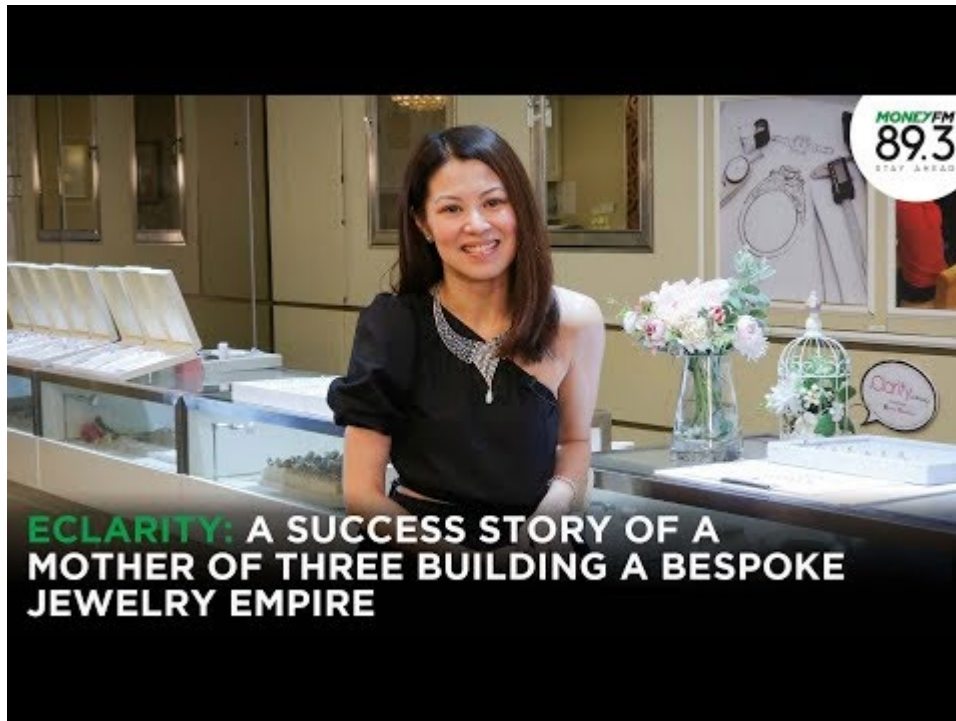


## eClarity X MoneyFM 89.3 - A talk on Amanda's journey & her advice for young entrepreneurs (English)

by eClarity | August 2, 2023



**Amanda:** So I was lying down in the hospital bed. Giving birth, and I was messaging my customers. I was in pain, I was dilating, the nurses were checking and I was like, “ Sorry, Amanda is giving birth now. Can I reply after I gave birth?”

**Farah:** Can you give us a brief introduction of yourself and eClarity?

Amanda: Hi, I’m Amanda. I’m the founder of eClarity. I am a mother of three. I have 3 boys and I started eClarity 18 years ago.

*Amanda Koo, an aspiring mother of three, fearlessly switched from computer science to build her own jewelry empire, founding eClarity in 2005. With unwavering perseverance over 18 years, she expanded her empire with BA.Singapore and The Sample Line.*

**Farah:** What inspired you to switch from computer science to building your jewelry empire with eClarity?

Amanda: So I started eClarity because there wasn’t many bespoke service in Singapore market. I was at the age where all my friends were getting married and I saw everyone’s rings were the same, right? Because everyone bought from chain store back then if you thought about it, you know. If you think about year 2005. So I wanted to customize for them. So my first group of customers were all my friends who were getting married.

**Farah:** Can you tell us about a difficult moment in your entrepreneurial journey and how you overcame it?

Because I was also a young mom, so I, you know, you had a baby at home and then I brought my baby to the office and he was crying all the time. I felt like I was a failure. Everything was a conflict because in order to make the business sustainable and contributive to the family, you can't be a good mom. So, that was really a difficult moment. How do you juggle? As a woman, as a mother, you know, and also as an entrepreneur, and you start to be responsible to your team, right? Because if I was the sole money generator, if I don't generate enough income, how would my team suffer? How my customers who are getting married have their rings? So you know, it's to me it was very important. All these things were very important, it's just that when it works, you have your followers who are loyal to you and that's when you want to give your commitment and you want to hold it and you want to make it last. And with this 18 years, we have BA.SG that specialized in this labgrown diamonds. We have The Sample Line that empower sustainability, that you could rent jewelry instead of buying, like what I'm wearing today. You can actually rent instead of buy, and that just encouraged sharing economy and you know reduce excess capacity.

**Farah: What do you believe has been the key to eClarity's success and growth over the years?**

Amanda: I think the key to eClarity success is that I understand that we behave like a speedboats. There are many cruises in the industry, but we are a speedboat. So what's the benefit of a speedboat? You are very quick, right? You are very lean, right? And if you know your direction clearly, you actually go faster. You catch a trend faster than the cruises. When Black Gold came about, we were the first to go in. When Labgrown diamonds came about, we were the first to go in again. So, if you go towards the right direction, you will go really fast. But if you go to the wrong direction or if you go too fast, you would flip so know your advantage and know your disadvantage, and know your risk.

**Farah: What advice would you give to someone who is considering starting their own business?**

So these are the few questions that any young entrepreneur should think about and don't forget about monetization. Sometimes they do like, you know, get too idealistic, so come back to "What is your monetization plan?"