



LEAP FOR GOOD DEMO DAY

18 August
2018
12:30pm - 6pm

thebridge
2 Science Park Drive
Singapore 118222

Be *#partofthegood* in creating a better
future for Seniors & Caregivers



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raiSE

SINGAPORE

Centre for **Social Enterprise**

The Singapore Centre for Social Enterprise (raiSE) is a sector developer and membership body for aspiring social entrepreneurs, existing social enterprises and other individuals and organisations that are interested in contributing to the development of the social enterprise sector. raiSE was set up to raise awareness on social entrepreneurship and raise support for social enterprises in Singapore.

raiSE provides a range of support to help social enterprises from start to mature stages, such as funding, advisory services, training, relevant updates and networks. raiSE also looks to encourage collaboration and sharing of information between social enterprises and voluntary welfare organisations. raiSE welcomes the support of corporations and individuals who would like to contribute or play a role in the social enterprise sector.

LEAP FOR GOOD

LeapForGood (LFG) is a year-long programme initiated by the Singapore Centre for Social Enterprise (raiSE) in 2016 to inspire innovation in addressing emerging social needs through social entrepreneurship.

The programme is currently in its second run and focuses on the **Work, Life & Play of Seniors and Caregivers**. A human-centred design approach and community partnerships feature strongly in the programme. Since its launch in Feb 2018, the programme has brought on board 45 cross-sector partners and attracted more than 400 participants.

Visit our website for more details:
<https://www.raise.sg/leapforgood>

1 DISCOVER



Gain Insights on Emerging Social Needs

Through the sharing of thoughtful ethnographic research and engagements with industry experts, participants are encouraged to set aside preconceptions and step into the shoes of those in need. By sharing knowledge and human-centred insights on emerging social needs in Singapore, we help them appreciate existing challenges and uncover opportunities for a better tomorrow.

2 IDEATE

Generate Innovative Concepts and Sustainable Social Enterprise Models

Drawing on human-centred insights and macro-environment trends, participants find inspiration to develop innovative concepts and plant the seeds for solutions that last through sustainable business models. By the end of this stage, individual participants and organisations can put forth applications detailing the concept of their proposed social enterprises to be in the running to receive support and funds to make them a reality.

3 PROTOTYPE

Validate Your Concepts Through MarketTesting

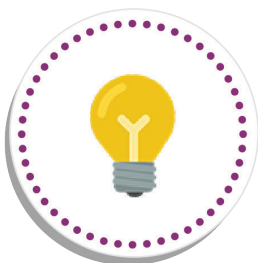
Shortlisted applicants enter the prototyping phase with an “Idea Fund” of \$1,000 each. They may choose to recruit team members or work with their pre-existing teams to prototype solutions, test and validate their concepts. Teams are equipped with tools to further develop their solutions and business models. They also receive facilitated learning through consultation sessions with relevant technical experts, potential partners and key stakeholders. These activities culminate in a “Demo Day”, where the teams pitch to secure funding for their social enterprise.

4 PILOT

Develop and Implement Your SocialEnterprise

Selected social enterprises that emerge from the process will each receive a LeapForGood grant of up to \$100,000 and incubation support from raISE to catalyse the implementation of their solutions and social enterprise ventures. This will give them a solid foundation for piloting their prototyped ideas and sustaining social impact.

Working together with 45 cross-sector partners for support:



