

# IMPACT REPORT

2017-2018



# LETTER from Impact Hub Phnom Penh

It seems incredible but 2 years have already passed since our first Impact Report in 2016 - and what a 2 years they have been!

With 60% of the population under 30\*, there has been no greater time to work alongside youth. The next 10 years will see this bright, determined population grow into leaders, entrepreneurs, educators, workers; it is crucial that they have the tools, community and support they need to build a more sustainable, just Cambodia. So where does Impact Hub Phnom Penh fit into this?

**WE BELIEVE THAT IF WE CAN FOSTER ENTREPRENEURIAL MINDSETS, PROVIDE THE TOOLS AND RESOURCES TO CREATE AND INNOVATE, AND BUILD A COMMUNITY AROUND CHANGING THE WORLD, WE CAN SOLVE PRESSING SOCIAL AND ENVIRONMENTAL CHALLENGES INNOVATIVELY, SUSTAINABLY, TOGETHER.**

Reflecting on the last two years alone, we're proud to say we believe we're on our way to achieving this mission. The Impact Hub Phnom Penh community has continued to grow to surpass our greatest expectations, and our programs have continued to evolve and improve as we learn about ourselves and the needs of our members. We have aligned our interventions with the Sustainable Development Goals, and fostered and strengthened collaboration across public and private sectors with entrepreneurs.

This is not a solo mission, however. And this is why we want to use this report as a moment to reflect on the incredible organisations and people we've been lucky enough to work with, and without whom these achievements would not be possible. We cannot thank enough our Hub Entrepreneurs Club mentors, who have been providing significant support to our community by offering their time and expertise. We've had the support of countless incredible organisations and donors to turn our mission into reality, and loyal members who have committed to work alongside us to build a community of dreamers. To all of you we say, thank you for joining us.

While this report looks back at what we have achieved over the past 2 years - and in the spirit of failing forward shares our failures and learnings - we are extremely excited about what the future holds. 2019 will see many new adventures as we take our content online to scale across the country, open a new space dedicated to creativity, innovation and, of course, collaboration.

**"IMPACT CANNOT HAPPEN IN ISOLATION, IT REQUIRES COLLECTIVE ACTION"**

**ARE YOU READY TO JOIN US?**

\*Source: UNDP Cambodia website, 2019

Click to view our [Manifesto](#)



# VISION

## Globally Connected

We are a network of  
**100+**  
Impact Hubs  
in  
**50+**  
countries

**16,000**  
members  
from diverse and  
complementary  
backgrounds

**60%**  
of them value social and  
environmental return over  
financial return

**67%**  
of all members founded  
their own ventures

**6,400+**  
startups  
were founded  
at Impact Hubs  
between 2012  
and 2016

**200**  
programs annually  
we are one of the world's largest  
multistakeholder communities  
and accelerators for social  
impact, with a unique global  
reach across developed and  
emerging markets

Impact Hub Phnom Penh is a member of the world's largest network focused on building entrepreneurial communities for impact. Together, we are building a pioneering ecosystem aimed at achieving a world where business and profit are used in service of people and planet.

## Locally Rooted

# MISSION

We believe that Cambodia can become more just and sustainable through social entrepreneurship. That's why at Impact Hub Phnom Penh, we support aspiring entrepreneurs and startups who want to change the world for the better.

We work together with our members to find the best tools, resources, mentors, networks, and champions at all stages of their entrepreneurial journey.

WE **INSPIRE** PASSIONS FOR IMPACT;

**ENABLE** THE DESIGN OF INNOVATIVE SOLUTIONS;

**GROW** BUSINESSES THAT BENEFIT SOCIETY AND THE ENVIRONMENT AND

**CONNECT** A FLOURISHING ECOSYSTEM LOCALLY AND INTERNATIONALLY.

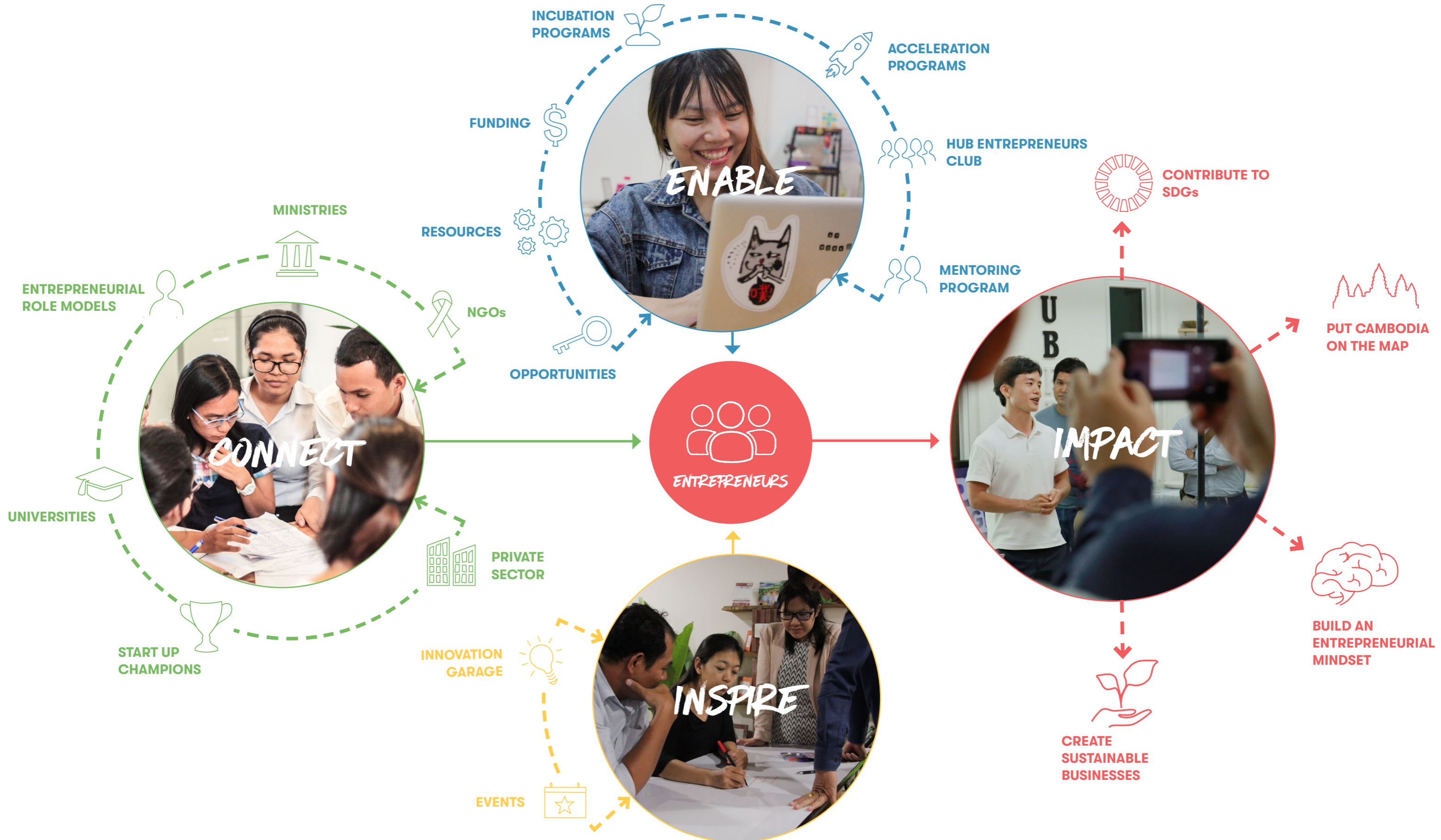
We use the Sustainable Development Goals as a framework for our activities. We invite all our aspiring entrepreneurs and the wider community to consider how we can all effectively contribute to the goals.

