



**Singtel**

# Future Makers

Programme Impact Report  
2019 and 2020

# Foreword



## Andrew Buay

Vice President,  
Group Sustainability  
Singtel

Back in 2016, Singtel Future Makers was initiated based on the insight and the fundamental belief that digitalisation and technology had a bigger role to play in enabling positive social and healthcare impact for the vulnerable in society. 4 years later, the COVID-19 pandemic validated our investments as the physical distancing measures further accelerated the need for digital transformation of social and healthcare services to continue supporting the vulnerable.

It was under this existential threat when we launched Singtel Future Makers 2020. 2 days before the Singapore Government announced unprecedented Circuit Breaker measures to curb the spread of COVID-19, we announced a Pandemic Support track in our call for application to the programme True to our original mission and to meet the growing needs, we pivoted to incubate and support digital solutions that can address social and healthcare issues created by the pandemic.

We also continued to scout and support promising digital solutions that leverage Shared Value opportunities with the business and community stakeholders to uplift the less privileged population. Not forgetting our alumni affected by business restrictions, we provided grants and unlocked networking access so that they could scale their impactful solutions during this challenging period.

We are pleased to share early green shoots from our efforts. 7 current and alumni start-ups have implemented solutions that either address pandemic-related issues or leveraged digital solution to expand outreach to the vulnerable. In addition, all of our Singtel Future Makers 2020 start-ups have gone on to secure partnerships with either social service, healthcare institutions or corporations to scale their emerging solution after our curated programme

We would like to thank our many partners across every sector including the government, social services, corporations, impact investing networks and Singtel business units. Without their active collaboration and support, we could not have created the right conditions for our social impact start-ups to flourish and scale. On behalf of the Singtel Future Makers team, we look forward to continued partnerships to realise our common mission to digitally transform our social and healthcare service ecosystem.

# Overview of Singtel Future Makers

Singtel Future Makers is a capacity building programme for start-ups and enterprises focusing on cultivating social innovation to transform the lives of the vulnerable in the community as well as support the social service ecosystem.

Incepted in 2016, Singtel Future Makers seeks to fill the gap in supporting social innovation in the social and healthcare sector.



## 'Valley of Death' for Social Innovation

- Non-profit Organisations require support for digital transformation
- Social Enterprises lack credibility and find it difficult to forge partnerships
- Need to provide a continuum of support from hackathons to implementation and scale

## Key Programme under Singtel Sustainability Strategy

- Innovation and inclusion of vulnerable groups were highlighted as key material topics that concerned internal and external stakeholders.

## Leverage Singtel's Assets and Value Add

- Resource and funding
- Infocomm technology expertise and knowledge
- Reputation and trust through Singtel's support
- Multi-sector networks and partnerships

## Supporting the United Nations Sustainable Development Goals



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# How We Create Social Impact



## Singtel Future Makers (Singapore Programme)

- We work closely with our business, government agencies and community partners to incubate promising Singapore based social impact start-ups through grant funding, capacity building, mentoring and access to networking opportunities
- Since 2016, we have supported 26 social impact start-ups and invested almost S\$1 million through grant funding and capacity building support

Supported

**26**  
social impact  
start-ups

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Invested

**S\$1mil**  
through grant funding and  
capacity building support



## Alumni Support and Engagement

- After the programme, we continue to support our alumni to grow and help them scale to their next stage of development
- Our alumni get to participate in networking events with our business units and community stakeholders as well as pitch for additional grants to scale their social innovation in the community

**66.7%**

of alumni start-ups  
secured additional  
funding, new product  
development  
and/or expanded  
distribution channels



## Singtel Group Future Makers (Regional Programme)

- Future Makers representing 5 companies and 5 countries (Australia, Singapore, Indonesia, Philippines and Thailand) within the Singtel Group, will have a chance to pitch and share their social impact start-ups with impact investors and other stakeholders on how their innovative solutions can help address key social challenges facing Asia today and in the future
- Since 2017, we have supported 20 regional social impact start-ups and invested more than S\$400,000 through grant funding and capacity building support

Supported

**20**  
regional social  
impact start-ups

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Invested more than

**S\$400,000**  
through grant funding and  
capacity building support



# Singtel Future Makers 2020 in Numbers

**171**

Applications

**4.6/5**

Overall Programme  
Rating

**5**

Start-ups

**80%**

Secured potential  
partnerships after  
the programme

**>4.4/5**

Average ratings  
for workshops  
and mentors

Pool of

**\$\$150K**

Funding



# Introducing our Singtel Future Makers 2020 Finalists

The Singtel Future Makers theme for 2020 was to Create Shared Value. We aim to support start-ups in the creation of Shared Value by facilitating collaborative opportunities that unlock business outcomes and scale social impact.



