

2021 Q2 Report

Prepared by WEFF PR Team



Executive Summary

Founded in April 2021, WEFF was established by a group of friends at Waseda University who are passionate about spreading knowledge about finance and economics and finding others who share the same passion. We aspire to leverage our experience and network to help other students achieve their goals and help them navigate through the seemingly complex financial realm. Within four months of WEFF's initiation, the organization grew from five people to a group of 14 people; all motivated towards one goal – Economics and Finance for Everyone.

The spread of the pandemic posed a significant barrier in establishing and expanding the organization; despite these challenging circumstances, WEFF was able to organize three external and internal events and recruited new members - all virtually. In total, we had over 160 event participants, and our social media presence has grown considerably. For example, our Instagram page has reached over 22,000 users and received 32,000 impressions within four months, which the WEFF team is truly grateful for. Our audience includes the vast international community at Waseda University and students from other prestigious Japanese universities such as Keio University, Sophia University, and more.

As for our very first event, we organized a career-related event by inviting a guest speaker from Blackrock Japan; our next event was an internal networking event within the University; and for our most recent event, we asked three outstanding Waseda graduates who will pursue graduate studies at Yale University, the University of Oxford, and Imperial College of London to share insights on designing a path to a prestigious graduate degree. So far, all our events are held virtually, but we plan to host in-person events as soon as the circumstances permits. As we strive to make economics and finance more accessible, our team posts highlights of economic and financial news five days a week. On top of that, we also contribute a routine weekly brief which comes along with graphics that simplify complex financial concepts on our social media.

Our efforts and initiatives have been well received by the Waseda community – both from Professors and students alike – which indubitably motivates us to do better. We plan to continue organizing career-related and networking events during the next quarter and focus more on developing our organization's finances. Greater details on our events and future growth directions can be found on the following pages.

Once again, we appreciate your support for WEFF, and we are always open to opportunities for cooperation.



Amarlin Amarsaikhan
Head of PR

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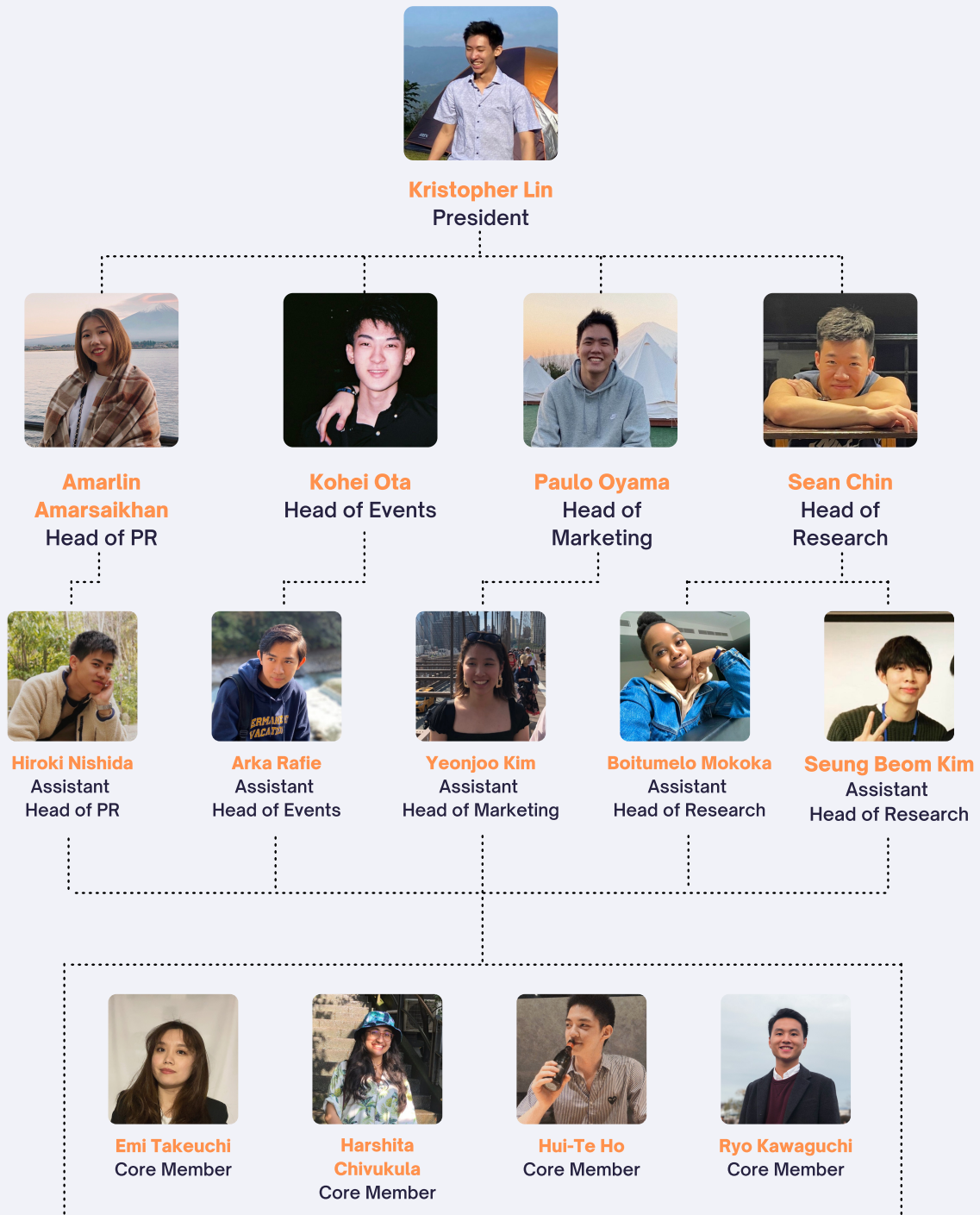
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Organizational Structure

