

JICA NINJA Accelerator 2021

Accelerating and scaling startups to
the next level for SDGs



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Message from JICA

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<https://www.jica.go.jp/english/>

Thank you for taking the time to read this booklet. This booklet introduces startups and their business models from the Philippines, Indonesia, Malaysia, Thailand, and Bangladesh which went through a 9-week acceleration program run by the Japan International Cooperation Agency (JICA).

In September 2021, JICA began accepting applications for business plans from seed and early stage startups that address Sustainable Development Goals (SDGs) in their respective countries. JICA then selected the 15 most promising startups from more than 200 applications to participate in the accelerator. These startups aim at promoting solutions for development issues in areas such as agriculture, finance, environment, education, and healthcare etc. by launching innovative businesses. Through the 9-weeks journey of this acceleration program, the startups have refined their value propositions, defined pricing models, and developed concrete implementation plans. We believe that these startups will scale their businesses and contribute to the achievement of the SDGs.

Please join us at Demo Day on January 27th, 2022 and explore the possibilities for investment and/or business partnership with these great startups.

JICA, the central agency for Japan's Official Development Assistance (ODA), considers startups important development partners and will continue to promote realizing development impact and collaboration with business communities. Let's take a new step together!



JICA NINJA (Next Innovation with Japan) Accelerator 2021

Over the last 20 years, private sector capital more than ODA has increasingly been critical in solving social and economic issues. The Japan International Cooperation Agency (JICA) believes that scaling innovative startups could both create economic and social impact efficiently and bring us one step closer to achieving the UN Sustainable Development Goals (SDGs).

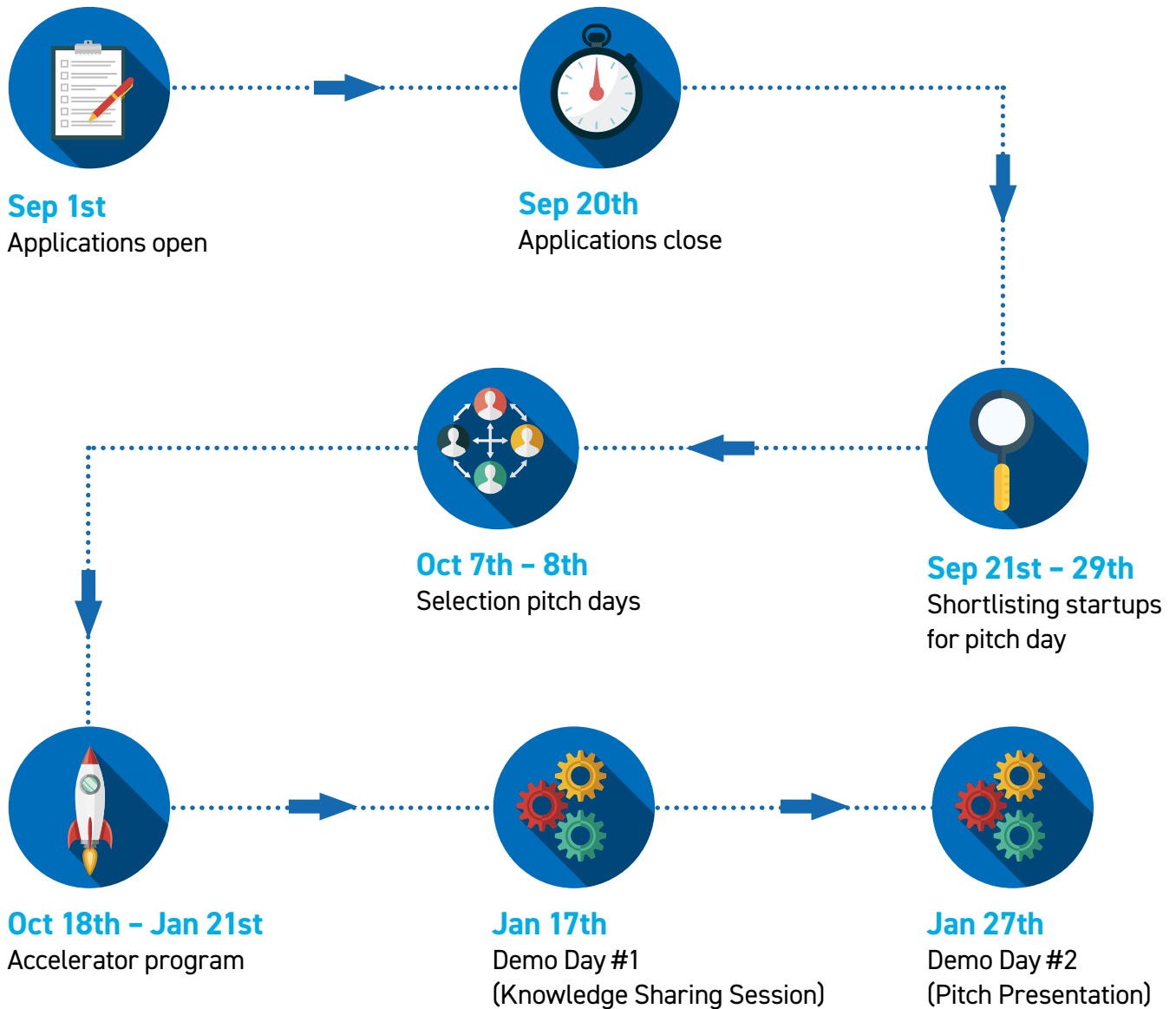
As a result, JICA launched Project Ninja (Next Innovation with Japan) in January 2020 to support entrepreneurs and to create business innovation in emerging countries. JICA collaborates with various stakeholders to develop entrepreneurship, identify issues experienced by entrepreneurs, make policy recommendations, strengthen corporate management capacity, promote collaboration among enterprises across industries, match up with Japanese companies, and promote investment while making a significant contribution to achieving the SDGs.

JICA NINJA Accelerator 2021 is an equity-free, global startup acceleration and innovation initiative run by JICA for 15 seed or early stage startups focused on Indonesia, Thailand, Philippines, Malaysia, and Bangladesh with product-market fit (defined as presence in a good market with a product that can clearly satisfy that market) and revenue that are looking to scale.





