Singtel

# FUTURE MAKERS

## Programme Impact Report 2017

Programme Partners

Community Chest
The NCSS Fund-Raising and Engagement Arm

HOME NURSING FOUNDATION 家护基金

PIXEL LABS

minds

raiSE SINGAPORE
Centre for Social Enterprise

SMRT CORPORATION

spd
Serving People with Disabilities since 1964

NUS National University of Singapore
NUS Enterprise

UNFRAMED

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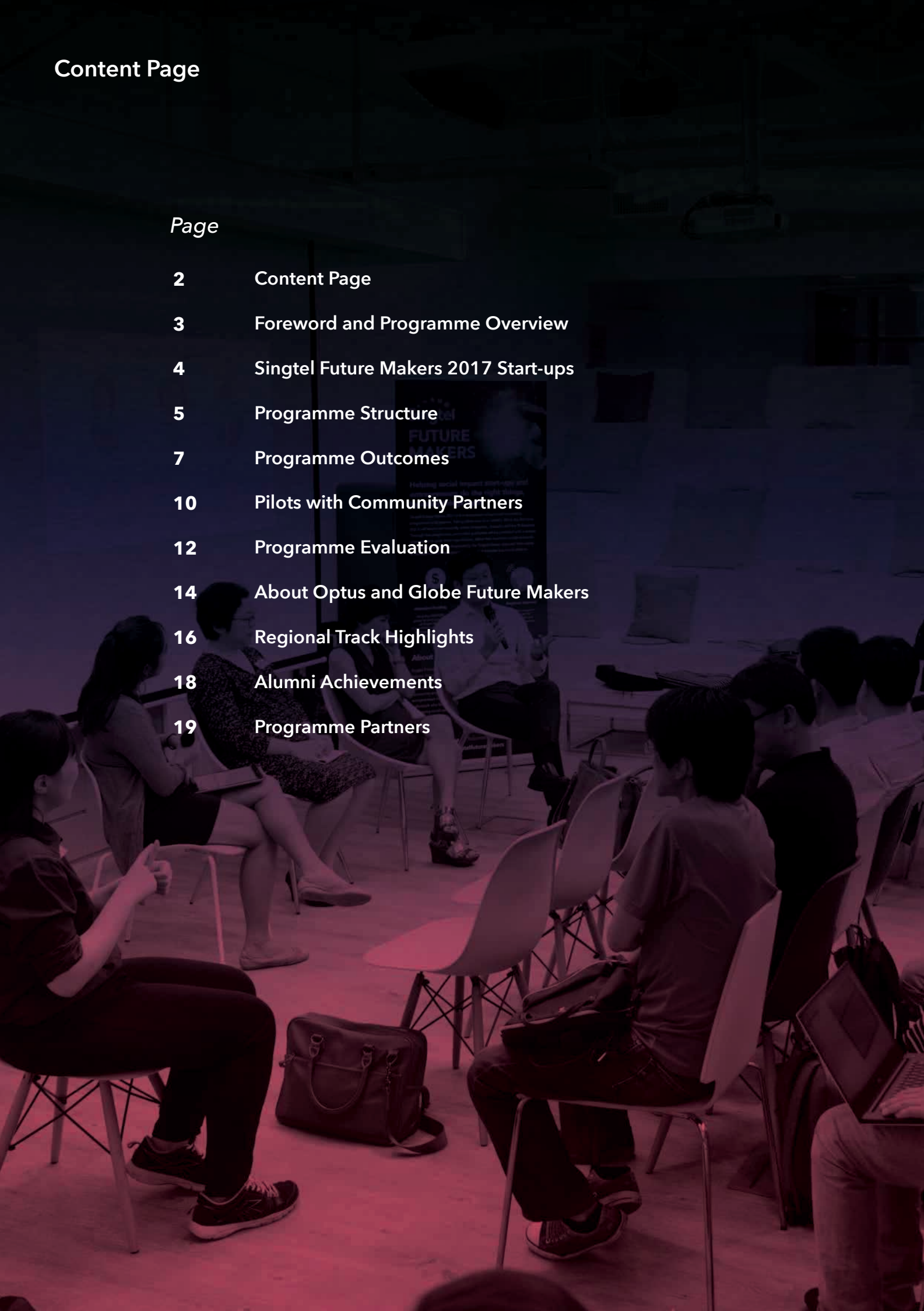


# Foreword and Programme Overview

Social impact investment, social innovation and social entrepreneurship have in recent times started to become buzzwords in our daily conversations. If we are to maximise the potential and impact of the current social innovation and entrepreneurship wave, we need to adopt the analogy that "it takes a village to raise a child". Every player recognises each different but complementary strengths and value-add, and that the best outcome is achieved by leveraging synergies and collaboration from all key and dependent stakeholders.

