






Kyle Wu (Ping-Ju Wu)

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EDUCATION

-  **Warwick Business School, MSc Financial Technology (Incoming) | Expected Sep 2026 – Sep 2027**
-  **National Cheng Kung University (NCKU), Taiwan — B.B.A., Business Administration · GPA: 3.62/4.3**
-  **University of Innsbruck, Austria — Exchange, International Business and Economics · Winter Semester 2023/24**

PROJECTS & ENTREPRENEURSHIP

Kaiyn Capital - Founder and Market Analyst **Aug 2023 — Present**

- Built and operated a Mandarin-language digital asset research community with 3,000+ members, covering market structure, trading playbooks, position sizing, and downside-risk control.
- Scaled a paid private cohort to 150 subscribers at peak in 2024 Q2, while sustaining a 40% monthly active member rate across community channels.
- Produced market analysis and risk-education content reaching 100,000+ users across X, Telegram, and community channels.
- Established referral partnerships with 11 crypto exchanges, helping generate USD 100M+ in cumulative referred trading volume; developed 5+ TradingView tools for trade structuring and risk management.

Prinsur (Insurtech) - Co-founder **Sep 2025 — Present**

- Built early-stage venture materials for an AI-enabled insurance comparison and advisor-workstation platform, including product roadmap, pitch deck, and grant application documents.
- Conducted market and competitor research on Taiwan's insurance distribution landscape to support product positioning, pricing assumptions, and go-to-market planning.

EXPERIENCE

QIANG ZHUANG CO., LTD. - Digital Marketing and Product Development Intern **July 2023 — Aug 2023**

- Supported digital marketing execution for CAVE™ 直橫烤爐, a zeczec crowdfunding project that raised NT\$4.4M+ from 551 backers.
- Analysed Meta Ads and Google Analytics data to evaluate traffic quality, audience behaviour, and campaign conversion issues across 2 performance channels.
- Created advertising assets and helped optimise the zeczec campaign page, supporting clearer product communication for a campaign that reached 2,218% of its funding target.

Laurel Enterprises Corporation, Taipei, Taiwan. - Social Media Marketing and E-commerce Intern. **July 2021 — Aug 2021**

- Coordinated KOL and YouTuber outreach and managed daily Shopee/Shopee storefront operations, including listings, promotional updates, and campaign coordination.
- Analysed Google Analytics and advertising data to refine targeting and campaign optimisation, contributing to TWD 100,000+ revenue over a two-month internship.

LEADERSHIP & ACTIVITIES

NCKU Business Administration Pre-college Camp - General Coordinator (Event Lead) **Jan 2022 — Feb 2023**

- Led a 60-person team to deliver a 5-day, 4-night business programme for 120 participants, generating approximately TWD 800,000 in total revenue.
- Managed programme design, team coordination, corporate outreach, university liaison, and on-site execution across a multi-day residential camp.
- Designed a five-day HappyFood (幸福良食) case challenge covering stakeholder mapping, value-chain constraints, risk-sharing, and unit economics, guiding 120 participants to develop social-enterprise proposals.

SKILLS

- Technical:** Python, Excel, TradingView/Pine Script, Google Analytics, Advertising Data Analysis
- Business:** Market Analysis, Risk Management, Product Thinking, Business Model Design, Digital Operations
- Languages:** Mandarin, Hokkien, English, Spanish (basic)