KNOWLEDGE/ INSIGHTS



COMMUNITY LINKAGES



TECHNICAL AND
INDUSTRY MENTORSHIP



FACILITIES
AND SERVICES










TOOLS
AND CURRICULUM



OUTREACH
AND AWARENESS



	Seniors	Caregivers	
 WORK	1 Leveraging seniors' skills 2 Fighting ageism and changing negative perceptions	7 Balancing caregiving and work 8 Restoring self- confidence	
 LIFE	3 Encouraging lifelong learning 4 Building self- confidence	9 Providing caregiving knowledge 10 Giving caregivers relief	
 PLAY	5 Breaking social isolation 6 Understanding mobility	11 Offering emotional support 12 Resolving trade-offs of childminding	
<div><div>1 DISCOVER</div><div>2 IDEATE</div><div>3 PROTOTYPE</div><div>4 PILOT</div></div>			
Gain Insights on Emerging Social Needs	Generate Innovative Concepts and Sustainable Social Enterprise Models	Validate Your Concepts Through Market Testing	Develop and Implement Your Social Enterprise
Industry Round Table 14 MAR 2018 Learning Journeys 10 MAR 2018 17 MAR 2018 07 APR 2018	Pre-Hackathon Session 23 MAR 2018 Hackathon Weekend 24 - 25 MAR 2018 Consultation Clinics Application Deadline 22 APR 2018	Shortlisted Teams Announced 11 MAY 2018 Prototyping Bootcamp 26-27 MAY 2018 Workshops and Consultation Clinics JUN - AUG 2018 Demo Day 18 AUG 2018	Grant funding of up to \$100,000 and incubation support



Launch Day



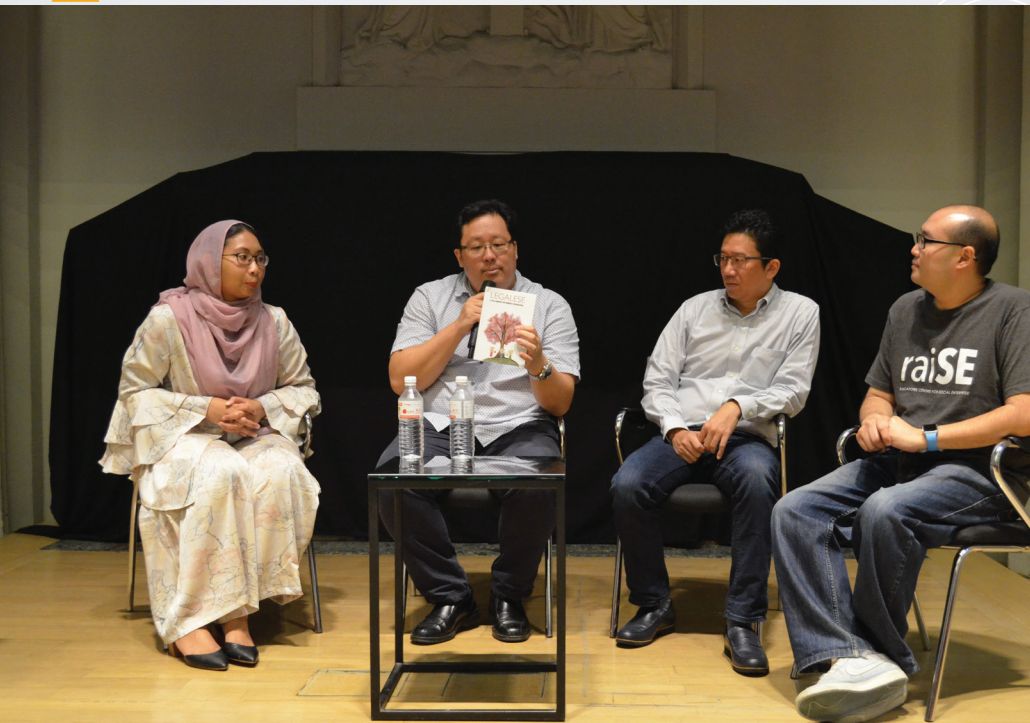
Learning Journeys



Business for Social Impact Roundtable



Hackathon Weekend



Prototyping Workshop- Legal Talk and Clinic



Prototyping Workshop- Branding and Storytelling

Programme Schedule

Time Programme

1230	Registration Starts
1300	Opening Performance and Welcome Address by raise
1330	Pitch Session 1 <ol style="list-style-type: none">1. Folkloria2. WellNess4Life3. Authentic Relating4. HydroLife5. 1-Up6. XIOHOO
1500	Break
1515	Pitch Session 2 <ol style="list-style-type: none">7. ARK8. Emo Health9. SWAP10. Wellderly11. Movinc
1630	Voting closes
1700	Announcement of People's Choice Award Winner and Grant Recipients



1. What inspired you to start this social enterprise?

We started out hoping to uncover and engage with overlooked narratives of seniors. Folklor - the folklore archives emerged as we wanted to not only document the stories and materials that the seniors provided, but to develop a way of accompanying them through their re-tellings and to provide employment for them. Through our work, we hope to provide alternative ways of thinking about living and aging in Singapore.