It is upon this philosophy that we had developed and launched Singtel Future Makers, the social innovation programme of the Singtel Group. Incepted in 2016, the programme has now gone regional to Australia and the Philippines, and aims to help develop successful and viable social enterprises that can address social issues through innovation and technology.

The programme aims to forge connection and collaboration with all critical and dependent players in the ecosystem that are needed to enable the success of these start-ups. We work with all partners in the impact acceleration and investment domains and their members like AVPN, raiSE, UNFRAMED, NUS Enterprise, government organisations like NCSS, and the many social service organisations (SSOs) such as MINDS that Community Chest brings into the engagement, and even with other companies, like SMRT. With these collaborations forged with other impact start-ups, we hope to foster greater awareness in the ecosystem.

I am confident that every start-up which has gone through the programme has found the support extremely valuable and I wish them all the best in their endeavours.

**Andrew Buay**
*Vice President,*
*Group Sustainability*
*Singtel*

# Key Programme Highlights and Statistics

Singtel
FUTURE
MAKERS

*28 June 2017: kicking-off Singtel Future Makers 2017 with Singtel staff, start-ups, mentors and partners*

**Singtel Future Makers 2017** is a 4-month social innovation programme in Singapore, comprising up to S$20,000 grants for each selected start-up, mentoring by cross-sector experts, competency workshops, networking and strategic partnership opportunities with the Singtel Group and its partners.

This year, we received 103 applications, an overwhelming increase of 46% from 2016. The top 22 social entrepreneurs, helming 7 social impact start-ups, were then selected to undergo training for the programme.

**S$140,000**
**Provided to the start-ups from Singtel Future Makers**

**S$100,000**
**Fund pool for regional finalists from Singtel, Optus, and Globe Future Makers**

**54 INDUSTRY EXPERTS**
**And 18 Singtel staff mentors and volunteers**

**104**
**CROSS-SECTOR ORGANISATIONS**
**Represented by programme attendees**

# Singtel Future Makers 2017 Start-ups

*Allied World Healthcare empowers communities through a digital health platform designed to help underserved populations access basic, affordable healthcare.*

*www.alliedworld.healthcare*

*Embodied Sensing creates smart inclusive technologies to improve the lives of elderly and people with disabilities.*

*www.embodiedsensing.com*

*Project We Forgot: Step Up, Speak Out! Conference 2017*

*Embodied Sensing: Product demo of Knoctify*

*Hapticus develops cutting edge technology to enhance efficient transport systems in large scale metropolises, emphasising on mobility and inclusion.*

*www.hapticus.com*

*Pillpresso aims to address poor medication adherence and champions for proactive healthcare through a connected medication device and e-health platform.*

*www.pillpresso.com*

*Solve Education!: Children from Indonesia using the educational game app to increase their English proficiency*

*Project We Forgot provides locally-relevant support, knowledge and access to services for caregivers to persons with dementia.*

*www.projectweforgot.com*

*Solve Education! creates an educational game app that facilitates self-learning to make quality education accessible, fun and free for all.*

*www.solveeducation.org*

*TalentTribe helps corporate and social organisations attract the talents they need, using immersive 360° videos and on-site employee interviews to provide an insider's look into a company's DNA, culture and day-to-day responsibilities.*

*www.talenttribe.asia*

## Programme Structure

*Launch of Singtel Future Makers 2017, with Guest-of-Honour Senior Minister of State, MCI and MOE, Dr. Janil Puthucheary*

