

Annual Letter from Willie Keng 2019

The “Why” in Willie Keng & Associates

Having read so many annual letters from listed companies’ CEOs and founders, whom I highly regard in their respective fields, I chuckled to myself, “Hey Willie, why not write one too since I am actually a founder myself now?” Perhaps, it’s a great way to pen down thoughts on business too. Well, my first message will be to thank all my supporters who have helped me embark on this newfound journey! To clients of Willie Keng & Associates, thank you for the opportunity you have given me, working with you all have never made me feel so alive!

I have never considered myself going into entrepreneurship. Creating Willie Keng & Associates is a process to seek the truth about myself and the purpose of being. Making good money is merely one of the results, but more importantly I needed an outlet to express my inner child, thoughts and creativity. I wanted a reboot of Willie Keng, to unpack myself and dig deeper within.

It’s so odd that having already lived 32 years of my life, I have yet to truly discover who I am. I thought that getting into a professional, well sought-after finance career defined who I was. Wrong! That sole pursuit for status and a juicy paycheck left me even more empty inside and confused. It got me to seek questions about the truth of what life really is. **Willie Keng & Associates is a commitment to this truth.**

It has been an exceptionally challenging 2019. After the months founding Willie Keng & Associates earlier in May, shortly after my birthday, I experienced much emotional ups and downs (and still having them) which left me depressed, happy, sad, disappointed and angry at times. But it was amazing that there were already so much new learnings, not just building a business from scratch but uncovering new layers about myself. This continued to push me forward.

2020 will be the year where we will officially launch our bonds education workshop. Ever since I joined the private banking industry in 2015, I felt there is a major gap educating the public on bonds.

There's much misunderstanding and abuse in fixed income, especially after the offshore marine bonds fell like dominoes. Portfolios got evaporated overnight. "How can people be so stupid the way they invest?" I asked myself.

While there are countless of stock seminars and workshops proliferated over the past years, there was absolutely none for bonds even though the bond investing community in Singapore has grown tremendously.

As a start-up, we plan to keep our costs low. Rental contributes a significant portion of training workshops. We have already identified a local brokerage who can fully sponsor our venue and be our official partner. **We aim to be the pioneer in bonds education.**

Back to our key focus of work, we will continue to pursue our B2B segment, making inroads into family offices and philanthropic organizations. Unlike established foundations, charities and endowments in the US and UK, these organizations in Singapore seemed to be flushed with undeployed and unrestrictive cash. This we believe, our expertise in fixed income can be of great help to achieve their objectives. If anyone works in these organizations, feel free to reach out, always happy to have a coffee chat!

I'll keep this letter brief. Though our journey has only begun, I believe we can scale to greater heights in the time to come. Happy New Year 2020!

Willie Keng, CFA

Founder

2 Jan 2020