

## DEAL SHARE LIVE: Engaging Social Enterprises in Corporate Value Chains

### About the Session

Following the [Breakout session](#) on creating shared value across corporate strategies, AVPN hosted six Social Purpose Organisations (SPOs) to pitch during the [Deal Share Live](#) session the following day. All six entrepreneurs were part of [Singtel's Regional Future Makers Programme](#) alumni network, spanning across Australia, Indonesia, Philippines, Singapore and Thailand. Their work ranges from healthcare, water, employability to disabled communities, clean energy and underwater technology. The World Café format brought SPOs and conference delegates together in an intimate setting to share insights and network, facilitating funding and collaboration opportunities.



115 delegates comprising of foundations, trusts, impact investors, intermediaries, grantmakers and research institutions were present at the session. Andrew Buay, Vice President of Singtel Group Sustainability, gave an introductory speech to share about the Regional Future Makers Programme and how it has fostered a close knit network of alumni across the region.



The 6 selected SPOs were shortlisted from the pool of finalists from other regional Future Maker programmes ran by Singtel's associates — Optus from Australia, Globe from Philippines, AIS from Thailand and Telkomsel from Indonesia.

This year the AVPN team added a new concept to the live pitches, which was the introduction of 'champions'. The role of the champions for this particular session was assumed by representatives of Singtel's associate corporations. Each SPO was supported with a verbal

endorsement by their champion stating why and how they have supported them. This created an additional level of credibility to the pitches and reflected how the Deal Share Platform works, where all eligible Social Purpose Organisations (SPOs) are required to have an endorser from the membership.

The session was split into 3 rounds, each round consisting of a 5 minute presentation from SPO, up to 2 minutes endorsement from the champion and then 8 minutes of discussion and Q&A from the delegates. Before the rounds started delegates were able to watch a 1 minute introductory video from all of the SPOs to decide which 3 pitches they wanted to hear in full.

After the three rounds were completed all 6 entrepreneurs were invited up to share some of their key takeaways from the session.

## Key Takeaways

The 6 social entrepreneurs noted that the session was worthwhile as a way to meet various stakeholders in the ecosystem and establish contacts in a nonconventional way. In particular, one noted that “the randomness [of the set up] allowed us to make connections we would not have made otherwise.” Majority of the individual feedback we received stated that they liked that the set up of the session gave them the opportunity to have intimate discussions with delegates, as it created a much nicer atmosphere than a boardroom pitch environment. It was recorded that the “room was perfect for presentations”. We also received collective feedback from all respondents that the pre-conference support given by the AVPN team was comprehensive and strong. This includes pitch preparations, session briefings and info packs. It was further conveyed that they were highly appreciative of the support offered.



We invite members who are interested in finding out more about Deal Share or the Social Purpose Organisations that pitched in this session to visit [www.avpn.asia/dealshare](http://www.avpn.asia/dealshare) or to click on the title of the enterprise listed below.

## Summaries of Discussions

### Virtual Psychologist

**Presenter:** Dervla Loughnane, CEO

**Project outline:** Provides 24/7 access to qualified mental health text based counselling service via SMS, WhatsApp, Facebook Messenger and Twitter to those people who find phone and face to face services too confrontational or inconvenient, or simply do not have access to mental health services.



**Champion:** Helen Maisano, Optus

**Champion’s Endorsement:** Worked with Optus to run a pilot study over 6 months to look at the effectiveness of text counselling as a proactive form of intervention for customer aggression incidents that could potentially lead to Acute Stress Disorder and Post Traumatic Stress Disorder.

**Discussions:**

**Q: How comfortable are people with using your service?**

**A:** Sent out a survey after the counselling which showed us that without the text counselling there would have been many people that would not have reached out.

**Q: Depression patients are usually good at masking issues, how do you know when they are faking it?**

**A:** Normally, patients over the phone will mask their issues less as compared to a more confrontational counselling face-to-face. We have a very sound policy with texting - we will also connect with the police to help find and save people from harm. We need to find new ways to engage these people as they are not using the traditional ways of seeking for help.