*Topical Mentoring: Corporate Engagement*

*Growth Hacking Workshop*

*Sharing by AVPN at our final local pitching session*

### 6 GROUP TOPICAL MENTORING SESSIONS ON

- Leadership
- Sales
- Design Thinking
- Business Strategy
- Personal and Brand Storytelling
- Digital Marketing
- HR

### 28* COACHING AND MENTORING SESSIONS DELIVERED

- Monthly 1-1 mentoring with start-up mentors
- 1-1 mentoring with VP Group Sustainability, Singtel
- Monthly 1-1 coaching with programme coaches
- Ad hoc clinics with Singtel Legal team

### 9 WORKSHOPS

- Vision, Mission, Team Alignment
- Social Impact Assessment
- Product Development and Testing
- Business Modelling
- Financial Projections
- Growth Hacking
- Go-to-Market Strategy
- Corporate Engagement
- Venture Landscape Sharing and Pitching

### 9 COMMUNITY & OTHER EVENTS

- TBN Asia Conference 2017
- Impact Investment Summit APAC 2017 (Regional Track)
- Monthly community events:
  - Programme Kickoff
  - Know Your Legal Rights
  - Community Engagement
  - Pitching with Innov8
  - Pitching to Impact Investors

** 28 coaching sessions were delivered to the start-ups, while mentoring sessions were arranged as and when required by the start-ups*

**In the true spirit of teamwork, our managers took the lead in organising a strategy sharing session, giving the start-ups access to professionals with diverse skills and industry exposure. I am privileged to get an opportunity to appreciate the wonderful balance of social consciousness and business acumen that is the hallmark of Singtel Future Makers.**

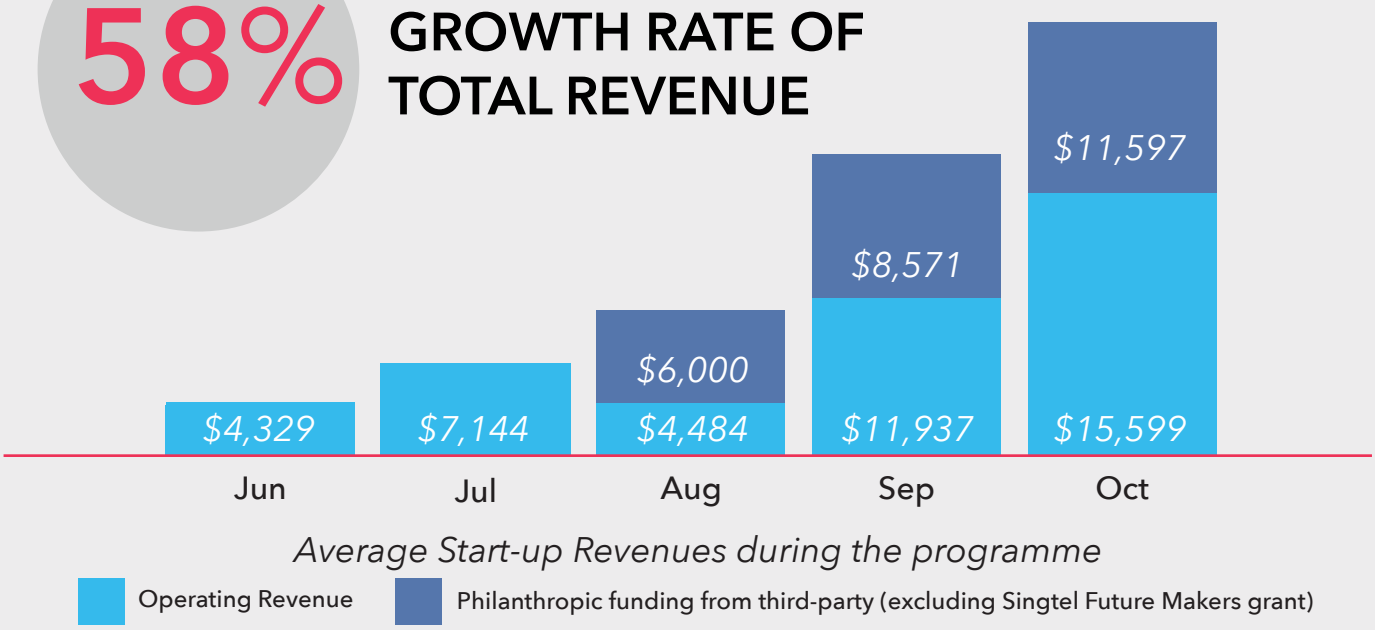
**Kobita Desai**
*Director, Group Strategy, Singtel, Topical Mentor*