2. What is innovative about your social enterprise?

We do not often think of a book as a form of technology, but it is actually a highly efficient tool that organizes information. At Folklor - the folklore archives, we offer another possibility for the organization and transmission of knowledge as an alternative learning space. Each one of the seniors that we work with have such unique lived experiences and views of the world – what we do is to share that immersive world with you.

3. What is your team's X factor to make your social enterprise successful?

With a cross-disciplinary team and advisors that bring in perspectives from the arts, culture, heritage, education, gerontological and social care sectors, we bring our expertise out of institutions to focus on individual seniors. We are constantly experimenting and re-examining the ways in which we approach each senior, learning from them and developing responses that are sensitive to the complexities and temporalities of everyone. As we develop customized approaches for each senior, we are also evolving and collaborating across industries to incubate new methods and ideas.

4. What support/partnerships do you need to make this social enterprise successful?

This initiative will only be successful if we have the support of the community, of those who believe that there are other ways of determining value in society, of relating to one another, of living among others.

5. What is your biggest takeaway from the LeapForGood programme?

It is heartening and inspiring to know that despite the challenges and uncertainties, there are many out there still willing to take the risks to rethink what we take for granted, and to better the lives of others.



1. What inspired you to start this social enterprise?

Our current students! When our senior students tell us that their hunchback has improved, or that they have cut down their osteoporosis injection frequency, or that they have conquered Machu Picchu, or are bonding with their nieces and nephews over Rihanna songs used in our classes, we see the impact, and we know it works and we simply just want to do more! That's why we want to look into it in a systematic way so that we can create more positive changes to people's lives.

2. What is innovative about your social enterprise?

We understand that lack of exercise are often just the symptom to a deeper underlying lifestyle issue. So we go beyond a simple approach of providing an exercise solution, to one that looks at wellness as a holistic approach to create the best environment, thus driving a long term effective change to our beneficiaries.

3. What is your team's X factor to make your social enterprise successful?

Undeniably our connection with the participants! Kampung spirit to the max! We know our participants so well and believe in their strength sometimes even more than they believe in themselves. Our team has years of experience teaching at a commercial fitness chain and we have taught at a Grassroot level to senior citizens since our very first class 3 years ago!

4. What support/partnerships do you need to make this social enterprise successful?

We are still looking for a great location in the heartlands to set up our studio, and we need more people to know how we can help to change people's lives. Media coverage and collaboration with influencers would be a good help to us.

5. What is your biggest takeaway from the LeapForGood programme?

LFG has helped our company craft a clear direction and to discern between our true user needs and assumptions. Also, we learnt to put every aspect together into a coherent and systematic plan. The mentorship and various workshops were invaluable.

Authentic Relating



1. What inspired you to start this social enterprise?

I believe life is a journey of home-coming to remembering who we are truly, and I believe Authentic Relating (AR) is the platform for me to support and guide others on their journeys, as part of my journey. Through the AR platform, I want to create the environment that I want to live and play in, a world that I feel safe enough to be myself. I started this social enterprise because I want to keep doing the things I love and offering where my strengths and gifts lie, rather than simply work for a livelihood.

2. What is innovative about your social enterprise?

Through the way we understand and approach things, rather than say that the problem is out there, we ask "what can I change in myself today to achieve the outcomes that I desire". We believe in engaging the body at all levels, whether it is to understand another or to communicate an idea. We believe deeply in collaborations and partnerships, working closely with partners to custom-build solutions for their beneficiaries.

3. What is your team's X factor to make your social enterprise successful?

Purpose and meaning drive all that we do. We deeply believe that people, relationships and interactions are the core to any enterprises. Beyond equipping our people with the appropriate skills, we believe in supporting them on their self-growth journey and finding their life purpose. This is made possible with the founder having a background in counselling psychology with 15 years of experience in dance and movement.

