

SMU Women in Entrepreneurship Programme (WiE)

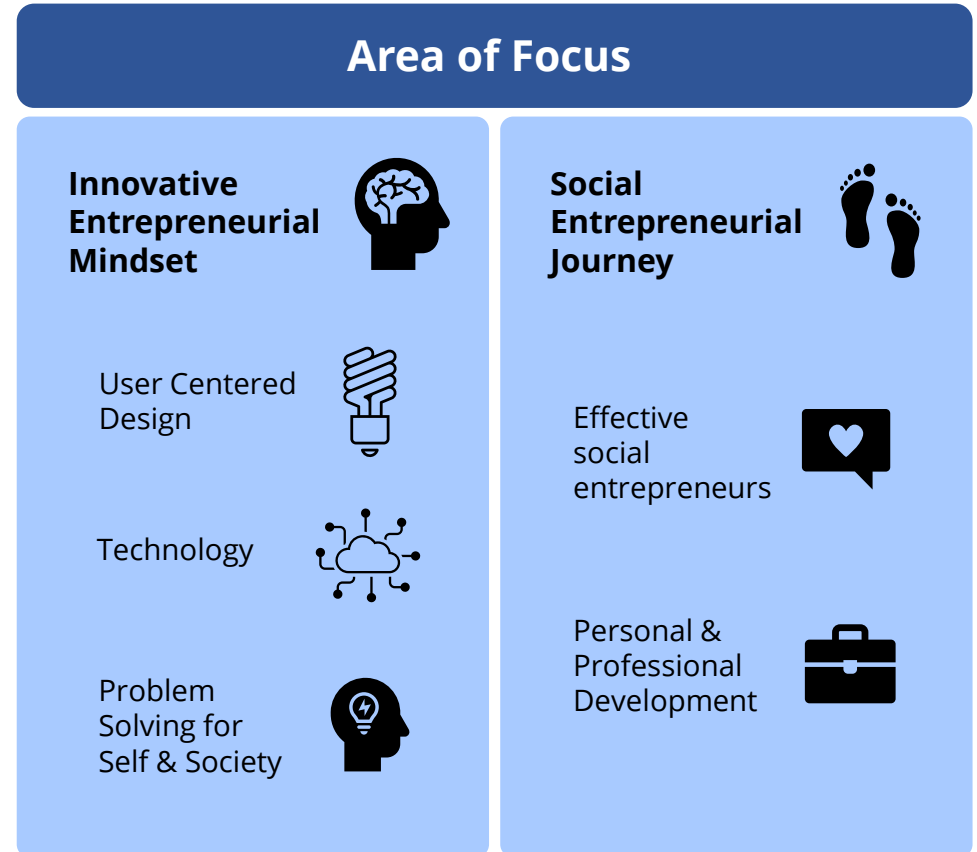


Programme Overview

Women in Entrepreneurship Incubator, powered by Singapore Management University and Standard Chartered Bank, provides **female youth-led startups** and aspiring entrepreneurs with training, mentoring, and seed funding.

Up to **20 female entrepreneurs** from **10 early-stage impact-focused startups** will undergo a series of masterclasses, mentoring, and pitch to be awarded with seed funding for their startups.

10 teams will also receive post-programme support from the organising team at SMU, the Lien Centre for Social Innovation.



Participant Information

- 18 participants from 10 teams
- 14 female, 4 male participants
- Each team has female founders between the ages of 18-35
- Each venture is working on addressing at least 1 of the 17 UN SDGs
- Ventures are operating for less than 3 years

SDGs addressed & Solution type



Product: 3

Platform: 1

App: 4

Service: 2

SMU Strategic Priorities



DIGITAL TRANSFORMATION

- Spearhead cutting-edge ideas to digitally transform the private and public sectors
- Develop robust insights into the impact of digitisation on customer and citizen experience



SUSTAINABLE LIVING

- Drive solutions in managing climate change and sustainable city living, enhancing quality of life
- Shaping legal and regulatory frameworks to build healthier and happier societies



GROWTH IN ASIA

- Offer a deep understanding of Asia's economy, polity and society
- Contribute to the region's growth and manage the ensuing impacts

All teams' solutions overlap with at least one SMU Strategic Priority

WiE Finalists: Venture descriptions

Identified gap/challenge

Proposed business idea/solution

1. Ferticlay (Jodie Monteiro, 25)

Unavoidable food waste that is hard to compost can instead be used as modelling and building materials through combining them with construction clay which is often discarded overseas and therefore wasted.

We create homeware and building materials crafted from unavoidable food waste that safely return back to the earth.

2. Greenairy: Green air purifiers (Tanvi Thombre, 25)

Indoor air pollution is the biggest environmental health risk we face everyday (WHO). Every office, school, studio, salon, co-working space, hotel room and makerspace we have tested has exceeded the healthy limit for toxic gases. The problem is, conventional air purifiers can trap dust, but cannot kill toxic gases.

