

Ailin Graef

"Anshe Chung"

Anshe Chung is the first virtual world avatar to be featured on the cover of major publications such as *BusinessWeek*. She's also received world-wide recognition as the first virtual millionaire in Second Life. Created and enacted by Ailin Graef, and often referred to as the "Virtual Rockefeller", Anshe Chung became a symbol and role model for a new generation of virtual world entrepreneurs.

The biography of Anshe is that of a self-made woman who since early 2004 worked her way up from a poor entertainer without funds, to the most successful Second Life business leader. It is a true story of opportunity that virtual worlds have begun to offer the talented and dedicated, no matter which country, background, race or gender they belong to in the real world.

In 2006, the role-play character and avatar Anshe Chung began to seriously transform the life of Ailin Graef, the creator, turning a Chinese-German teacher into a real life entrepreneur. The virtual Second Life "game" company branched out to reality when Anshe Chung Studios established itself as a real company in China, exporting talent to the booming virtual world economy. Together with her husband Guntram, she transformed an activity from inside a game into a rapidly growing multi-million dollar enterprise, employing more than 60 people full-time around the globe.

Lead by a strong belief in the potential that lies within each individual, Chung also has become the most significant seed capital and venture capital investor within virtual worlds, funding dozens of virtual startup companies and non-profit projects. Her business ethics and beliefs have helped to create an explosion in creativity and development with an economic frontier that is pushing beyond the limits of reality itself.

"There are pioneers, fantastic people, heroes of our time, producing amazing contributions that drive this exciting expansion of humanity beyond the limits of reality," says Chung. Bearing the greatest respect and admiration for these important change leaders, she has partnered with Jon Jacobs aka NEVERDIE of the Entropia Universe to create the Virtual Worlds Academy with a mission to recognize the outstanding achievements made by people in virtual reality.