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Hub 
Entrepreneur
Club

REPORT 2019



Phnom Penh



Impact Hub Phnom Penh's Community of Entrepreneurs and Aspiring Entrepreneurs

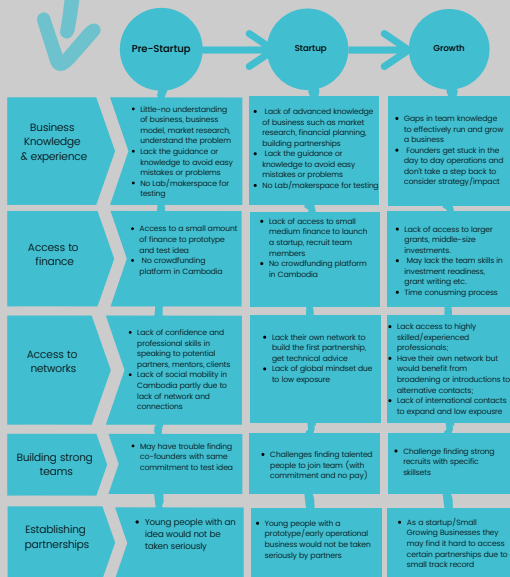
In 2018, we realized that our entrepreneurs still needed support once they "graduate" from our programs, as they were entering the critical growth stage with their startup. We then decided to start the "Hub Entrepreneurs Club", a club for Impact Hub' alumni which offer them the opportunity to stay connected with us and provide them ongoing support to grow their business to the next level.

In this report, we are sharing the insights of the **122 members** who filled our **Impact survey**.

Happy reading!

Understanding the problem

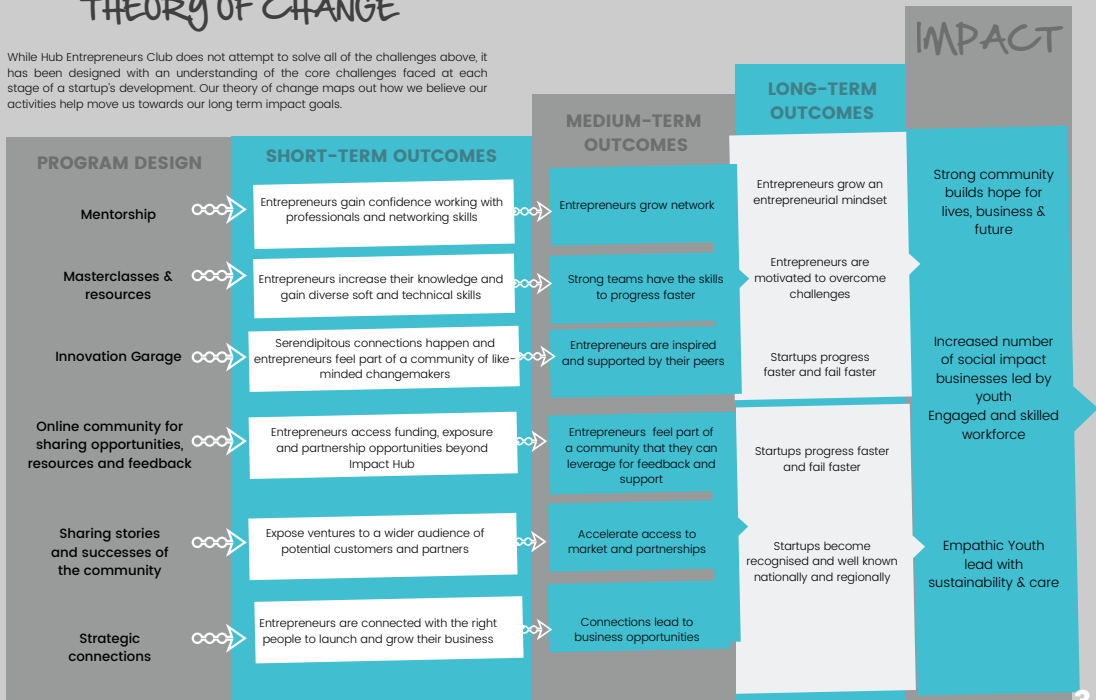
Hub Entrepreneurs Club has been designed based on our understanding of the key challenges that entrepreneurs are facing at varying stages of their development. These insights have been gathered from our own research and experience working closely with entrepreneurs over the past 5 years.