WEFF is divided into four teams – Public relations (PR), Marketing, Research, and Events.

The PR team oversees communication with all stakeholders; the Marketing team is in charge of creating content and creating publicity materials; the Research team prepares the reports for our social media content; lastly, the Events team ensures smooth execution of WEFF's events.



WEFF Network Demographics

Our network includes high-caliber, bilingual students from top-tier universities in Japan (e.g., Waseda University, Keio University, Sophia University, and The University of Tokyo).

Reach: 941 Students

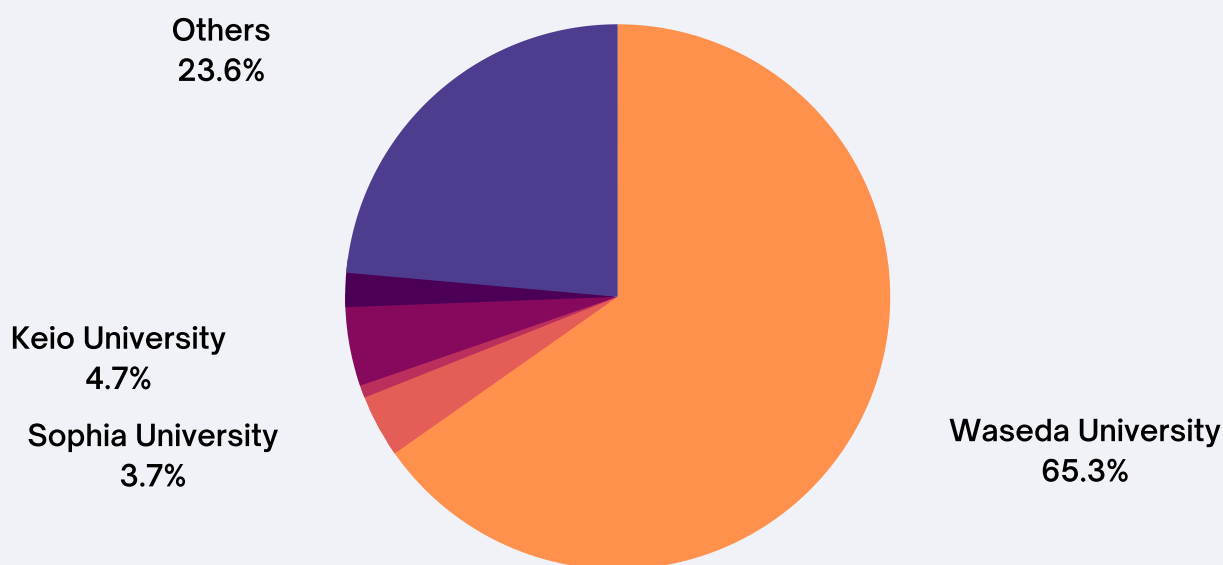


Instagram
756 followers

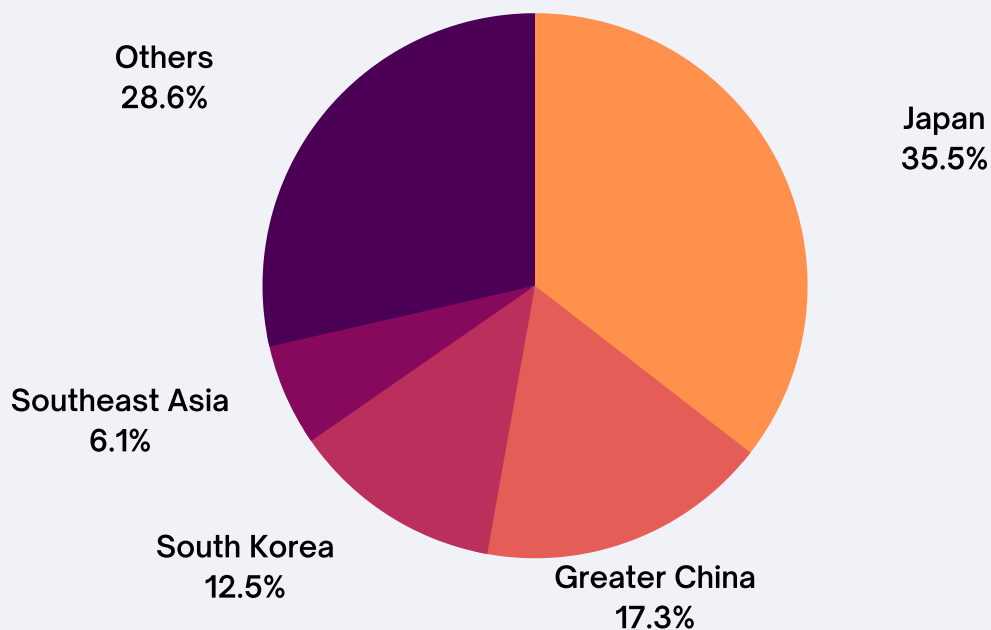


Mailing List
185 contacts

Our Network by University



Our Network by Nationality





WEFF Shukatsu Talk: Blackrock Japan

To provide students of an international background with insightful information about the job market in Japan, WEFF decided to organize WEFF Shukatsu Talk to help students with job hunting. By inviting a guest speaker from the world's largest investment management firm Blackrock, we were able to shed light on navigating the job market in Japan as an international student. Organized on May 26th, 2021, the event was held virtually via Microsoft Teams, with Buyandelger Gan-Ulzii (Buya) as the event's guest speaker. Despite being WEFF's very first event, WEFF Shukatsu Talk: Blackrock Japan was attended by over 100 undergraduate and graduate students.

Originally from Mongolia, Buya has lived in Japan for 15 years. After graduating from an international school in Mongolia, Buya continued her studies at the Faculty of Liberal Arts of Sophia University. While pursuing her studies, she participated in long-term internships of MNCs instead of participating in the traditional job-hunting or shukatsu familiar to many Japanese university students. Notably, she was a Global Mobility Services intern for PwC Japan and a summer intern for the Multi-Asset Strategies and Solutions team of Blackrock Japan, for which she currently works as a full-time analyst.

WEFF Shukatsu Talk: Blackrock Japan

Following her self-introduction, Buya elaborated on the different aspects of being an analyst at Blackrock and the path she took to get there. She talked about her experience in Blackrock's summer analyst program and her stories of its working environment gave valuable insight into what it is like interning and working at a prestigious financial institution, information that is incredibly beneficial to university students keen on joining the financial industry. Buya also emphasized the diversity within Blackrock. With over 360 employees, nearly half of them are women, and a little more than one-third of the employees are non-Japanese. Since the audience of the event was mainly international or returnee students, her focus on diversity was certainly relatable to the participants.

By organizing this talk, WEFF was able to provide students with information on working for Blackrock through a personal lens: Buya's experience of landing an internship and eventually a job offer in Blackrock. One of the benefits of interning for Blackrock is that it serves as the pipeline for full-time analyst programs. In 2020, 80% of interns received a full-time offer after undergoing the summer analyst program. Furthermore, the internship provides a wide range of opportunities, from networking sessions to CSR study sessions, allowing interns to take away beyond the experience of working at Blackrock. Furthermore, Buya shared her daily tasks at Blackrock with emails, meetings, and reporting taking up most of her time in the office — details that are not often heard in company introduction seminars.