We use the SDGs as a tool to measure our collective achievements, and showcase how this growing community in Cambodia is making its mark. You focus on impact, we'll focus on you.

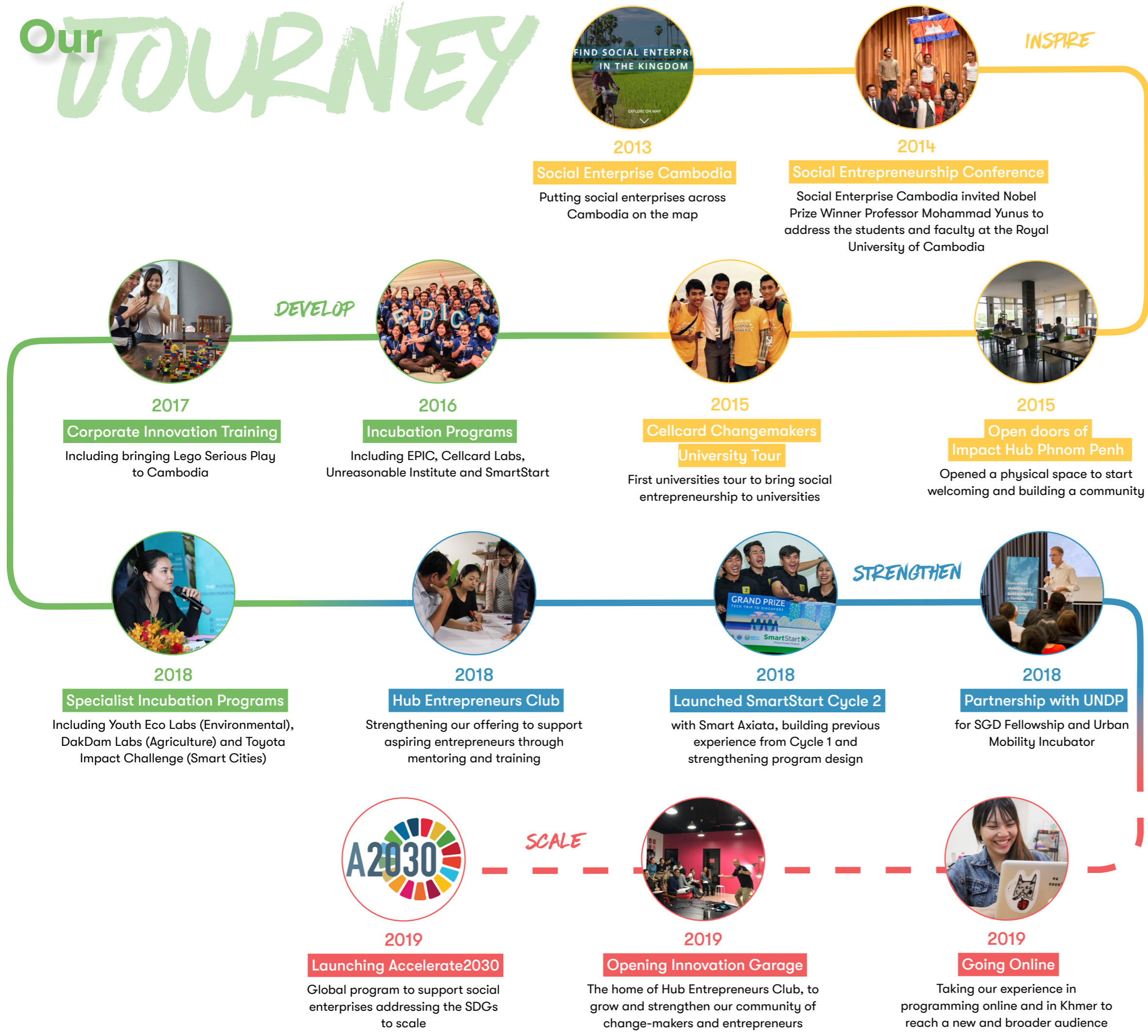


# Entrepreneurship

# ECOSYSTEM



# Our JOURNEY



## Awards & Achievements



Best Incubator

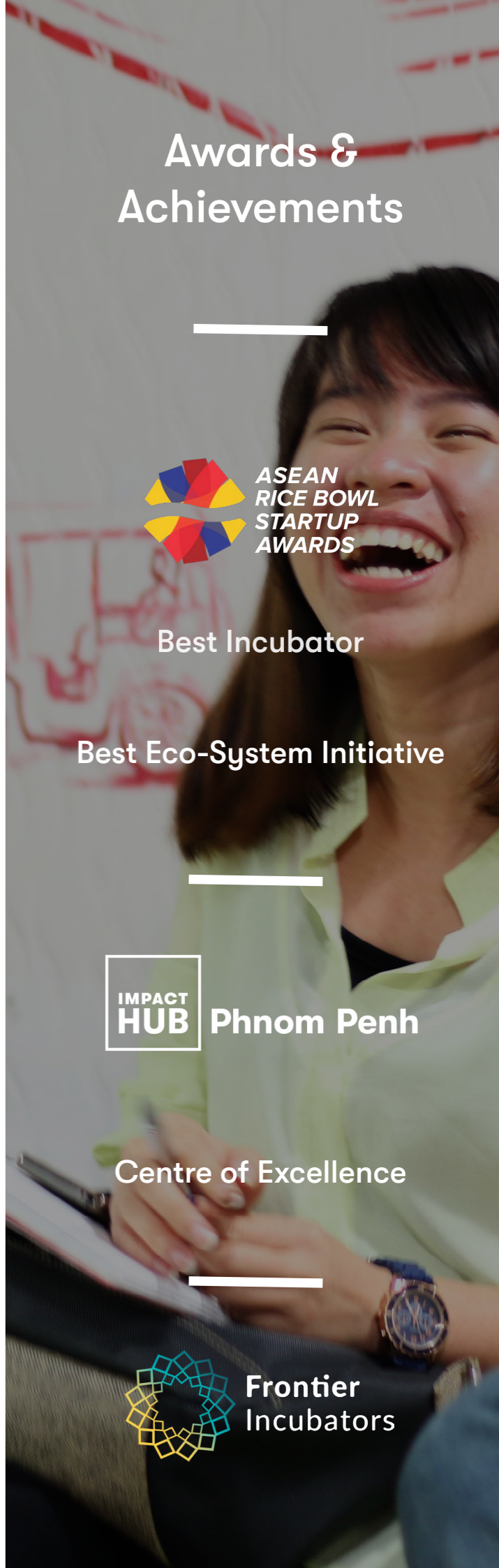
Best Eco-System Initiative



Centre of Excellence



Frontier Incubators



# Our COMMUNITY

## The Future Startup Leaders and Innovators of Cambodia

Over three years of programs and ecosystem building, we are proud to have worked with and supported over 330 aspiring entrepreneurs. These change-makers are from across Cambodia, they are young, ambitious, curious and open-minded, and they dream of building a better Cambodia for themselves and for their society.



44% FEMALE



97% KHMER

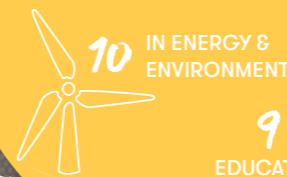
289

ENTREPRENEURS

WENT THROUGH OUR PROGRAMS IN 2017-2018

### WHAT THEY DO

#### TOP 4 SECTORS



### THEIR IMPACT

76.4% OF MEMBERS PUT IMPACT FIRST



EMPLOYED AN AVERAGE OF 4.2 FTE PAID & 3.2 FTE UNPAID

## Award Winners



**Em Chanrithkol**  
 Founder of Doy Doy  
 Outstanding Start-Up  
 Cambodian Young Entrepreneur,  
 ASEAN Rice-Bowl Awards



**Chea Sreysrors**  
 Co-Founder of Kon Chhlat  
 Young Social Entrepreneurs,  
 Singapore International  
 Foundation



**Hav Kongngy**  
 Founder of My Dream Home  
 Asia 21 Young Leaders,  