Hub Entrepreneur Club

THEORY OF CHANGE

While Hub Entrepreneurs Club does not attempt to solve all of the challenges above, it has been designed with an understanding of the core challenges faced at each stage of a startup's development. Our theory of change maps out how we believe our activities help move us towards our long term impact goals.



ACTIVITIES OF 2019

Every 2 to 3 weeks, we are hosting very practical Masterclasses where visiting and local experts share their knowledge, tips and tricks to be a better entrepreneur.

16 Masterclasses

Soft Skills

- Leading Innovative teams by Joyce Yee – University of Northumbria
- Understanding Your Behaviour to Build Highly performing teams by Brett White
- How to be professional by Joey Ra
- How to build a compelling LinkedIn profile by Melanie Mossard – Impact Hub
- Strategies for Early Startups to Recruit, Retain, and Empower Team Members by Nelson Neguma
- Principle of Strategic Negotiation for Entrepreneur by Megan Karsh (from MIT)

Technical Skills

- Tips to develop your MVP and Launch it Successfully by Keith Ippel – Spring Activator
- The Importance of Innovation and Digitalization in Business by Nils Wijkstrom
- Online Security Awareness – by Saorsa
- Building your Community Offline and Online by Melanie Mossard – Impact Hub
- Growth Hacking by Rishab Dev – Mapplinks
- Measuring your impact by Abi Perriman – Impact Hub
- What startups can learn from streetfood vendors? by Reithy Chhour
- Business registration and compliance by Kimsophat Kong – Making It Easy
- Investment and Valuation: What You Need to Know by Cheryl Lee – Emerging Market Investment
- Access to Impact Investment by Christopher Smith (from Insitor)



Masterclasses



ACTIVITIES OF 2019

We are very lucky to have an incredible pool of mentors who volunteer their time to share their knowledge, network and cheerlead our teams. They all want to "give back", meet the next generation of Cambodian change-makers! We are super grateful for their time.

70 Mentors

A big thank you to Chhunmy Noem, Cheryl Lee, Seyha In, Narote Kang, Melanie Mossard, Keanghok Lay, Stephane Munster, Roswell Thomas, Pete Ford, Anfan Hannan, Matt van Roosmalen, Chanrithykol Em Nithya Menon, Heng Jimmy Song, Kosoma Kim, Sajid Salim, Maximiliano Berger, Tony Morvant, Vandy Dia, Naluch, Naomie Reich, Christopher Smith, Sivhuang Lay, Buntha Ly, Valentina Squitieri, Sakib Mirza, Dorothée Etienne, Chantola Im, Brett White, Tapas Kula, Kerry Boys, Marine Liegois, Reithy Chhour, Eleonor Dar-Smith, David Benaim, David Sweeting, Subhadeep Chowdhury, Elena Anton, Chanthly Leang, Samnang Nuon, Sam Witters, Vladimir Nodzak, Karen Moik, Sovathara Heng, Imar Nandha, Chea San, Sokhema Nara, Sivhuang Lay, Sophannary Vin, Sokheng Kaing, Sopharth Khoun, Hearnh Sok, Sovichet Tep, Kamaroudin Sos, Nicola Rottermann, Chamroeun Kuok, Youssef Lak, Joey Ra, Claudio Prada, Minea Kim, Imar Nandha, Chris Perera, Robin Rerat, Kimsopha Kong, Timol Pen, Thiny Keo, Olivia Hough, Vandara Sin, Swapnil Deshmukh, Virak Chan.

The perfect match!