4. What support/partnerships do you need to make this social enterprise successful?

Partnerships with organisations like raiSE, NCSS, MSF, Tsao, NTUC, Thye Hwa Kuan, Saint Luke's, Enterprise Singapore, SMU/NTUC. will be beneficial.

5. What is your biggest takeaway from the LeapForGood programme?

Everyone has their own dreams and passions, no matter how big or small. Sometimes we need the space and people to remind us that it is possible to achieve our dreams, sometimes we require support, sometimes we support others. But to make any changes lasting, it must be deeply connected to our personal values. No change happens with just a single person. It takes a team and a community to make one dream a reality.



1. What inspired you to start this social enterprise?

The motivation of starting HydroLife Singapore arose from Wang Chang's desire to help his grandmother prevent fall due to muscle weakening. His grandmother had a fall while doing household chores as her legs gave way. This observation was shared to Kelvin where he noticed similar instances happening to seniors around his community. We also observed that some land activities are not suitable due to the higher impact on the ankle and knee joints. However, we believe that as we age, we should still be able to enjoy our daily activities and have the same quality of life without worrying about the pain in our limbs.

2. What is innovative about your social enterprise?

HydroLife will be pioneering the use of a modular pool to conduct hydrotherapy in Singapore. The use of a modular pool is a great option for land scarce Singapore. This pool can also be deployed easily in the neighbourhood, hence bringing the healing near to our beneficiaries.

3. What is your team's X factor to make your social enterprise successful?

The team has good background knowledge and experience in pool building and maintenance, as well as understanding human behaviour and conducting fitness classes in an aquatic environment. The team is energetic and driven to solve this problem for the seniors.

4. What support/partnerships do you need to make this social enterprise successful?

For HydroLife to succeed, partnerships with the allied health professionals, such as physiotherapists, are needed to educate the users on the benefits of hydrotherapy. Partnership with senior care centres will also be required to reach out to the aging community. They will serve as the bridge to promote hydrotherapy to the seniors.

5. What is your biggest takeaway from the LeapForGood programme?

Our biggest takeaway was the learning journeys. It made us realise that there are many needs of seniors and caregivers that are not met due to infrastructure limitation or poor planning. We need to play our part to help meet the needs of this people to make Singapore a better place to live in. With the funds and support from LeapForGood, social enterprises will get the opportunity to realise their dreams and benefit the community.



1. What inspired you to start this social enterprise?

As volunteers of nursing homes, we often witness how dialect-speaking seniors are unable to communicate with their healthcare professionals, who usually speak to them in English or Mandarin. The general sentiment seems to be that dialect-speaking seniors represent only a small and diminishing fraction of Singapore's population, and hence perhaps not worthy of further attention. However, if not now, then when? We felt that these dialect-speaking seniors should not be overlooked as they deserve to be heard too. Language should not be a barrier to effective communication and through learning dialect, healthcare professionals can be more empathetic towards these seniors and administer better care.

2. What is innovative about your social enterprise?

Unlike most language schools, we go beyond teaching vocabulary. We have designed a series of fun activities to focus on building empathy skills. For example, have you thought about how a senior would feel, when people are talking about him/her - in a language that they barely understand - right in front of him/her? We help healthcare professionals to understand seniors from their perspective. Using dialect as a tool, we hope to bridge these communication gaps and build stronger staff-patient relationships.

We are also hiring active seniors to facilitate dialect learning - a role which leverages on their strength and allows them to work in a senior-friendly environment.

3. What is your team's X factor to make your social enterprise successful?

We are more than ready to leverage on our past entrepreneurship and business experience, as well as previous experience learning dialects, to bring this social enterprise to the next level. We believe there is an urgency to help dialect-speaking seniors as they have lesser access to dialect-speaking healthcare professionals. We expect some challenges and naysayers along the way, but every roadblock is an opportunity to further improve our services and business model.

4. What support/partnerships do you need to make this social enterprise successful?

We are seeking collaboration opportunities with medical institutions (e.g. hospitals, nursing home), maid agencies, as well as nursing or medical schools/courses in Singapore.

