

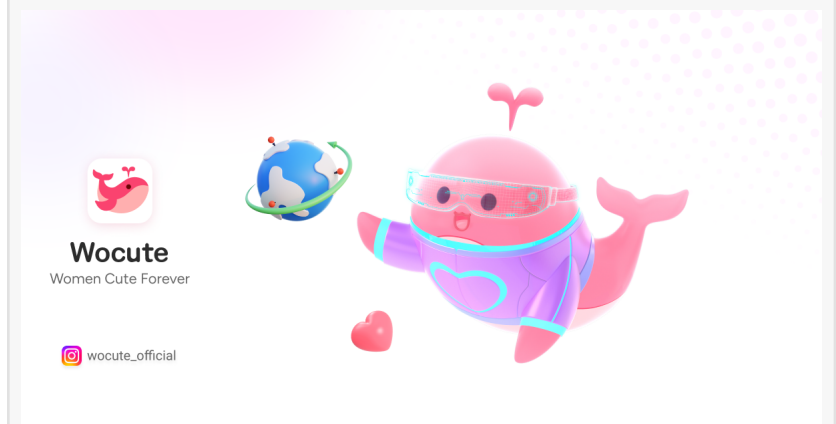
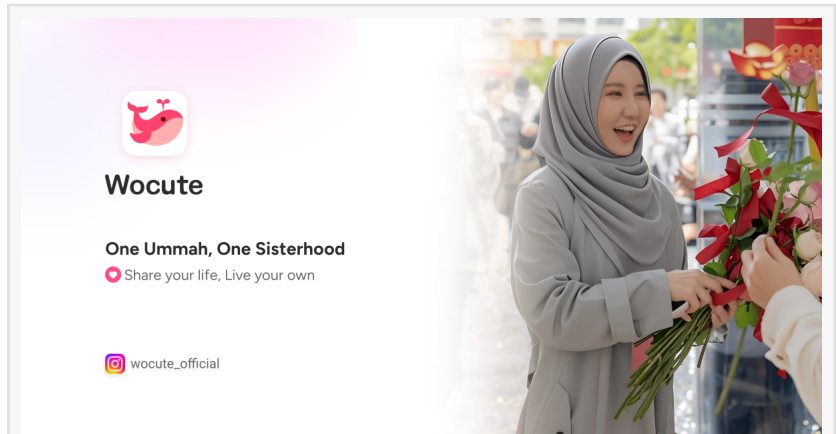
Multicultural Entrepreneurship: Female Founder Jean Wang Empowers Muslim Women Globally with Wocute

UNITED ARAB EMIRATES, May 30, 2025 /EINPresswire.com/ -- Nurturing multiculturalism in youth fosters global understanding. [Jean](#) Wang's entrepreneurial path reflects her multicultural background. Born in Harbin, China's northernmost city, her childhood was deeply nurtured by Hui heritage. Her formative years were spent studying in Singapore, which helped broaden her global perspective. Later, during travels to different countries, she identified a need that reignited her interest.

She created [Wocute](#), a unique closed-loop digital community designed for Muslim women, rooted in Islamic cultural values. By bridging tradition and modernity, Wocute uses technology to honor cultural identity while offering new possibilities for Muslim women worldwide.

Childhood: A Seed of Cultural Curiosity

Jean vividly remembers her father consistently avoiding pork dishes at the dinner table during her childhood. This subtle difference piqued young Jean's curiosity. To address her concern, her mother took her to visit the eldest great grand-aunt in the family.



Wocute KV



Wocute Period Tracker

In her grand-aunt's home, a place filled with distinctive Hui characteristics, Jean tasted youxiang (Muslim pastries) for the first time and listened carefully as her great grand-aunt shared stories of their heritage, learning that her Hui lineage stretched back three generations. Though the family gradually assimilated into Han Chinese culture, traces of their Muslim roots remained. At that time, she couldn't understand it, but it planted a seed: curiosity and respect for cultural diversity.