 Asia Society



**Tan Bunhourng & Ly Sokanha**  
 Co-Founders of Eco Plastic  
 1st Runner Up,  
 Mekong Business Challenge



**Uch Sarath**  
 Founder of Rushero  
 e-Founder Fellow,  
 Alibaba Business School



7 Female Members  
 of Impact Hub attended  
 Women's Forum in Singapore



**Leap Sok**  
 Founder of SALA  
 Scale Stage Finalist,  
 ASEAN Impact Challenge



**Ok Prumsodum**  
 Ted Talk: The Magic of Khmer  
 Classical Dance



**Sok Sopheak Mongkol,**  
 Co-Founder of Codingate  
 Co-Founder of the Year,  
 ASEAN Rice-Bowl Awards

Click to meet the [Teams](#)

# PROGRAM Experience

## Program Statistics

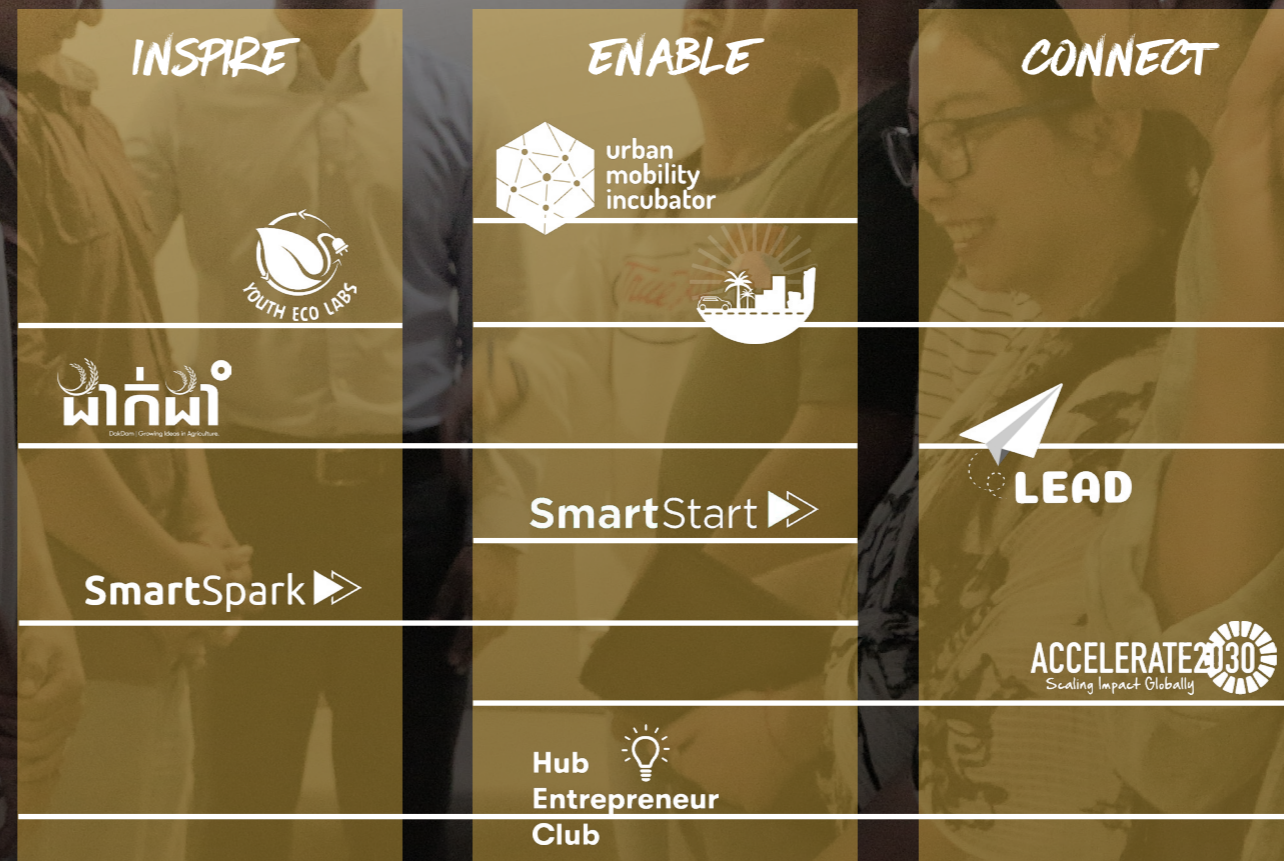
	2017	2018
Programs	4	6
Participants	95	164
Teams	54	51

**\$144,500**  
IN STARTUP  
FUNDING

**+65.3**  
NET PROMOTER SCORE  
FOR PROGRAMS

**8.82** HOW LIKELY PARTICIPANTS  
WERE TO RECOMMEND THE  
PROGRAM TO ASPIRING  
ENTREPRENEURS

**10**



Programs are our greatest passion. Ranging from weekend bootcamps to year long programs, from inspiration to acceleration phases, through them we aim to inspire, enable and connect. We have seen an evolution in our program design over the past few years. Rather than focusing on business growth, we now use the tools of entrepreneurship to support each and every participant to develop their entrepreneurial skill sets to give them the ability and confidence to become effective changemakers, through any means, throughout their lives.