Following her sharing, a Q&A session was conducted where students could ask any questions they had regarding job hunting or working in the finance sector in Japan freely. Some of the questions asked were about her educational background and hobbies, the application process, company culture, and the realities of working at a major financial institution.

Despite being the very first event conducted by WEFF, a large number of participants from various universities and backgrounds attended the event. Over 100 university students were present, ranging from bachelor's to Ph.D. students. The diversity of the event participants can also be seen by looking at the majors of the participants. Despite the event being mainly a finance-related talk, majors taken by more than half of the participants are not directly associated with economics and finance, with many pursuing degrees in liberal studies, social science, and engineering. Due to WEFF being an organization founded by Waseda University students, over 60% of the participants were from Waseda. However, several other universities from Tokyo were also represented at the event, such as The University of Tokyo, Keio University, and Sophia University. The event was not only confined to Tokyo, as students from many universities from all over Japan and the world were also present, such as Kyoto University and Doshisha University from the Kansai region, and New York University and the Massachusetts Institute of Technology from the United States. The full demographics of the event participants are as follows:

Figure 1: Participant Demographics Based on Level of Degree

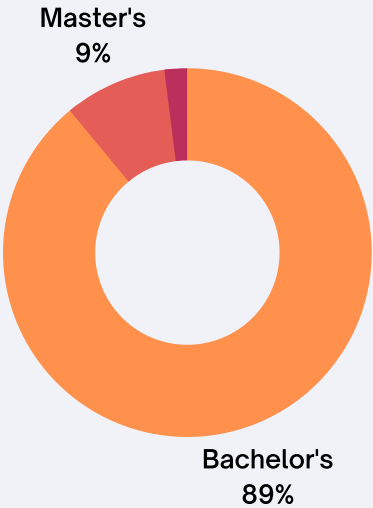


Figure 2: Participant Demographics Based on Major

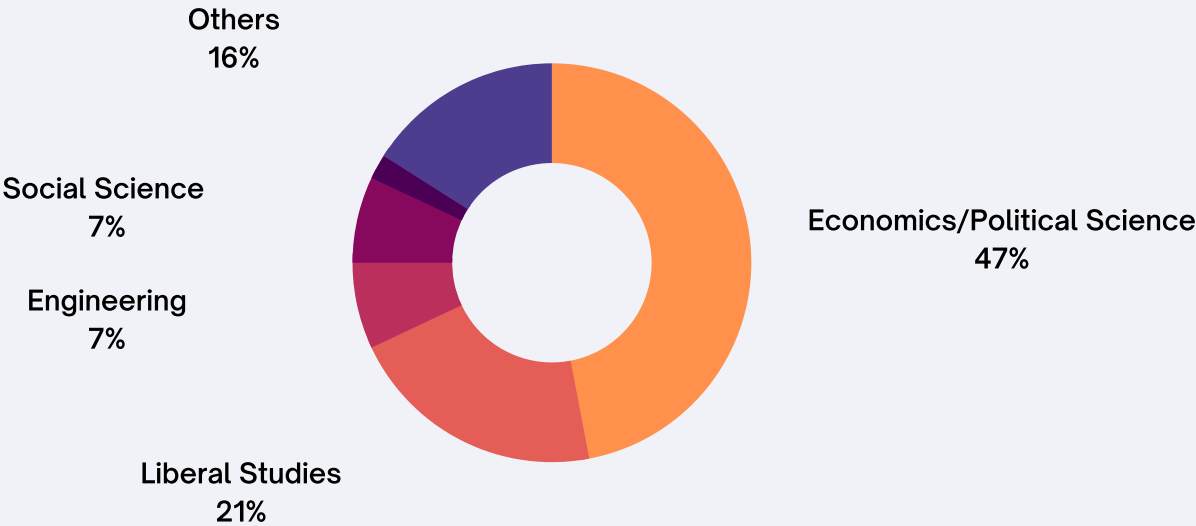
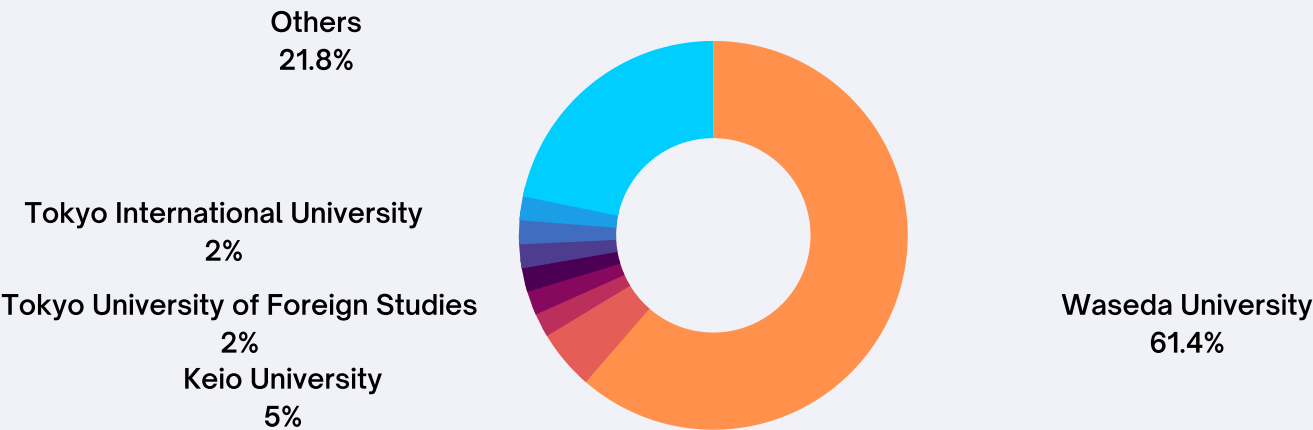


