



**asean**  
impact challenge

# ASEAN IMPACT CHALLENGE 2016

INNOVATIONS FOR URBAN IMPACT

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PROFILES OF 20 FINALIST TEAMS  
(EARLY-STAGE & SCALE-STAGE)

Programme designed by

**scope  
group**

[www.aseanimpactchallenge.org](http://www.aseanimpactchallenge.org)

# ABOUT THE PROGRAMME

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**ASEAN Impact Challenge is a regional programme to discover innovators and entrepreneurs from Southeast Asia who are accelerating the achievement of the Global Goals through cross-sector partnerships and disruptive innovations.**

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The challenge is open to innovations with the potential to scale and is designed to encourage, empower and support partnerships and innovations that will create impact in the region.

Two innovations from each ASEAN country with a proven innovation and impact model will be given the opportunity to pitch their revolutionary initiatives to a group of entrepreneurs, investors, corporations and city authorities.

ASEAN Impact Challenge is supported by the UN Social Impact Fund and the UNDP Regional Office, now in their second year of support.

# KEY ELEMENTS OF THE PROGRAMME

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## Multilevel Citizen Involvement

The programme draws citizen participation from various disciplines and backgrounds. This fosters a sense of ownership among communities, allowing them to establish fresh ideas on urban issues while prompting them to implement their solutions.

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## Focus On Urban Innovations

Teams design projects focusing on specific urban issues with the aim of making scalable impact for more liveable and sustainable towns and cities.

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## Multi-Sector Collaboration

The programme draws on the expertise and engagement of multi-sector experts to support the implementation and adoption of the innovations, improving the ability of the projects to scale for impact through our collaboration platform and innovation-adoption matching process. Teams are also encouraged to develop cross-sector partnerships as part of the judging criteria.

# KEY ELEMENTS OF THE PROGRAMME

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## Sustainability Of The Initiatives Post Programme

High potential innovations will be adopted by our impact partners, such as city authorities and corporations. Through collaboration with our regional partners, these high impact innovators will also be given the opportunity to apply for tiered funding support from partners funding institutions.

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## Alignment With Sustainable Development Goal 11

The programme is tailored around the UN's Global Goals, with the theme of Innovations for Urban Impact zooming in on Goal 11's aim of making cities inclusive, safe, resilient and sustainable. Examples of targets to be addressed include the capacity for participatory human settlements, reducing environmental impact and developing socio-economic links within communities.

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## Knowledge And Experience Sharing

Teams, communities, experts and key institutions will be part of the conversation on the impact of knowledge and experience sharing through our collaboration platform. Teams will also be supported by RSA fellows, gaining access to mentors and evidence-based research on cities.

# 2016 FINALIST TEAMS



## MyCash Online, Malaysia

**Social Enterprise: Scale-Stage**

**Sector**

*Microfinance*

**Tech App/Service/Product**

*Product & Service*

**Mentorship Needs**

*Guidance on international partnerships and expansion; advice on obtaining funds*

MyCash Online is an online platform for the unbanked migrants in Malaysia and Singapore who have no access to online banking or credit cards. The platform allows migrants to easily, securely and conveniently purchase products and services online 24/7 without using a bank account or credit card. Users go through a simple registration process on the app or website and receive vouchers to buy services (such as mobile top ups, bill payments or bus tickets) from the MyCash Online marketplace. Each service is individually screened and customised for quality. Accuracy for users is maintained via real time SMS updates and status reports. Transactions are secured through a dedicated server hosted in Kuala Lumpur and web services are SSL-protected. To ensure reliability, the team works with local grocery and convenience stores for a seamless experience. Queries and emergencies can be addressed by their call centre which operates round the clock. With years of experience and knowledge from working with migrants, the team has designed wide variety of services that are customised according to needs. At the moment, most of MyCash Online's agents and partners are located only in Kuala Lumpur and Selangor in Malaysia. They plan to expand to Singapore and also to the Middle East.



