

TERESA TRUDA BIO

Teresa Truda Bio

CEO and Co-Founder of chozun 途赞, Speaker, Essentialist, Tech Nerd and Award Winning Entrepreneur

Teresa Truda, the CEO and Co-Founder of chozun 途赞, the world's first travel ecosystem to be powered by cryptocurrency and blockchain technologies, is a rising star on a global basis. An international award-winning entrepreneur who left the secure Australian corporate life behind in late 2015 to launch a tech startup in China, Teresa has since raised multiple rounds of funding, kicked off in 22 cities across China, South-East Asia and Australia and, alongside co-founder Zia Word, became the first women to launch their own cryptocurrency and undertake the ICO process in the APAC region.

Never one to shy from a challenge, Teresa identified a gap in the market for a personalised 'on the ground' service for the millennial traveller after landing in China on a business trip and realising she hadn't had time to get her hair done. Quickly sketching out a rough business plan, Teresa saw that this idea, while quite likely deemed "too risky" by most, could be a game changer on a global scale if powered by cryptocurrency and blockchain technologies.

A leader and problem solver, Teresa used her corporate strengths to develop a strategic direction for the business, quickly bringing co-founder, Zia Word, into the mix. Together they built a prototype to validate the concept before raising seed investment, relocating to China, building a team of world class engineers and advisors, and launching headquarters in both Shanghai and Melbourne.

Her savvy sense for business, expert knowledge in crypto, and passion for exploring new terrain made chozun 途赞 the perfect platform to intersect travel, business and tech. With the Chinese travel market beginning to boom and an early adopter of cryptocurrency, Teresa has curated a database of over 3,500 providers across APAC, secured partnerships with big names like Hugo Boss, Toll Group, Shangri La hotels, Metlife and British Airways, launched in 22 cities globally and hit the \$1M revenue mark, all within just 12 months.

Now, Teresa and Zia are steadying themselves for the launch of their own cryptocurrency, CZN, with the ICO to be undertaken in April 2018, in Australia, which will make them the first two women to launch their own cryptocurrency in the APAC region.

Teresa's unique and fresh approach to business has landed her recognition within the global tech community. She has been awarded the *GBC first prize for Female Entrepreneurship across China* in 2016, the *Asia Super Team winner* in 2016, and was recognised as an *iGlobal Competition finalist in 2017*. In 2017, she was featured in the documentary *Girls on the Road*, and stars in *Cryptorush, a Netflix Documentary* coming out in July 2018.

Teresa is now also a lecturer and sessional teacher at RMIT specialising in advertising, data and planning, media and communication. She is regularly invited to be a guest speaker at female-focused, tech and

startup events across Australia and Asia and has spoken at Superwomen in Data, What the Crypto in China, CES Asia, RMIT and Melbourne Fuck Up Nights amongst others.

Teresa is continuing to grow the business steadily with an emphasis on fundraising, expanding destinations, managing the team and building out the crypto infrastructure.

For further information, interviews or speaking engagements, please contact Chiquita Searle e: chiquita@chiquita.com.au p: 0423 686 380

Images of Teresa Truda:

Website: <http://teresatruda.com/>

Instagram: https://www.instagram.com/teresa_truda

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Teresa Truda Bio

Teresa Truda is the CEO and Co-Founder of chozun 途赞, the world's first travel ecosystem to be powered by cryptocurrency and blockchain technologies. A rising star within the global tech community, Teresa relocated to China in 2015 to launch a tech startup after identifying a gap in the market for a personalised 'on the ground' service for the millennial traveller. She has raised seed investment, launched in 22 cities globally, secured partnerships with big names like Hugo Boss, Toll Group, Shangri La hotels, Metlife and British Airways and hit the \$1M revenue mark, all within just 12 months. Teresa, alongside co-founder Zia Word, are the first two women to launch their own cryptocurrency and undertake the ICO process in the APAC region.

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Teresa Truda Short Bio

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About Chozun

<https://chozun.com/en>

Chozun 途赞 is the world's first travel destination experience, services and lifestyle ecosystem to be powered by cryptocurrency and backed by blockchain technologies. The revolutionary tech startup was founded by two female entrepreneurs known as 'The Crypto Queens', Teresa Truda and Zia Word in 2015, after the frequent business travellers identified a gap in the market for a personalised 'on the ground' service for the millennial traveller. Chozun 途赞 has since launched in 22 cities globally, secured partnerships with big names like Hugo Boss, Toll Group, Shangri La hotels, Metlife and British Airways and hit the \$1M revenue mark, all in just 12 months. With headquarters in Shanghai and Melbourne, this fast-growing startup is about to launch its own cryptocurrency and its rapid success has been acknowledged as the winner of the *Asia Super Team in 2016*, a *Seedstars International finalist in 2016* and recognised as one of the *top five travel apps in China in 2016* by *Travel Daily*.

Learn more about chozun 途赞 at <https://chozun.com/en>

Facebook: <https://www.facebook.com/bechozun/>

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Twitter: <https://twitter.com/bechozun>