Figure 3: Participant Demographics Based on University



WEFF has promoted the Blackrock Shukatsu Talk through various social media platforms such as Instagram and Facebook with great success. The main Instagram post that promoted the event received **over 840 impressions**, and an Instagram story posted by WEFF promoting the event received **over 11,000 impressions**.

WEFF Networking Session



To encourage networking among students and help new students integrate into Waseda life better, WEFF organized its first networking event on June 25th, 2021, virtually using the Zoom platform. Online learning brought by the spread of the pandemic has limited opportunities for networking with peers and establishing lifelong connections, which are essential parts of university life. Thus, WEFF took the initiative to offer a platform where students with interests in Economics and Finance can connect. To maintain the quality of discussion and promote active participation, the event was limited to a small number of participants, with a total of 16 students present, and was exclusive to Waseda students. Participant demographics are as follows:

Figure 4: Participant Demographics Based on Major

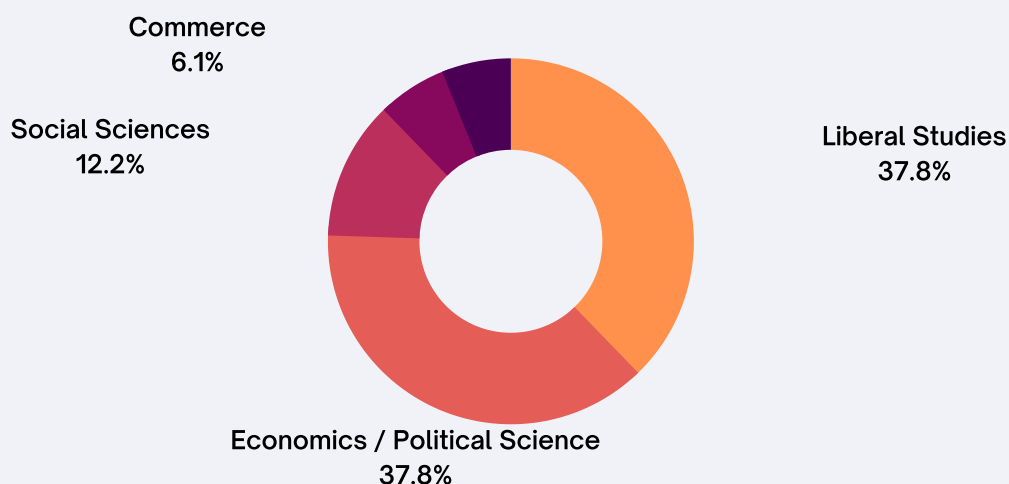
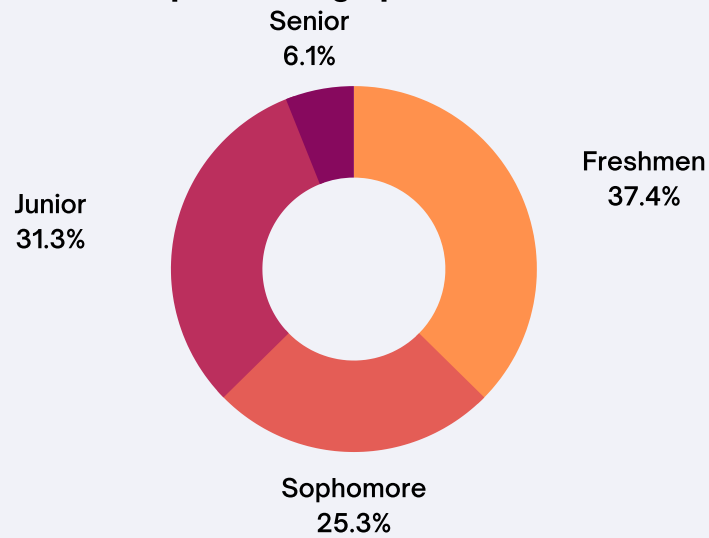


