!

00:05:39.613,00:05:42.613
Shirley Cheong: Hey Rishad!

00:05:50.398,00:05:53.398
Shirley Cheong: Hi Karen!

00:06:07.155,00:06:10.155
Shirley Cheong: Yay!

00:06:30.133,00:06:33.133
Shirley Cheong: Hey Kass :)

00:06:37.488,00:06:40.488
Shirley Cheong: Welcome to Beta :)

00:07:03.739,00:07:06.739
Shirley Cheong: Next year! February 2021!

00:07:10.762,00:07:13.762
Shirley Cheong: Pre-order available :)

00:07:17.688,00:07:20.688
Shirley Cheong: Hey Sandeep!

00:07:25.613,00:07:28.613
Shirley Cheong: Hello Janie!

00:07:58.967,00:08:01.967
Shirley Cheong: Hey Pat!

00:08:04.382,00:08:07.382
Sandeep Varma, SAARI Collective: Hi everyone!

00:08:39.887,00:08:42.887
Sandeep Varma, SAARI Collective: What am I going to do without Splice Beta guys?

00:08:55.789,00:08:58.789
Shirley Cheong: hey Zuha!

00:09:15.283,00:09:18.283
Zuha Siddiqui: Hi!

00:09:24.457,00:09:27.457
genesia alves: hi zuha!

00:09:48.279,00:09:51.279
genesia alves: how does it feel?

00:09:53.978,00:09:56.978
Shirley Cheong: Tomorrow is the last day of Beta! :) :| :(:| :)
*confused emojis

00:09:57.292,00:10:00.292
genesia alves: you'll have to just present the slides to yourself

00:10:11.093,00:10:14.093
Patricia Torres-Burd: Hi Kass!

Glad you could join us - Shirley, Alan and Rishad as well as Masuma - Kaas is the founder of
GSports4Girls in South Africa and globally
<https://gsport.co.za/>

00:10:25.373,00:10:28.373
genesia alves: no you guys are the first adults i've spoken to in MONTHS

00:10:26.712,00:10:29.712
genesia alves: MONTHS

00:10:59.641,00:11:02.641
Shirley Cheong: Hey @Kass -- welcome to Beta! :)

00:11:31.730,00:11:34.730
Shirley Cheong: Wow!

00:11:46.396,00:11:49.396
Shirley Cheong: Hey Sandhya!

00:12:11.985,00:12:14.985
genesia alves: many feels! we've been in lockdown for ages too.

00:12:16.587,00:12:19.587
Shirley Cheong: @Pat IS the best :)

00:12:32.598,00:12:35.598
Shirley Cheong: Hey Bilal! Good to see more guys here! :)

00:12:35.146,00:12:38.146

Sandhya Gola: Hi Shirley! Hi everyone!

00:12:43.222,00:12:46.222

Bilal Randeree: Hey

00:13:26.297,00:13:29.297

Shirley Cheong: Hey Pooja :)

00:13:45.502,00:13:48.502

Shirley Cheong: Thanks for sharing Kass -- sounds really exciting!

00:13:47.193,00:13:50.193

Shirley Cheong: Looks like we are ready to start :)

00:14:08.706,00:14:11.706

Shirley Cheong: We are super casual in the chat box as you know. Please introduce yourself, leave your contacts, ask questions, share links and drop your thoughts in here. :)

00:14:19.471,00:14:22.471

Patricia Torres-Burd: hola Bilal

00:14:40.720,00:14:43.720

Shirley Cheong: Let's go!

00:14:49.356,00:14:52.356

Sandeep Varma, SAARI Collective: @kass - I know a great South Asian Australian women's sport ambassador - she would love your work!

00:14:55.667,00:14:58.667

Shirley Cheong: 3 more sessions to go! :)

00:14:59.705,00:15:02.705

Kass Naidoo: Thanks everyone 😊

00:15:09.511,00:15:12.511

Shirley Cheong: hey Corinne!

00:15:53.349,00:15:56.349

Shirley Cheong: Woohoo!

00:15:56.982,00:15:59.982

Kass Naidoo: Hi Sandeep. Would love to feature her on gsport. Please email me her details at kass@gsport.co.za

00:16:14.458,00:16:17.458

Shirley Cheong: @Kass & @Masuma -- #downwithmanels :)

00:16:22.549,00:16:25.549

Shirley Cheong: :)

00:16:32.433,00:16:35.433

Shirley Cheong: Today is about products (and launching them!)

