

# YING CHEN

QianQianTech

2012 Global Fellow



## BIG BOLD IDEA

**Build an accessible retail and distribution platform to provide access to the safe and effective products that rural communities in China need.**

## ORGANIZATION OVERVIEW

QianQianTech is the first retail format dedicated to disadvantaged rural communities in China. We incorporate e-commerce technologies, aggregate last-mile logistics, and leverage powerful rural word-of-mouth to bring down delivery cost and ensure quality, and overtime, to address the broader delivery challenges at the base-of-pyramid.

## PERSONAL BIO

Born in Zaoshi, a small rural town in China's Hubei province, Ying Chen's experience includes Management Consulting (Bain & Company) and Private Equity Investment (Bain Capital) in China and North America, and Base-of-the-pyramid Economic Development (Kiva, SKS, Enterprise Solutions for Poverty, Alibaba Financial, and Credit Ease). Ying graduated from Harvard Business School in 2012 with High Distinction (Baker Scholar). At Harvard, Ying was the Co-founder of China Entrepreneurship Club (CEC), and the co-leader of MBA Oath Campaign (mbaoath.org/).

### Organization/Fellow Location

Nanjing, China

### Impact Location

Asia

China

### Organization Structure

For-profit

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