**Singtel Future Makers Start-up**

**Tictag**

**Generation Connects**

**Themes**

Seniors and Caregiver Empowerment

Seniors and Caregiver Empowerment

**Social Impact**



**Shared Value Proof of Concept**

Collaborated with Social Service Agencies to create microjobs for vulnerable seniors in the community through their gamified AI annotation platform

Collaborated with community partners to provide cognitive and sensory stimulation for seniors with and without dementia



**Senzehub**

Pandemic Support Solutions



Equipped a pilot group of nursing homes with wearables for seniors to track their vital signs and provide early alert for emergencies



**Fairmarch**

Mobile Wallets for Social Good



Worked with corporate partners to increase the exposure of social enterprises and impact-driven sellers through their online marketplace



**Wiz.Ai**

IoT solutions for Community Care



Worked on an AI chatbot that can alleviate the workload of healthcare professionals and deliver more patient-centric care in hospitals



# Capability Building Support

**1**  
1-1 coaching and structured workshops to sharpen their value proposition and pitching capabilities

**2**  
10 Singtel subject matter experts shared their knowledge and insights through 1-1 mentoring for specific issues based on the start-up's needs (i.e. business strategy and planning, corporate engagement, digital marketing, legal)

**3**  
Social Enterprise workshops and 1-1 mentoring by VP, Group Sustainability to facilitate collaboration opportunities with Singtel business units, regional and community partners



## Workshop Ratings



Workshop has improved social and business value proposition



Workshops has improved my pitching capabilities to attract capital and grants

## Mentor Ratings



Mentors provided meaningful insights to improve business processes



Mentors provided meaningful connections that can help address business issues



"Singtel Future Makers (SFM) has been very helpful in enabling us to grow as a start-up. They provided support from mentorship, workshops, to linking us to potential clients and funding sources which has been very beneficial. SFM engagement goes beyond the programme and this continued support is very valuable."

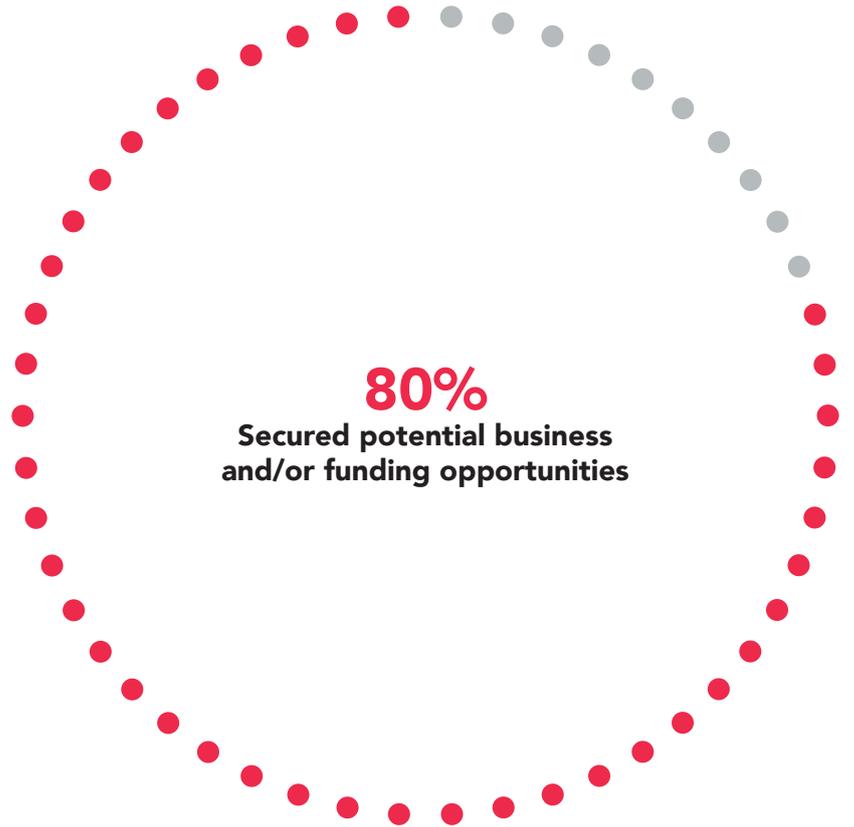
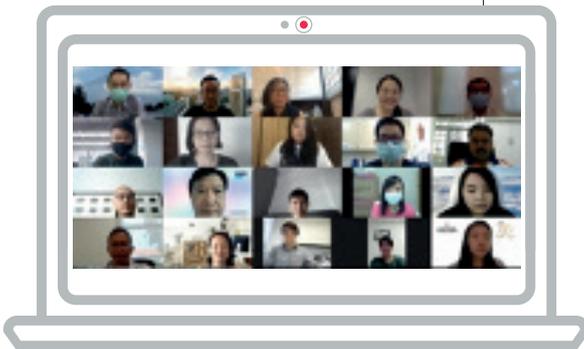
**Cassandra, Co-founder of GenConnects**

