

Empretec Women in Business Awards

World Investment Forum

Abu Dhabi, UAE

18 October 2023

INDONESIA

Afia Fitriati

Co – founder and CEO, Fast8
(HR Tech, Fintech & Software)

Gedung Binasentra R. 106, Kompleks Bidakara, Jl.

Gatot Subroto Kav. 71-73 Jakarta Selatan

Website: <https://fast-8.com/>

"At Fast8 we are more than just software, we are enablers. We empower SMEs in Indonesia to focus on growth while we handle the complexities of HR management. Our vision is to see every small business thrive with the right tools at their fingertips."

Born into an entrepreneurial family, Afia Fitriati is well familiar with the challenges that small business encounter. Starting as a former journalist and consultant, she transitioned into tech entrepreneurship area bringing along experiences across several sectors, such as marketing, strategy development and execution.

While initially debuting in eCommerce, Afia's pathway took a transformative turn in 2010 when, along with her husband, she founded Fast8.

Fast8 wasn't just a business idea, it was a solution born out of Afia's own experience and observation. Indeed, the ultimate scope of the company was to revolutionize the way small and medium enterprises in Indonesia handle human resources, one of the most intricate aspects of running a business. Given her experience in the entrepreneurial ecosystem, she identified a gap in the market for efficient, integrated HR software that could cater to the needs of SMEs.

Being at the forefront of technological revolution in HR management, Afia's story is one of resilience, innovation and deep – rooted passion for empowering businesses. Her drive to simplify and enhance HR processes in Indonesia, has positioning Fast8 as a pioneering force in the sector, employing 100 workers and addressing the needs of 300 costumers.

Afia's leadership approach is deeply rooted in empathy, emphasizing the importance of listening and understanding. Connecting with counterparts is not just a matter of transactional interaction, but it's about grasping their perspectives and needs before initiating a dialogue. Her emphasis on soft skills goes beyond pure communication. It mirrors her view on business development and leadership, anchoring every interaction with mutual respect and comprehension.

Furthermore, Afia focuses on providing opportunities to women, as over half of her workforce is female, with a significant number in key managerial roles. In 2020 she also initiated a trainer programme for HR professional in smaller businesses, offering scholarship especially for women, underlining her dedication to ensure inclusion and gender equality.

Looking at the future, Fast8 is aiming to surpass 1 million active users and achieve a significant milestone in B2B accounts, all while expanding their offerings in financial wellness production.