Overall startup journey



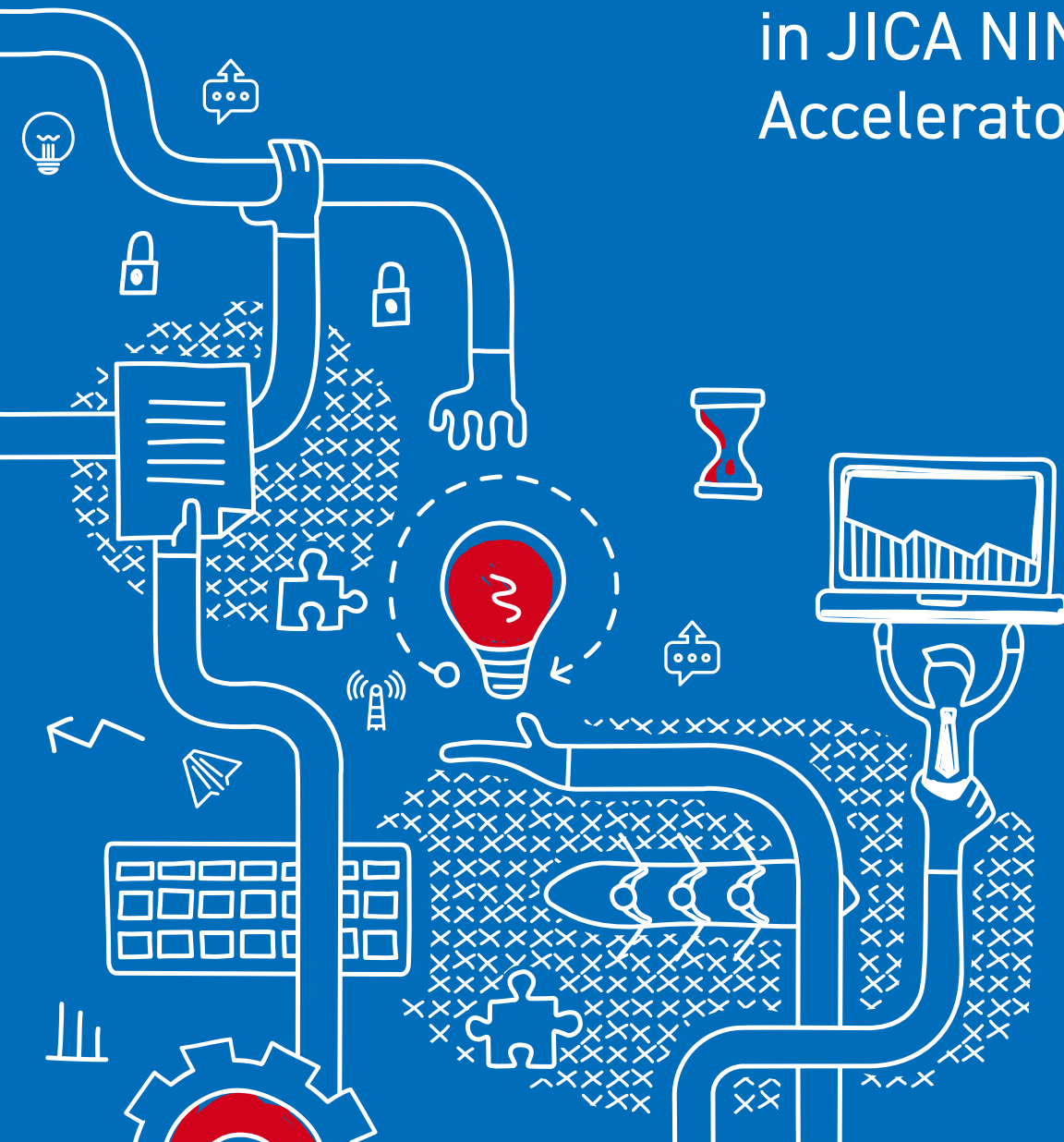
The accelerator consists of:

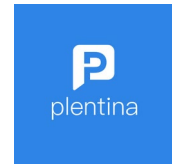
1. 3 forum sessions with keynotes, interactive lectures, and discussion sessions on business best practices
2. Field sessions that involve one-on-one meetups between startups and industry experts to receive direct support and guidance
3. Internal pitch-trial runs after each forum and a “Shark Tank” style full pitch and prototype dry-run with an investor panel



Meet the Startups

These 15 startups were selected from over 200 applications to participate in JICA NINJA Accelerator 2021





Plentina

Year of founding

2019

Number of employees

40

Industry

Fintech - Financial Services

Website

<http://www.plentina.com/>

Future expansion plans

Plentina is planning to introduce more financial services that will contribute to the sustainability of the company and the restructuring of the current financial ecosystem. We are in late stage talks in partnering with a bank to offer an electronic-wallet system to our customers, and with this, we will offer insurance and potentially access to investments as well. This is of course, in service to give accessibility and inclusivity to more financial services to the emerging middle class.

Our team

Kevin Gabayan (Chief Executive Officer and Co-founder)

Former machine learning software engineer at Android and the founder of an emerging market fintech team at Google's internal incubator.

Earl Valencia (Chief Business Officer and Co-founder)

Seasoned Innovation, Biz Dev and Digital Transformation Executive. A founder and advisor of tech start-ups and incubators in Silicon Valley and in emerging markets.

Contact us

info@plentina.com

The problem

The Philippines is a country with 110M people where 97% do not have credit cards and only 22% are covered by the National Credit Bureau.

Our solution

Plentina enables customers of large retailers in emerging markets to buy on credit for the 97% that do not have access to a credit card. We aim to unlock financial services to the emerging middle class in emerging markets by using machine learning algorithms. Plentina builds an alternative credit score and app that provides store credit financing to buy essentials like food and medicine.

200,000+

downloads secured in the Philippines

100,000+

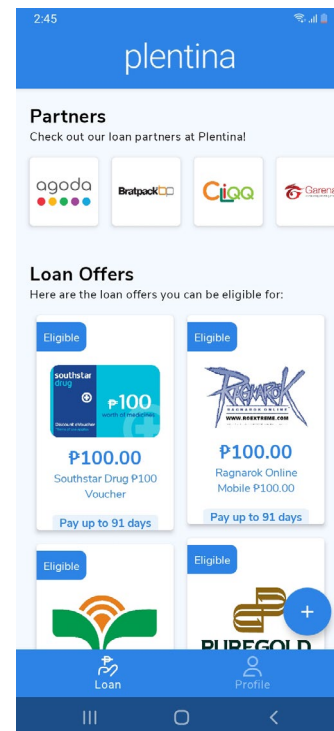
accounts in the Philippines

22,000+

borrowers in the Philippines

Launched with **20** National Brands in the Philippines, with **100** more brands in the pipeline

Addressed SDGs





Mayani

Year of founding

2019

Number of employees

25

Industry

Agriculture

Website

<http://www.mayani.ph/>

Future expansion plans

Southeast Asia is home to over 100 million smallholder farmers producing food that covers 4 out of 5 plates in this growing region. Our roadmap is to build a robust and full-service business model that will provide not just access to broader markets for smallholder farmers, but also tackle the day-to-day challenges that hold agriculture backward: access to financial services, quality and affordable inputs, and healthcare.

Our team

Jeff Barreiro (Founder & Executive Chairman)
Seasoned global entrepreneur who has scaled B2B companies in the Philippines, Indonesia, and Singapore.