## Programme Outcomes

# For the Start-ups

**58%**

## AVERAGE MONTHLY GROWTH RATE OF TOTAL REVENUE




*Average Start-up Revenues during the programme*

Operating Revenue

Philanthropic funding from third-party (excluding Singtel Future Makers grant)

**70%**

## OF START-UPS SECURED EXTERNAL FUNDING

| Start-up | Secured/Securing funding from |
|---|---|
| *Hapticus* | *SMRT* |
| *Pillpresso* | *Tech Factor Challenge* |
| *Project We Forgot* | *NYC Grant* |
| *Solve Education!* | *Woomentum crowdfunding, Awesome Foundation Grant* |
| *TalentTribe* | *LearnSG* |

# For Singtel Staff

**18**

## STAFF INVOLVED

*in skilled volunteering as topical mentors*

**8**

## DEPARTMENTS ENGAGED

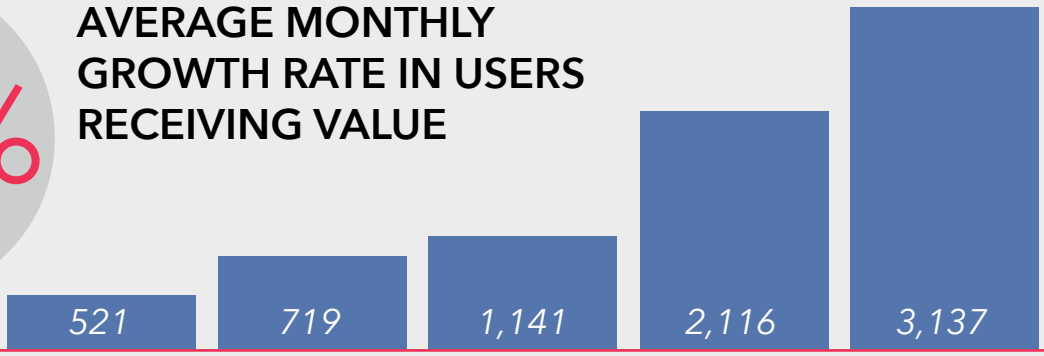
*Group Strategy, Enterprise Mobility Sales, Legal, Digital Marketing, HR, Centre of Operational Excellence, Consumer Innovation and Singtel Innov8*

## Programme Outcomes

# For the Community

**57%**

**AVERAGE MONTHLY GROWTH RATE IN USERS RECEIVING VALUE**




*Average number of users that received value from start-ups during programme*

| Start-up | Users receiving value | Total number in Oct 2017 |
|---|---|---|
| *Allied World Healthcare* | *Users signed up and given healthcare access* | *2,900* |
| *Embodied Sensing* | *Users and businesses using Knoctify* | *55* |
| *Hapticus* | *Users taken rides through Hapticus platform* | *1,000** |
| *Project We Forgot* | *Unique visitors to educational website* | *6,236* |
| *Solve Education!* | *Downloads of educational app* | *9,370* |
| *TalentTribe* | *Unique visitors to employment website* | *2,400* |

*User number provided by Hapticus is a close approximation of actual numbers, due to Hapticus's inability to disclose actual numbers under a confidentiality agreement

# Cross-Sector Ecosystem

"As a community partner of Singtel Future Makers, MINDS has benefitted from the increased awareness of our causes [...] the biggest takeaway is the joint development of an independent travel support app by Hapticus with the support of Singtel and SMRT [...] it is both a humbling and an inspiring experience to learn how others are making the world a better place."

**Jeff Kwan**

*Director of Social Enterprises and Employment Development, MINDS,*
*NCSS Sun Ray Social Service Professional,*
*Start-up Mentor*

## Pilots With Community Partners

### Pilot 1: Home Nursing Foundation (HNF) x Allied World Healthcare

**Challenge:**
The range of social and healthcare support services available for the public to tap into in the community to enable ageing in place has exploded correspondingly. However, navigating and accessing these services can be challenging especially for patients and caregivers who are unfamiliar with services available during stressful times.

