CREATE4GOOD
INNOVATION FUND

A social entrepreneurship initiative by the late
Kwek Leng Joo

**PARTICIPANT HANDBOOK
FOR 2022**

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CREATE4GOOD INNOVATION FUND 2022

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SUTD
SINGAPORE UNIVERSITY OF
TECHNOLOGY AND DESIGN

Venture, Innovation
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FOREWORD

Welcome to Create4Good Innovation Fund 2022, and thank you for being part of this awesome programme!

The programme has been designed to help driven individuals like you develop the skills and knowledge required to build your social venture. We hope that you will leverage the programme to connect with and reach out to the social impact ecosystem in Singapore and beyond.

Be inquisitive, be creative and have fun.

Celestine Khoo
Senior Director, Venture Innovation and Entrepreneurship
Singapore University of Technology and Design

INTRODUCTION

The Create4Good Challenge started in 2015 as a competition for tertiary students to exercise their creative skills in tackling social challenges. Since then, more than 20 companies have stepped out of the programme and applied the knowledge they have gained to support the Singapore community and beyond. In 2022, we have redesigned the programme to better support more entrepreneurs who wish to apply their solutions to help the community.

Create4Good (C4G) Innovation Fund is a social venture programme by the late philanthropist Mr Kwek Leng Joo, who made a personal mission to help youths focus their talents on addressing current and pressing social problems. To do this, the programme has sharpened its focus to reducing inequality in society, aligning with the United Nation's Sustainable Development Goal #10.

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ABOUT THE PROGRAMME

The programme will equip participants with design thinking methodologies and tools to help them build their social ventures. Instructors from all walks of the start-up ecosystem will impart the tools and share their experience adapting these tools in their ventures.

Programme Outline

Pre-Programme Outline
(For Solo and Pair applicants only)

			Learning Objective
	15 Jan, 9.55am	**Build-A-Team Event**	• To help solo and pair applicants find suitable participants to build eligible teams to be included in the programme.

The event will be held on GatherTown. To all solo and pair applicants, please read through the instructions **here** before the event.

Core Programme Outline
(For all accepted applicants)

			Learning Objectives
	28 Jan 2.30-9pm and 29 Jan 8am–7pm	**Hack-a-Problem** Method: Hackathon	• Define the problem statement • Understand fundamentals of start-up methodology • Presentation and pitch practise
^	4 Feb 2.30-6pm	**Building the Social BMC** Method: Workshop	• To understand the fundamentals of BMC • Develop a BMC that is suitable for their sector and solution • To understand extra considerations associated with social space
^	11 Feb 2.30-6pm	**Understanding Validation Processes** Method: Workshop	• Understanding validation tools, processes, and strategy • Perform validation work on the proposed solution

			• Present validated information to mentor for further refinement
	18 Feb 2.30-6pm	**Prototyping in Social Space** Method: Workshop	• Understanding common methods of prototyping, specifically: rapid prototyping and incremental prototyping • Best practices in the prototyping phase • Product development for social needs
	25 Feb 2.30-6pm	**Testing and Iteration Strategies** Method: Lecture	• Understanding product testing specific to social sectors • Fundamentals of Agile methodology and product development lifecycle
	11 Mar 2.30-6pm	**Pitching Fundamentals** Method: Workshop Lecture and workshop on the pitch. Mentoring session to follow through with practice.	• Defining the goals of the pitch • Anatomy of pitch decks and how to build them • Best practises in presentation
	14-18 Mar PM	**Speaker Series Week**	• Inspire participants by hearing from diverse perspectives • Give participants a first-hand glimpse into upcoming opportunities and challenges of building social ventures Acquire practical tips from people who's been there, done that
^	25 Mar 2.30-6pm	**Building Narratives in Pitch Decks** Method: Workshop	• Learn best practices in narratives building in pitch • Branding through pitching • Learn about deciphering the audience and their needs

	8 Apr 2.30-6pm	**Demo Day**	• Pitch with ecosystem players to get connection, resources, and networks to support spin-off.

^ physical events

PROGRAMME MENTORS

The programme has brought together mentors from the ecosystem to support your learning in the social impact space. Mentors are selected based on their industry expertise and their business experience in the start-up ecosystem or the social impact space.