JT Solis (Co-Founder & CEO)
Former VP of Xend (Alexa and CFI-ranked as #1 eCommerce Logistics Company in the Philippines for 2017) with over 500,000+ users; led 8X e-commerce growth with key partners like Carousell, 7-Eleven, and Nestle.

Ochie San Juan (Co-Founder & Chief Farmer)
Former Family Farm School Director and organic farmer with over 30+ years of experience in agriculture.

Josef Amarra (Co-Founder & COO)
Former Software Engineer at Factset and Operations Lead for a family-owned cold chain business.

Andrei Dela Cruz (Co-Founder & CTO)
Former Software Engineer at Factset and Singapore-based Activate.

Lance Villanueva (Co-Founder & Chief of Fulfillment)
Logistics leader and alumnus of the Asian Institute of Management Startup Management Program.

Ron Dime
Top 100 Lawyers in the Philippines and Managing Partner of D&E Law.

Contact us
jt@mayani.ph

The problem

The Philippine agricultural supply chain is in a very dismal shape: our farmers are fragmented, we have lots of middlemen, but we do not have a lot of data in that opaque supply chain.

Our solution

A fast-growing agritech startup in the Philippines that is boosting rural incomes for smallholder farmers by reshaping how agri-food arrives at people's table. Backed by the likes of the Asian Development Bank, Silicon Valley venture capitalists AgFunder and Plug and Play, Mayani is riding the digital storm in what is now considered the fastest-growing Internet economy in Southeast Asia to empower the agricultural segment feeding a nation of over 100 million people.

73,000+ smallholder farmers within our network in the Philippines	13,500+ B2C users in the Philippines	240+ B2B stores in the Philippines	USD 850k Gross Merchandise Value to date
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Addressed SDGs





Packworks

Year of founding

2017

Number of employees

33

Industry

E-commerce / FMCG-CPG / FinTech/ Retail / Software

Website

<https://packworks.io/>

Future expansion plans

By 2023 we plan to: grow from our current base of 135,000 microstores to 500,000 microstores. Increase our GMV from USD 150M to USD 1B and expand beyond the Philippines to Indochina.

Our team

Hubert Yap (CPO/Co-Founder)

21 years in FMCG and led the digital transformation of a \$1B distribution business.

Bing Tan (CEO/CTO/ Co-Founder)

21 years in software dev + enterprise solutions; successfully exited a fintech start-up.

Ibba Bernardo (CMO/ Co-Founder)

22 years in impact driven startups PH Country Rep to the FB Digital literacy steering committee.

Contact us

founders@packworks.io

The problem

Micro entrepreneurs in the Philippines are completely manual and unbanked, and it is too expensive for CPG to get data from these micro entrepreneurs.

Our solution

Packworks provides a mobile ERP app to millions of mostly female led Filipino micro entrepreneurs who are marginalized, underserved and underbanked so that they can take control of their business and define their own success. Packworks is the technology layer that amplifies, increases efficiency, and strengthens existing FMCG channels. We are digitizing the existing distribution chain and add value at each level. For the doors that we touch, we have shown an increase of 35% in average monthly sales vs. stores that do not use their app.

135,000

micro stores onboarded comprising

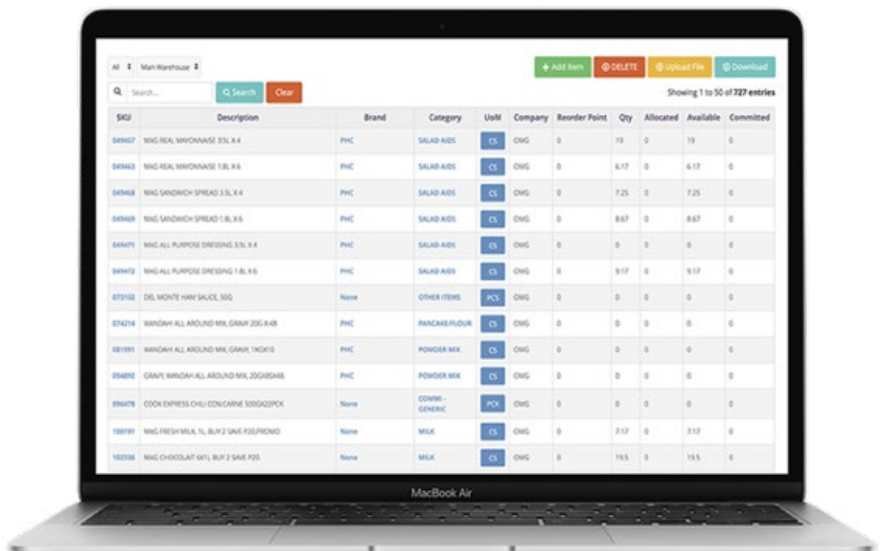
~12%

of the Philippines market

USD 150mn

annualized Gross Merchandise Value

Addressed SDGs





Fishlog

Year of founding

2020

Number of employees

35

Industry

Fisheries / B2B Marketplace

Website

<https://fishlog.co.id/>

Future expansion plans

FishLog is planning to expand our operations across Indonesia, addressing current issues relating to supply side and demand side of local operations while partnering with these local partners. In the 2nd year, we plan to expand globally by delivering Indonesian fish to the world.

Our team

Bayu Anggara (CEO & Co-founder)

Two years experience consulting in seafood safety for cold storage and Five years total experience in seafood supply chain.

Reza Fahlepi (Commercial Director & Co-founder)

Two years experience in managing local seafood cold storage. Six years total experience in seafood supply chain and fisheries industry.

Abdul Halim (General Director)

Two Years experience as Vice President at tuna processing & cold storage for the export market. Six years total in seafood, food and livestock industry.

Contact us

bayu@fishlog.co.id

The problem

Almost USD 7bn in seafood waste loss every year in Indonesia caused by lack of cold chain connectivity and lack of demand and supply.

Our solution

FishLog is a B2B marketplace enabling nationwide fisheries cold chain network through technology and community engagement. We empower cold storage warehouses to improve their utility by connecting them with more fishermen, and buyers. We are streamlining the seafood supply chain across stakeholders, building efficient processes, and enabling fair-trade transactions and sustainable distribution through technology.

25+

Cold Storage supply points across Indonesia

10+

Demand points and distribution centres in Indonesia

100+

B2B and fishery SMEs onboarded

1000+

tonnes delivery in 2021

Addressed SDGs





Sampangan

Year of founding

2019

Number of employees

12

Industry

Waste Management

Website

www.sampangan.id

Future expansion plans

Process 4000 tons of waste per day by 2 years. Conduct first international pilot in Brazil in January 2022. Potential expansion in Australia and Japan in the next 2 years.