**Social Enterprise: Scale-Stage**

**Sector**  
*Microfinance*

**Tech App/Service/Product**  
*Product & Service*

**Mentorship Needs**  
*Guidance on expansion to global markets*



## **Numoni, Singapore**

Numoni Pte Ltd was formed in 2012 to bring financial inclusion to the underbanked with its Cash-In Cash-Out solution. They created and developed the user-friendly cash-transaction terminal ('NUGEN') to empower the underbanked community with e-transactions. This simple self-service NUGEN terminal enables micro remittances, micro payments and micro loans for transactions such as recharging mobile airtime, paying utility bills, receiving micro-savings and more. In 2014, there were more than 70 NUGEN terminals installed in Singapore. Most were installed in dormitories to provide prepaid airtime top-up to migrant workers who might otherwise have to travel to convenience stores for the same service. The Numoni NUGEN solution also has a comprehensive backend support system with a whole suite of management components. It can manage products, licensees, terminals, product-shelf lives, suppliers and dynamic pricing structure. The solution is fully scalable to manage one terminal or thousands of terminals. In 2014, Numoni set up offices in Indonesia, Malaysia, Hong Kong and has acquired a thrift bank (which is a financial institution client of Visa Worldwide) in the Philippines.



## Cleanbodia, Cambodia

**Social Enterprise: Scale-Stage**

**Sector**

*Waste Management*

**Tech App/Service/Product**

*Product & Service*

**Mentorship Needs**

*Guidance on building inventory; market integration methods*

Cleanbodia combats the use of traditional plastic bags by designing and distributing biodegradable and compostable 'plastic' bags made from the cassava plant, which is native to Southeast Asia. These eco-friendly bags can degrade in a fraction of the time traditional plastic does (i.e. 2-6 years), and are branded to show that there are environmentally friendly alternatives to the staple items polluting our habitat. They currently target businesses in Cambodia who want to be more environmentally conscious and reduce their plastic pollution. This includes restaurants, hotels, schools, supermarkets, offices, and factories. The ideal would be to find a way to be a more cost-competitive product within the local markets and street vendors where a large percentage of single-use plastic is found. They plan to maintain an inventory of their products to be able to measure the disruption of single-use plastic. Current offerings include two different types of biodegradable bags, with customers asking for greater variety. The team has identified 10 bag types that are commonly requested and which would be required in their inventory.





### Clean Myanmar, Myanmar

**Social Enterprise: Scale-Stage**

**Sector**  
*Waste Management*

**Tech App/Service/Product**  
*Product & Service*

**Mentorship Needs**  
*Guidance on modular technology for composting;  
accommodating waste streams*

Clean Myanmar Ltd. turns waste into resources, and valuable products. They enable sustainable agriculture in Myanmar and contribute directly to reducing greenhouse gas emissions. They provide innovative waste management solutions for municipalities, industry and agricultural producers. Focusing mainly on organic waste, Clean Myanmar produces tailor-made soil and crop specific fertilisers, composts, and soil enhancers. Clean Myanmar Ltd. enables farmers to achieve maximum possible yields on their agricultural produces. They do this by developing tailor made compost blends which are up-valued based on the specific nutritional requirements of a farmer’s particular crop and soil composition. Through real time analysis of soil, crop, environment and the current compost blend, they are able to produce a tailor made mix offering the exact nutritional needs necessary to achieve optimum yield for a particular farmer. For this, they are supported by a team of scientists from Wageningen University in the Netherlands, a world leader in the field of agricultural science and research. Clean Myanmar’s solutions are competitive with synthetic fertilizers and pesticides, but without the harmful environmental side effects. Additionally, their products help restore the natural composition of the soil, increase its organic matter, while enhancing root-growth and water retention.