Mentor Matching

To help you find the best-fit mentor for your project, you may submit your preferred mentor list to help you reap the most of your interaction with the mentor.

You should list your top 5 mentors in order of preference and share this with us for a matching process. We assign the mentors/participant pair based on the best match between you and the mentor. The assigned mentor will follow you through the programme from the second week.

[continues next page]

Mentor Schedule

You are eligible to receive up to 1h a week of mentorship from your assigned mentor during the programme. You should meet your mentor in person as much as possible and every week (required). To guide you through each session, you may refer to the programme's schedule.

Propose Date	Proposed Topic
28 Jan	(No Mentorship Sessions)
4 Feb	Defining Problem and problem statements
11 Feb	Ideation process, strategy. Business Model Canvas
18 Feb	Validation strategies, groundwork, analysing data from validation
25 Feb	POC, MVP and Prototype strategies
4 Mar	Test and Iteration strategies
11 Mar	Draft Pitch Deck
18 Mar	Pitch Practise
25 Mar	Pitch Practise

Other areas you may wish to engage your mentor in can include:
- Access to market
- Access to ecosystem players
- Feasibility and impact assessment

GATHERTOWN

To help move towards a hybrid model of teaching and learning, we will be using GatherTown to support part of the learning experience in the programme. GatherTown is a virtual platform that helps individuals interact publicly and privately within a virtual platform. It closely resembles the real classroom setting, except better 😉

Setup

GatherTown works on computers and mobile. However, for the best experience, you should access the website through your computer. To access GatherTown, use the following links and password:

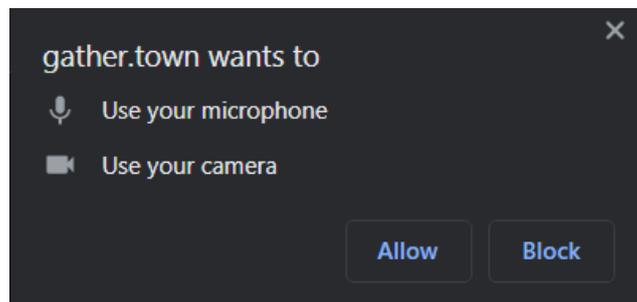Link: https://gather.town/app/mjYngtlWMXvTmntd/SUTDVIE
Password: SUTDVIE

Use Chrome or Microsoft Edge for best results.

You will be prompted to set up an avatar representing you in the virtual environment. Be creative and bold on your avatar! However, do set the name and your team in the following format:

E.g. Weiren (VIE)
E.g. Terence Lee (Magic Apple)
E.g. Shilpa (SDG10-10)

You will be prompted to allow the website to access your camera and microphone. Please click "Allow". You should always keep your mic and camera on to help you interact with other participants on the programme.

USE ARROW KEYS TO MOVE

PRESS X TO INTERACT WITH OBJECTS

WALK UP TO SOMEONE TO SHARE VIDEO
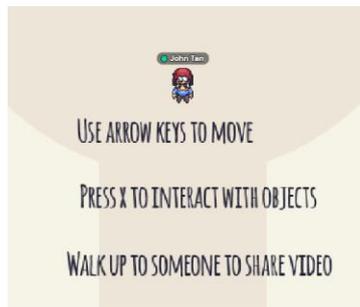
You may opt to go through the tutorial to have a fundamental understanding of the platform or opt to head straight into the map. Once you are redirected to the C4G Map, your setup is complete and will be saved with the browser you have signed up with.
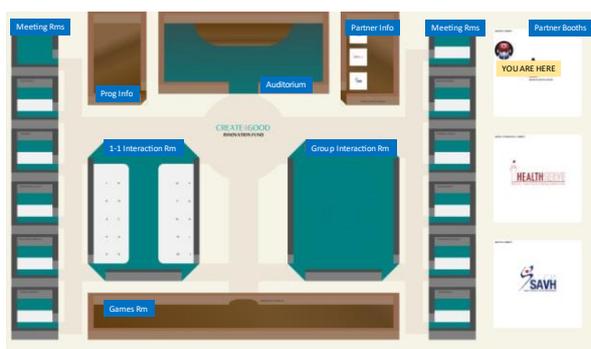
Basic Controls

Once you are on the Create4Good Map, you can move around the map using the arrow button on the keyboard. You can double click to a specific location to move your avatar to that location.

