



Joint Press Release

SMU and Babes leverage AWS cloud technology to co-create Singapore's first gamified wellness platform that empowers youth

Combining education, social innovation and skills-based volunteering to create meaningful impact

Singapore, 30 September 2025 (Tuesday) – [Singapore Management University](#) (SMU) and [Babes Pregnancy Crisis Support Ltd](#) (Babes) today announced a strategic collaboration to **co-develop a wellness platform focused on youth well-being. Titled *Level Up: #Adulthood*, the platform will be Singapore's first gamified wellness platform designed to equip youth and young adults with essential life skills**, such as mental wellness, family planning, setting personal boundaries, and self-care. Built on Amazon Web Services (AWS) infrastructure, the platform aims to engage and empower young people through an interactive and experiential approach.

Level Up: #Adulthood will be co-created through an [SMU-X](#) course titled '*Transformative Leadership*', to be offered from January 2026 (Please see Annex 1 for course details). SMU-X is the University's award-winning experiential learning pedagogy that blends academic coursework with real-world projects. It enables students to work on complex, multi-disciplinary challenges under the mentorship of SMU faculty and industry practitioners.

This initiative brings together the complementary strengths of SMU, Babes, and AWS to deliver a meaningful digital platform for the youth. Under the academic guidance and project mentorship of an SMU faculty, SMU undergraduates will undertake the content and technical development of the platform. Babes, with its deep experience in supporting youth-at-risk, will offer real-world insights to ensure the content is relevant and authentic, and addresses the needs and challenges faced by young people today. AWS will contribute cutting-edge cloud infrastructure and technical expertise, enabling students to build a digital solution that would be scalable and secure.

The project will also be supported by Project Patron, Member of Parliament David Hoe, who will mentor and guide the student teams, and help to expand its outreach and impact through national networks.

Set to launch in early 2026, *Level Up: #Adulthood* is intended to be an engaging, accessible, and youth-friendly digital journey to help participants make informed choices, build resilience, and thrive in adulthood. The initiative aims to engage youths and young adults in its first year, with the vision of expanding its impact through partnerships with community organisations, public agencies, and corporate sponsors.

SMU Provost, [Professor Alan Chan](#), said, "SMU is committed to bringing together academia, industry, and the social sector to tackle the real-world challenges young people face today. This initiative bridges education with social innovation and reflects our collective broader goals of strengthening youth wellbeing, promoting lifelong learning, and fostering a resilient, future-ready society."

“Our SMU-X pedagogy sharpens students’ critical thinking, problem-solving, and leadership skills, equipping them to thrive in the workforce and beyond. Collaborating with likeminded partners like Babes and AWS strengthens our focus on impactful education and community engagement, giving students the knowledge and confidence to navigate life’s complexities,” he added.

Melisa Wong, Executive Director of Babes, said, “At Babes, we believe in walking alongside young people as they navigate life’s challenges. This collaboration reflects the power of partnership — where academia, industry, and the social sector come together for a common purpose. By bringing Babes’ experience in youth support into *Level Up: #Adulthood*, we hope to co-create a safe, engaging and non-judgemental space that empowers youth to deepen their knowledge, strengthen life skills and set healthy boundaries. We believe that to thrive, youths need to be well equipped to make informed decisions for their future.”

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Enclosure:

- [Annex 1 - About SMU-X Course: Transformative Leadership](#)

About Singapore Management University

A premier university in Asia, the Singapore Management University (SMU) is internationally recognised for its world-class research and distinguished teaching. Established in 2000, SMU’s mission is to generate leading-edge research with global impact and to produce broad-based, creative, and entrepreneurial leaders for the knowledge-based economy. SMU’s education is known for its highly interactive, collaborative, and project-based approach to learning.

Home to over 13,000 students across undergraduate, postgraduate professional and postgraduate research programmes, SMU comprises eight schools: School of Accountancy, Lee Kong Chian School of Business, School of Economics, School of Computing and Information Systems, Yong Pung How School of Law, School of Social Sciences, College of Integrative Studies and College of Graduate Research Studies. SMU offers a wide range of bachelors', masters', and PhD degree programmes in the disciplinary areas associated with its schools, as well as in multidisciplinary combinations of these areas.