# Networking Access

**1**  
Networking opportunities with NCS, NCSS and Singtel Group Future Makers Alumni to explore partnerships

**2**  
Community Events with SG Enable and Dementia-focused social service agencies attended by 76 participants from >20 organisations

**3**  
Virtual Deal Share Live session with AVPN that connected start-ups with 82 participants from 50 corporations, foundations and impact investors



Secured potential partnerships with community agencies and/or businesses

Improved the reach and reputation of their start-ups

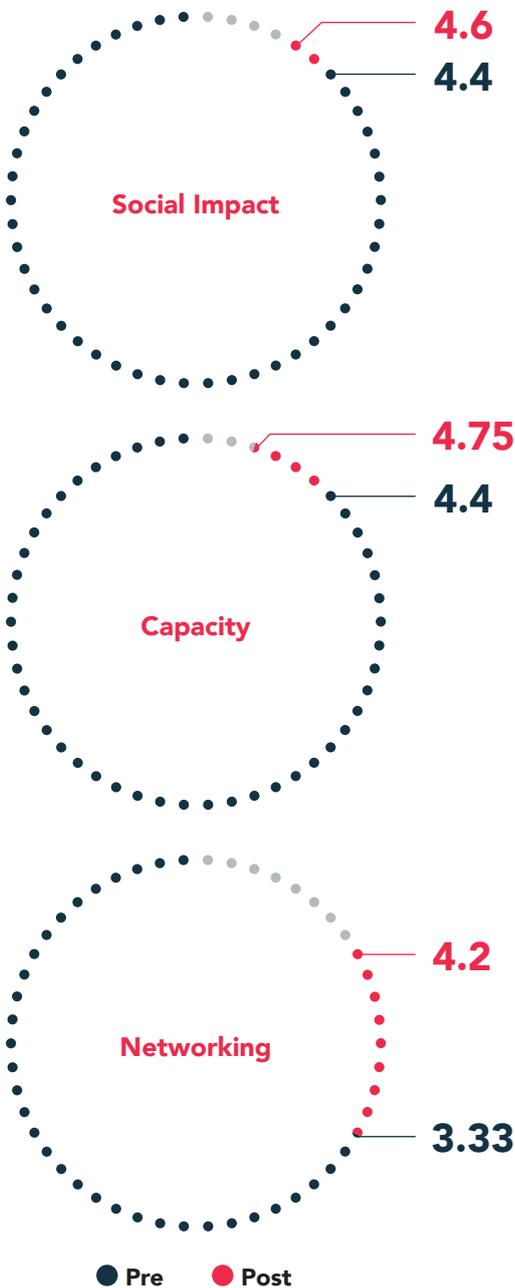


"Singtel Future Makers is very supportive of our mission and vision to provide large-scale health monitoring to seniors in nursing home and aging in place. The programme enabled us to network, pitch to investor and secure opportunities."