Figure 5: Participant Demographics Based on Year Level



WEFF promoted the event through social media platforms such as Instagram, Facebook, and LinkedIn. The Instagram post has received over 850 impressions. Core members of WEFF were able to organize the WEFF Networking Session without physically meeting; thus, fully complying with COVID-19 preventative measures. The first virtual networking session achieved its objective and allowed participants to get acquainted with WEFF and connect with fellow students.

WEFF Grad Talk

WEFF GRAD TALK

July 2, 2021 (Friday) 20:00~21:20 JST
Zoom / **Registration link in bio!**



Junyao Zhang
Incoming MSc in Social Data
Science Student, University of
Oxford



Angela Chen
Incoming MSc in Business
Analytics Student, Imperial
College London



Amber Hong
Incoming Silver Scholars
MBA Student, Yale University

WEFF successfully organized a virtual event, inviting three outstanding Waseda alumni on July 2nd, 2021, to help interested students learn about finance-related graduate programs. After four years of undergraduate studies, many students are considering pursuing a graduate degree. WEFF invited former Waseda graduates or senpais to share insights on designing a plan that guides you to a prestigious graduate institution after finishing the Waseda EDP curriculum. The guest speakers provided helpful information about the application process and details on how their own experiences, such as internships and research roles, assisted them in standing out among other applicants. The event was accompanied by a Q&A session for participants who wish to know greater details beyond the talk regarding graduate school application. Around 50 undergraduate students from various majors attended the event.

The first speaker Junyao Zhang is an incoming MSc in Social Data Science at the University of Oxford. As a graduate of Hong Kong University of Science and Technology (HKUST) and Waseda University, Junyao's superior academic performance captured admission officers' attention. In addition, her academic achievement medals from HKUST and Waseda's Asian Future Leaders scholarship prove her exceptional achievements at both institutions. Junyao also mentioned that her research projects at both her undergraduate schools and the prestigious Princeton University played an important role in portraying her interest in data science. Together with her work experience in telecom sectors, financial consultancy, and multiple NGOs, this well-rounded performance earned her the Clarendon Fund scholarship at Oxford University.

Our second guest speaker was Angela Chen. This fall, Angela, an Economics graduate of Waseda University, will be pursuing an MSc in Business Analytics at Imperial College London. She demonstrated outstanding mathematical reasoning skills through the quantitative part of the GMAT exam, which most non-STEM degree graduates would find to be highly challenging. Along with her achievement on standardized exams, her exchange experience at UCLA and distinct knowledge in the fine arts illustrated the depth and breadth of her education, paving the way for her admission to the prestigious Imperial College London.

Our third guest speaker, Amber Hong, an incoming Yale MBA student, has chosen a unique graduate program that will allow her to work during her studies. Amber will be able to attend an internship for an extended period between her first and final year of study at Yale, thanks to the Silver Scholar Program she will be pursuing. During her time at Waseda, she completed an

internship not only at large corporations such as Unilever and Citi Orient Securities but also at the public sector, including the Chinese Academy of Social Sciences Center for Public Policy Research. Amber's diverse background proved to be an asset in her admission to the world-renowned Yale MBA program.