Before joining SmartSpark, one of our programs, Tinky Bike only had a sketch of how their e-bike would look on paper. They were then mentored by Tony Morvant, who is the founder of Soben-Advanced Bamboo Composite. With the help and advice from Tony, Tinky Bike successfully developed their first e-bike prototype in just 4 days.

Mentoring



I started from scratch and in 3 months, with the support from great mentors, I am able to know the market for Tinky bike. I also know how to do customer validation which is the thing I've never been taught at school. Now, I have one prototyped e-bike, and so far, people love it.

-Kimhak, Co-founder of Tinky Bike

INNOVATION GARAGE

Haystome, a platform connecting tourists with artisans to learn local crafts and experience Cambodian culture, were able to use the Innovation Garage to train their new recruitment agents.

"It was so useful to have easy access to a space designed for these types of events and trainings. We had all the materials such as slide projector, speakers, creative materials and equipment. We could fit everyone comfortably, which we would have struggled to do otherwise. As a new startup it's difficult to rent expensive space, so it helped a lot!" Kunthy Vireak, Co-Founder, Haystome



Let's Create An Event!

**everything is ready to be
accessed and conduct the event!**

Online community for sharing opportunities, resources and feedback



We were very excited to nominate 3 of our best EdTech startups, Otdom Sreang (WEduShare), Sovan Srun (Edemy), and Pochinita Roebub (Sisters Dream), to represent Cambodia at the Asia-Pacific Forum on Youth Leadership, Innovation and Entrepreneurship in Guangzhou, organized by UNDP, alongside changemakers from all across Asia Pacific.



Congratulation to our entrepreneur, Sovan Srun from Edemy for getting to meet and discuss with H.E. Hangchuon Naron, The Minister of the Ministry of Education, Youth and Sport of Cambodia about technology's role in education. Sovan has introduced her team's application called "Tesdopi" which is an app to help students practice and evaluate their knowledge in STEM!



Strategic connections

check out the video of their conversation now!

bit.ly/MoVES-Edemy

HUB ENTREPRENEUR CLUB MEMBERS

129 active members

(27% retention rate over the past 5 years)

45% Female

45% from outside Phnom Penh

89% Khmer

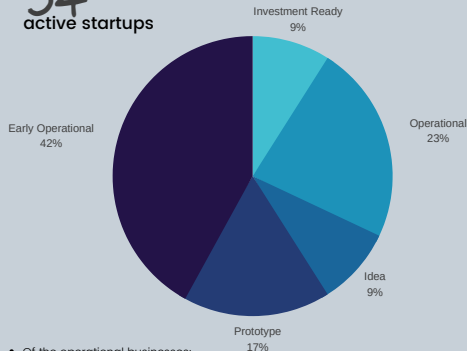
Average age is 26 years (16 – 55 years)

Universities	IFL: 10	AUPP: 6
RUPP: 18	Paragon: 14	RUA: 15
ITC: 12	UP: 3	PUC: 2
KIT: 8	RULE: 6	UC: 1

OUTCOME:

Me, you, us – all of us. Youth are aware of the importance of diversity and perceive it as a strength rather than a liability.

54
active startups



- Of the operational businesses:
- 46% registered businesses
- 50% have a full time team
- Av \$2,192 per month revenue
- Av 15 unique customers per month

HUB ENTREPRENEUR CLUB MEMBERS

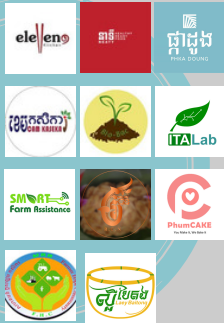
Environment



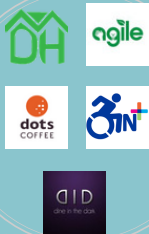
Education



Food and Agriculture



Inclusiveness



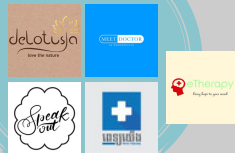
Art and Culture



Clean Water & Sanitation



Health and well-being



Smart City and Urban Mobility



OUTCOME:

Increased number of social impact businesses led by youth



MEMBERS' IMPACT

*Based on 84 responses

3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



11 SUSTAINABLE CITIES AND COMMUNITIES



Impact Scope: Top 3 Sustainable Development Goals

73% of members businesses put social or environmental impact ahead of profit

7351 lives

impacted by businesses (1688 of which with a high or very impact)

Startups had an average of 15 customers and a revenue of **\$2,202** last month

78 full time,

37 part time

132 unpaid staff

Impact breadth and depth:



Serendipitous connections happen and entrepreneurs feel part of a community of like-minded changemakers

Average of 11 new personal connections made through Hub Entrepreneurs Club

Entrepreneurs are inspired and supported by their peers

"By inspiring young entrepreneur like me to take actions." "I feel inspired by other founders."

Entrepreneurs feel part of a community that they can leverage for feedback and support

Members say they feel 6.93/10 part of a community
*We feel that this is too low, so we'll be focusing on building a sense of community in 2020, for example a members retreat to Kampot!

Add a little bit of body textEntrepreneurs increase their knowledge and gain diverse soft and technical skills

"It's helped me learn how to think outside the box. I get a lot of inspiration from Hub Entrepreneurs Club."

Entrepreneurs are connected with the right people to launch and grow their business

Startups were connected with an average of **7.66 strategic contacts** each (a total of 314 connections made)

Hub
Entrepreneur
Club **IMPACT**

*Based on 84 responses

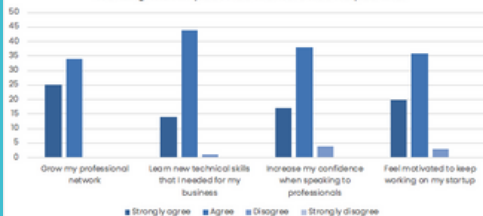
||| We don't have data on all our outcomes yet, but we're sharing a snapshot of what we've learnt with you here. Over time we are looking to strengthen this, particularly by looking more at change over time where relevant. |||

90% of members have accessed our mentoring pool, meeting with 3 mentors for 4 meetings on average.

Entrepreneurs gain confidence working with professionals and networking skills

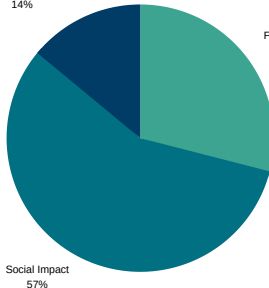
Entrepreneurs grow a strong network

Working with Impact Hub Mentors has helped me:



Environmental Impact
14%

Financial Profit
29%



Empathic Youth lead with sustainability & care

What is the most important to founder?

Contribution, attribution or coincidence?

Without rigorous research, it's hard to say how much Impact Hub Phnom Penh has contributed to these outcomes, or can attribute these outcomes to our activities. However, 99% of members say that being a member of Hub Entrepreneurs Club has contributed to their being able to start or grow their business, 46% of whom felt it has had a "significant" contribution.

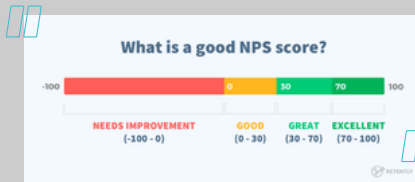
“It has been a great journey to be a part of Impact hub. So I would say 50% comes from Impact Hub.”



What members think about Hub Entrepreneurs Club?

NPS +48

Quick Explanation →



What we have planned Next!



Introducing Socheata Seng,
Community Builder



Engaging members
in leading activities
and becoming
mentors and
speakers



Hub Entrepreneurs Club Retreat



Professionalising the
Mentoring Program



Improve strategic communication and
promotion of startups



Continue to learn and improve
from our impact data

THANK YOU

Hub
Entrepreneur
Club



REPORT 2019



Phnom Penh