SMU emphasises rigorous, high-impact, multi- and interdisciplinary research that addresses Asian issues of global relevance. SMU faculty members collaborate with leading international researchers and universities around the world, as well as with partners in the business community and public sector. SMU’s city campus is a modern facility located in the heart of downtown Singapore, fostering strategic linkages with business, government, and the wider community. www.smu.edu.sg

About Babes Pregnancy Crisis Support

Babes Pregnancy Crisis Support Ltd (Babes) is non-profit and the only agency supporting pregnant teenagers in Singapore. We work to instill hope and transform the life stories of pregnant teens and their families.

We have supported more than 930 girls aged 21 years and below in an unplanned pregnancy situation through over 20 years of work since our inception in 2005.

We are teen-centric and believe in the teen’s holistic development and growing a community of support during and beyond pregnancy. We work closely with pregnant teens, their partners and their families to

explore available and safe options towards the best possible outcome for each unique circumstance, and collaborate with a network of partners, volunteers and friends in an ecosystem of help to raise awareness, funds and support for our work.

Our services are at no charge to teens seeking unplanned pregnancy help and support. They include a 24-hour helpline, counselling and emotional support, pre-to-post natal support to further education, and employment as well as information and financial resources.

Babes is a Singapore-registered charity with an Institute of Public Character status, and recipient of the Charity Transparency Award 2023 and 2024.

For more information: www.babes.org.sg

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Annex 1**About SMU-X Course: Transformative Leadership****Instructor:**

Dr Paul Lim, Senior Lecturer of Organisational Behaviour and Human Resources, Lee Kong Chian School of Business

Course Description

The core objective of the new SMU-X Transformative Leadership course is to nurture a new generation of young leaders motivated and capable of tackling intricate global and local challenges related to the nexus of 'digital disruption, demographic change and diversity' in an integrated, interdisciplinary fashion, providing the opportunity to integrate perceived differences between older and younger people in terms of values, communication priorities; age discrimination or the initiation of new types of social ('digital') behaviours transmitted from the plugged-in 'Generation Z' (born 1996 and after) to Baby Boomers (born 1946 to 1964). These three challenges (positioned at the interface of both current and future issues) are not only globally relevant but also have significant local implications for Singapore.

Embedded in the experiential SMU-X initiative, the Transformative Leadership course provides students with a unique learning opportunity to develop and implement (socially) innovative solutions to make a positive impact on business and society in close collaboration with reputable partners in business, nonprofits and government. Learners will be paired up with an external SMU-X partner to work on relevant innovative projects with real impact.

The successful completion of such transformative SMU-X projects requires learners diving deep(er) into various disciplines such as social sciences, business, political governance, public policy, demography, technology, etc. It is expected that the chosen practical challenges commissioned by SMU-X partners will 'stretch' students, forcing them to step out of their comfort zones and to explore the unknowns in order to make a 'real' difference 'out there' in both the social and business sectors.

In terms of effective leader development, in particular, transformative leadership, the SMU-X course design will support learners in expanding their individual capacity to be effective in leadership roles and processes. Emphasis will be put on proximal indicators of leader development such as self-views around self-concept, including leader self-awareness, leadership self-efficacy and leader. Through their SMU-X projects, students will appreciate the importance of leadership development so that they can articulate what it takes for teams and their leaders to create strong(er) alignment and high(er) levels of commitment. The latter requires interpersonal trust, care and concern as well as shared mind-sets regarding (transformative) goals and values such as the 'real' sharing propelled by collaborative leadership approaches.

Learning Objectives

The course approach is based on both analytical rigor and the practical utilisation of leadership principles and concepts. During the course, a variety of teaching and learning techniques will be employed to enable students to think critically and imaginatively about the various implications of the topic. To realise the goal of a shared learning experience between students and instructor, the course is aimed at integrating real leadership challenges, practical experiences, problem-based interaction with both clients and leaders in society, projects, presentations, experiential exercises, and critical reflection on the various course materials. A high level of student participation is required

both in the classroom and in the context of the leadership projects. Students are required to read intensively and to participate actively in projects, presentations, discussions etc.

A key assumption is that knowledge is constructed by learners and not merely absorbed from someone with more experience. In constructing their knowledge, learners draw on their previous knowledge, mental processes, and experiences in integrating knowledge with their mental model of that domain (e.g., teamwork, leadership). For that reason, the transformative leadership course is interactive and experiential. Students meet in class and in small groups; they work in project teams both in class and outside class with SMU-X partners; individually and collectively they reflect on their SMU-X project experiences through class discussion and written assignments. Students present their innovative projects and takeaways to classmates, clients, and the professor. In short, the course requires student participation as the foundation for learning.

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