EVER WONDERED  
WHAT AN IMPACT HUB  
PROGRAM IS LIKE?  
EACH ENTREPRENEUR  
THAT COMPLETES A  
PROGRAM EXPERIENCES  
THEIR JOURNEY A BIT  
LIKE THIS...



Launch Event



Ideation Workshop



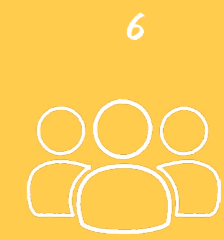
Incubation Program



Exposure Trip



Pitching



Hub Entrepreneurs Club

# PROGRAM Design

We believe our role at Impact Hub Phnom Penh is to activate talents by growing entrepreneurial mindsets. Our programs focus on key areas to enable entrepreneurs to found viable and impactful ventures.

## 1 Problem Definition

As Albert Einstein said, 'If I had an hour to solve a problem I'd spend 55 minutes thinking about the problem and five minutes thinking about the solution'. Wise words and why our programs always include time for entrepreneurs to focus on gaining a deep understanding of the root causes of the problem they are aiming to solve and the complexities and perceptions of their users. Many of our programs include an exposure trip to help build empathy with their target beneficiaries and users.

**“ON OUR VISIT TO PREYLANG FOREST WE MET AND SPOKE WITH CASSAVA FARMERS. WE WERE SO SURPRISED TO HEAR THEIR STRUGGLES AS THE PRICE OF CASSAVA IS VERY LOW, USUALLY ONLY USED FOR LOW VALUE PRODUCTS SUCH AS ANIMAL FEED. WE REALISED THEN THAT CAMBO BIO GREEN SHOULD FOCUS ON CASSAVA AS ONE OF THE RAW MATERIALS FOR OUR NATURAL BIODEGRADABLE PACKAGING. BY PRODUCING A HIGHER VALUE PRODUCT USING CASSAVA, WE HOPE TO PROVIDE FARMERS WITH A HIGHER INCOME TOO.”**

Sealong Sreyneath, Cambo Bio Green

### Youth Eco Labs



Participants visited communities to allow them to build empathy and understanding of the needs of the targets of their innovations. They spent time with families to become fully immersed in their lives, undertook active listening interviews to gain a deep understanding of challenges being faced and spent time reflecting on their own awareness.



## 2 Prototyping

Learning through action is one of the core tenants of our programs so we encourage participants to rapidly prototype their ideas with potential users to accelerate learnings and ensure their innovations are truly human-centered.

**“IT’S COMING FROM MY OWN HANDS, I’M SO PROUD OF IT. I DIDN’T REALISE I’D BE ABLE TO MAKE THE PROTOTYPE MYSELF. THE PROGRAM GAVE ME THE COURAGE TO FAIL, DO MORE RESEARCH, LEARN AND IMPROVE. NOW I REALLY UNDERSTAND THE IMPORTANCE OF PROTOTYPING.”**

Sokraksmeay Suy, Water Pump Team

### Dak Dam Labs



Participants were provided with prototype budgets, access to a well equipped workshop and support from experienced craftsmen and engineers, to allow them to build prototypes for their agricultural innovations, which they then showed to farmers for them to test and give their feedback.





# 3

## Business Model Validation

Getting tough customer feedback can be challenging for even seasoned entrepreneurs, however proof that there is a market interest in a business idea is critical at the early stages of a startup. Therefore our programs support participants through the technical complexities of validating a business model.

**“OUR IDEA OF CONNECTING ARTISTS TO FOREIGNERS AND ART LOVERS STARTED VERY BASIC, BUT WE DIDN’T KNOW WHICH WAY TO GO WITH IT. WITH THE HELP OF IMPACT HUB AND SMARTSTART WE WERE ABLE TO INFORM THE BUSINESS MODEL AND UNDERSTAND THE VALUE PROPOSITION. AS A TEAM WE LEARNT THAT NOT ONLY OUR ASSUMPTIONS MATTER, WE NEED TO TEST THEM IN SURVEYS AND SPEAKING TO PEOPLE. ALL OF THIS HELPED US DEVELOP OUR IDEA TO WHAT IT IS TODAY.”**

Kunthy Vireak, Haystome

### SmartStart



This 1 year program supports individuals to create teams and build digital innovations which they then test in the market through access to seed funding and expert mentors. Participants are advised on how to undertake market and competitor analysis, financial models and technology plans to allow them to validate and deliver viable business models.



# 4

## Collaboration

Radical collaboration provides the opportunity for new perspectives and insights, partnership synergies and visibility, which is why collaboration is at the heart of Impact Hub and our programs.

**“THROUGH BEING ON THE SDG FELLOWSHIP, SAMATOA GAINED ACCESS TO AN EXTENSIVE AND STRONG NETWORK. THANKS TO THESE CONNECTIONS WE HAVE SINCE STARTED COLLABORATING WITH UNDP CAMBODIA AND H&M IN ORDER TO FIND THE BEST WAY TO POSITIVELY TRANSFORM THE WHOLE TEXTILE AND RECYCLING INDUSTRY.”**

Awen Delavel,  
Managing Director, Samatota Lotus Textiles

### SDG Fellowship



The SDG Fellowship selected five high potential social enterprises to access UNDP Cambodia and Impact Hub Phnom Penh’s support and networks. By collaborating with UNDP Cambodia the fellowship was able to offer these enterprises brand recognition and a more extensive network. The fellowship focused on supporting participants to collaborate to expand and strengthen their own network, giving their social businesses the best chance of success.



# 5 Pitching

The ability to share an idea is critical to all entrepreneurs. We support startup teams to develop their communication skills throughout, and put these to the test during an open Pitching Night at the end of the program. These events are a valuable opportunity for startups to showcase their idea, gain exposure, network with potential partners, and hear feedback from a curated audience.

