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## Lulu: Alexandra Chong

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# Alexandra Chong

Founder and CEO of Lulu

By Carly Ranks



# Background

- Alexandra Chong is a Chinese-Jamaican/Canadian from Ocho Rios
- Jamaican tennis Olympian
- Studied at Appalachian State University and received her Bachelor of Law from the London School of Economics
- Started her career in the legal department of a music licensing start-up, and then moved onto be head of marketing
- After falling in love with the pace and craziness of starting a business she decided she wanted to create her own



# Background

- Chong went out to brunch with a group of women the day after Valentine's Day and became inspired.
- She decided women should be able to have the outlet they have with their girlfriends in an anonymous, social media form.
- "I created Lulu because my girlfriends and I needed it."  
– Alexandra Chong



# Risks and Challenges

- Criticism has been one of the largest challenges for Alexandra Chong and Lulu. Many say it's sexist and degrading.
- Change.org has a petition out to shut down Lulu claiming it takes part in cyber bullying and slander
- Chong and her team planned for lawsuits like this and made sure they covered themselves
- Men can make it so they are not “ratable” on Lulu by going to the onlulu.com and clicking “Remove Me”
- They've had issues with overpopulation, as well, but they adjust as the app grows

# Business Model

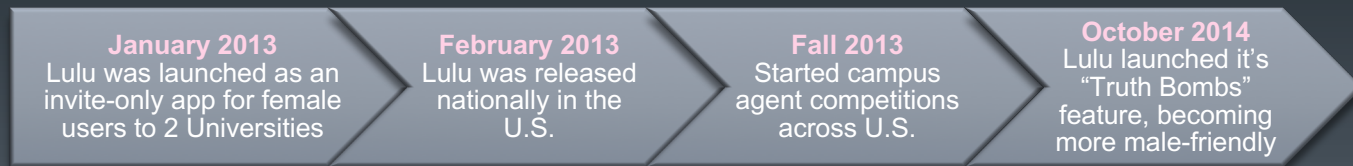
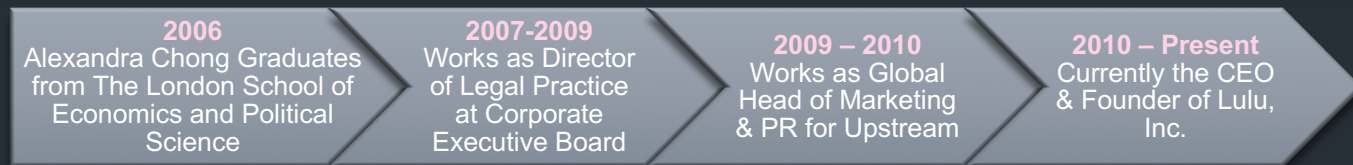
- Niche Market
- Free to all users but the app must be connected to user's Facebook account
- There are no advertisements on the app
- [https://www.youtube.com/watch?v=5QIXBe\\_GWaM&oref=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3D5QIXBe\\_GWaM&has\\_verified=1](https://www.youtube.com/watch?v=5QIXBe_GWaM&oref=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3D5QIXBe_GWaM&has_verified=1)



# Management Philosophy

- Privately-held company
- 11-50 employees
- “It all starts with the team. Find people that are smarter than you who you believe in and want to work with. You’re going to be spending long hours with them, so you need to like them and want to have a drink with them. We have a “no jerks” policy at Lulu, and I think it’s resulted in the nicest team in Manhattan.” – Alexandra Chong

# Milestones





# Sources

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