Object with additional content will be highlighted in yellow, and you may open these contents using the "X" key on your keyboard.

Map

Click image to access full map

You will find that the map has been carved into niche spaces to serve distinct functions. These are all the rooms you can find in the map

1 x Auditorium
1 x Partner Information Room
1 x Programme Information Room
3 x Programme Partner Booth
1 x 1-1 Interaction Space
1 x Group Interaction Space
12 x Meeting Rooms
1 x Games Room

Private and Public Spaces

GatherTown supports the use of private and public spaces for different interaction needs. Here are some tips to help you maximize the use of the platform.

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When you enter a private space, the environment outside the private spaces will dim. Individuals outside the private spaces will not hear any conversation unless they have entered these private spaces.

The environment is created for private interactions in the 1-1 interaction zone.

You will continue to hear announcements broadcasted to the map.
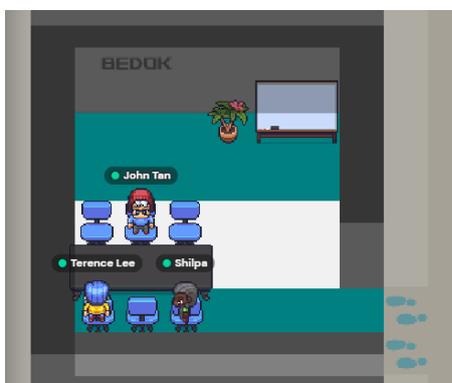

All meeting rooms are private rooms and hence, only individuals in the room will be able to hear each other.

The meeting room is created to facilitate group discussion and brainstorming. You will continue to hear announcements broadcasted to the map.

In the 'Events & Networking Space', groups can intermingle without 1m social distancing rule while seeing and hearing each other. Only individuals within the space will be able to hear each other.
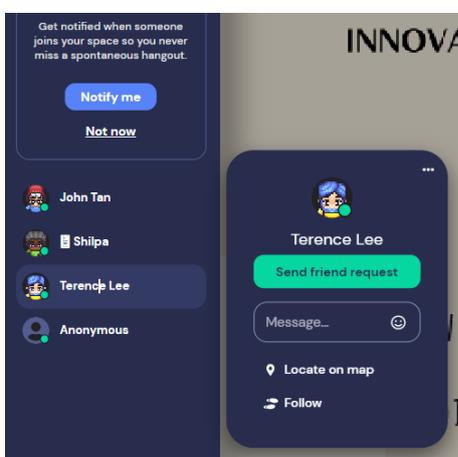
Are you looking for a friend?

Navigate to the sidebar and right-click on your target's avatar. 'Locate on map' will draw a line between you and your friend, while 'Follow' will move you to the current location of your friend.

FURTHER SUPPORT ELIGIBILITY

Selected teams will be invited for further support from the Create4Good Innovation Fund. To be eligible for consideration, each team should meet the following criteria:

1. You will ensure that your team will attend at least 80% of the programme and participate in activities relating to the programme.

2. The team will continue to work on the solutions that support the UNSDG10 throughout the duration of the programme. In the event of a pivot in business solution, you should inform us at the earliest notice possible.

3. The team consists of 3 to 5 members with at least 50% SUTD-affiliation. The team should inform SUTD on team composition changes at the earliest notice possible.

4. If selected for further support, you should note that SUTD will require the company's BizFile, bank details of the company, and specific milestones to help keep pace with the company's progress.

5. A panel will determine the eligibility for further support during the Demo Day at the end of the programme. All teams will be notified of their outcome after the event.

Invited teams will be eligible for the following support:

1. SG$ 50,000 Grant disbursed in 3 tranches at the start and end of 6-month support from SUTD. The disbursement of the second tranche is qualified by meeting the milestones set by the teams together with SUTD.

2. Venture Partner who will be supporting the team in the business fundamentals of the teams.

3. Access to incubation facilities, subject to availability.

MEDIA KIT / RESOURCES

You can download the following media resource for use throughout the programme. For use after the programme, please seek permission from SUTD.