5. What is your biggest takeaway from the LeapForGood programme?

Setting up a business is never easy, much less a social enterprise. How do we balance championing for our social cause while taking care of profit (and hopefully no losses) at the same time? We are still working on this!



1. What inspired you to start this social enterprise?

As IT Trainers for seniors for almost 6 years, we have been looking for a scalable way to help seniors learn about technology effectively. Existing learning platforms are either too content intensive or long durations. We are driven to find a solution that can leverage the skills of the masses to help our seniors learn better and easier.

2. What is innovative about your social enterprise?

Xiohoo's Continuous Learning Program aims to help seniors improve their lives at work, at home and in the society by boosting literacy in smartphone usage. Our program not only combines conventional classes and workshops, but also includes a unique peer-to-peer proximity app that enables our seniors to learn anywhere, anytime from IT Experts.

3. What is your team's X factor to make your social enterprise successful?

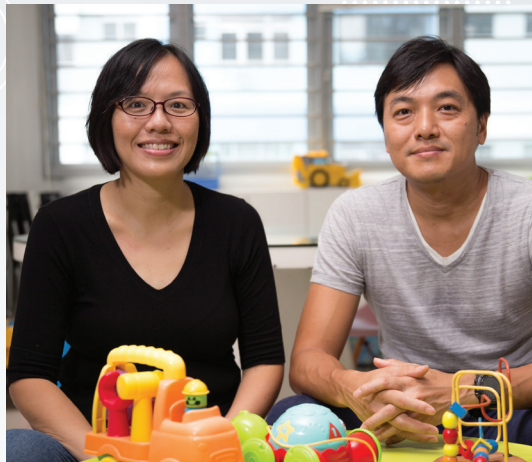
XIOHOO is formed by a team of experienced senior IT trainers, digital transformation experts and computer engineers with a common passion to improve tech literacy among seniors the optimal way. We have an entrepreneurial spirit embedded in our DNA and we see every challenge as an opportunity to make our social enterprise successful. With our insights and understanding of how seniors use their smartphones, we are able to cater our learning solution to seniors with maximized usability and convenience.

4. What support/partnerships do you need to make this social enterprise successful?

To create a sustainable model while keeping our services affordable to all our seniors, we want to work with companies who aim to bring products and service offerings to seniors. These companies range from telecommunications companies, banks and smartphone manufacturers. Our vision is to make our service platform the go-to place for seniors to understand and learn how to use any digital service or product.

5. What is your biggest takeaway from the LeapForGood programme?

The immense support and knowledge sharing by the team at raiSE has made this journey of social entrepreneurship a very enriching experience. We deeply appreciate the effort of the programme and encourage any aspiring social entrepreneurs to participate in the programme if you are serious about making your social enterprise idea a reality.



1. What inspired you to start this social enterprise?

We realized that there is a lack of early intervention for children with autism due to wait lists on subsidized programs, lack of affordability for private intervention and a lack of caregivers' support. The average Singaporean family is not fully equipped to deal with the issues that autism brings, many struggle with a lack of time and financial support for trainings and are not able to get support for their specific needs.

2. What is innovative about your social enterprise?

Providing evidence-based early intervention behavioral training for caregivers on how to manage behaviors and teach skills to children with autism via telehealth delivery. Needs of the children are assessed and program recommendations are customized. Caregivers are trained through self-paced web-based learning via hands-on instructional videos. Follow-up of skills acquisitions are carried out through online video observations of parent-child intervention at home, email support and self-scheduled videoconferencing with a behavioral consultant. The telehealth delivery provides for on demand, quick access, cost and time-savings, flexible schedules and convenience.