**“AFTER THE TOYOTA IMPACT CHALLENGE FINAL PITCH WE HAD SOME POTENTIAL PEOPLE APPROACH US LIKE INVESTORS AND PARTNERS. THIS IS REALLY USEFUL FOR US BECAUSE WE NEED TO BUILD A STRONG NETWORK WITH KEY PEOPLE TO DELIVER THE PROJECT TO THE NEXT LEVEL.”**

Chanamrith Vatey Kim  
Co-founder, SmartBin

## Toyota Impact Challenge



In order to earn their place on the program and receive intensive and tailored support, seven startups working in the area of smart cities first needed to effectively communicate their idea and captivate an audience of 150 people. The final pitching event selected one team out of the three finalists to receive \$10,000. But perhaps more valuable was the opportunity to showcase their progress and network in front of influential members of City Hall, private sector, investors and more.



# Hub Entrepreneurs Club

# ONGOING SUPPORT

We recognise that a few months to a year is not enough time to start a business, and we want to continue working with and supporting startups well beyond our programs. To address this we launched the Hub Entrepreneurs Club in 2017 to offer entrepreneurs access to ongoing support, mentoring, masterclasses, space and an extensive network of startup supporters.

## Network & Connections

As wisely put by Vatey, Co-Founder of SmartBin, “connection is everything”. It’s hard to quantify the impact a strong network and the right connections can have on starting a business, but our experience has shown us it is invaluable. We’ve spent the past 5 years building a powerful network of startup supporters!

### LET’S GIVE YOU AN EXAMPLE...

SmartBin was connected by Impact Hub with the key “green stakeholders” of Cambodia including GoGreen Cambodia and Samatoa, as well as strategic stakeholders including Eurocham, UNDP, JICA, Konrad Adenauer Stiftung and Phnom Penh City Hall, with whom they are exploring further collaboration.

**“The launch of the Hub Entrepreneurs Club in 2017 was pivotal for Impact Hub, taking us from a business trainer to a holistic support system for active changemakers”**

Melanie Mossard,  
Venture Support Director  
Impact Hub Phnom Penh

## Inspiring Space

While some do, many of our entrepreneurs do not have a need for our co-working space. Find out our plans to build a home for the Hub Entrepreneurs Club in 2019!



**65%**  
PARTICIPANTS  
joined the Hub  
Entrepreneurs Club

**179**  
MEMBERS

in Hub Entrepreneurs  
Club in Dec 2018



## Mentoring

Tailored and one-to-one mentoring is a key feature of all our programs since it allows participants to access both technical expertise and personal support through a relationship which is built for the long term.

Our pool of **35+ mentors** are people who are aligned with our values, passionate about supporting Cambodia's startup ecosystem, and who have specific skills, experience and networks that can support our entrepreneurs.

**“IMPACT HUB HAS BEEN A GOOD ‘MATCHMAKER’ BETWEEN ENTREPRENEURS AND MENTORS WHICH IS VERY USEFUL IN THE ECOSYSTEM WHERE NETWORKING IS KEY AND MENTORSHIP HAS BEEN IDENTIFIED AS ONE OF THE GAPS NEEDED TO BE CLOSED.”**

Jonathan Yap,  
Head of Regulatory & Corporate Affairs, Smart Axiata

## SOME OF OUR MENTORS



**Cheryl Lee**  
Investment Officer  
Emerging Markets  
Consulting



**Keanghok Lay**  
Managing Partner  
m-Lab Cambodia



**Afnan Hannan**  
Co-Founder & Engineer  
Okra Solar

Click to meet more [Mentors](#)

## Masterclasses

In 2018 we ran 22 Masterclasses, designed to compliment the core entrepreneurship curriculum that teams already receive through programs. Experts and mentors are invited to lead on topics that have been identified as common skills gaps by entrepreneurs or the Impact Hub team.

**“IMPACT HUB PHNOM PENH IS MY SECOND HOME. WHENEVER I STEP ONTO THE FLOOR OF IMPACT HUB, I FEEL THE CHANGE, THE HUNGER OF MAKING A DIFFERENCE AND I’M SO DRIVEN BY THE PEOPLE WORKING HERE. IT’S WHERE THERE’S NO JUDGMENT, I CAN SPEAK OUT MY CRAZY IDEAS AND SEEK HELP WHEN NEEDED. EVERYONE WORKING HERE IS SO HELPFUL AND SUPPORTIVE.”**

Chhorleang Horm, Co-Founder of Tos Rean & SmartStart finalist

For example, in September we were excited to host Max Oliva, Co-Founder of Impact Hub Global, to hold a popular workshop on design and social entrepreneurship with our Hub Entrepreneurs Club members.

## Motivation & Support

Many of our entrepreneurs tell us that Impact Hub gives them the motivation to keep going on their startup. And when times get tough (as they always do), our Venture Support Director frequently plays the emotional mentor to support entrepreneurs through it.



# MEET the Teams



SmartBin



Wedushare



Meet Doctor

THE WHY  
BEHIND...

We formed our team at the Techno Innovation Challenge, but it took us many discussions and meetings to come up with the idea for SmartBin. As a team we are passionate about solving the waste issue, waste is something we see everyday, but noone is doing anything about the problem. But waste is money, so we realised we had the opportunity and ability to do something for our environment and our society through business.

After being lucky enough to find an opportunity to study abroad ourselves, we saw there was a problem that youth don't have a way to conveniently find information about studying abroad. At the same time there are many of opportunities available. Our platform is to integrate the two together. We are passionate about supporting other young Cambodians to access quality higher education like we did.

Three of our team members are training to be doctors. Through our experience, we identified a need for better, faster and more dependable access to healthcare. But we soon realised that the core issue is that people waste time before visiting a doctor because of social and physical barriers. So MeetDoctor is a way for people to quickly access doctors, not for a full diagnosis, but for a brief assessment or follow up appointment. We hope to act as a first step and a bridge for people accessing healthcare services sooner and therefore catching problems earlier.

IMPACT HUB  
JOURNEY...

Impact Hub is the best community I have ever been a part of. Before, I had no idea what I needed to do or who I needed to meet. I have realised that connection is everything. Every startup needs to know a lot of people. Our team is young, so we don't know many people. But if I want to approach someone, for example at the Ministry, I just ask Impact Hub and they connect me to someone I didn't know and didn't know how to approach.

Where Impact Hub has had the biggest impact on us has been in the growth of our business. When there are multiple stakeholders involved, where we need further expertise and consulting, Impact Hub has been able to assist. For example, we've received expertise, advice and counseling on our business, legal and operational models.

We are medical students, so we think inside a box. But when we came to impact hub, we could start to see outside the box and to see the different possibilities for our idea. We've learnt to not only dream big, but to have the right steps to achieve that dream. And I think a lot of that has to do with the supportive environment here, the mentors, the feedback we get, has a lot to do with our improvement so far.

