



Press Release

## **“SC WIN Now & Next Challenge” Marks Milestone in Standard Chartered and LIFTWOMEN® Support for Women Entrepreneurs**

*HKD 1 million of SC WIN grants and scholarships awarded to ten women-led businesses*

*Women-led tech innovator wins Grand Prize poised for global impact*

**2 September 2025, Hong Kong – Standard Chartered** and LIFTWOMEN® proudly announced the winners of the inaugural **“SC WIN Now & Next Challenge”**, the latest initiative under Standard Chartered's Women's International Network (“SC WIN”), celebrating the entrepreneurial spirit of women-led startups and small and medium-sized enterprises (SMEs), and supporting their growth journey through tailored resources, mentorship, and exposure opportunities. A total of HKD 1 million in prizes was awarded to ten outstanding women-led businesses to accelerate their ambitions and growth.

Launched in March 2025, the programme attracted over 125 entries from women entrepreneurs in Hong Kong, all demonstrating extraordinary vision and drive. After a competitive selection process, ten finalists were shortlisted to join the 11-week LiftHER Global Accelerator Programme, with their final transformational ideas pitch took place in a live finale last week.

**Lamia Sreya Rahman, Vidi Labs (Seekr)** was named the **Venture of the Year Award** winner in recognition of her groundbreaking work in pioneering compact AI wearable device, developed in collaboration with the visually impaired community. This device distinguishes itself by capturing visual data and delivering a curated audio feed available in multiple languages, effectively addressing a critical need through innovative technology. Four other entrepreneurs received category awards in recognition of their innovation, international ambition, social impact, and community support:

- **Global Growth Award: Tata Miyamoto & Vriko Kwok, NOURWISH**
- **Impact & ESG Excellence Award: Florence Chanzi, AI guided Limited**
- **Best Innovation Award: Choi Pui Wah, WomenX Biotech Limited**
- **People’s Choice Award: Choi Pui Wah WomenX Biotech Limited**

In addition to awards and exposure, winners will continue to receive dedicated mentorship and access to regional networking opportunities through the SC WIN Community.

**Mary Huen, CEO, Hong Kong and Greater China & North Asia, Standard Chartered**, said, “Standard Chartered is committed to empowering SMEs, especially the women-led enterprises, by highlighting success, providing transformational training and unlocking potential. Through ‘SC WIN Now & Next Challenge’, we recognise and celebrate the remarkable vision and



innovation of women entrepreneurs. This initiative is beyond a competition, it is a catalyst for building a vibrant and inclusive business ecosystem where talent flourishes without boundaries. Amid an increasingly complex business environment, Standard Chartered will continue to support the SME sector in different ways to maintain their competitive edge and sustain future economic growth."

**Xie Wen, Global Head of SME Banking, Standard Chartered**, said, "Women-led SMEs continue to adapt strategies to tackle funding and growth complexities. SC WIN was created to address these barriers by providing tailored funding, expert guidance, and expansive networks to empower women entrepreneurs. Since its launch, the initiative has delivered over USD 400 million in financing to 3,800 women-led businesses across seven markets. Almost all finalists considered social and/or environmental impact of their solutions, or embedded ESG values in their business, reflecting today's business standards. We are committed to supporting their sustainable growth and contribution to long-term economic progress."

Since its launch in 2023, SC WIN has expanded from a single-market initiative into seven markets, with a clear commitment to extend USD 1 billion in financing to women entrepreneurs globally by 2028. The programme is dedicated to addressing key challenges faced by women-led businesses—such as access to finance, expanding networks, and unleashing growth potential—while fostering cross-border collaboration and strengthening long-term resilience. Riding on its momentum, SC WIN aims to scale further into other Asian markets, enabling even greater opportunities for women entrepreneurs.

Photos (Click [here](#) for high-resolution images)



Mary Huen, CEO, Hong Kong and Greater China & North Asia, Standard Chartered, and Irene Tsang, Founder and CEO, LIFTWOMEN®, celebrated the entrepreneurial spirit of women-led startups and small and medium-sized enterprises with distinguished judges Xie Wen, Global Head of SME Banking, Standard Chartered; Eliza Law, Global Head of Emerging Affluent, Standard Chartered; Elsa Pau, Founder and Group CEO, BlueOnion; and Douglas Hudson, Managing Partner, Braxton Capital Ventures, at the grand finale of "SC WIN Now & Next Challenge".

(From left) Douglas Hudson, Managing Partner, Braxton Capital Ventures; Irene Tsang, Founder and CEO, LIFTWOMEN®; Mary Huen, CEO, Hong Kong and Greater

	<p>China &amp; North Asia, Standard Chartered; Xie Wen, Global Head of SME Banking; Eliza Law, Global Head of Emerging Affluent, Standard Chartered; Elsa Pau, Founder and Group CEO, BlueOnion.</p>
	<p>(From left) Winnie Tung, Head of SME Banking, Standard Chartered Hong Kong; Xie Wen, Global Head of SME Banking, Standard Chartered; Elsa Pau, Founder and Group CEO, BlueOnion; Mary Huen, CEO, Hong Kong and Greater China &amp; North Asia, Standard Chartered; Eliza Law, Global Head of Emerging Affluent, Standard Chartered; Haymans Fung, Global Head of Wealth and Retail Banking Marketing and Head of Wealth and Retail Banking Marketing, Hong Kong, Standard Chartered; Douglas Hudson, Managing Partner, Braxton Capital Ventures, joined forces to support “SC WIN Now &amp; Next Challenge”.</p>
	<p>(From left)</p> <ul style="list-style-type: none"> <li>• Best Innovation Award &amp; People’s Choice Award: <b>Choi Pui Wah, WomenX Biotech Limited</b></li> <li>• Impact &amp; ESG Excellence Award: <b>Florence Chanzi, AI guided Limited</b></li> <li>• Venture of The Year Award: <b>Lamia Sreya Rahman, Vidi Labs</b></li> <li>• Global Growth Award: <b>Tata Miyamoto &amp; Vriko Kwok, NOURWISH</b></li> </ul>

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### About Standard Chartered

We are a leading international banking group, with a presence in 54 of the world’s most dynamic markets. Our purpose is to drive commerce and prosperity through our unique diversity, and our heritage and values are expressed in our brand promise, here for good.

Standard Chartered PLC is listed on the London and Hong Kong stock exchanges.



The history of Standard Chartered in Hong Kong dates back to 1859. It is currently one of the Hong Kong SAR's three note-issuing banks. Standard Chartered incorporated its Hong Kong business on 1 July 2004, and now operates as a licensed bank in Hong Kong under the name of Standard Chartered Bank (Hong Kong) Limited, a wholly owned subsidiary of Standard Chartered PLC.

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### **About LIFTWOMEN®**

LIFTWOMEN® is Asia-Pacific's first and leading women-focused crowdfunding platform and global network, empowering women and girls to start, grow, and scale their businesses. Through accessible funding, tailored coaching, and international mentorship, we bridge the gender funding gap and create transformative opportunities for women entrepreneurs to thrive. Our mission is to democratize access to funding, equipping women worldwide with the tools, resources, and networks to build sustainable, scalable, and profitable businesses. We envision a future where every woman and girl has equitable access to funding and opportunities to realize their entrepreneurial dreams and unlock their full potential.