COVID SAFETY MEASURES

The university has implemented measures to safeguard participants during the programme. All participants will have to observe the following measures during the course of the programme:

Current Staff/Student
1. Complete your daily declaration https://tts.sutd.edu.sg/ on arriving at campus.
2. You should alert us if you have been issued a Health Risk Warning or have returned from an overseas trip in the last 7-days.

Non-SUTD Current Staff/Student
1. Take a self-administered ART-test 24h before arriving on the campus. Take a snapshot of the result with a timestamp. Upload the image to this link.
2. Complete https://tdv.sutd.edu.sg/ before arriving to campus

Only participants who are fully vaccinated, certified to be medically ineligible or have recovered from COVID-19 within 180 days, can attend physical workshops.

Also note the additional measures in place to comply MOM's guidelines link.

CONTACTS

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Official Create4Good Innovation Fund 2022 Telegram Channel **here**. Get the latest updates, announcements, discussion of the programme on the channel.

ACKNOWLEDGEMENTS

Singapore University of Technology and Design would like to extend deep appreciation to the late Kwek Leng Joo for his generous support of the programme.

Create4Good Innovation Fund 2022 partners with three social service agencies who have provided problem statements faced by the communities around Singapore, i.e. HealthServe, Singapore Anti-Narcotics Association, and Singapore Association for the Visually Handicapped. Their input and feedback have been invaluable in shaping the programme.

Ken Chua Tsai serves as the social entrepreneur-in-residence for SUTD and has contributed immensely to shaping the programme. Ken is the cofounder of (these)abilities, which develops solutions that help overcome everyday challenges faced by persons with disabilities.

SUTD also partners with Code For Asia, and HackLaunch to help develop the content and instructors you will interact with over the course of the programme.

SUTD would also like to acknowledge the contribution of the social impact ecosystem for their support and help towards the programme. They include

- raiSE
- Law Society Pro Bono Services
- National Volunteer and Philanthropy Centre

THANK YOU FOR BEING PART OF THE PROGRAMME
WE WISH YOU EVERY SUCCESS IN YOUR SOCIAL VENTURE

CLAUSES

Personal Information Protection

- We may collect and use your personal data for any or all of the following purposes:
(a) performing obligations in the course of or in connection with our provision of the goods and/or services requested by you;
(b) verifying your identity;
(c) responding to, handling, and processing queries, requests, applications, complaints, and feedback from you;
(d) managing your relationship with us;
(e) sending your marketing information about our goods or services including notifying you of our marketing events, initiatives and promotions, lucky draws, membership and rewards schemes and other promotions;
(f) complying with any applicable laws, regulations, codes of practice, guidelines, or rules, or to assist in law enforcement and investigations conducted by any governmental and/or regulatory authority;
(g) any other purposes for which you have provided the information;
(h) transmitting to any unaffiliated third parties including our third party service providers and agents, and relevant governmental and/or regulatory authorities, whether in Singapore or abroad, for the aforementioned purposes; and
(i) any other incidental business purposes related to or in connection with the above.

- We may disclose your personal data:
(a) where such disclosure is required for performing obligations in the course of or in connection with our provision of the goods or services requested by you; or
(b) to third party service providers, agents and other organisations we

- The consent that you provide for the collection, use and disclosure of your personal data will remain valid until such time it is being withdrawn by you in writing. You may withdraw consent and request us to stop using and/or disclosing your personal data for any or all of the purposes listed above by submitting your request in writing or via e-mail to our Data Protection Officer at the contact details provided below.

- Upon receipt of your written request to withdraw your consent, we may require reasonable time (depending on the complexity of the request and its impact on our relationship with you) for your request to be processed and for us to notify you of the consequences of us acceding to the same, including any legal consequences which may affect your rights and liabilities to us. In general, we shall seek to process your request within ten (10) business days of receiving it.

- Whilst we respect your decision to withdraw your consent, please note that depending on the nature and scope of your request, we may not be in a position to continue providing our goods or services to you and we shall, in such circumstances, notify you before completing the processing of your request. Should you decide to cancel your withdrawal of consent, please inform us in writing in the manner described in the clause above.

- Please note that withdrawing consent does not affect our right to continue to collect, use and disclose personal data where such collection, use and disclose without consent is permitted or required under applicable laws.

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