AMBITIONS...

Currently we have the prototype for hardware and software that are testable. Right now we are looking for support to make our pilot project. In one year there should be many SmartBins in university and supermarkets. We are already speaking with these organisations and they are excited and willing to have SmartBins! SmartBin was created to help people start to care about their environment and waste management, and to start taking control through recycling.

Our website and Facebook group is reaching thousands of young Cambodians every month who are actively seeking opportunities for further education abroad. For us, the biggest achievement is that people are starting to recommend Wedushare whenever they are asked about opportunities abroad. We have big ambitions to take Wedushare to other ASEAN countries, sharing opportunities in more countries, and assisting more young people.

The next steps for us is to make sure everyone knows about MeetDoctor, and to continue progressing our technology. We are also trying to meet someone in the healthcare system who can see the bigger picture to become an advisor for MeetDoctor. We hope they can help us apply our solution to the current system. Our goal is to have an MOU with the Ministry of Health and be used by doctors and patients across Cambodia.

ADVICE TO  
ASPIRING  
ENTREPRENEURS...

Entrepreneurship is about doing something for a greater cause. If you want to make a change, start from a young age. We have many opportunities here, and also Impact Hub is here to support you. So don't be afraid and scared to fail just because you are young, there are many people ready to support you.

1. Ask yourself, are you really solving an actual problem?
2. Test your idea through Facebook first, it's the best place to test if your idea works or not before investing heavily in it.
3. Make it quickly and just push for it.

For me the best advice I got from Impact Hub was not to be married to your idea. That advice is really true. What it's saying is that if you have an idea, you can never expect it to be the ideal solution, it might seem good or cool, but you need to have a reality check with your idea. You need to talk to people that you think your idea will effect, you need mentors from your sector to give you feedback. And it's never too late to change!

# COLLABORATING for Impact

Through partnerships and programs Impact Hub Phnom Penh has attracted national and international finance and expertise into the startup ecosystem in Cambodia. Our focus on the Sustainable Development Goals aims to harness the growing interest in the ecosystem towards investment in social innovation. We are privileged to have worked with amazing and supportive partners in 2017 and 2018. Their dedication to startups and impact, collaborative approach, and trust in us have made the work we do possible. Partnerships have also unlocked funding directed important financing directly to early stage startups when they need it most. In these two years, \$144,500 has gone directly to start-ups as grant funding to kickstart ideas.



**Jonathan Yap**

Head of Regulatory and Corporate Affairs, Smart Axiata



Collaborating for Cambodia's future ICT leaders and entrepreneurs.

"Cambodia's startup scene is young, agile and growing at a promising rate. We, at Smart, intend to play an active role in developing and enabling the ecosystem by building advanced technology and infrastructure, nurturing talents, empowering local entrepreneurs, partnering with startups as well as promoting the Kingdom's startup scene internationally.

Impact Hub has been one of the pioneers in creating opportunities and promoting social entrepreneurship. That's why we decided to partner with them to introduce programs like SmartStart and SmartSpark that nurture young aspiring local entrepreneurs utilizing technology to transform traditional ways of getting things done, or for social good.

Notwithstanding that these programs are already strong brands in the ecosystem, there is still a lot that can be done outside of Phnom Penh. For Smart, the future of this partnership is to see how we can utilize both our strengths to increase our impact by reaching out to more communities and Cambodians nationwide."



**Hiroyuki Itoh**

President, Toyota Cambodia



Collaborating for Smarter Cities.

"Toyota Cambodia is committed to contributing to the development of smarter cities. And we believe we need new ideas and technologies from different perspectives in order to capture the paradigm shift towards a connected, autonomous, shared, electric and digitized future in Cambodia.

That's why we wanted to combine our strengths in automotive vehicles with Impact Hub's strengths in creativity and entrepreneurship, to build future cities that are more connected, environmentally friendly and convenient.

We've felt inspired through this collaboration, Impact Hub want to challenge and change the world into a better place. We feel their passion, as well as the passion of the young entrepreneurs they work with, and we hope to continue working with them in building a better society."



**Thibault Ledecq**

Greater Mekong Regional Forest Coordinator, WWF



Collaborating for innovation in conservation.

"Conservation is about people who are living in protected areas and their livelihoods. Companies are interested in these areas, and people living there need to generate income from the resources available. So for us, innovation is about maximising on both profits and benefits to the forest at the same time.

We bring the capacity and knowledge on the ground, but we need Impact hub's skills in entrepreneurship, creativity and innovation. Using both our strengths, local communities will benefit, and the forest will benefit.

Impact Hub delivered an entrepreneurship training program to WWF employees that challenged them to think differently and creatively. Following the success of this partnership we believe that WWF and Impact Hub can continue to partner for impact by bringing entrepreneurship and innovation to another type of entrepreneur, not just those in the city."



**Seak Leng**

Head of Techno Innovation Challenge, Institute of Technology Cambodia



Collaborating for youth engagement in tech startup.

"As educators, the role of universities is to build and supply talents, grow interest and learning in innovation and entrepreneurship, and link students with industries, professionals and investors. At ITC we aim to offer our students a creative environment for entrepreneurship.

We can see that our mission is closely linked with Impact Hub Phnom Penh, and for this reason we have enjoyed collaborating many times on social innovation challenges, including working with Impact Hub's mentors during the Techno Innovation Challenge.

I believe there is much more room for us to work together, including through closer collaboration on programs. What I really hope to see is a training of trainers series delivered by Impact Hub to build capacity of ITC's staff responsible for innovation and entrepreneurship training."



**Nick Beresford**

Country Director, UNDP Cambodia



Collaborating for the SDGs.

"Entrepreneurship and innovation are fundamental to achieving the SDGs because they provide the creativity and drive that you need to realise something that at first brush seems an impossible dream. The SDGs are hugely ambitious, so to achieve something like that, you need radical ideas with radical people driving them.

This partnership is interesting because we aren't like each other. UNDP Cambodia has the connections with governments and institutions. Impact Hub then brings something that is young and dynamic, and more in touch with informal networks and systems. And when you bridge those two, there is space for a lot of value creation for entrepreneurs.

Looking ahead, we are continuing to evolve together. The pace of change in Cambodia is so fast that it brings up a wealth of challenges and opportunities to engage in. UNDP needs to grapple with those issues, but at the same time keep it grounded by working with Impact Hub and their network of entrepreneurs."

Thank you to all our partners



# INNOVATION Training

Innovation is critical for organisations wanting to meet the scale of global challenges and stay relevant in a changing context. We believe innovation is in the power of the question - questioning the status quo, questioning for new ideas, questioning what people, society and the environment truly needs. Our tailored Innovation Trainings support entrepreneurs and organisations to find their right questions, think differently, be open to collaboration and take risks to capture the power of innovation. They are aimed at building 'creative confidence' in individual team members and a culture of innovation across all levels of an organisation.