Our team

M Fauzal Rizki (CEO)

Computer Science education, professional background in business development, banking and fintech

Hana Purnawarman (CPO)

Architecture education, professional background in construction, real estate, and management

Dr. Ishenny M Noor (Chief Scientist)

Chemical Engineering PhD, professional background in biochemical engineering

M Sulthan Haraldi (COO)

Business education, professional background in business operations

Contact us

projectoffice@sampangan.id

The problem

Governments, businesses and citizens are sitting under 70M tons of waste produced every year in Indonesia. Waste management is not just concerning for Indonesia but also concerning for countries globally.

Our solution

Sampangan converts waste into resources for agriculture, construction, sanitation, and energy by using their environmentally sustainable, no pollution waste processing system. Sampangan operates on 2 business models:

1. Waste processing service, charging dollar per ton of waste processed
 - a. Offering waste processing services to B2B in different industries. Unprocessed and unsorted waste materials are conveniently used as inputs to create sustainable products through the 'Magic Box' carbonization technology
2. Product sales on waste processing output in:
 - a. Activated carbon for agriculture and construction
 - b. Liquid carbon for agriculture
 - c. Liquid smoke for disinfectant and sanitation
 - d. Biogas for energy

18

magic boxes deployed across 7 provinces in Indonesia

14

international and national partners secured

USD 73k

financing secured for expansion

Addressed SDGs





Plepah

Year of founding

2019

Number of employees

13

Industry

Packaging

Website

www.plepah.com

Future expansion plans

We are creating a circular ecosystem for greater impact for the environment and society. Raising awareness and education on sustainability is also huge part of our business. We will collect and recycle our post-consumer and post-production waste and transform them into long lasting valuable products. As part of our ecosystem, we will track and trace the carbon footprint of the business based on integrated digital system that has been implemented within our supply chain and we champion data transparency. Once you know your carbon footprint, you can then give back to the environment through our programs.

Our team

Rengkuh Banyu Mahandaru
(Co-founder & CEO)

Almira Zulfikar (Co-founder & COO)

Bintang Heru Priowiryanto (CFO)

Maulana Ahmad (CTO)

Contact us

hallo@plepah.com

The problem

About 600,000,000 food packaging is thrown away every year in Indonesia. This number has increased since the pandemic.

Our solution

Plepah's packaging solution helps businesses and consumers who want to have a positive social and environmental impact through using biodegradable packaging from areca palm leaf sheath and reducing the use of plastic packaging in your daily lives. Plépah enables value creation of under-used agricultural waste as biodegradable packaging by utilizing local materials and implementing a decentralized micro-manufacturing approach to alleviate plastic waste in the environment and strengthen socio-economic resilience of the community and farmers.

2

physical production locations in Indonesia

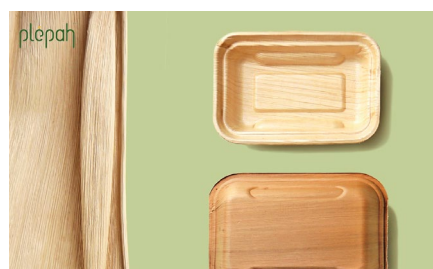
200+

buyers in Indonesia

USD 1.5k

average monthly revenue

Addressed SDGs





clickncare

Year of founding
2018

Number of employees
5

Industry
Healthcare

Website
www.clickncare.net

Future expansion plans

Currently we are in Malaysia where migrant workers from different Asian countries are working. We started with Bangladesh nationals, and we will expand the service for Indonesia, Myanmar, Nepal, Pakistan, Philippines, Sri-Lanka within Malaysia. Later we will expand our geographical coverage to Singapore and Thailand in SEA followed by Middle East in one to two years' time. We are also looking at expansion to countries where these nationals are working as the same platform and partners could be used to implement this service.

Our team

Abu Hasnat Mohammad Sultanur Reza (Founder)

A Telecommunication Engineer by training, having 30 years of career in ICT, Telco and other industries with 14 years in e-Health related domain.

Mir Rashedul Hossain (Co-founder)

A graduate in Statistics have solid experience in Business Development and Micro-finance industry for more than 21 years.

Contact us

info@clickncare.net

The problem

There are roughly 7 million migrant workers in Malaysia and these migrant workers experience issues such as language barriers, reluctance to use healthcare services especially for undocumented workers, and higher cost when they seek medical services.

Our solution

clickncare is a digital healthcare platform for migrant workers from any country to consult with their native doctors at an affordable price irrespective of their legal status. We assist in overcoming language barrier issues for these migrant workers. We provide registration, booking, and consultation assistance through our helpline and sales agents. Any migrant worker can avail to the GP or specialist consultation services depending on their health problems from their smartphones.

50+

native doctors onboard in Malaysia

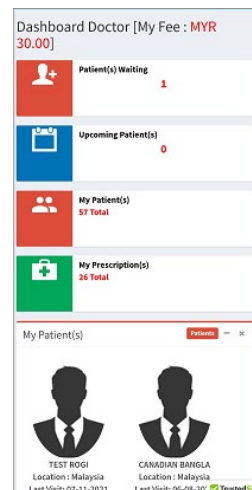
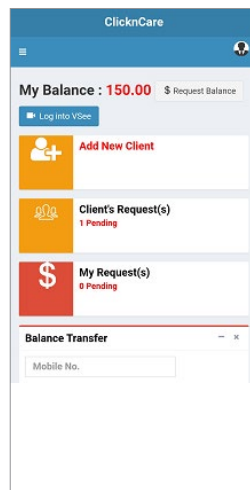
3,000+

patients registered in Malaysia

1,100+

e-prescription issued in Malaysia

Addressed SDGs





#Demilaut

Year of founding

2019

Number of employees

4

Industry

Fisheries Social Innovation

Website

www.demilaut.com

Future expansion plans

With the vision of modernizing traditional fisheries, we aim to have fishers' net-haulers equipped with IoT devices to automate data collection such as geo-location and temporal-spatial model data, improving fishers' safety on the sea and transparency of fishing activities with AI integration. It would help us improve further the tracking and traceability of catches, which would help us monitor the quality and verify the source of catches to sell at premium prices. This would also help us to automate the process of acquiring data from boats to landed ports. We are also looking to explore the possibilities of acquiring data from fishers to monitor the impact of climate-change on the ocean, improving ocean data transparency and contributing to marine resource management through the application of our future technologies.

Our team

Haaziq Ibrahim (CEO)

5 years in business leadership, engineering development, entrepreneurship and consultancy.

Dzaim Dzulkipli

(Fisheries Product Design)

BSc Marine Biology with Oceanography

Contact us

haaziq.ibrahim@briquesolutions.com

hello@briquesolutions.com

The problem

The lack of accessibility, technology, and tools for traditional small-scale fishers in Malaysia, results in them being trapped in poverty and succumbing to destructive fishing practices that affects environmental sustainability and food security. Traditional fishers are underserved, having the retail markets earn 300% more than what the fishers are selling to them. Commercially, they lack product quality control, undertake high effort and low reward activities, and are short of marketing and sales skills.