**About the project:**
HNF and Allied World Healthcare collaborated to tap into the latter's tech platform and expertise to educate, empower and enable independent navigation of the healthcare-social service space for the elderly and their caregivers.

**Key outcome:**
Having been selected by Home Nursing Foundation for the curated challenge, Allied World Healthcare built a brand-new technology platform to help coordinate integrated community and home care; launching a project with Yishun Community Hospital, Lions Befrienders and NUS to pilot a new model of home care for vulnerable senior citizens in Singapore.

### Pilot 2: MINDS and SMRT x Hapticus

**Challenge:**
For many persons with intellectual disabilities (PwID), especially for those with lower cognitive abilities, issues such as navigation of the transport network and making interconnections can be a big challenge. For caregivers, knowing their charge's whereabouts, safety and well-being can limit the freedom, independence and mobility of a PwID.

**About the project:**
Hapticus is developing a minimum viable product for Independent Transport for persons with intellectual disabilities, in collaboration with SMRT (Transport mobility partner) and MINDS (Movement for the Intellectually Disabled of Singapore - representing the end beneficiaries and validation of the solution).

**Key outcome:**
A prototype was developed in accordance with the specifications and feedback gathered through testing with actual users (PwIDs and Caregivers) in the field, and the first version of the working platform is being piloted together with MINDS clients starting January 2018.

My experience as a coach has provided me with a chance to help the social entrepreneurs better understand their ambitions and how to achieve them. It was a humbling learning experience for me to feel how deep their desire for impact is!

**Patsian Low**

*Independent Consultant in Social Impact and Venture Philanthropy, Programme Coach*

# Post-Programme Evaluation:

## Average rating of

Workshops*: 4.1/5

Coaching*: 4.7/5

Community Events: 4/5

Start-up Mentoring: 4.3/5

Topical Mentoring: 4/5

*Workshop and coaching feedback data was collated from surveys administered at the end of each session

4.3

**Start-ups' overall satisfaction**
(Average)

# Testimonials:

"The power of the Singtel Future Makers programme is in the multiplier effect it creates by bringing together not just multiple players in the social sector, but also corporates -- even different departments within Singtel -- who can work with the start-ups to create even greater social impact."

"I will recommend the SFM programme to other social entrepreneurs.[..] The workshops conducted by internal departments within Singtel were very insightful and I was able to get support from the various domain experts even after the programme had ended. My main takeaway was all the new connections that had been fostered during the programme."

"Singtel Future Makers provided valuable mentoring and coaching opportunities, and it was nice to meet well-aligned social impact start-ups in the region; as well as engage with relevant Singtel teams to discuss growth."

"The Future Makers programme provided our team with highly relevant mentorship from Singtel, plus valuable network connections in the social sector and among like-minded individuals. Our team is very grateful to have been part of this programme and for the support provided thus far."

**Stephenie Pang**

*Co-founder of TalentTribe*

**Yeo Kian Peen**

*Co-founder of Embodied Sensing*

**Edward Booty**

*CEO of Allied World Healthcare*

**Emily Low**

*Co-founder and CEO of Pillpresso*

Singtel Future Makers has provided valuable guidance, mentorship, resources and training that have given us clarity on our path moving forward. The programme has also connected us to a community of like-minded individuals, which is crucial in the journey of building an enterprise! The learnings and connections are more than we expected to gain and we are deeply grateful for this opportunity. Thank you to the entire team who has worked hard to put this programme together.

**Melissa Chan**
*Co-Founder of Project We Forgot*

## About Optus and Globe Future Makers

OPTUS

Future Makers

*Start-ups with judges at the Optus Future Makers finals*

Optus Future Makers was created to harness the power and potential of innovative technology in the social sector. 2017 is our second year of offering Future Makers to support innovative tech solutions which help solve societal issues for disadvantaged and vulnerable youth.

Future Makers is a 4-month accelerator, mentoring and grants programme where finalists gain key knowledge, skills and connections to the broader ecosystem. Optus offers up to A$300,000 in funding to finalists to help them develop their tech and scale their solution.