## Innovating Innovation Training



### Introducing LEGO®SERIOUS PLAY®

In 2017 we were delighted to bring LEGO®SERIOUS PLAY® (LSP) to Cambodia. This unique methodology harnesses creativity and innovative idea generation techniques by guiding participants to work through complex challenges by building LEGO models. The process serves as the basis for knowledge sharing, problem solving and decision-making, which transcends traditional forms of workshops and meetings.

Over the past 2 years we worked with businesses and NGOs to support teams to discuss a diverse range of topics from organisation vision, to strategic planning, team building and individual goal setting. We're excited to continue to support more organisations using this hands-on approach to enhance their teams' strengths and grow.

**“YOU CAN LEARN MORE ABOUT A PERSON IN AN HOUR OF PLAY THAN YOU CAN FROM A LIFETIME OF CONVERSATION”**

Plato

## Innovating NGO Models



### ‘NGO to Social Enterprise’ training & support

Many NGOs are interested in understanding how they can innovate their models to enhance financial sustainability and scale impact by starting 'income-generating' activities. The 'From NGO to Social Enterprise Guide' does not advocate for transition, but rather focuses on the considerations and potential consequences of making this change. Since its publication we have received orders from a diverse range of countries including Haiti, Ethiopia, Mongolia and Mexico!

In order to further support Cambodian based NGOs through this exploration, we've provided trainings over the past 2 years. Workshops explored strategic, financial, legal and human resource implications and discussed case studies which presented examples of successful model innovations and learning opportunities from past failures.

**“IT’S PROBABLY THE MOST USEFUL DOCUMENT I HAVE COME ACROSS ON SOCIAL ENTERPRISES IN MY LITTLE ONLINE RESEARCH. IT IS CLEAR, PRACTICAL AND USEFUL. I HAVE TO SAY THAT YOUR GUIDE MADE US RECONSIDER WHETHER IT WAS A GOOD ROUTE TO TAKE, CONSIDERING ALL THE RISKS, CHALLENGES, BARRIERS....ABOUT TRANSITIONING TO A SOCIAL ENTERPRISE”**

Programme and Reporting Specialist,  
UN Women Fund for Gender Equality

## A taste for Innovation



### Innovation Bootcamp

Our Innovation Bootcamp is an intensive, fast paced and highly interactive deep dive into innovation for organisations excited about the opportunity for driving social innovation through entrepreneurial models.

Supported by experienced facilitators and expert mentors, participants work in teams on real ideas which have been inspired by their work or personal experiences. By mapping their own innovative intervention for change they build entrepreneurial skills in critical thinking, problem solving, creativity and communication.

**“ON THIS TRAINING WE LEARNT HOW TO IDENTIFY THE PROBLEM, AND THEN HOW TO ESTABLISH A BUSINESS MODEL IN SOCIAL ENTREPRENEURSHIP TO ADDRESS IT. WHEN WE ARE WORKING WITH COMMUNITIES AND BUSINESSES, IT’S IMPORTANT THAT WE ALSO UNDERSTAND HOW BUSINESS WORKS AND THE IMPACT IT HAS. WE NEED TO WORK TOGETHER WITH THE COMMUNITY, AND WE NEED TO THINK ABOUT PROFIT AS WELL AS IMPACT”**

World Wildlife Fund (WWF) Participant

# HOSTING Events

For us, hosting is about so much more than just inviting people into our home. Whether in our innovation space or online, we host because we believe it leads to tangible impact. By inviting experts to share their skills and knowledge, we build the next generation of Cambodia's leaders. By offering a stage to Cambodia's changemakers, we inspire the wider community to join in and take action. By bringing people together, we create connections and spark conversations.



## We Convene

Our goal is to curate and host events that are inclusive and diverse, bringing people together from across industries to build valuable connections for impact. We host at Impact Hub because we agree that: "Success in life is the people you meet plus what you create together!"

### Networking Nights

Networking Night with Ezeecom was a 12 month series and an opportunity for a diverse group of people to meet and exchange ideas around a shared interest.

**728**

Guests

FROM NGO AND PRIVATE SECTOR, TO MINISTRIES AND UNIVERSITIES. FROM STUDENTS AND ENTREPRENEURS, TO DIRECTORS AND CEOS

**12**

Topics

INCL. SUSTAINABLE LIFESTYLES, SMARTER CITIES, FOOD & AG, GENDER EQUALITY, FINTECH, INCLUSIVE BUSINESS, TECH4GOOD & PROTECTING CAMBODIA'S ENVIRONMENT

**185**

Total Events

**1,665m**

Total Distance

TABLES WERE MOVED BY OUR BUSY TEAM TRANSFORMING OUR SPACE FOR EVENTS!

**6,588**

Total Attendees



### Launch Events

Launch events mark the opening of applications to our newest programs. The aim is to raise awareness and interest in upcoming programs, but also to bring together multiple stakeholders around a common theme or industry to create a dialogue on the biggest challenges we face in Cambodia, and how we can collaborate to tackle them.