Our solution

#DemiLaut improves traditional fishers' fishing conditions to produce marketable & reachable goods for fish retailers & consumers to procure digitally. We provide traditional fishers with assistance solutions as an entry point to acquire their buy-ins by improving their current working conditions and fish handling. With our net-hauler, Pemukat Noh, fishers will be able to increase productivity and income with reduced labour intensity. Our ice pack solutions aim to upgrade fishers' cold chain management, ensuring the quality and safety of their catches, increasing value of the fish, while at the same time providing them with an alternative income source by transforming fishers into micro business owners of ice pack rentals sites. Moving down the value chain, we will be managing the sales of traditional fishers' catches and connecting fishers directly to consumers, shortening the fishery supply chain to generate higher value sales. Traditional fishers will be acquired through advocacy & education, while we provide services & products including fishing gears, cooling solutions, low-cost cold-rooms, and online tools.

7 fisheries,
60 youth beneficiaries impacted

Partnered with **Allianz** to work with community-based projects

Partnered with **Amazon Web Services and eCloudvalley** to develop tracking and reporting, AI fish counting technology, and data monetization

Partnered with **InQube**

Discussion with **banks** about microfinancing for fishers

Acknowledged by **UNDP, Youth Co:Lab, ASEAN Foundation, East-West Center, and Google Startup Advisor**

Addressed SDGs





REVIVE LIFE



Naglus

Year of founding

2020

Number of employees

7

Industry

NanoTechnology / Biomass
Renewable Energy / Automotive

Website

www.naglus.com

Future expansion plans

Our nanofluid can be used for other applications such as nanocoating for building-cooling, anti-bacterial coating and heat-resistance surface. Joint ventures and partnering are most welcome to expand our business horizon. The innovation of our nanotechnology product is driven by climate change mitigation action.

Our team

Dato' Suhairi Sa'ad, Executive (Chairman)

Over 20 years of experience in International Business Development and corporate planning.

Datin Ts. Dr. Rozzeta Dolah, Chief Executive Officer (CEO, Founder)

Senior Lecturer at Universiti Teknologi Malaysia (UTM) and MIT Postdoctoral Fellow, Nanofluidics & Renewable Energy Research.

Ms. Nur Fatin Dolah (Director)

Over 10 years of Human Resource management experience with Multinational Company.

Mr. Zahiruddin Mohd Zahib (Director)

Experience in good flows and logistics. Several years of experience in Business Product Development.

Mr. Mohd Zahib Deraman (Chief Technical Officer CTO)

Senior Lecturer at University Teknologi Malaysia (UTM) since 1973 to 2011, Nanotechnology Research.

Mr. Azuddin Rahman (Business Specialist)

Over 35 years experience in leading top local and foreign companies. His key strengths include starting up and turning around businesses of local and international companies.

Mr. Mohd Asri Khayan (Chief Marketing Officer CMO)

Over 20 years of experience in marketing and strategic/corporate planning for automotive.

Contact us

rozzeta.kl@utm.my

admin@naglus.com

The problem

Air pollution in Kuala Lumpur coming from vehicle emissions, smoke and fumes from factories and other sources is very significant in this age. However, no immediate effect on user makes people lost interest to mitigate climate change. Our product, Dr.Z NanoFuel patch helps on climate change while gaining economic benefits by saving fuels.

Our solution

Naglus Industries Sdn. Bhd. is founded by academia and industry experts in commercializing nanotechnology research products. Our latest invention, Dr.Z NanoFuel™ Patch is a vehicle fuel saver made by nanotechnology of biomass nanofluids. The product has been validated by an accredited automotive lab with dynamometer testing for fuel saving consumption and hence cost savings, while also reducing carbon emission CO2, CO, hydrocarbon (black carbon; smog), nitrogen oxide (NOx; soot) and oxygen. Dr.Z patch has been certified as a genuinely Nano-Certified product by NanoMalaysia Berhad (NV00080). Our mission is to be the world leader in nano-based products and our vision is to deliver a premium-high-quality "Nano Fuel-saving" device.

400

units of Dr. Z patch sold
in Malaysia as of date

Addressed SDGs





Ira Concept

Year of founding

2020

Number of employees

3

Industry

Femtech

Website

<https://www.iraconcept.com/>

Future expansion plans

We are laser-focused on becoming the number 1 organic sanitary products brand in Thailand. To achieve this, we will increase our customer reach and loyalty both offline and online. Our offline strategy focuses on expansion into more retail stores and acquiring more corporate partnerships with hotels and schools. Online, we will continue to enhance our subscription platform with new features such as a rewards and referral program. Finally, we are developing new product lines in the menstrual hygiene and wellness market like period pants and tampons.

Our team

Varangtip (Rung) Satchatippavarn
(Co-founder, CEO)

A biologist with supply chain experience and a passion for design.

Chris Vibert, (Co-founder, CTO)

Full-stack software engineer and subscription specialist.

Contact us

hello@iraconcept.com

The problem

Traditional sanitary pads are made entirely from synthetic fibres and chemicals, making them an environmental disaster. 1 pad is equivalent to 4 plastic bags, takes up to 800 years to disintegrate, and is a common cause of rashes, allergies and reproductive health problems.

Our solution

Ira's biodegradable and organic sanitary products allow eco-conscious menstruators to manage their periods using familiar products, but without the usual environmental guilt. We have developed a range of organic and biodegradable feminine hygiene products, with our sanitary pads being the most biodegradable in Southeast Asia. They are available through online and offline sales channels, including our custom-built subscription platform. We are redesigning the experience for menstruators: changing how they purchase, use, and dispose of their sanitary products.

60,000+ boxes sold nationwide within Thailand

500+ active monthly subscribers

Sold across **40+** retail & specialized stores in Thailand

USD 140k in total revenue since launch in November 2020

Addressed SDGs





Eden Agritech

Year of founding
2016

Number of employees
8

Industry
Foodtech / Agritech

Website
<https://edenagritech.com/>

Future expansion plans

We are seeking the opportunity to expand beyond our homegrown market with a partnership strategy and focusing on enlarging our maximum capacity to supply the increasing demand of the solution for the entire Asia region.

Our team

Norapat Phaonimongkol
(Co-Founder & CEO)

More than 20 years of expertise both commercial and innovation startup.

Contact us

contact@edenagritech.com

The problem

Food loss of USD 1.2 billion occurs annually from fruits and vegetable waste along the food supply chain. In addition, conventional chemical solutions harm consumer health if consumed long-term and do not allow fresh produce to be shipped to international markets.