Optus' inaugural Future Makers programme launched in 2016 supported innovative tech solutions to help solve social challenges faced by vulnerable youth in the company's focus areas of Education, Employment and Mental Health.

Globe
FUTURE MAKERS

*Award winners from start-ups iVolunteer and Virtualahan with Ernest Cu, CEO of Globe Telecom at the Globe Future Makers Awards Ceremony*

Globe Future Makers is a social innovation programme in the Philippines which is led by Globe Telecom that aims to influence and build an ecosystem of social innovators to drive social development in the Philippines.

The programme is open to Philippines-based initiatives that are committed to achieving wide-scale positive societal impact and believe in the power of technology to change the world.

"The Singtel Group Asia Pacific Future Makers programme provided us with the tools, framework, and mentorship support which allowed us to better understand and refine our social impact and business proposition. It has also introduced us to the wide network of community partners that Singtel has, and players in the social space ecosystem to learn, interact and share. [...] Through the insights gained in the programme, and participating in the regional track, we are now ready to expand into the region such as Australia, Hong Kong and Taiwan. Thank you Singtel Future Makers!"

**Amir Nivy**

*Founder and CEO of Hapticus,*
*Regional Finalist of Singtel Group Asia Pacific Future Makers 2017*

# Regional Track Highlights

*The six Singtel, Optus, and Globe Future Makers finalist start-ups in Sydney for the regional track*

## Inaugural Future Makers 2017 regional track

Six teams emerged as regional winners of Singtel Group Asia Pacific Future Makers 2017, out of more than 250 applicants, and 19 contenders from the local programmes conducted by Globe, Optus and Singtel. The winners gathered in Sydney, Australia, from 13 to 15 November 2017, where they participated in the two-day Impact Investment Summit Asia Pacific and a one-day workshop at the Optus campus. The teams also had an opportunity to pitch their solutions for pressing social challenges to a panel of judges comprising representatives from Giant Leap Fund, Qualgro Venture Capital, Impact Generation Partners, and World Vision Australia to score an additional S$100,000 in funding from the Singtel Group, which will help them expand regionally for wider community impact.

## Impact Investment Summit APAC

The Impact Investment Summit is the peak gathering of APAC's impact investment community, convening active investors and those exploring the development of an impact investment strategy. Over the course of three days, the Summit is designed to foster knowledge sharing, build relationships and inspire greater commitment to deploying capital for social and environmental impact.

*Hapticus pitching during the Impact Investment Summit APAC*

*Robyn Robertson, World Vision Australia, sharing her expertise on sustainability and scaling social innovations.*

## Workshop

On the final day, the participants attended a workshop by Optus and World Vision Australia. This gave them valuable insights on impact investing which is helping to finance solutions for many of society's pressing challenges, and how to scale their solutions regionally. Participants also had networking, media, and PR opportunities with the various investors and organisations present.

## Profiles of 6 Regional Finalists

### Singtel Future Makers 2017 Finalists

*Hapticus develops cutting-edge technology to enhance the efficiency of transport systems in metropolises to support mobility and inclusion.*
*www.hapticus.com*

*Solve Education! works with education and technology experts globally to create an educational game app that facilitates self-learning to make quality education accessible, fun and free for all.*
*www.solveeducation.org*

*Virtualahan creates meaningful opportunities for persons with disabilities by using the power of the internet to train, match and employ them to work remotely as employees for digital businesses around the world.*

*www.virtualahan.com*

*iVolunteer is an online platform that connects small charities to potential volunteers across the Philippines who want to help support good causes.*

*www.ivolunteer.com.ph*

*Learner Library is a subscription textbook service which plans to provide underprivileged students in Australia and overseas with free access to digital textbooks so that every child has the chance to read.*

*www.learnerlibrary.com*

*sameview is an app prototype which will enable multiple caretakers, including educators and healthcare professionals, involved in the care of a child with disabilities, to share information efficiently.*

*www.sameview.com.au*

## Testimonials:

"Understanding the different verticals in impact investment from institutions, to foundations and corporations gave us very helpful insights on the right approach to prepare our social enterprise for investment. Learning from social impact investors is helping us find the right pieces needed to scale our impact!"