**George, Co-founder of Senzeshub**



## Our Impact: SFM start-ups registered overall improvements in key business and social domains



### Overall Programme Rating



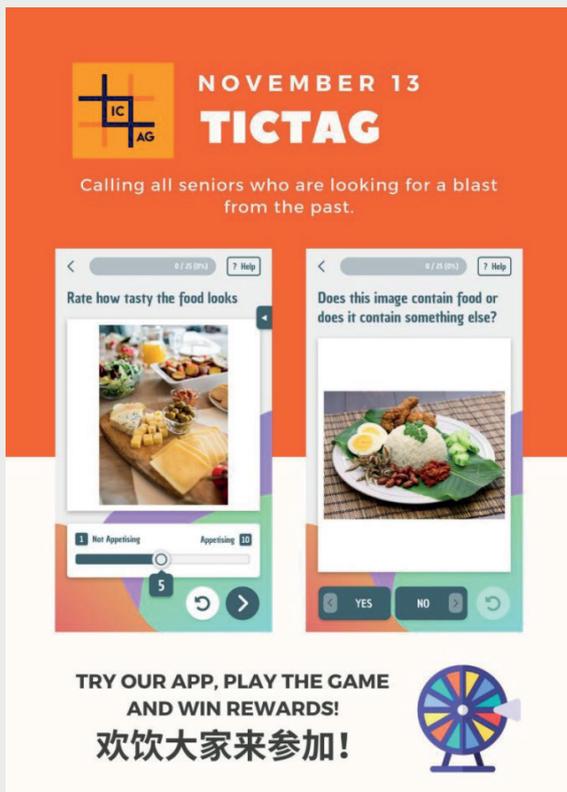
“Going through the SFM programme has undoubtedly helped me to prioritise our resources and improve our strategy. We’ve also built lasting and meaningful relationships through their network, and gained high potential leads to help scale our solution.”

**Victor, Co-founder of Fairmarch**

# Case Study: Singtel Future Makers Start-Ups Creating Shared Value for Seniors and Caregivers in the Community



**Tictag** worked with a social service agency to engage Seniors in gamified micro-jobs through their AI data annotation mobile app.



**Senzehub** is collaborating with nursing homes and social service agencies to equip isolated and vulnerable seniors with their IoT wearables which can flag early warning of condition deterioration and provide emergency alerts.



*"Tictag is proud to be part of Singtel Future Makers 2020. Any start-up looking to make a lasting impact on our community would benefit from the 3-month acceleration programme - it's definitely a great opportunity for like-minded founders to come together and learn from the established team in Singtel's Sustainability arm, who will work tirelessly to provide you access to networks that could really help you scale your business."*

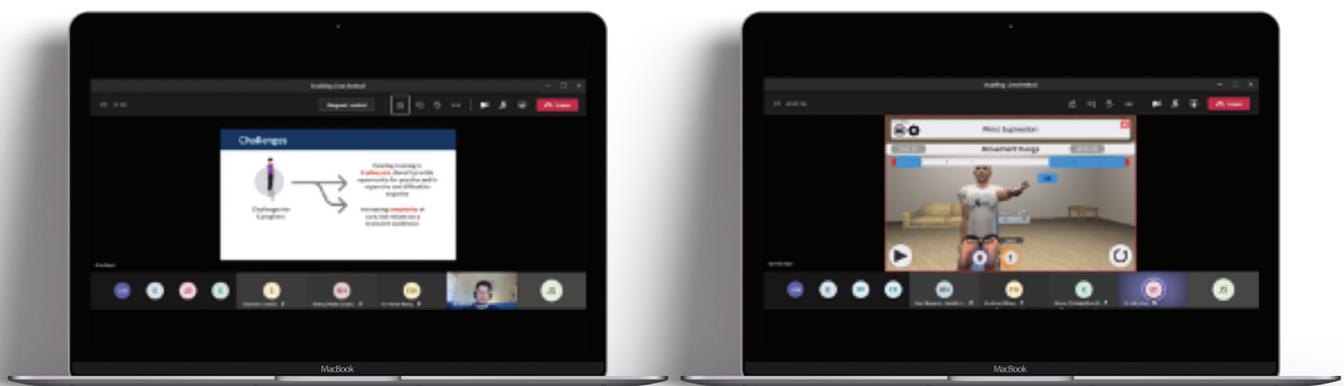
**Keeve Quah, Chief Business Development Officer, Tictag**