Our solution

We are an opportunity provider to expand market coverage for fresh trading business by reducing waste and rejection rate with the breakthrough biotechnology with innovative abilities to prolong the shelf-life of fresh fruits and vegetables up to five times which developed for extending the shelf life of fresh produce for longer naturally. We initiated the development of this solution for whole fruit coated, fresh-cut coated, fruit processing like dehydrated fruit and industrial produces that is safe and edible. We started with our domestic market in Thailand where we are fighting to reduce the fresh produce waste and spoilage that is happening along the agricultural supply chain. EDEN Solution is superior to global competitors as our coating can be applied to more types of fresh produce, does not require complicated tools for application and economy compared to competitors.

USD 800k
revenue to date

Strategic partners include leading brands e.g.,
CP All, 7-Eleven, Lotus's, Tops, Makro

Addressed SDGs





Socialgiver

Year of founding
2015

Number of employees
13

Industry
E-commerce

Website
www.socialgiver.com

Future expansion plans

Socialgiver works with Tourism Authority of Thailand to promote sustainable tourism and attract international travelers to Thailand. Expand Socialgiver to international destinations where our campaigns are most successful. Integrate the use of blockchain technology to make donations fully transparent and build a community of socially conscious consumers.

Our team

Aliza Napartivaumnuay
(Co-Founder & CEO)

Former corporate experience in project management, supply chain & distribution, an Obama Foundation Leader and Edmund Hillary Fellow and Board of Local Development Foundation, Jump Foundation, and Big Trees Foundation.

Arch Wongchindawest
(Co-Founder & Innovation Lead)

Former consultant for the UNDP and UN Environment, Arch is an Eisenhower Fellow, Forbes30Under30, and Board of Social Enterprise Thailand and National Board at One Young World.

Contact us

aliza@socialgiver.com

The problem

Giving back is expensive. Especially for brands. Yet, social and environmental projects are struggling to find the funds to sustain and grow their impact; meanwhile, trends of conscious consumers are on the rise along side costs that increase due to greater demand for transparency, reporting, and validation.

Our solution

Socialgiver enables people to automatically give back and surprisingly save money while enjoying lifestyle and travel experiences. Socialgiver is a lifestyle & travel platform that helps businesses turn unfilled rooms, unserved seats, and unsold tickets (spare service capacity) into marketing, creating social impact, and reducing costs. Our innovative method to raise funds by selling services from top brands from all over Thailand to fund effective and transparent charities - addressing inequality by breaking the barriers between consumer spending power and donation money to support long-lasting social impact projects.

500+

brand partners
in Thailand

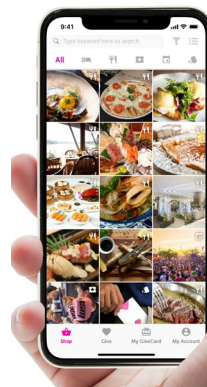
THB

29mn
in revenue to date

60

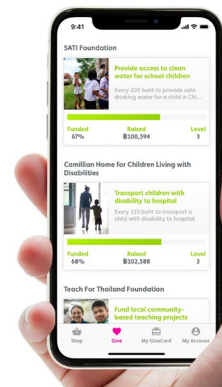
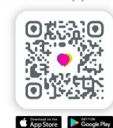
social projects impacting
400,000+ lives

Addressed SDGs



Change the world everyday
through lifestyle and travel.

Download application





Light of Hope

Year of founding

2017

Number of employees

35

Industry

Education

Website

www.lightofhopebd.com

Future expansion plans

Making products available through 1000+ retail shops, supermarkets and libraries by 2023. Exporting our products internationally in 2023.

Expanding our product line to younger age group (6 month – 3 year) in 2023. Introducing digital learning contents tied with physical products in 2024.

Our team

Waliullah Bhuiyan (Co-Founder & CEO)

Bestselling children book author. Own 15 IPs for his books and characters. Managed \$10 million project in BRAC.

Nazmul Arefin (Co-Founder & CTO)

PhD on Image processing and data science Asst. Professor, AIUB. Co-founded ToguMogu Pvt. Ltd

Fakhrul Alam (CMO)

Founded own event management firm at age 22. 10+ Year experience managing Events, Media and Marketing campaign.

Contact us

wali@lohbd.com

The problem

Our schools do not prepare children with right skills like critical thinking, problem-solving, empathy and values. There is severe lack of affordable quality learning products and contents in Bangladesh where 30 million children goes to primary schools in the world's 6th largest primary education system.

Our solution

Light of Hope Ltd. makes highly researched and affordable educational books, learning toys and contents to develop future skills of early grade children. It produces highly engaging online courses for children, parents and teachers. The learning products are very popular among Bangladeshi parents and also used by parents globally.

USD 1.2mn

revenue generated to date

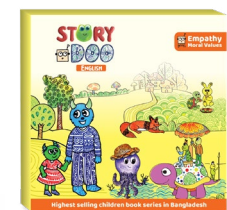
20k

subscribed paid customers in Bangladesh

USD 60

average Customer Lifetime Value

Addressed SDGs





Moner Bondhu

Year of founding

2016

Number of employees

35

Industry

Mental healthcare

Website

<https://www.monerbondhu.org/>

Future expansion plans

We want to integrate tech-based solutions to our service portfolio. We are currently in the process of launching our mobile app, and we want to continue adding more features and service options to this app, which will connect us to a larger customer group and increase the number of direct customers. At the same time, we want to increase the number of business clients by targeting untapped groups such as multinational companies, corporates, insurance providers etc. We would like to scale up the size and scope of current projects. For example, in 2021 we have established a "Recreation & Wellbeing Center" at a garments factory for ready made garment workers well-being, and by 2025 we want to establish 4 more such centers at other factories.

Our team

Tawhida Shiropa (Founder & CEO)

15 years of experience in the psychosocial sector, social advocacy, gender equality, and youth engagement. She led a dynamic team members from management and counselling departments who have 3-30 years of expertise and experience in Bangladesh and worldwide.

Contact us

monerbondhu16@gmail.com

The problem

In Bangladesh almost 20 million people are suffering from mental health problems.

Our solution

Moner Bondhu addresses mental health problems by providing affordable, accessible and confidential counselling to people from all age groups, particularly young professionals in Bangladesh. Moner Bondhu is providing this service through B2B and B2C business models and provides professional counseling, workshops, training, campaigns, research, awareness raising activities, knowledge toolkits and content development. Our accessible and affordable service model successfully accommodates the needs of all socio-economic backgrounds, particularly young professionals.

2

exclusive B2B partnerships with two giant social networks

USD 225k

total revenue generated to date

100,000

customers and

2mn

total users both in Bangladesh and worldwide

Addressed SDGs





Women in Digital

Year of founding

2013

Number of employees

23

Industry

ITES

Website

www.womenindigital.net

Future expansion plans

In Bangladesh we have 5 tech training centers in 5 different places and 1 in Nepal. We want to grow locally and globally. On top of that, we have an online teaching platform. We are proud to share that 'Women in Digital' is the only women led, women and girls' focused organization within the IT sector in Bangladesh. Now it is a local brand, but we are working to be a global brand for women in technology.