Given their outstanding backgrounds and experiences, the guest speakers were able to offer insightful advice to the participants. Moreover, WEFF was able to reach out to a diverse range of audiences, as illustrated in the charts below. The participants included Waseda students and students from other notable Japanese institutions such as Keio University, Sophia University, Nagoya University, and students from overseas institutions such as the University of Amsterdam and the University of Hong Kong.

Figure 6: Participant Demographics Based on Major

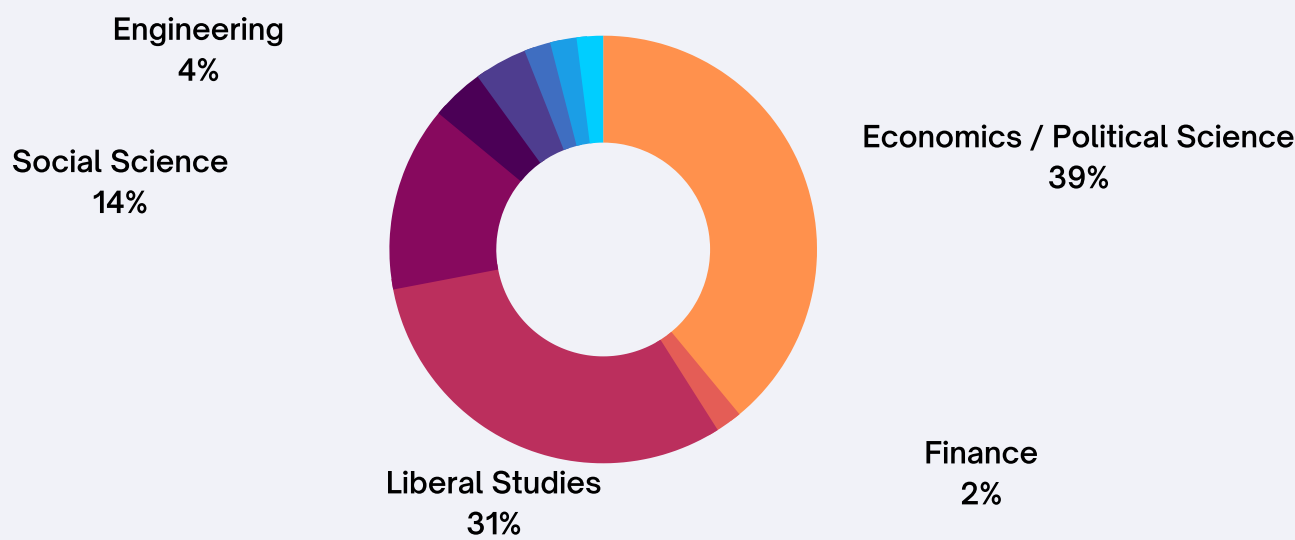


Figure 7: Participant Demographics Based on Year Level

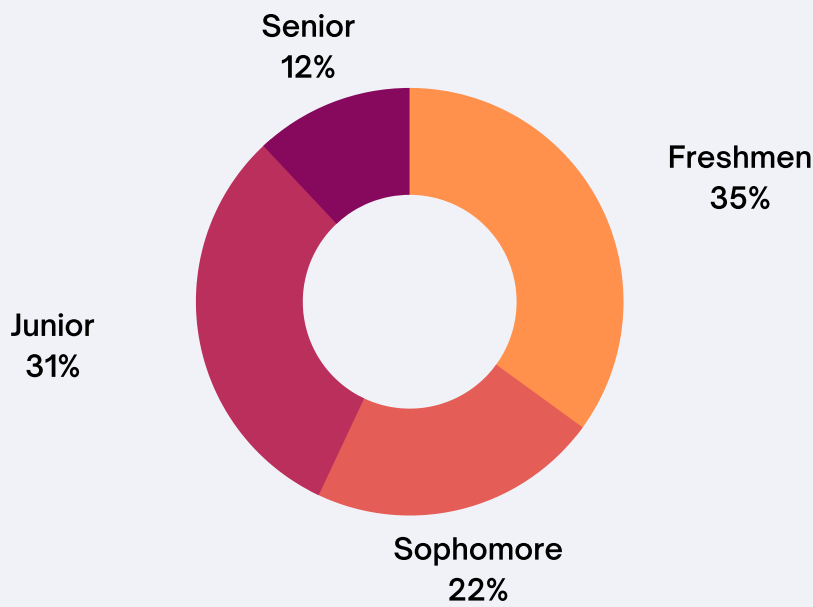
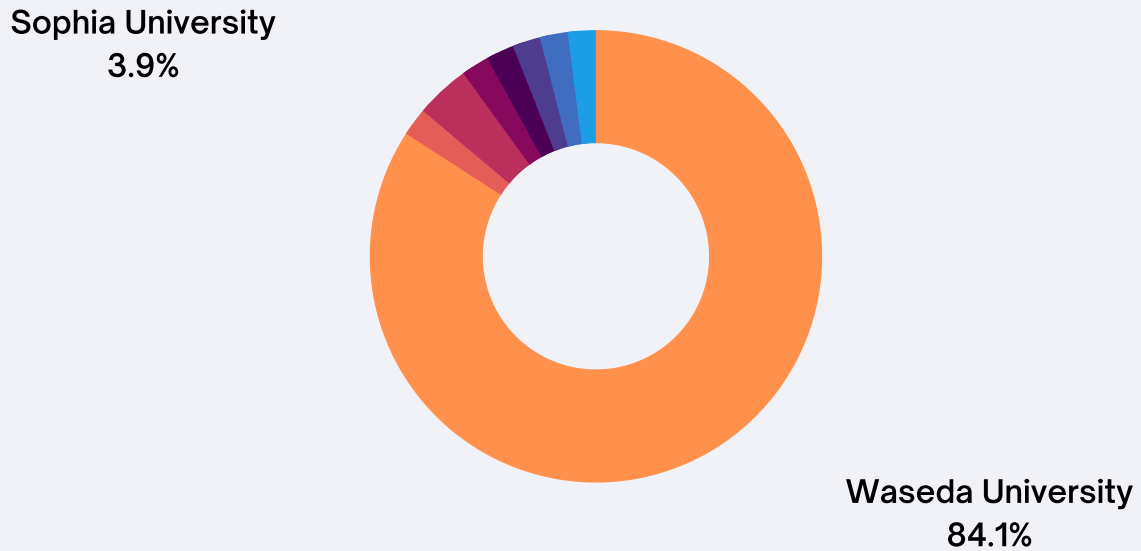


Figure 8: Participant Demographics Based on University



WEFF has promoted this Grad Talk event on our social media platforms, including Facebook, LinkedIn, and Instagram. The corresponding Instagram posts have collectively reached **over 1900 accounts** and received **over 2900 impressions**. Our participants have mentioned that the event gave insightful information on the path to prestigious graduate schools and WEFF will continue organizing events to support the Waseda community.

Strategy and Future Plans

During the first quarter of 2021, we believe that the operations of our organization have relatively stabilized and that the organization is ready for further expansion. To ensure smooth execution of projects, our team has been conducting a routine weekly meeting that takes place every Tuesday, and each team organizes separate meetings depending on the workload. In addition, all new members have been actively involved in the organization's daily operations since recruitment. Below are the future outlook on our plans.

Recruitment