Greenairy uses technology to supercharge plants to clean your air 10-100X faster. Nature is the world's best air purifier, first researched by NASA in 1984. Our smart plant towers are filter-less, modular, beautiful, and are proven to remove toxic gases better than conventional air purifiers.

WiE Finalists: Venture descriptions

Identified gap/challenge

3. Commenhers (Nuryanee Anisah, 23)

The fashion industry contributes to a lot of resources wastage. According to EdgeExpo, about 85% of the textiles used in producing clothing will end up being thrown away. This leaves only 15% of the textiles being used in the production of clothing. In addition, on average, each person will throw out about 20 – 40 kg of clothes every year. This shows that ultimately, most resources will go to waste as they will end up being discarded either way, either by the producers (textile waste) or the consumers themselves. The fast fashion industry is an industry that produces a lot of clothes at a very fast pace. Producing an abundant amount of clothing just means that there will be more textile wastes, and ultimately resources wastage as more clothes means more wastage. This also leads to loads of inventory excess. All these wastes and excess will end up in the dump where they will be further incinerated, which will then lead to more harm for the environment due to the carbon released during this process which contributes to greenhouse gases, and ultimately contributing to global warming. All in all, the processes done in the fast fashion industry contributes to a lot of harm towards the environment to mass produce all the clothing, only for it to ultimately end up being thrown away. Hence, this industry is harmful as it only benefits the producers themselves (profit) in the short run and harms the environment in the long run.

Proposed business idea/solution

Commenhers is a sustainable fashion brand dedicated to upcycling textile waste into unique apparel and accessories. Our items are crafted locally by beneficiaries such as single mothers, local housewives, and the elderly who work together in our co-sewing space.

Commenhers offers B2B and B2C solutions - for B2C we offer our consumers an alternative to sustainable fashion and for our B2B, we offer corporates a solution to upcycle their textile waste and enabling them to adopt a circular economy in their company.

In 2022, working solely on B2C initiatives, we have successfully upcycled over 700kg of textile waste. Last year, we manage to upcycle over 1500kg of textile waste working with corporates such as PSA, Decathlon, KKH and Gain City. We have also successfully launched two co-sewing spaces housing 40 of our beneficiaries makers.

WiE Finalists: Venture descriptions

Identified gap/challenge

4. Milkyway (Petty Chen, 34)

In today's healthcare ecosystem, the focus primarily revolves around disease-based care. To transition from this paradigm to one centered on wellness and preventive medicine, we need innovative solutions that assist doctors in generating personalized recommendations specific for a single patient to ensure patients comprehend their baseline risks.

5. SpedGrow (Zoe Poh Yu Yah (30), Tan Yan Ning (31))

The task of teaching money management presents a substantial obstacle given its abstract nature and the limited availability of customized resources catering to diverse educational requirements. Financial literacy stands as a vital life skill, pivotal for individuals' future independence and well-being. Nevertheless, current materials frequently lack the specificity and accessibility necessary to adequately convey these concepts to young children and individuals with special need.

Proposed business idea/solution

Empower patients with a personalized health report card generated by AI and vetted by medical professionals, providing actionable recommendations to effectively manage chronic disease and cancer risk factors.

At SpedGrow, we address the financial literacy gap by crafting engaging, technology-driven resources tailored for both neurotypical children and individuals with special needs. Our innovative approach transforms abstract financial concepts into tangible, relatable experiences through interactive tools. By providing a safe and authentic learning environment, they can effectively learn, practice, and apply financial skills.

WiE Finalists: Venture descriptions

Identified gap/challenge

6. Bridging Generations (Lynn Wong, 34)

Countries worldwide are grappling with the challenge of rapidly aging populations. In Singapore, by 2030, nearly a quarter of the population will be over 65 years old. Similarly, in China, projections suggest that by 2040, there will be a staggering 400 million Chinese citizens aged 60 and above. This is a pressing concern globally as an aging population could escalate healthcare costs which burden the economy and lead to societal fractures from competing needs across different demographic groups.

Proposed business idea/solution

We innovate heritage for active aging to help lighten the stress on our healthcare system. Our heritage programmes are designed to engage seniors socially, emotionally, and physically, enable them to age in place independently, and empower them to be active contributors to society. Particularly, our programmes are popular with male seniors - a demographic with a higher risk of social isolation and which agencies have been struggling to engage.

Most recently, we successfully curated and implemented a 6-week lion dance pilot programme for 25 Fei Yue (Holland Close) seniors aged from 68 to 99, including those with mobility challenges. Male participant rates almost doubled (from 17% to 28%) and all participants reported feeling happier, more confident, and connected with the community after the programme.

With over 40 active aging centres that have since expressed keen interest in engaging our services, we are now looking to scale the lion dance programme island-wide and also develop more programmes with heritage experts from different ethnic / cultural communities to magnify our social impact.