## **iGrow, Indonesia**

### **Social Enterprise: Scale-Stage**

#### **Sector**

*Agriculture*

#### **Tech App/Service/Product**

*Product & Service*

#### **Mentorship Needs**

*Guidance on quick bootstrapping; stakeholder engagement methods*

iGrow is a marketplace that helps underemployed farmers and under-utilized land to produce scalable and efficient organic farm funded by urban people around the world. The goal is to connect farmers, landowners, investors and crop buyers together to create a complete farming supply chain. They identify crops with stable demand, prices and prospective characteristics. Demand is secured with the customers, after which arable land and farmers to grow these crops are identified. iGrow then raises capital for seeds on its platform from urban people and invests in selected crops and farms. This provides a Farmville experience to investors, so they can see their investments in real time and know that they are growing real and nutritious food. Beneficiary groups include urban people who act as sponsors by investing in crops and gaining attractive returns, farmers who grow the crops as capital flow through via the iGrow platform, and land owners who can lease income by utilising their idle land for farming activities. iGrow plans to scale by engaging more investors (by focusing the marketing messaging on the returns aspect of their sponsorship), farmers (by partnering with more farmers—they have worked with 2,200 to date—and having them utilise the platform), land owners (to target a certain amount of land while decreasing the cost and time in searching for new land), and off takers (by angling the sales messaging as a corporate planning partner).



## Dragon Vietnam, Vietnam

**Social Enterprise: Scale-Stage**

**Sector**  
Agriculture

**Tech App/Service/Product**  
Products And Services

**Mentorship Needs**  
Guidance on global market reach

Dragon Vietnam Investment Company shapes a sustainable economic development model to increase the competitive capabilities of Vietnamese agriculture products and bring them to international markets. At the same time, DVIC empowers disadvantaged stakeholders in the supply chain, especially ethnic minorities and poor farmers. DVIC collaborates and provides technical support in *Ginger and Gac Fruit* cultivation for upland rural poor households, then turns *Ginger and Gac Fruit* into delicious and healthy products (brand name *ECOZINS*), which is developed for the consumer market both domestically and overseas. They currently export to Dubai, Bangladesh, Malaysia, and Singapore. They are also the leading company in growing, selling and distributing *Ginger and Gac Fruit* and meet Global GAP standards. *Ginger and Gac Fruit* are cash crops that can generate 3-5 times greater economic return than regular crops. To date, more than 2,000 poor ethnic minority households sustain their livelihoods by joining the supply chain of DVIC. Over 4000 women are beneficiaries of this model. Approximately 2,800 tons of agriculture wastes are reduced annually as DVIC helps farmers turn agricultural waste into organics fertilisers.



EnerGaia ~



## Energaia, Thailand

### Social Enterprise: Scale-Stage

#### Sector

Microbiology

#### Tech App/Service/Product

Product

#### Mentorship Needs

Guidance on social funding, technical expertise, contract farming mechanisms and microfinance programmes

Energaia has set up a scalable and replicable contract farming program providing steady income (thrice more than farmers' current wages), using a microfinance approach with less than a year's return on investment. It achieves this through its proprietary technology for spirulina. Energaia buys the spirulina produced at fair trade prices. The farmer, who can be rural or urban, will get a microfinance loan to buy the Energaia system. They start generating revenues within the first month, with a steady income stream as they can harvest spirulina from the system three times per week. The team sets up a local processing centre for farmers to buy the spirulina and receive technical support. ROI for the farmers is less than one year. Energaia provides \$250k of microfinance, and are looking for other funding sources. Target beneficiaries include rural farmers looking to improve their livelihoods by increasing income using a small amount of non-arable land, or urban low-income citizens who wish to become entrepreneurs while making their cities more sustainable. The team plans to scale in the Indian Ocean countries, as they were recently selected as a winner of the Blue Economy Challenge which focuses on this region.



