



FUTURE LEADERS CLASS OF 2022



TED LI

FOUNDER AND CEO
OCHO ADVENTURE

Ted is the Co-founder and Head of Marketing@Velotric, an innovative e-bike DTC brand founded in 2021. He's a mission-driven marketer committed to building globally impactful brands in the consumer tech space.

Prior to Velotric, Ted has spent 2 years as Co-founder and Head of Marketing at a smart home security brand called Alphahom, backed by ex-DJI angel investors. He was responsible for all the marketing activities and retail expansion into the US. He successfully helped Alphahom launched into retailers like Best Buy online, Staples US&CA online, Walmart US&CA online, Belk, Brookstone, Sharper Image, Hammacher Schlemmer, the Grommet, and 30 brick-and-mortar stores of Fry's within 3 months.

Prior to Alphahom, Ted has advised numerous consumer hardware startups in Shenzhen and Hong Kong on product launch, crowdfunding PR, and communications.

Ted has also done an internship with Google, went through the Stanford-StartX (Rated as Platinum Accelerator along with Y Combinator and AngelPad) and HAX acceleration program (#1 accelerator in the hardware space).

Having lived and worked in San Francisco Bay Area and the Greater Bay Area (Shenzhen-Hong Kong), Ted can communicate with team members in both English and Chinese idiomatically with zero cultural barriers or misunderstandings.