Scaling Impact through Vision & Precision:

Driving Growth for Cake's Next Chapter through BDMA

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The Confluence: Where Entrepreneurial Grit Meets Analytical Rigor

The dual experience of **building a start-up from scratch** and **driving impact in consulting** allows me to perfectly align with Cake's four core values

EdYouth McKinsey

Impacts made

170+ media mentions	**5200+** students engaged
20+ legislators engaged	**1M+** total funds raised
10+ deliverables produced	**30M+** savings identified

Note: Currency are all in NTD on this page

The Visionary Builder at EdYouth

- **Think Big**: I applied first-principle thinking to redefine students as **system users**, which reconstructs policy logic to fill critical data gaps
- **Win Together**: Aligned **conflicting stakeholders**, from parents, teachers, corporates to parliament, to secure funding, advocate policies, and pass bills

The Analytical Executor at McKinsey

- **Start Small**: I exercised **self-leadership** beyond job descriptions, from designing workflow automation to owning the 2026 intern recruitment cycle
- **Drive for Impact**: Delivered a UX-friendly model for procurement team to **optimize decision-making processes**, and produced 10+ research deliverables that guided critical **market-entry and growth** strategies

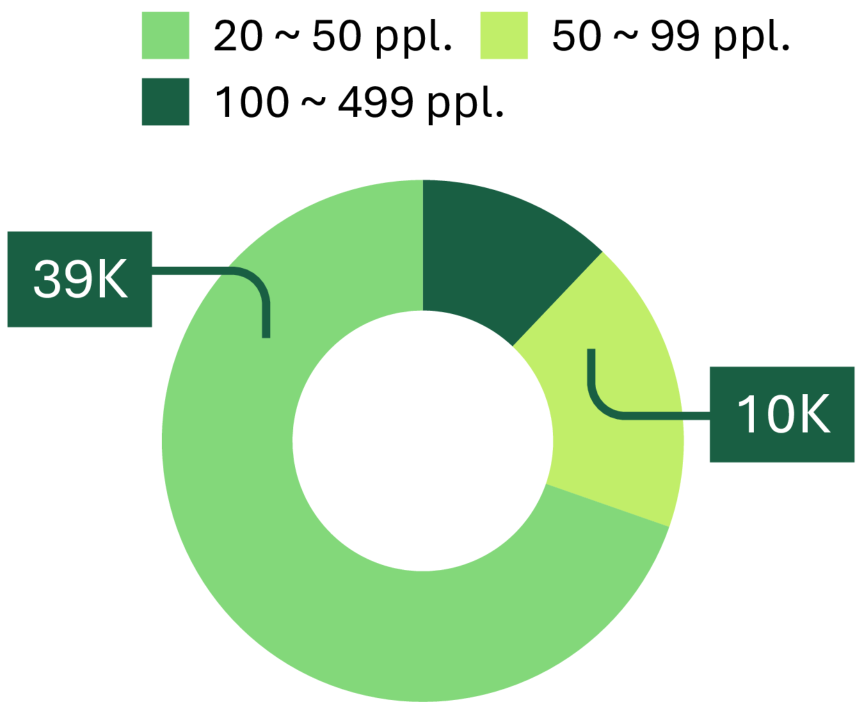
EdYouth McKinsey & Company Cake

Cake's ~76% maturity rate in the Taiwan market allows it to set foot in APAC, resulting in 140K long-term ideal customers

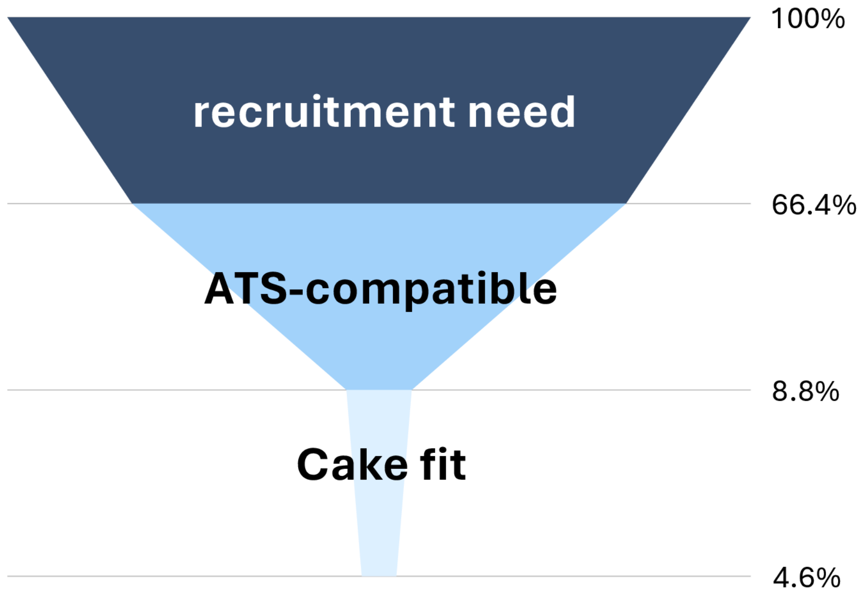
Cake's ICP & market size reasoning

Geography: Taiwan-based, APAC ready
Size: 20 ~ 500 employees
Company status: Active hiring, looking for structured processes
Industry: TMT, e-commerce, professional services, etc.

56.3K companies with 20 ~ 500 employees



2,616 companies have the demand, while Cake **already reached ~2,000 of them (76%)**



Implications

- Cake has secured **the #1 position in the Taiwan** ATS market by being the only platform to fully integrate a SaaS workflow with a local talent pool, providing opportunities to **expand to APAC**
- With 14Mn SMEs in East Asia, **1% of the market penetration** yields **140K ideal customers**

Three-year map: Prioritizes immediate scaling in **Vietnam and Indonesia**, while deploying product-led growth motion in **Singapore, Malaysia,** and **Thailand**

Source: Executive Yuan Accounting and Statistics, World Bank Group, Press release