## Pass It Back, Laos

Pass It Back responds to a rapidly changing context as ASEAN economic integration becomes a reality, presenting new risks and increasing vulnerability for the most disadvantaged citizens, especially girls and women. By using rugby—a sport unknown in most of Asia, potentially leading to fewer barriers to participation—to deliver a fully integrated rugby and life-skills curriculum, they specifically address gender equality and economic empowerment. The programme is delivered in partnership with Asia Rugby and Women Win and is a unique opportunity to level the playing field and develop leadership, life-skills and resilience among vulnerable populations. Target beneficiaries include children and young people in economically disadvantaged areas where opportunities are limited. Currently, 83% of the program's 1,458 players are from ethnic communities. Building on recent experience in Vientiane, Pass It Back has prioritised disadvantaged urban groups for further scale-up and expansion. Start-up funding was secured from the Australian Government and ChildFund Australia for initial activities in Laos and Vietnam. Through the ASEAN Impact Challenge, Pass It Back will expand activities into Cambodia, Indonesia, Myanmar and the Philippines (countries where ChildFund has a presence and also priority countries for Asia Rugby) and develop context-specific implementation models for each country.

### Social Enterprise: Scale-Stage

#### Sector

*Education / Urban Vulnerable Groups*

#### Tech App/Service/Product

*Service*

#### Mentorship Needs

*Guidance on planning local-specific implementation models; identifying challenges in each country*



## Bambike Revolution Cycles, *Philippines*

**Social Enterprise: Scale-Stage**

**Sector**

*Environment / Livelihoods*

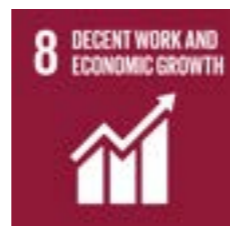
**Tech App/Service/Product**

*Products And Services*

**Mentorship Needs**

*Guidance on technology transfer; building regional partnerships; growing capabilities*

Bambike Revolution Cycles is a socio-ecological enterprise that builds bamboo bikes and develops ecotourism services as part of a sustainable livelihood program in the Philippines. Throughout the ASEAN region, rural poverty, job prospects, and deforestation are linked in ways that perpetuate cycles of inequality and environmental degradation. By utilising a rapidly renewable resource such as bamboo to build bicycles they create jobs for some of the people that need them the most, and then establish profitable revenue streams by selling bikes and providing guided tours. The innovation is the development of a modular engineered bamboo bike model that will enable scalability. This technology enables the achievement of economies of scale, brings the cost per unit down, and makes Bambikes more accessible. This also allows the technology to be transferred to other communities who can benefit from transportation and ecotourism for livelihood generation. They are currently developing a modular and scalable technology to utilise local bamboo and labour to grow production capacity. This allows Bambike to have a broader reach and scalable impact. Resources for large-scale manufacturing of the bolt-together joint system, technical assistance, manpower, and financing will be required to achieve this.



## Virtualahan, *Philippines*

**Social Enterprise: Scale-Stage**

**Sector**  
*Livelihoods*

**Tech App/Service/Product**  
*Product & Service*

**Mentorship Needs**  
*Partnerships for job placements*

Virtualahan enables people to work online as virtual staff through skills training and employment support. It is designed to help full-time parents, unemployed youth, and people lacking access to jobs because of their medical condition, disabilities or personal history. Virtualahan equips people with skills to become globally competitive home-based professionals and then matches these individuals with clients within their international network for placement. Virtualahan is taking advantage of the internet and the growing outsourcing industry in the Philippines to maximise employment opportunities for Filipinos, especially those suffering from employment or workplace discrimination because of their health condition or disability. Target beneficiaries are people lacking access to job opportunities because of their health conditions and disabilities (e.g. handicapped, people with mental health issues, people living with HIV and AIDS). We train these people to provide virtual assistant services to busy professionals, startups, and NGOs across the globe. The goal is to promote inclusive and sustainable economic growth, full and productive employment and decent work for all.