"Being part of the Singtel Group Future Makers family increases our chance to create high impact in the society. The grant they gave us has helped to improve our educational game app and job portal for the disadvantaged youth in the region. Their mentorship programme has also helped us build more partnerships with companies [...]. Most importantly, all the learning and networks we got from this programme have prepared us to achieve our target to expand our impact regionally.[...] Thank you Singtel Group Future Makers!"

"We've benefitted tremendously from the Future Makers programme. Our strategy is clearer, our product is stronger and we are ready to scale. We've developed some incredible connections and had amazing opportunities that would not have been possible without the programme. Future Makers has enabled us to get to the next level. With the support provided, we will be able to dramatically increase our social impact in the Philippines and India."

**Ryan Gersava**
*Founder of Virtualahan*

**Janine Teo**
*Founder and CEO of Solve Education!*

**Michael D'Rosario**
*Co-founder and CEO of Learner Library*

# Alumni Achievements

Singtel
**FUTURE MAKERS**

Singtel Future Makers programme inaugural run with seven social impact start-ups supported for six months, with S$140,000 in funding provided, from October 2016 to March 2017.

*Singtel volunteer staff, partners and start-up finalists of the President's Challenge Social Enterprise Award 2017 ceremony, at the Istana*

**CaptionCube:**
- Received follow-on $60,000 funding from raiSE
- DBS Foundation Social Enterprise Grant Programme 2017 Awardee

**GIVE.asia:**
- Crossed 1 million givers, and $22 million donations
- Finalist for President's Challenge Social Enterprise of the Year 2017

**Jaga-Me:**
- Jointly awarded the President's Challenge Social Enterprise Start-Up of the Year 2017 and received $20,000 in cash.

Other Singtel Future Makers Start-ups (2016):

UNFRAMED & ChangeBug present: Enabling Change powered by Singtel

Enabling Change, a 5-month incubation programme organised by UNFRAMED, in partnership with Singtel, from June to November 2015, for social impact start-ups leveraging technology to address challenges of persons with disabilities.

*3 of the start-ups at the soft launch of the Singtel Enabling Innovation Centre, at Enabling Village on 6 October 2015*

**AbleThrive:**
- Selected as a 2017 Global Good Fund Fellow, secured $25,000 funding from raiSE
- Featured in a TV documentary about disability and social change

**(these)abilities:**
- Clinched Best Social Entrepreneurial Tech Start-up at the 2016 ASEAN Rice Bowl Start-up Awards

Other Enabling Change Start-ups (2015):

# Programme Partners

**Community Chest** supports about 80 charities in Singapore, allowing them to focus on caring for the disadvantaged, through its fundraising and volunteering initiatives.

From nursing to medical-care, to looking after patients' social well-being and other practical daily needs, **Home Nursing Foundation** brings care and support into the homes of those in need.

The **IMDA PIXEL Labs** provide convergence spaces for individuals and companies to work collaboratively on ideas, developing new technologies and testing out proof-of-concepts.

The **Movement for the Intellectually Disabled of Singapore (MINDS)** provides equal opportunities for children with intellectual disabilities to receive education and later, to be integrated as contributing and responsible citizens in Singapore.

The Singapore Centre for Social Enterprise, **raiSE** was set up to raise awareness on social entrepreneurship and raise support for social enterprises in Singapore.

**SMRT Corporation Ltd** is Singapore's premier multi-model transport provider, committed to sustainable development and corporate social responsibility as it strives towards its vision of "Moving People, Enhancing Lives".

**SPD** is a voluntary welfare organisation that focuses on helping people with disabilities maximise their potential and integrating them into mainstream society.

**NUS Enterprise** plays a pivotal role in advancing innovation and entrepreneurship at NUS, through the synergies of experiential entrepreneurial education, active industry partnerships, holistic entrepreneurship support and catalytic entrepreneurship outreach.

**UNFRAMED** is the leading community of for-impact entrepreneurs. We leverage our training academy and programmes to equip entrepreneurs with relevant and timely skills, mindset and resources to achieve the greatest change in society and the environment.

futuremakers.singtel.com