

Changing how we buy and sell houses, why I am supporting Nomad Homes

As an investor, backing Helen Chen and her venture, Nomad Homes, wasn't just a decision based on potential financial returns; it was a strategic choice driven by a combination of admiration for her diversity, awe for her courage, and recognition of the transformative power her innovation holds for the real estate industry.

Temps de lecture : minute

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Representation isn't just a buzzword for me—it's a cornerstone of success. It's crucial to acknowledge the scarcity of female Asian leaders in both the tech sector and media. According to data from a 2021 report by Ascend, only around 5% of leadership positions in the tech industry are held by Asian women, despite making up a significant portion of the workforce. Similarly, research conducted by the Center for the Study of Women in Television and Film found that less than 3% of executive positions in media are occupied by women of Asian descent.

These statistics highlight a glaring disparity in representation. This underrepresentation is not a reflection of ability but rather a consequence of systemic barriers and biases ingrained within these industries. In this context, Helen Chen's ascent as a female Asian founder in the tech world is not just remarkable; it's revolutionary. Her presence challenges the status quo, dismantles stereotypes, and paves the way for future generations of women, especially those from underrepresented communities, to pursue their entrepreneurial dreams with confidence and

determination. Helen's journey reminds us that diversity isn't just about ticking boxes—it's about unlocking the full spectrum of human potential and possibility.

Secondly, courage is the currency of entrepreneurship, and Helen Chen possesses it in abundance. Tackling the real estate industry—a behemoth with deep-rooted traditions, regulations, and complexities—takes guts. Yet, Helen fearlessly dives headfirst into this challenge, armed with her vision, determination, and a cutting-edge AI solution. Her courage inspires confidence in her ability to navigate the stormy seas of entrepreneurship and emerge victorious.

Lastly, the real estate industry is ripe for disruption. For centuries, the real estate sector has been plagued by inefficiencies, opacity, and outdated practices. Powered up with a \$44M capitalisation including Partech, Class5, Acrew, Open Door and the founders of Zillow, Helen's company revolutionises how we buy and sell properties, making the process smoother, more transparent, and ultimately more rewarding for all stakeholders involved.

In backing Helen Chen at Nomad Homes, I'm not just investing in a flourishingly daring business; I'm investing in a visionary leader, a force for diversity, and a catalyst for industry transformation. And that's a bet I'm proud to make.



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