## Myanmar Mobile Education, Myanmar

**Social Enterprise: Early-Stage**

**Sector**  
*Education*

**Tech App/Service/Product**  
*Service*

**Present Status**  
*Guidance on expansion and resource allocation*

Myanmar Mobile Education (or MyME) provides education via mobile classrooms to children in Myanmar who are compelled into indentured servitude at teashop restaurants where they work long hours daily to sustain their families. The mobile classrooms provide these children an opportunity to learn basic literacy, math and computer skills in a safe environment where they can gain self-confidence and develop critical thinking skills through innovative, interactive instruction. Every child in Myanmar has the right to access quality education. Education is a critical step toward alleviating poverty and the abuses associated with child labor.





# CAKAH



## Cakah, Brunei

**Social Enterprise: Early-Stage**

**Sector**

*Technology*

**Tech App/Service/Product**

*Tech App & Services*

**Mentorship Needs**

*Guidance on building online platform; range of social causes and services*

'Cakah' is an Old Bruneian Malay word which translates to being a diligent person. Being 'Cakah' means to be an individual who is constantly making an effort to accomplish something—one who is attentive and persistent in doing everything. They enable lifestyle consumers to be driven towards the betterment of society by making Brunei's first online platform for ethical goods and services, where every purchase contributes to different social causes around poverty. This offers a range of lifestyle choices for consumers who are able to make an impact on the world at the same time. Through donations generated on the website, Cakah hopes to invite online users in Brunei to be involved at any stage of projects they support using gift certificates. Transparency is maintained by making public acknowledgements of donations from consumers. Operating as both an ethical online store and social cause platform, there is potential to create a strong database for local and regional causes. This makes it easier for ASEAN consumers to search through social projects and causes all in one place.



## Garbage Clinical Insurance, *Indonesia*

**Social Enterprise: Early-Stage**

**Sector**

*Waste Management / Healthcare*

**Tech App/Service/Product**

*Service*

**Mentorship Needs**

*Guidance on model replication and implementation at different sites; partnerships with host organisations*

Garbage Clinical Insurance (GCI) is a health micro insurance programme which uses garbage as a financial resource. With this programme, the community gives their garbage to the clinic regularly instead of paying for health services. The collected garbage is processed in two ways – organic waste is processed to be fertilizer by applying the Takakura composting method, and Inorganic waste, such as paper, cans, bottles, plastic, is sold to collectors. The money raised from the garbage is then used to cover the cost of healthcare for the community. The main principle is organising the community to create sustainable financing from their own resources in order to improve the access to and quality of public health programmes. On the other side, this becomes an incentive for the community to start a proper waste management system from the household level, contributing to improving local sanitation. Garbage Clinical Insurance empowers individuals to mobilise overlooked resources and take an active role in managing health financing, improving access to health services and breaking down barriers between health facilities and communities.



**Social Enterprise: Early-Stage**

**Sector**  
*Construction*

**Tech App/Service/Product**  
*Product*

**Mentorship Needs**  
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## **My Dream Home, Cambodia**

My Dream Home addresses the problem of chronic shelter shortages in Cambodia through the production of affordable, eco-friendly and easy-to-construct interlocking bricks. My Dream Home develops interlocking bricks similar to the concept behind the famous Lego bricks. The bricks are made from local materials that are abundant everywhere in Cambodia. When put together to form a building, interlocking bricks use less cement, are less labour intensive, take less time and—most importantly—are 20-40% cheaper than traditional bricks. The product has been designed with client/beneficiary in mind. All costs are reduced to a minimum to allow for affordable bricks that poorer families can afford. Everyone should be entitled a decent home to live and to look after their family.