WiE Finalists: Venture descriptions

Identified gap/challenge

7. Picknic (Chelsea Ho, 25)

For cancer patients, nutrition is crucial for treatment effectiveness and overall well-being. However, toxicities from anticancer treatments often lead to malnutrition and debilitating side effects, contributing to Cancer Anorexia Cachexia Syndrome and reduced treatment efficacy. Financial barriers prevent regular consultations with dietitians, exacerbated by a shortage of professionals. Despite the global prevalence of cancer, access to adequate nutritional support remains limited, leading patients and caregivers to seek unreliable advice online. Addressing malnutrition in cancer treatment is imperative, yet the lack of resources and insurance coverage hinders effective intervention.

Proposed business idea/solution

Picknic is a SaaS startup dedicated to providing personalised nutrition solutions for cancer patients. By distilling a dietitian's consultation process into a clinical logic tree, and integrating evidence-based nutrition research, Picknic provides patients with immediate and trusted dietary support on a user-friendly, 24/7 accessible platform. We empower patients and caregivers to make informed dietary choices tailored to their medical profile and personal preferences. Our personalisation process factors in critical information like cancer stage, treatment type, symptoms, food-drug interactions, as well as individual food preferences, budget constraints, and dietary requirements. Picknic also serves as a valuable tool for clinicians, enabling them to better understand patients' eating challenges, track symptoms, and monitor nutrition intake to provide more effective support.

While our current focus is on delivering a cancer care-specific recipe and nutrition recommender, our vision extends beyond. We plan to offer a comprehensive range of services, including ready-made delivered meals, food-delivery and restaurant matching, chat-based professional support, and telehealth consultations.

At Picknic, we recognise the constant nature of meal planning and the added complexity for cancer patients. Our mission is to ease this burden by making personalised nutrition support accessible and efficient

WiE Finalists: Venture descriptions

Identified gap/challenge

Proposed business idea/solution

8. FinESG (Teo Xiu Lin (21), Khadijah Syahidah Pinardi (21))

In today's rapidly evolving business landscape, stakeholders, including investors, customers, and regulatory bodies, increasingly demand transparency and accountability regarding a company's financial performance and its environmental, social, and governance (ESG) practices. Consequently, businesses are tasked with producing comprehensive reports that not only comply with intricate financial regulations but also align with global sustainability standards.

There are two main problems often faced by SMEs and startups. Firstly, the conventional process of assembling these reports is arduous, involving the manual collection, analysis, and consolidation of vast datasets from disparate sources. This process is not only resource-intensive but also error-prone, risking the accuracy and reliability of the reports. Secondly, this resource-intensive approach disproportionately burdens SMEs and startups, hindering their ability to compete on a level playing field and engage in sustainable practices

FinESG is meticulously crafted to serve as a comprehensive solution for businesses seeking to assess their financial health and sustainability performance. Our platform not only empowers organizations to analyze their data but also provides tailored recommendations for improvement. We specialize in generating detailed financial and sustainability reports, drawing valuable insights from your data

WiE Finalists: Venture descriptions

Identified gap/challenge

9. Full Circle Family (Grace Zhu Manyun, 34)

Modern parents globally face unique challenges leading to high mental stress, impacting child development and family wellbeing. Despite desiring holistic development for their children, they struggle to find the support they need, as relying on grandparents is often not viable due to intergenerational differences. Seeking expert advice, they encounter financial barriers and find online information lacking clarity. Parental burnout is pervasive, exacerbated by the lack of accessible, effective support systems and the stress of balancing work and family life. Generic parenting courses and community interactions often lead to unhealthy comparisons and guilt. While generic mental health support exists, it fails to address specific day-to-day parenting challenges and lacks guidance on improving long-term parent-child and family relationships.

Proposed business idea/solution

In our research, surveys and experimentation, we know that there is strong demand for accessible, customised and expert-developed parenting support. We aim to meet this demand by pioneering an AI-powered parent coach with these features:

- 1) Chat Support: Parents can chat with our emotionally responsive AI-coach, and benefit from an empathetic ear and evidence-based guidance.
- 2) Mood & habit tracking with insights: We track the individual parent's history of wellbeing and other indicators to provide insight on their progress over time.
- 3) Exercises: Parents receive suggested exercises to improve their parenting skills and wellbeing, based on their personal profile.

WiE Finalists: Venture descriptions

Identified gap/challenge

10. GatherRound (Eunice Siow (30), Jervenne Teo (28))

Vulnerable communities have been left behind because organisations overseeing their care are often unable to keep up with social innovation due to manpower, financial and administrative constraints. These barriers in turn result in slower action and impact for the beneficiaries. On the other hand, we see increasing interest in corporations to do skills-based or strength-based volunteerism but do not have the time to curate such sustainable opportunities.

Proposed business idea/solution

GatherRound's vision is to create a system where social innovations are made easily accessible, affordable, and impactful for the vulnerable communities. We aim to do so by leveraging on current corporate entities' vested interests in Corporate Social Responsibility (CSR) efforts, matchmaking them with a pool of local social problems (problem owners like NGOs, VWOs etc.), and in turn, create opportunities that facilitates mutually sustainable and innovative social impact.