3. What is your team's X factor to make your social enterprise successful?

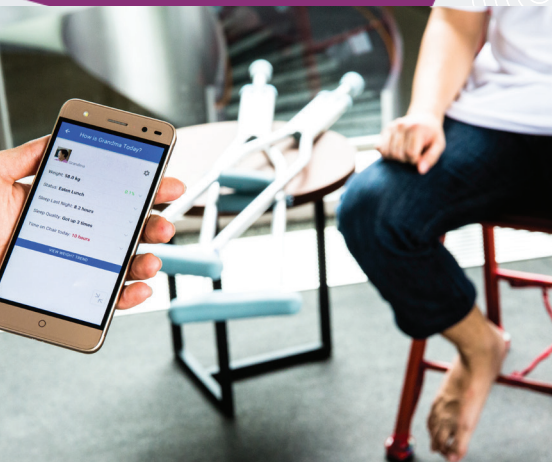
We are committed to advocate for the empowerment of caregivers to supplement early intervention. Our principal behaviour consultant Min Yee has been in the field of autism for over 10 years, providing evidence-based intervention for children with autism. We can provide caregivers with online personalized coaching with professionals at affordable prices and at great convenience.

4. What support/partnerships do you need to make this social enterprise successful?

We need collaboration with various VWOs to reach out to the caregivers/parents of their students or those on their wait lists.

5. What is your biggest takeaway from the LeapForGood programme?

We are grateful for the insights and guidance of various mentors from LFG who have walked us through our journey thus far.



1. What inspired you to start this social enterprise?

Each member in our team have our personal story that drove us to start EmoHealth. Sebastian volunteers regularly with chronic patients and is deeply familiar with how chronic conditions cause a lowered quality of life for both patients and their families.

Jing-Yi had a friend who shared how she and her siblings had great difficulty moving her mum onto the weighing scale to measure her weight, and the anxiety they had because they needed to let go of her momentarily for the scale to reflect the correct weight. What if we could make weighing more convenient and simpler And with AI and the Internet of Things, what would the new weighing machine look like?

2. What is innovative about your social enterprise?

We threw out all past preconceptions of how weighing can be done, and invented a new paradigm to deliver automated monitoring and make it accessible for all.

Instead of creating equipment that specially measure weight, we make use of IoT sensors to convert existing beds and chairs in hospitals and homes into smart weight monitors. This greatly reduces the cost of production and logistics.

Instead of having nurses and caregivers set aside time to transfer a patient to a medical scale and manually record weight readings, weight readings are now automatically recorded in the background each time the patient sits or lies down.

Instead of spending thousands of dollars on a medical scale, we explore how an accessible, cost effective solution may be provided for everyone in need.

3. What is your team's X factor to make your social enterprise successful?

We believe in the importance of rapid prototyping for a startup, to build our ideas into reality and test them out relentlessly. Being able to develop software and hardware prototypes ourselves enables us to showcase our solution live to customers and get deeper feedback, rapidly make changes and iterate, so that we can accelerate our journey to achieve product-market fit. Both of us have been truly excited to apply our multidisciplinary experiences to the field of healthcare and contribute to innovations that help care providers better care for the elderly.

4. What support/partnerships do you need to make this social enterprise successful?

We seek to connect with healthcare and eldercare providers who want to monitor weight more effortlessly. We are also looking out for more partners with manufacturing capability and IoT expertise to support us for production runs. Access to prototyping labs such as those with metal CNC machines would also be very valuable as we research further and iterate on various ideas.

5. What is your biggest takeaway from the LeapForGood programme?

The LFG programme provides a very holistic and targeted education that empowers us to succeed as a social enterprise. Our biggest takeaway is that vision and passion is not enough - it requires a disciplined approach to understand customers and users, validate hypotheses, and build a sustainable business model.



1. What inspired you to start this social enterprise?

Isabel, one of SWAP's co-founders, is a paid volunteer to special needs children, and also spent two years providing caregiving duties to an immediate family member. One day, her friend also expressed to her about the need for a cheap and convenient caregiver replacement that could take care of her elderly mother. This made her realise the need for more affordable and flexible caregiver resources, and for caregivers seeking respite. .

Jing-Yi had a friend who shared how she and her siblings had great difficulty moving her mum onto the weighing scale to measure her weight, and the anxiety they had because they needed to let go of her momentarily for the scale to reflect the correct weight. What if we could make weighing more convenient and simpler And with AI and the Internet of Things, what would the new weighing machine look like?