## Agri Block Builders, *Philippines*

**Social Enterprise: Early-Stage**

**Sector**  
*Construction*

**Tech App/Service/Product**  
*Product*

**Present Status**  
-

AGRIBLOCK BUILDERS uses the renewable material of rice hull ash as a component in making low-cost Concrete Hollow Blocks (CHBs). Two major problems in the region of Eastern Visayas are addressed: the large supply-demand gap of CHBs due to ongoing Typhoon Haiyan reconstruction efforts and the increasing rate of rice hull agri-waste that causes skin diseases and allergies to affected communities. Target beneficiaries include farmers (by providing them additional remuneration for the rice hull ash supply, low-income communities (to cater to construction needs with cheaper and stronger blocks) and youth-at-risk and unemployed individuals (by providing employment and education opportunities).



## Fastabiq Resik, *Indonesia*

Fastabiq Resik addresses the problems of unemployment and cleanliness. Many towns in Indonesia have housing areas without garbage collectors, and many big buildings are without professional cleaning services. They seek to address the issues by providing garbage collection services for housing areas and professional cleaning services for commercial / residential buildings. This creates employment opportunities as it is labour-intensive. Targeted beneficiaries include poor men and women, middle & low class households and building owner.

**Social Enterprise: Early-Stage**

**Sector**

*Environment / Livelihoods*

**Tech App/Service/Product**

*Service*

**Mentorship Needs**

*Guidance on refining model*



## HiGi, Malaysia

**Social Enterprise: Early-Stage**

**Sector**  
*Environment*

**Tech App/Service/Product**  
*Product*

**Mentorship Needs**  
-

HiGi converts agricultural waste and invasive pest plants into alternative cooking fuels so that trees no longer have to be cut down. Agricultural wastes and pest plants are put together into a production line that produces an eco-friendly biofuel which burns longer (30 mins - 45 mins), produces no smoke, is higher in energy, easier to ignite and cheaper. HiGi operates on a compensation business model which involves the rich and poor in working towards energy sustainability. Target beneficiaries include people cooking with firewood and charcoal as cleaner energy (e.g. electricity and gas) are too expensive, firewood and charcoal get wet during rainy seasons and the people cooking suffer from smoke and heat. HiGi estimates a market size of around 2.6 billion people around the world.



## Wateroam, Singapore

**Social Enterprise: Early-Stage**

**Sector**

*Environment / Urban-Rural Poverty*

**Tech App/Service/Product**

*Product*

**Mentorship Needs**

WaterOAM targets contaminated drinking water, a major cause of poor health in rural and peri-urban communities in less developed nations. It achieves this by providing affordable, portable and easy to use water filters to reduce the occurrences of these life threatening illnesses. Traditional water treatment and pumped water systems are often beyond the means of communities in the rural area or affected by natural disasters. There is a huge cost—in both time and money—for rural and peri-urban poor to try to get clean drinking water. WaterOAM has deployed water filtration systems to a number of key disaster relief sites and rural development locations around Asia through the collaboration of various NGOs and relief organisations. They also collaborate with NGOs such as World Vision, Red Cross and various NGOs in Indonesia, Cambodia, Vanuatu, Nepal, Myanmar and Malaysia. Since 2015, WaterOAM has aided more than 15,000 people in these regions.



## **Plant D, *Thailand***

**Social Enterprise: Early-Stage**

**Sector**  
*Agriculture*

**Tech App/Service/Product**  
*Product*

**Mentorship Needs**

-

Plant D seeks to grow safe vegetables through an innovative city-based microfarm network.





## Efasito, Vietnam

**Social Enterprise: Early-Stage**

**Sector**  
*Livelihoods*

**Tech App/Service/Product**  
*Service*

**Mentorship Needs**

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Efaisto seeks to change consumption habits and shopping experiences among European consumers to provide a platform for Vietnamese artisans. This connects them to international buyers interested in custom-made affordable fashion. The e-commerce platform opens channels to an international marketplace that would otherwise be inaccessible to the network of Vietnamese artisans. Local artisans looking to adapt in a changing market have no way of accessing foreign markets, face communication challenges, logistical constraints and inadequate marketing resources. Efaisto addresses these issues and provides considerable economic growth opportunities by connecting them to customers around the world.



**To continue this conversation and  
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