Our team

Achia Khaleda Nila (Founder & CEO)

A computer engineer with 15 years professional technical background.

Contact us

info@womenindigital.net

nila@womenindigital.net

The problem

High barriers to entry into the tech industry for women in Bangladesh.

Our solution

Women in Digital's eLearning ecosystem with technical education content helps women in developing and developed countries who would want to get the technical skills to become financially independent. We enable this by providing essential technical skills through online education at a very reasonable price. On top of that, we provide career advice and career-related support to assist users in becoming a digital worker. Women in Digital is not only working towards the digital literacy of women and girls but also offering market relevant IT skills including online business development, offering digital marketing space to profile products, app development, reaching targeted online customers, and raising individual profiles with special focus on women and girls.

12,000

women trained and empowered in

5 physical

locations to date

7,000

trainees secured jobs in the tech industry

1,400

Bangladeshi students and

300

international students trained via online classes since 2020

Addressed SDGs





Philippines

Emerging efforts from government to ignite startup ecosystem in the highly opportunistic market of >100M population



Overview

- 2nd fastest growing Southeast Asian economy with a population over 100 million (behind Vietnam), active social media usage, and increasing government support
- Local regulatory requirements, and limited access to relevant networks restricts growth
- Difficulty in monetizing startups due to limited financial inclusion and consumer behaviours



Strengths

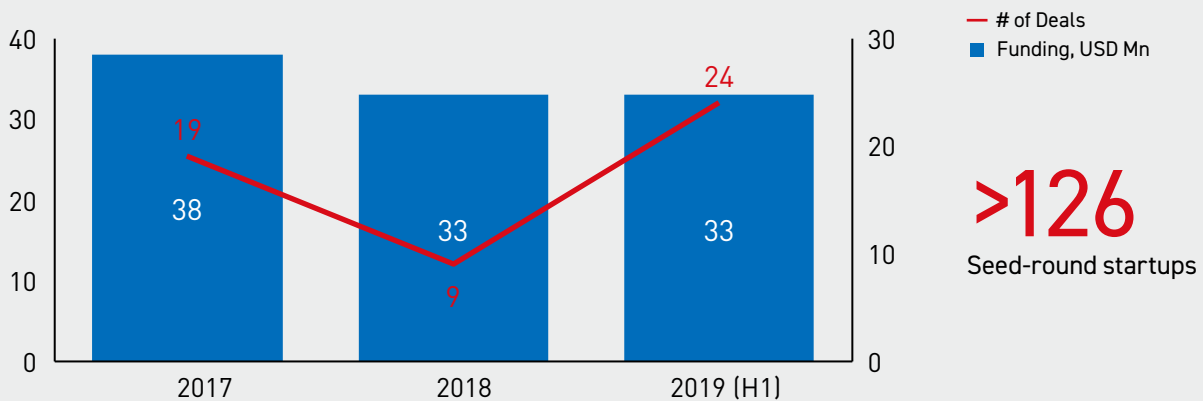
- Large pool of English-speaking talent; youth highly active on social media
- 2nd fastest growing economy in Southeast Asia with >100Mn population
- Family-owned conglomerates that are interested to accelerate on tech with open partnerships



Challenges

- Capital and regulatory requirements restrict investment
- Low market readiness and a relatively unbanked nation (only ~20% of population is banked, low credit card penetration rate of ~3%) limits tech startup monetization

Ecosystem snapshot



Notable sectors and players

Fintech



E-commerce





Indonesia

A leading startup ecosystem, with large population and existing base of successful startups



Overview

- One of the largest startup ecosystems in Southeast Asia fueled by (i) large captive population, (ii) existing base of successful startups and (iii) young tech savvy talents helped recent boost in their startup numbers
- Regulatory uncertainty and rural-urban divide pose challenges for startups



Strengths

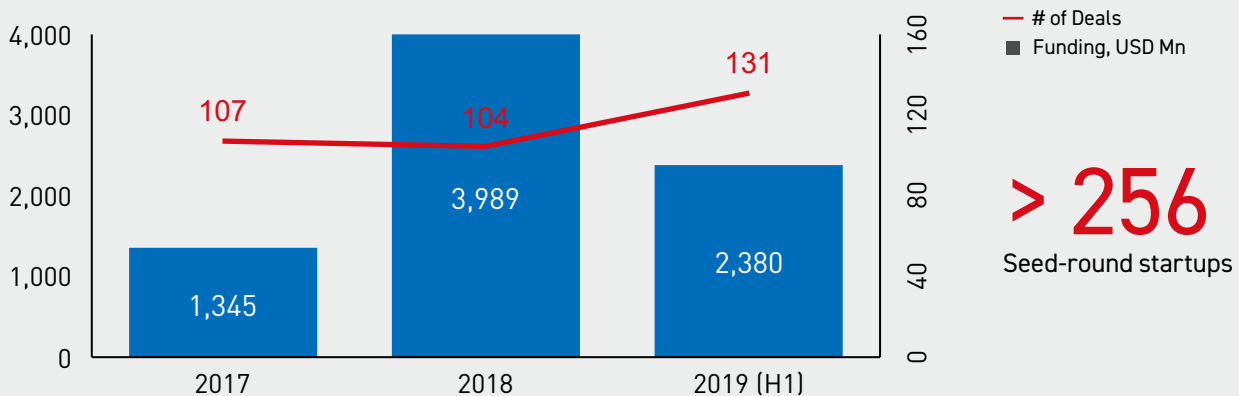
- Large population** of >250Mn, strong economic growth at ~5% GDP growth (pre-COVID); expected growth of 3% - 4.5% in 2020
- Proven cases** of successful startups (6 Unicorns, 1 IPO to date)
- Investment ecosystem is **active and vibrant** despite COVID-19 challenges
- Young, tech savvy population** with >50% internet penetration



Challenges

- Some **domains are saturated** (e-Commerce, e-Payments etc); **high churn on startups** in the early stage
- Geographical setup** comprising islands poses logistical challenges
- Regulatory uncertainty for licensing** (process and timeline to startup licensing is unclear)

Ecosystem snapshot



Notable sectors and players

Ecommerce



tokopedia



bukalapak

Logistics



gojek

J&T EXPRESS



Malaysia

Despite government support & incentives, Malaysia's limited market of 30 Mn population does not enable startups at scale



Overview

- Launchpad for early stage startups before moving into Singapore for scale (e.g, Grab), enabled by attractive business environment and government incentives
- Limited market size and talent pool restricts Malaysian-grown startups to unlock real potential