2. What is innovative about your social enterprise?

Compared to most other services out there in the market, SWAP is a quick, affordable, and convenient method through which caregivers can seek replacements so that they can take a break. SWAP also seeks to create caring communities amongst neighbourhoods, in which caregivers help one another overcome their struggles and difficulties along the way.

3. What is your team's X factor to make your social enterprise successful?

A good blend of youth exuberance and adult participation in the team. SWAP is able to harness co-founder Isabel's strong network in both the hospital and voluntary welfare environments to seek targeted advice and collaborate on opportunities to benefit caregivers more effectively. Together as a team, SWAP has been able to gradually prototype, validate, as well as seek partnerships for our business.

4. What support/partnerships do you need to make this social enterprise successful?

Collaboration opportunities with VWOs, day-care centres and various community service organizations like Care Community Services Society is welcomed. Growing our team with good service employees and tech expertise with more funding. Opportunities to market our services to large Caregiving organizations who may not be currently using a mobile App-based model to manage their caregiver database.

5. What is your biggest takeaway from the LeapForGood programme?

There have been positive inroads made by the Singapore Government to encourage the establishment of more social enterprises. There remains the potential of numerous un-developed / non-fully explored ideas in the social enterprise arena and through this programme we have learnt how to build up our very own. With the guidance and support of the mentors, SWAP has been able to progress, and we have learnt a lot more about the process and necessities for running a startup.



1. What inspired you to start this social enterprise?

We experienced first-hand the challenge of being caregivers as well as the daily difficulties and frustrations in navigating the health and social care system. We believe families should be able to focus on each other - not endless paperwork, logistics and worry. As such, we are motivated to build Wellderly as the one place for all chronic and elder care needs. We're building the business we've needed and wanted for our own families.

2. What is innovative about your social enterprise?

We are building the modern-day version of traditional care management, where taking care of the sick and the elderly becomes hassle-free through our professional care coordinators and tech-enabled platform.

3. What is your team's X factor to make your social enterprise successful?

A good blend of youth exuberance and adult participation in the team. SWAP is able to harness co-founder It would be our deep understanding and strong involvement in the elderly care space. We have in our team a medical doctor specialized in elderly care, a pharmacist and an entrepreneur who raised VC funding for his previous elderly care start-up.

4. What support/partnerships do you need to make this social enterprise successful?

Wellderly aims to build a trusted partner ecosystem to ensure that the families can always get access to the vetted and quality service providers in the most seamless way. As such, we work with established partners from many different verticals in the elderly care space. Besides, as part of our roadmap, we hope to develop the Wellderly@Work program, which works with corporate HR departments to offer the concierge service as an employee benefit.

5. What is your biggest takeaway from the LeapForGood programme?

LeapForGood programme was a great avenue for us to validate and identify the right product-market fit for our startup. We learned a wide range of different aspects of running a startup; and how to put the senior and caregiver at the heart of our thinking/designing process to ensure that we are solving a worthwhile problem that potentially can help the senior and caregiver have a better day. It comes down to a simple yet powerful lesson that reinventing elderly care starts with engaging and empowering seniors and their caregivers.



1. What inspired you to start this social enterprise?

The team volunteered for an outing organised by the Handicaps Welfare Association and saw a need for better motorised wheelchairs which is more affordable and less bulky.

2. What is innovative about your social enterprise?

Movinc focuses on innovative design. With better design, mobility aids can create a hassle-free and enjoyable experience for seniors and their caregivers.

3. What is your team's X factor to make your social enterprise successful?

Our team has a diverse engineering background and is passionate about empowering seniors through mobility. We have a very close relationship with the seniors and caregivers that we work with. With their input, we can create the best designs possible for them.

4. What support/partnerships do you need to make this social enterprise successful?

We want to partner with more distributors and organisations to make our products more accessible to people who can benefit from them.

5. What is your biggest takeaway from the LeapForGood programme?

The biggest takeaway from the LeapForGood programme is being able to better target our customers through effective channels. After going through the exercises by raISE, we have developed a better marketing strategy and we are much more accessible to our customers.



Organising Partners



Capacity and Capability Building Partner



Research Partners



Learning Partners



Outreach Partners



Implementation Partners