Studying Abroad: Awakening Ancestral Memory Amidst Cultural Collisions

As a teenager, Jean traveled to Singapore for studying. While studying in Singapore, Wang encountered cultural differences that shaped her perspective.

During a Racial Harmony Day event at the National University of Singapore, Jean passionately discussed cultural adaptability with a classmate. Amidst the disagreement, Aisha, a girl in a black hijab, offered them teh tarik (pulled tea), smiling and saying: "The answer you're looking for might be in this cup. It blends Indian spices, Chinese tea, and Southeast Asian condensed milk, yet it has become a symbol of Singapore."

Aisha's unique perspective diffused the tension, and her inclusiveness and kindness deeply touched Jean. Later, Jean discovered that Aisha was a Muslim, whose culture was highly similar to her Hui heritage.

In Aisha, Jean saw the resilience and wisdom shared by women across cultures. Their shared experience and cultural connections solidified Jean's understanding that Muslim sisters worldwide are connected like a family, despite geographical distance. She found her calling in this realization: in the future, she could use her strength to benefit Muslim women. She wanted to become a bridge that showcases these women's power.

From Virtual Worlds to a Real-World Mission

Driven by her passion for gaming, Jean founded the world's first World of Warcraft online radio station and guild in 2007. At 20, she became an early online community leader in China, achieving financial success and leading 70,000 streamers while exploring online business models. Later, she joined as a founding executive at a Chinese tech firm and achieved financial stability, yet something was missing.

"I couldn't feel the passion of solving problems in my first venture. I often remember the gamers' genuine appreciation."

To re-evaluate her direction, Jean made a surprising decision: she resigned from her job and embarked on a journey abroad. "I need to find my inner voice again", she wrote in her resignation email.

Her 2016 trip to Dubai proved pivotal. With Aisha as her guide, Jean experienced the daily lives of

Muslim women firsthand, observing them navigating invisible barriers: hunting for halal-compliant cosmetics, adjusting hijabs for video calls, or struggling to find faith-friendly career advice.

Jean was struck by how their needs were often overlooked. Seeing them struggle to adapt to a world that should embrace their differences, Jean recognized that technology could better serve Muslim women by addressing cultural and religious considerations in digital spaces.

Jean found clarity: "Real empowerment is about creating a world that truly understands them." A clear vision emerged - to build an online ecosystem primarily serving Muslim women. A community that respected their faith, culture, and passions, while addressing their needs and fostering a sense of belonging and understanding, empowering them with knowledge.

Wocute: One Ummah, One Sisterhood

In 2017, Jean invested her entire savings of \$40 million to found her company. Over the next 3 years, they conducted in-depth visits and surveys across 47 countries, collecting 150,000+ questionnaires from Muslim women to shape Wocute - a platform featuring:

- AI-assisted health tools (period/pregnancy tracking with halal guidelines)
- A safe social network (modest fashion tips, faith-friendly professional coaching)
- Photo-editing tools (privacy-focused filters)

Launched in 2020, the platform's name "Wocute" represents "Women Cute Forever". Since its launch, Wocute has served 13 million users in over 20 countries.

With its core philosophy of "One Ummah, One Sisterhood," Wocute is working to improve user experience with technology and AI. It aims to meet the needs of Muslim women worldwide, empowering them to express themselves and explore their potential, achieving its goal of "Share Your Life, Live Your Own."

As Jean says, "We are building a space for Muslim women to connect and share – a place where everyone can express themselves freely." Her Hui heritage ignited a deep empathy for her sisters, and her background gave her the confidence to build this platform. Her commitment to empowering Muslim women drives her to dedicate her time, resources, and experience to this mission.

Jean expresses her vision for global Muslim women's empowerment: "In the global Muslim community, we share fundamental connections that transcend geographical and cultural differences. Drawing from my own heritage, I'm striving to create solutions that serve our sisters worldwide. Wocute embodies this principle of unity - 'One Ummah, One Sisterhood' - through technology that respects their values and needs." She aims to expand Wocute's reach to Muslim women across all markets.

Jessica Yan

MQJC TECHNOLOGY PTE.LTD.

+65 8118 7388

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