00:16:48.273,00:16:51.273

Shirley Cheong: Awesome mentors and our heroes :)

00:17:03.629,00:17:06.629

Shirley Cheong: We look up to them for many obvious reasons. 

Amazing heroes with superpowers in business strategy, reader revenue, product management, community building, fundraising tactics...

VERY Limited sessions so check it out :)

<https://splicebeta.com/mentors>

00:17:35.215,00:17:38.215

Shirley Cheong: Also mostly women!

00:18:32.852,00:18:35.852

Shirley Cheong: Share your takeaways with the community - thank you :)

#splicebeta

00:18:54.466,00:18:57.466

Shirley Cheong: Here's the telegram group for the Beta community :)

<https://t.me/splicebeta2020>

00:19:11.978,00:19:14.978

Patricia Torres-Burd: OMG the kicking thing - I love it

When I kick my husband under the table - he loves to scream out in exaggerated pain and say "Why did you kick me? What did I say?" I am usually at this point, dying...

00:19:14.147,00:19:17.147

Shirley Cheong: You can watch the recordings on our Facebook and Youtube pages

<https://www.facebook.com/splicenewsroom>

<https://www.youtube.com/splicemedia>

00:19:26.532,00:19:29.532

Shirley Cheong: Fingers crossed

00:19:53.969,00:19:56.969

Shirley Cheong: Razlan will be sharing how SCMP added virtual events to their portfolio and what they have learned

Tomorrow at 11 AM (Singapore time)

<https://splicebeta.com/program/razlan-manjaji-online-events-are-the-new-normal-for-media-this-is-what-weve-learned-in-trying-to-add-virtual-events-to-our-work-at-scmp>

00:20:38.381,00:20:41.381

Shirley Cheong: Rama Mamuaya from DailySocial has advice if you are trying to build a community-focused startup

Tomorrow at 4 PM (Singapore Time)

<https://splicebeta.com/program/rama-mamuaya-daily-social>

00:20:43.382,00:20:46.382

genesia alves: bless you pat

00:21:08.123,00:21:11.123

Shirley Cheong: And for now!

00:21:41.342,00:21:44.342

Corinne Podger: I'm writing a story at the moment about 2020 learnings re online events, for Digital Content Next, so if you've run an event this year and want to share your views on the following 3 themes: defining "impact" beyond global reach, pricing strategies for online events, and should we try to replicate the real-life experience with online events - or try for something totally different (and what that might look like), email me:

corinne.podger@digitalskillsagency.com

00:21:49.874,00:21:52.874

Shirley Cheong: Check out this amazing woman!

<https://www.linkedin.com/in/masumaahuja/>

00:28:57.221,00:29:00.221

Shirley Cheong: Hey Mattia!

00:30:06.438,00:30:09.438

Shirley Cheong: Hello Kyaw Soe, Julia!

00:30:15.664,00:30:18.664

genesia alves: so. much. agree!

00:30:26.259,00:30:29.259

Rishad Patel: So so true

00:31:15.729,00:31:18.729

Shirley Cheong: Masuma wrote this series in 2018

Girlhood Around the World

<https://www.thelily.com/tag/girlhood-around-the-world/>

00:31:42.179,00:31:45.179

Rishad Patel: Hey Jeannette!

00:32:26.446,00:32:29.446

Corinne Podger: All the women on the call are nodding. Yeah, we did.

00:35:05.177,00:35:08.177

Shirley Cheong: Pre-order the book :)

<https://www.workman.com/products/girlhood-teens-around-the-world-in-their-own-voices>

00:36:13.284,00:36:16.284

Jeannette Goon: so cool

00:42:17.201,00:42:20.201

Corinne Podger: Love this idea.

00:42:56.058,00:42:59.058

Rishad & Alan (Splice Beta): So so good. Point #5 especially.

00:42:56.723,00:42:59.723

Rishad Patel: You talk about connecting girls. Would you ever actually take that to that next level? "Who gets to tell whose stories?" Would you ever have them tell their own stories not just to the world but directly to each other? Like, live on Meet, for example? Are you in fact already answering my question as I write this? :)

00:45:19.850,00:45:22.850

Shirley Cheong: A curious, kind space on the internet. So important. <3

00:45:38.134,00:45:41.134

Jeannette Goon: @shirley +1!

