

# Book Information



## BALLS INC

AUTHOR: VAL YAP  
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### Synopsis:

Balls Inc, by Val Yap, CEO of PolicyPal (and Forbes “30 Under 30 Asia” in 2017), aims to dismantle the unconscious social bias against women in the tech industry. In her book, Val shares her entrepreneurial journey - the birth of PolicyPal, the struggles faced in the early days and how she overcame them. Aimed to encourage others to join the startup tech ecosystem, Balls Inc. encompasses the possible setbacks and milestones that any entrepreneur may face. Written for women who are considering emerging into tech, or those already in a tech job who want to take their career to the next level, this book combines practical career advice and Val’s own inspiring personal story.

### Affiliation:

- List of Awards:**
- Straits Times: App that helps you manage your insurance matters
  - Business Times: NTUC Income programme unveils the first batch of startups
  - TechWorld: Eight of the coolest startups we met in Singapore last week
  - PolicyPal App Hong Kong Economics Time

### Marketing Notes:



### PolicyPal is first start-up to graduate from MAS programme



Founder and CEO of PolicyPal, Val Yap. PHOTO: ST FILE

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