**Q: For crisis management, who will the liability lie on?**

**A:** The liability will be with the psychologist (us), and we have taken up cyber insurance, liability insurance to deal with this.

**Diffago**

**Presenter:** Ni Komang Ayu Suriani, Founder

**Project outline:** Employment services platform that connects Persons with Disabilities (PWD) to job opportunities and decent jobs. The goal is to enable these communities to achieve economic independence.

**Champion:** Telkomsel

**Champion's Endorsement:** Engagements with Diffago has contributed drastically to their Corporate Social Responsibility initiatives and improved their public image as a responsible and respectable leader in the Indonesian telecommunications sector.



**Discussions:**

**Q: How do you convince companies to hire Persons with Disabilities?**

**A:** Our platform is not just about matching demand and supply, but also helping employers understand how to engage employers with disability. This can come in the form of implementing PWD-friendly initiatives and monitoring.

More concretely, above establishing understanding on the advantages of hiring PWD, there is regulation that every company needs to hire at least one Person with Disability. The common problem companies have is that they do not know how to integrate PWD into their existing workforce, so this is primarily where Diffago comes in to help identify gaps and competency areas that PWD can potentially fill.

**Q: What are some examples of your services?**

**A:** When a company does not know what kind of PWD they can hire to fit their job role, we help identify an appropriate pool of PWD for them to access. This selected pool has been thoroughly screened by us through prior interviews, whom will then receive access to our services. What differentiates Diffago from headhunters is that we speak to all our beneficiaries and ensure they are right fit for the companies seeking them.

**Q: How many years have you been in operation? How many PWDs and companies have you engaged with?**

**A:** Been in operation since last year. Since then we have been in contact with 500+ PWDs and 300+ companies. The breakdown of profiles of our clients are approximately 50% deaf, 40% physical disability and 10% blind people. We engage our beneficiaries predominantly through social media, mostly through Facebook page where we chat with them one on one.



**Allied World Healthcare**

**Presenter: Edward Booty, CEO**

**Project outline:** Healthcare enterprise supporting access to basic services in rural and underserved communities in the Asian region. Their innovative service delivery model centers around a custom-built technology platform, Curis, that we use to empower communities to access healthcare services, affordable medicines, and financial support - working in partnership with public and private sector to achieve this.

**Champion:** Andrew Buay, Singtel

**Champion's Endorsement:** The model has been proven to be very scalable and applicable. As a result, AWH has successfully managed to establish international partnerships with local NGOs and governments primarily its main operation areas — Cambodia and Philippines.

**Discussions:**

**Q: What are plans for expansion and scale? Challenges?**

**A:** There are three different varieties of the model based on the healthcare scene. For instance, we tried to implement our model in the Philippines alone, which turned out to be highly inefficient. Thus, we have established collaborative partnerships with local government to ensure better integration. In Thailand on the other hand, we work with two of the largest NGOs to provide them with the technology and training for them to execute the services.

**Q: What is your data like?**

**A:** We run consulting services, but do not reveal the data we have accumulated to public. These data creates complete snapshots of communities that we work with, so if WHO (World Health Organisation) wants to monitor certain areas which we have been active in, we are able to supply them with the data they want.

Part of how we collect these data is by training women and providing them with Android devices equipped with 5 applications (Curis, Medi Connect etc.) that can collect needs and data, provide education material, connect to doctors etc.

**Q: What are your core revenue streams?**

**A:** We are a non-profit organisation but are financed by commercial enterprises in Singapore. We also engage in consulting for large corporations and pharmaceuticals. Besides that, we offer free CSR and social enterprise ventures for delivery of their products to these rural markets which we already work in.

**Energy Response (ENRES)**

**Presenter: Kritsada Tanking, Co-Founder**

**Project outline:** ENRES is an online platform that identify buildings and factories inefficiencies and recommend solutions to fix them. By utilizing IoT and AI technologies, they are able to automatically detect energy and quality problems and able to scale out to service limitless number of buildings and factories. By fixing these inefficiencies, buildings and factories can enjoy huge energy consumption. For every unit of energy consumption, they are able to save 500kg of carbon emission that would otherwise feed into global warming.