Strengths

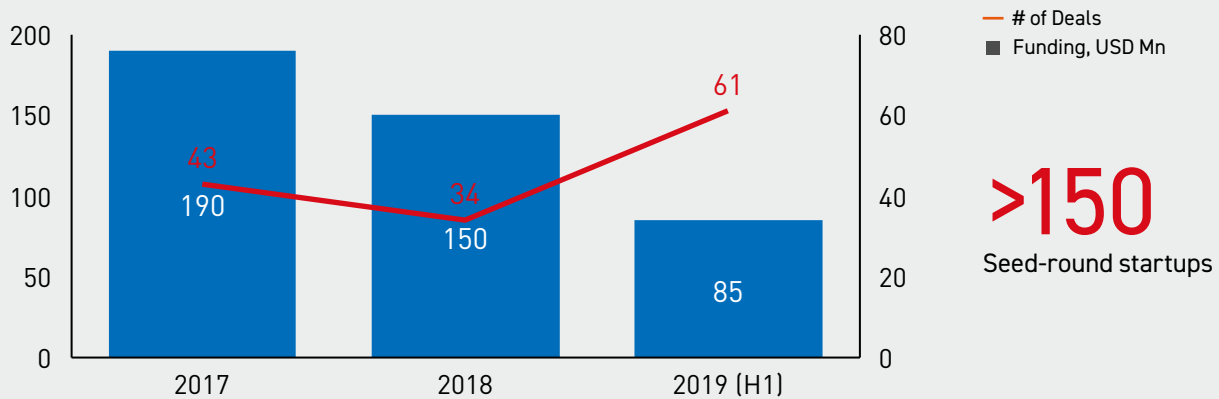
- Young, multicultural, English-speaking population; access to larger Indonesia and more mature Singapore markets
- Government-led initiatives (e.g., Digital Economy Blueprint, incentives for VCs to invest) to support startups
- Affordable business environment and cost of doing business






Challenges




- Limited market size of ~30Mn population
- Abundance of seed-stage funding (500 Southeast Asia, Cradle Fund), but scaling is difficult due to lack of venture capital, series A funding
- Talent pool limited as many leave for Singapore

Ecosystem snapshot



Notable sectors and players

Fintech   

E-commerce   



Thailand

A nascent market with opportunities, but limited pool of incubators and accelerators to boost startup ecosystem



Overview

- Startup ecosystem is nascent and poised for growth but has unique challenges
- Limited pool of incubators and accelerators which currently are often corporate-backed with specific focus on industries and sectors
- Government commitment to enabling startup ecosystem could potentially drive growth



Strengths

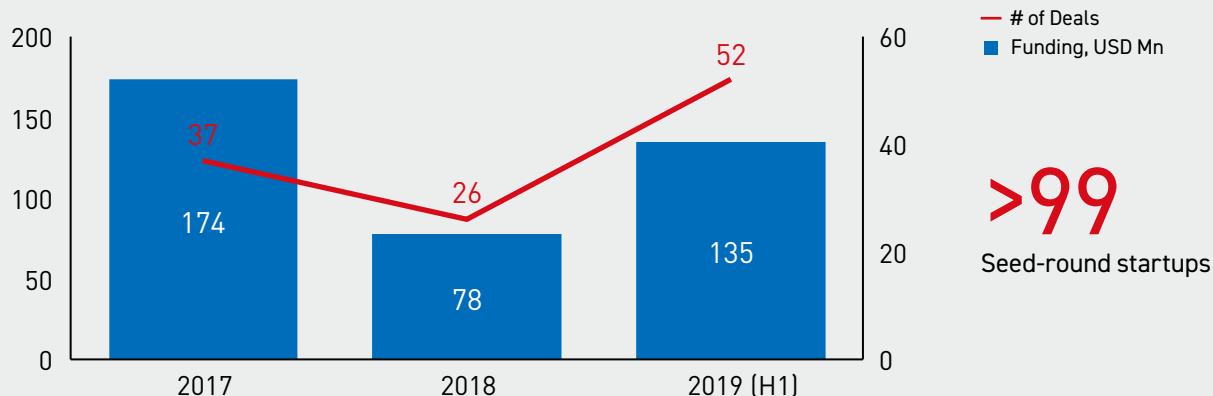
- High internet penetration (~75%) and tech-savvy population
- Affordable business environment, with a large pool of local & foreign talent
- Incentive for tech startups with Industry 4.0



Challenges

- Limited English speakers; Thai startups focused on Thai-language solutions
- Most incubators are conglomerate-led; with specific industry focus
- High competition for experienced talent

Ecosystem snapshot



Notable sectors and players

E-commerce



Fintech





Bangladesh

A emerging startup ecosystem in its early days, which has already attracted top-rated investors



Overview

- The country has started to thrive recently with government commitment to improving business environment
- Yet there is still a high financial cost for business malpractices and relatively limited access to proper mentorship, funds and talent



Strengths

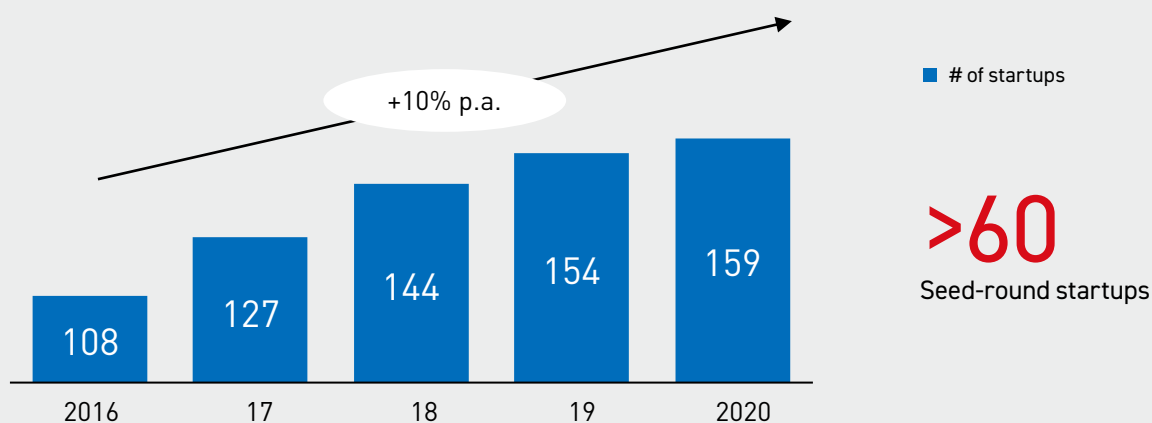
- High digital penetration - 98% mobile phone connection, 62% internet penetration, e-commerce market is also expected to nearly double by 2023
- Young, tech-savvy population: median age of 28; 5000+ new IT professionals every year
- 8th largest population in the world with 164 million people, middle class is growing at 10% per annum to reach 34 million by 2025



Challenges

- Access to financing remains a roadblock- funding is only 0.04% of total GDP
- Limited quality talent especially for startups/SMEs - finding the right talent is difficult

Ecosystem snapshot



Notable sectors and players

Fintech   

E-commerce   