As the new semester is approaching, we plan to hold the next round of recruitment in October 2021. 14 students have sent their applications during the first recruitment period, and 10 students were recruited after CV screening and an interview. However, we expect the applicant pool to increase as our operations and social media presence have significantly expanded compared to the last recruitment round. Moreover, this recruitment round is important as we plan to open the recruitment to both Japanese and international students from other Japanese universities. We hope that this will allow us to diversify the WEFF community and increase the reach of our content.

Events

For the upcoming quarter, we will continue to organize internal and external events. We plan to organize large-scale events with guest speakers from renowned companies and an inter-university networking session like the last quarter.

Investment Competition

Starting in September 2021, we plan to open an internal investment competition using a demo trading platform to teach the basics of investing to our members. After organizing an internal competition, we plan to expand the competition and make it an official event open to all students in the future. **This investment competition will serve as a stepping stone towards our future goals, including starting our very own investment fund: the WEFF fund.**

Social Media Contents

Our website will be open from September 2021, available in both English and Japanese. We will publish our activity reports, weekly briefs, and our sponsorship packages on the website. In addition, interested parties can contact our team directly from the website. Aside from the website, we will continue posting morning briefs on our Instagram stories, weekly briefs, and infographics on economics and finance as posts. **By October 2021, we plan to reach 1000 followers on Instagram.**