

Annex B

CIS Individualised Second Major (ISM) - Student Profiles

Pranav Krishna (Singaporean, 20 years old)

- Year 2 student at SMU Lee Kong Chian School of Business, with a first major in Strategic Management
- Doing an Individualised Second Major in **Sustainable Social Development**
- Holds multiples roles across start-ups focused on sustainability; he is CEO of [ShareRight](#), Chief Growth Officer of [Flint](#) as well as Co-Founder of [ASEAN Business Youth Association \(Alumni\)](#), [EcoCupid](#) and [3D Custom Bricks](#)



(from right) SMU undergraduate Pranav Krishna with SMU Assoc Prof of Urban Climate, Winston Chow and Flint CEO and Co-founder, Carlo Charles. Pranav is majoring in Sustainable Social Development, with a goal to assess the social value that sustainability delivers.

Motivation for setting up [ShareRight](#)

“I’ve always had an interest in climate change and wanted to do something for the environment, and to create something that can benefit the community around me. When COVID struck, smaller businesses were hit hard. I knew there was little I could do to help these businesses increase revenue, but through the sharing economy, I could help them reduce their expenses. This motivated me to establish a startup that allowed businesses to optimise the use of their storage spaces or tap on those of other businesses (first in Singapore).

Why an Individualised Second Major with the College of Integrative Studies (CIS)?

“Through this second major, I want to sharpen my ability to deliver sustainable solutions for society and combine this with my learning in my primary degree.”

Why major in Sustainable Social Development?

“I hope to learn how to assess the social value that sustainability provides to businesses, understand the capital and operational limitations businesses face that prevent more sustainability driven practices, and most critically, explore how an effective carbon offset system can be developed within Singapore and the SEA region.”

About [ShareRight](#)

When running business operations, not all assets will be utilised 24/7. Hence, the sharing concept kicks in when ShareRight aims to create an ecosystem for businesses to efficiently utilise resources, where assets can

be listed for short term lease on a marketplace. With transparent listings, ShareRight hopes to bring clarity to a market which remains shrouded in opacity by profit-generating corporations. By reducing their operating costs through more efficient employment of existing resources, ShareRight aims to empower businesses.

ShareRight is also the recipient of the Youth Action Challenge 2023 grant organised by the National Youth Council, and the Ministry of Culture, Community and Youth.

About Flint

A Singaporean youth-led startup, working on Sustainable Lifestyle Tech & Paper Batteries.

About ASEAN Business Youth Association

An association that aims to foster a community of like-minded youths to be business savvy with a future in ASEAN.

About EcoCupid

An environmentalist-focused social network platform that curate inspirational projects and educational content through multilingual media.

About 3D Custom Bricks

Design custom LEGO letters and numbers so that customers can build what they want, without restrictions.

Rachel Han (Singaporean, 22 years old)

- Year 3 student at SMU School of Social Sciences, with a first major in psychology.
- Doing an Individualised Second Major in **Urban Sustainability and Innovation**.
- Co-founded Package Pals, a circular packaging initiative for businesses and the Earth.



SMU undergraduate Rachel Han (top row, 2nd from right) with her fellow students at the SMU Arts Festival 2022. Rachel's sense of responsibility to preserve the environment inspired her to set up Package Pals, a waste management enterprise.

Motivation for setting up Package Pals

Package Pals has housed 20 volunteers and hosted multiple event participants since it was set up in 2020. Founded on the principles of Reduce and Reuse, the first-of-its-kind startup seeks to give single-use packaging new life by collecting and distributing second-hand packaging to local businesses for reuse. Besides encouraging the reuse of typically single-use packaging, the startup helps to reduce the usage of brand-new packaging. Package Pals also raises awareness on topics related to waste management in Singapore and responsible consumption through public events, educational talks and facilitated workshops.

“My passion for sustainability and sense of responsibility to preserve the environment inspired me to set up Package Pals with a likeminded friend in May 2020, at the height of the circuit breaker.”

Why an Individualised Second Major with the College of Integrative Studies (CIS)?

“It’s become evident that passion for a cause needs to be accompanied by strong business acumen, in order to create long-lasting, impactful and scalable solutions. An interdisciplinary Individualised Second Major allows me to craft a holistic major that equips me with the knowledge and skills to be an influential advocate, as well as an effective organisational leader.”

Why major in Urban Sustainability and Innovation?

“Sociology, law and communication modules appeal to my advocacy interests; they help gain a deeper understanding of interactions within (and between) businesses, governments and societies and government policies on green issues.

Business modules focused on sustainability will bolster the business knowledge needed to grow Package Pals and create meaningful impact within the organisations I eventually work in. With a more cohesive understanding of how various entities influence each other, I will be able to better engage each stakeholder and advocate for synergistic solutions.”

Lauren Koek (Singaporean, 20 years old)

- Year 3 student at SMU School of Information Systems, with a first major in Computing & Law.
- Doing an Individualised Second Major in **Innovation & Psychology**.
- Co-founded Future Lawyers (FL), a not-for-profit organisation that aims to educate and demystify students about a career in law — ultimately increasing accessibility to the field through conferences, workshops, and educational programs. Since its establishment in 2019, FL has reached 317K+ students from 100+ cities, spanning 5 continents, through its resources and events.



SMU undergraduate Lauren Koek with CIS Individualised Second Major classmates (from left), Pranav Krishna, Jonathan Gan and Malcolm Koh. With a major in Innovation & Psychology, Lauren intends to encourage the uptake of technology within the law fraternity via her not-for-profit enterprise.

Motivation for setting up Future Lawyers (FL)

In 2019, at the age of 16, Lauren started a not-for-profit in Toronto with the goal of educating youth about the journey of a legal career. FLI has since grown its reach to more than 6 cities/countries worldwide, including Singapore, Toronto, Atlantic Canada and California.

“When I started the organisation, it was meant to only help students in Toronto. However, 3 years on, as opportunities arose, I managed to open chapters internationally in Singapore, the Canadian Atlantic and

California. Further, through this experience, and with my sister graduating with a PhD in Neuroscience, we are looking at the possibility of joining forces and starting a venture together sometime in the future. I am very grateful for all the encouragement and support that my family has provided me with and am excited for what is to come.”

Why an Individualised Second Major with the College of Integrative Studies (CIS)?

“As someone who has dabbled in a myriad of different disciplines and topics in my pre-university days (medical law, mock trials, business case competitions, engineering competitions), I find that an Individualised Second Major gives me the opportunity to integrate my interests while ensuring their relevance to the real world.”

Why major in Innovation & Psychology?

“As a co-founder of an international youth organisation, Future Lawyers, my interest to be part of the startup ecosystem peaked. With so many disruptive startups changing our everyday routines, I wanted to learn more about the intricacies of ideating disruptive solutions and successfully execute them while leveraging the knowledge of human psychology. Further, given that my primary degree is in a newly emerging field, I believe that to penetrate the market, it is essential to have a better understanding of human psychology. That way, we can better encourage the uptake of technology within the law fraternity.”