# Singtel Future Makers Alumni Support and Engagement

## Continual Access to Networking Opportunities

- Linking SFM alumni with our business units and government agencies to explore partnership opportunities



*Enabler Interactive (SFM2016) and XCLR8 (SFM2018) shared at SG Enable's Enabling Lives Festival to Social Service Agencies and service users*

## Pandemic Support to Pivot through Challenging Business Environment

- Provided Digital Support Grant to 6 SFM alumni to better reach out to their clients amidst social distancing measures
- AEvic Health and Solve Education were awarded with Special Pandemic Support Grant to scale their solution that pandemic related issues

6

Singtel Future Makers alumni were provided with Digital Support Grant

## Case Study: Supporting SFM Alumni to Tackle Social and Healthcare Challenges Posed by the Pandemic



### AEvice Health (SFM 2018)

Modified their remote monitoring device for asthma patients to meet the needs of frontline doctors and healthcare institutions. This allow healthcare professionals to access COVID-19 patients' physiological vital signs and respiratory symptoms in real-time without physical contact and thereby reducing transmission risk.

#### Impact

Secured interest from a healthcare institution to trial their solution on COVID-19 patients



### Solve Education Foundation (SFM 2017)

Created a modified version of their educational game app, Dawn of Civilization (DOC), to educate children about the transmission and effects of COVID-19 as well as inculcate behavioural change on how to manage the COVID-19 situation in a fun and engaging manner.

#### Impact

As of December 2020, 842,390 mini lessons played by users

- Secured a contract with the Federal Government in Indonesia to expand their outreach





## Our Impact: Singtel Future Makers Alumni Continue to Grow and Create Social Impact

### SFM Alumni Progress Metrics

*(Based on 21 social impact start-ups incubated between 2016 and 2019)*



### Key Learnings and Follow-Up Actions:

- Support SFM Alumni to scale through continual mentoring, access to networking and funding opportunities
- Focus on Shared Value creation between alumni, business and partners to unlock strategic opportunities





# Singtel Group Future Makers 2019 (Regional Programme)

In collaboration with Asian Venture Philanthropy Network, selected Future Makers finalists from the Singtel Group of companies comprising Singtel (Singapore), Optus (Australia), AIS (Thailand), Globe (Philippines) and Telkomsel (Indonesia) has a chance to pitch and share their social impact start-ups with impact investors and other stakeholders on how their innovative solutions can help address key social challenges facing Asia today and in the future.



### Capacity Building

Curated workshops to help build Shared Value in their start-ups and explore potential partnerships regionally



### Networking

Explore partnerships with regional markets and start-ups as well as get the opportunity to pitch to impact investors and funders



### Funding Support

Supported from a grant pool of S\$120,000 to further regional partnerships and Shared Value opportunities

## Regional Collaboration Case Study: Virtual Psychologist Pilot with Globe



### Virtual Psychologist (Optus Future Makers 2017)

Embarked on a pilot programme that was subsequently extended to a full deployment to promote mental well-being for Globe employees amid the COVID-19 pandemic. Hope Chat, a mental health consultation platform was initiated as a direct result of Singtel Group Future Makers 2019 and co-funded by Singtel, Optus and Globe after the regional programme.

The platform was a 5-month pilot project offering access to 24/7 text based mental health services for 8,500 Globe employees.

#### Impact

- Overall engagement of 8% of staff in this period
- > 80% expressed better mental well-being after the session and 88% will recommend the platform to family and friends
- Secured a 1 year contract extension for a full roll-out across the company

> 80%

expressed better mental well-being after the session

88%

will recommend the platform to family and friends





# Working with Multi-Sector Partners to Create Social Impact

We thank the many like-minded individuals, corporates, government agencies and community partners who have contributed their time, expertise, networks and resources to make Singtel Future Makers 2019 and 2020 a collective success for the social impact ecosystem.

## Private Sector

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## Public Sector

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## People Sector

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**Singtel**  
**FUTURE**  
**MAKERS**

**Join us on this journey to support Social Innovation**

Got a question about Singtel Future Makers or you are keen to partner us?

Get in touch with us via email at  
[sustainability@singtel.com](mailto:sustainability@singtel.com)

Visit our website at  
[futuremakers.singtel.com](http://futuremakers.singtel.com)