**Champion:** AIS

**Discussions:**

**Q: Can you give an example of a building that is wasting energy?**

**A:** We worked with a hotel that carried out their laundry services during peak energy time which could have been easily moved to non-peak hours. Thus significantly lowering their energy costs. Additionally, they can then analyse which rooms were less-used for loads to be moved there. Another example are hospitals, who have used our services to better monitor the temperature and adjust the air-conditioning to save 20-30%.

**Q: ROI of the hotel example? Are you a subscription model?**

**A:** The hotel example is unique case so the ROI is only 6 months. But there are cases such as replacement of air-conditioning or energy system replacement in which the ROI will be 3 years. We are based on a subscription model as we want to continue tracking the energy saving rates.

**Q: Challenges getting solutions into the companies?**

**A:** Main challenge is educating them about the resource. We need to categorise and group the different buildings/factories together as this can help us to better educate them as separate groups of clients. With our data pools, we can quickly and accurately identify the problem in their factories for them.

**Antipara Exploration Inc.**

**Presenter: Aaron Hilomen, Co-Founder & CEO**

**Project outline:** An underwater 3D geospatial mapping and analytics for maritime and environment inspection. Their “Shark Scan” algorithm automates the data analysis of any underwater videos from months to days, reducing downtime for inspection, reduce human intervention and gives more accurate fault inspection and assessment of marine environment using computer vision.

**Champion:** Globe

**Champion’s endorsement:** The uniqueness of this technology demonstrates that it is not just limited to local implementation, but has vast regional scope too. One of the main reasons for this is due to the high costs and time needed for organisations to conduct such activities on their own. In engaging clients, the service not only benefits business functioning but also has huge positive externalities on the environment.



**Discussions:**

**Q: Can you tell me more about the 3D scanning equipment from a hardware point of view?**

**A:** The equipment are commercial, off the shelf Remotely Operated Vehicles (ROVs). The reason for lower costs incurred is due to the development of our software that makes the ROVs smarter. For instance, our ROVs have machine vision systems (i.e. photo visionary) where only 2 small HD cameras are required.

**Q: What is the size and maintenance for the big data accumulated and are you able to leverage data collected from similar organisations?**

**A:** We are currently working with 3000 km<sup>2</sup> of big data. It is all stored in our own servers and because the data is translated to around 16TB, we are able to still manage it offline and ensure absolute security. The technology we work with is relatively new so there is not much data to tap into, especially data that has been collated in a usable form.

**Q: Has any country’s national defence organisation reached out to you? Any problems?**

**A:** We have had interest from the government of Israel.

**Alternative Indigenous Development Foundation, Inc. (AIDFI)**



**Presenter:** Auke Idzenga, CEO

**Project outline:** Social enterprise that is engaged in the designing, manufacturing and installing of technologies for basic needs of the poorest communities,

mostly living in mountainous areas across the many islands in the Philippines. Its flagship technology is a cross breed model of the hydraulic ram pump which delivers water to water-less communities and farms 24/7 at hardly any operational cost. AIDFI runs a holistic program around the pump to make it truly sustainable: community preparation, set up and training of water associations, training of local technicians and monitoring. They also do some international ram pump activities.

**Champion:** Globe

**Discussions:**

**Q: How do you fund your organisation?**

**A:** We are partially independent and reliant on grants. The primary grant funding we are currently running on is a programme with Coca-Cola as they saw the vast impact of the programme and wanted to help us out. We also receive support from individual people coming to us as well as government agencies such as the Department of Irrigation allocating us with projects. On our end, we are proactive in reaching out to beer companies and programmes of water-replenishment for other corporations.

**Q: What is the durability of the pump?**

**A:** The pump stays there for at least 20 years, but the moving parts such as the door hinge can wear and tear before that. However it is very easy to fix and repair. Further, the maintenance of the costs are very low and the villagers are very innovative in fixing it in different ways.

**Q: What are the downstream impacts and how do the villagers pay for the consumption of the water?**

**A:** The beauty of the ram pump is that it can only take 10-20% of the stream so the impact is really minimal for the villages or communities downstream.

As for the payment, the village and the local water stations democratically decide on how much they pay. They eventually are able to run the pump on their own too.