00:45:43.592,00:45:46.592

Janie Octia: Tumblr!!!

00:46:31.667,00:46:34.667

Sandeep Varma, SAARI Collective: Love this talent incubator idea!

00:47:08.528,00:47:11.528

Shirley Cheong: If you can help :) <https://www.masuma.net/girlhood-job-posting>

00:47:45.025,00:47:48.025

Patricia Torres-Burd: brilliant

00:47:56.039,00:47:59.039

Rishad Patel: Bring on your questions for Masuma!

00:47:57.764,00:48:00.764

kaye yeo: i want my tween niece to be reading this.

00:48:02.848,00:48:05.848

Federica Cherubini: great presentation, Masuma :)

00:48:37.945,00:48:40.945

genesia alves: carbon date us Rishad

00:49:10.225,00:49:13.225

Sandhya Gola: This is superb. Love your enthusiasm. And such a great idea!

00:49:53.277,00:49:56.277

Shirley Cheong: @Sandhya - Masuma definitely found a problem to solve :)

00:50:54.914,00:50:57.914

Sandeep Varma, SAARI Collective: Masuma - I know someone who is EXACTLY the woman you are looking for! Her name is Trina Dasgupta. She went to Wharton, lived in South Africa creating media products, worked for MTV, and is on the Girls Who Code.

<https://www.linkedin.com/in/trinadasgupta>

She's a very good friend and I'd love to make an intro. Email me please!!

Sandeep@saaricollective.com.au

00:53:13.084,00:53:16.084

Rishad & Alan (Splice Beta): Questions for Masuma?

00:53:32.614,00:53:35.614

Jeannette Goon: do you have thoughts on how to handle digital security on the platform and for the contributors?

00:54:27.654,00:54:30.654

Lila Shroff: I don't have a question but a comment on this from my perspective as an 18 year old girl!

00:54:42.522,00:54:45.522

Corinne Podger: I wonder if there might be interest from orgs that are focused on digital privacy / protection from trolling, perhaps on a co-bid? Something to support girls to emerge into womanhood not just with an individual strategy for navigating the online world with its risks, but a community they can turn to, for peer-to-peer support. I don't know whether there's much that's formal happening in that space.

00:56:25.541,00:56:28.541

genesia alves: do you foresee it being a struggle to get funding? are potential funders more likely to want to see 'quantifiable' aspects? how do you feel you'll have to present your social impact?

01:00:33.879,01:00:36.879

Jeannette Goon: thanks, Masuma!

01:02:52.737,01:02:55.737

Patricia Torres-Burd: question

01:05:09.250,01:05:12.250

Shirley Cheong: That is so true.

01:05:16.958,01:05:19.958

genesia alves: excellent. thank you

01:05:17.165,01:05:20.165

Sandeep Varma, SAARI Collective: We're doing work in this vein at SAARI Collective - workshops to train young South Asians to tell their media stories in Australia. There's two great resources we found useful: 1) research on resilience against racism and the tools you can use, and 2) the Self Compassion workbook by Dr Kristin Nuff.

01:06:56.914,01:06:59.914

Shirley Cheong: Melanie's session :)

<https://splicebeta.com/resources/melanie-hui-how-to-build-a-long-term-relationship-with-your-donor>

01:08:03.252,01:08:06.252

genesia alves: thank you masuma. more power to you!

01:08:08.080,01:08:11.080

Shirley Cheong: Let's start conversations within the community as well :)

01:08:22.192,01:08:25.192

Kass Naidoo: What a great session! Thank you 😊

01:09:29.710,01:09:32.710

genesia alves: splice knows where to find all of us Masuma.

01:09:33.232,01:09:36.232

Shirley Cheong: Thank you, everyone!

@Masuma, this is so awe-inspiring!

01:09:34.113,01:09:37.113

genesia alves: just send out the bat signal

01:09:35.261,01:09:38.261

Lila Shroff: Thank you Masuma!

01:09:42.402,01:09:45.402

Sandeep Varma, SAARI Collective: Amazing session!!

01:09:43.094,01:09:46.094

kaye yeo: Thank you Masuma and Splice team!

01:09:44.122,01:09:47.122

Shirley Cheong: Keep the conversations going!

01:09:47.496,01:09:50.496

Haruna Kaneko: thank you Masuma, amazing session!