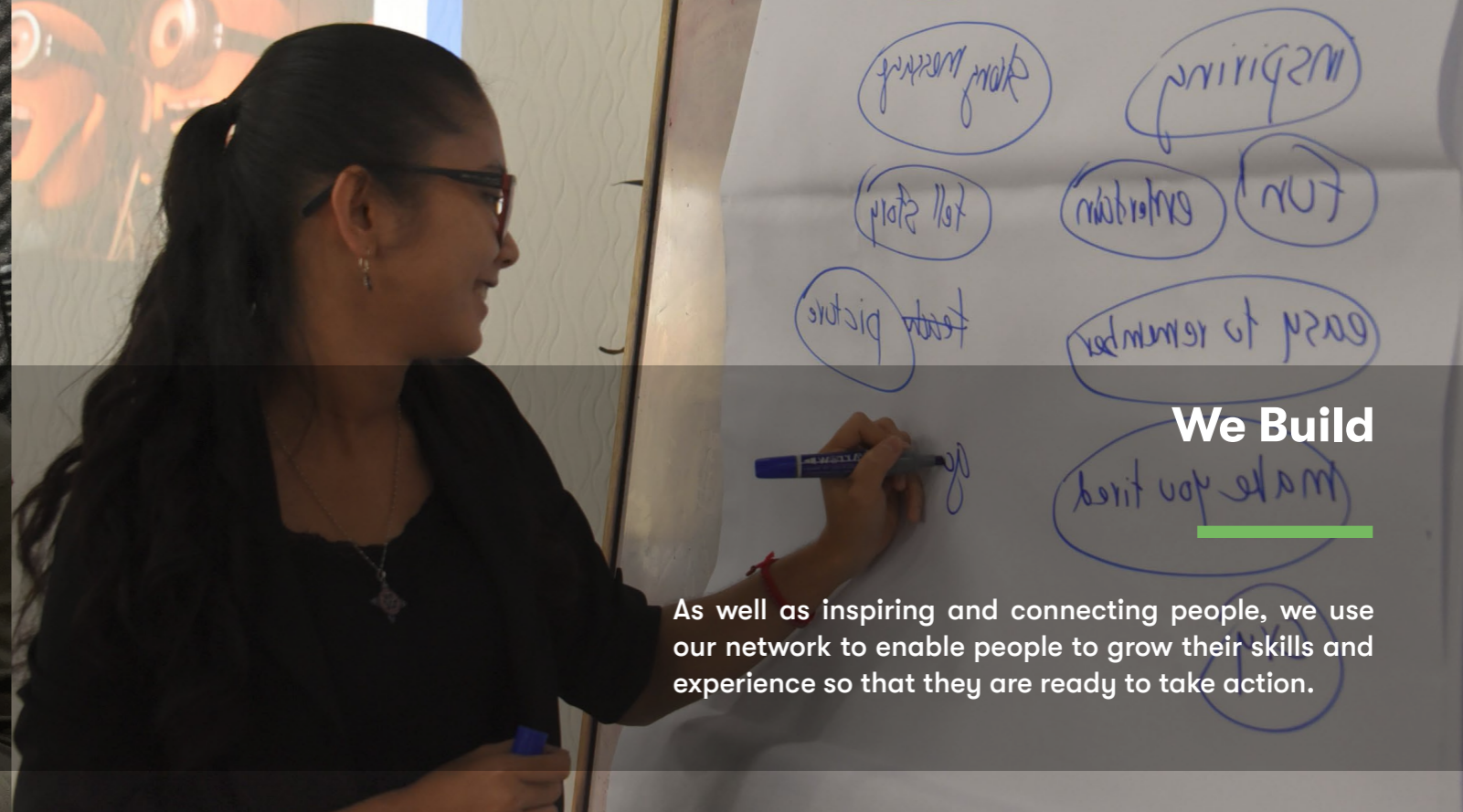
To launch the SUMAI Urban Mobility Incubator for innovators in transport, we brought together leaders from the Ministry of Public Works and Transport, Ministry of Posts and Telecommunications, JICA, Grab and the ex-Mayor of Taguig City, Philippines, to create a dialogue and ignite interest in issues and challenges related to urban development and transport. Joined by 200 people, together we explored the challenges and opportunities associated with the rapid growth of Phnom Penh City.





## We Inspire

Impact Hub Phnom Penh exists to inspire people to take action for a better world. We believe everyone has the ability to make a positive impact, but sometimes a spark is needed to get things moving! We believe events, videos and radio shows are all effective ways to inspire individuals and groups to take action.



## We Build

As well as inspiring and connecting people, we use our network to enable people to grow their skills and experience so that they are ready to take action.

### Follow Your Dream with Inspired Cambodia

Follow Your Dream was a 10 months video series run in collaboration by Impact Hub Phnom Penh, WEDuShare and Inspire Cambodia. It aimed to inspire high school and university students to make a difference in their community by showcasing young Cambodian role models.

#FOLLOWYOURDREAM

### Pitching Nights & Demo days

176 teams pitched their startup to an audience of ministry officials, media, NGOs, private sector, investors, entrepreneurs and the public.

### SmartStart Pitching

Following a one week intensive technopreneur camp in Battambang, 15 teams pitched their tech innovations to a panel of judges and audience of over 200 people. Five teams were selected to win \$4,000 each and 6 months of incubation with Impact Hub to further develop their idea. This event put these teams on people's radar, who eagerly await the final pitch to decide the team who will win an exposure trip to visit Singapore's tech giants, Google, Microsoft, Salesforce, and more!

### My Social Enterprise Radio Talk Show

My Social Enterprise was a 12 week radio program in collaboration with Sarika FM (FM106.70 & FM 91.25) covering more than 5 provinces in Cambodia. From a general introduction to social entrepreneurship to customer research, business model and marketing, the program aimed to inspire young Cambodians on how to start a successful social business with tips and tools from inspiring social entrepreneurs in Cambodia.

#IMPACTHUBRADIOSHOW

### MakeSense events

We are partnering with MakeSense to run the local chapter for Cambodia. MakeSense is a global community that mobilizes citizens around the world on issues that are important to them. They do this by connecting volunteers with social entrepreneurs to help them solve their challenges (hold ups), as well as organising some inspirational events to showcase the talents of local entrepreneurs (SenseNights).

### Ideation Workshops

Ideation workshops are designed for aspiring social entrepreneurs who have a passion for impact but lack the inspiration to start. They focus on supporting participants to deeply analyse the problem at hand by giving access to relevant experts; encourages creativity & fun in order to generate a range of innovative potential solutions; and provides the opportunity for like-minded team mates to meet.

### UN Hack4SDGs

In partnership with the UN in Cambodia, Impact Hub hosted the Hack4SDGs event. We gathered young, creative and energetic talents to learn from expert campaigners and brainstorm ideas on how best to raise awareness around the Sustainable Development Goals among young people. The winning team won \$1,000 to implement their idea.

### Breakfast with the Experts

A monthly event series inviting an expert to share their knowledge over an intimate breakfast meeting.

# 14

## Events

HOSTED IN  
2017 AND 2018.

# 10

## Topics

MINDFULNESS, PUBLIC-PRIVATE SECTOR PARTNERSHIP, TIME MANAGEMENT, TAX COMPLIANCE, CORPORATE SOCIAL RESPONSIBILITY, INTELLECTUAL PROPERTY, LEADERSHIP, PUBLIC RELATIONS, FREELANCING IN CAMBODIA & NETWORKING SKILLS

# PUTTING CAMBODIA on the map

We are working with our ASEAN neighbours to build a strong and cohesive ecosystem to advance the Sustainable Development Goals in our region. We believe Cambodia has the opportunity to feature prominently on this map as a champion for innovation and entrepreneurship.

## Impact Hub in Asia

### MIT Solve-a-thon

SOLVE is an initiative of the Massachusetts Institute of Technology (MIT) and a community that brings together change makers to unearth and implement solutions to specific, actionable challenges. In 2017 we participated to address solutions in: Brain Health, Sustainable Urban Communities, Women and Technology, and Youth, Skills, and the Workforce of the Future. Over 40 people participated in Phnom Penh and together came up with 10 ideas to solve these challenges with like minded people. Congratulations to the Cambodian winner Passerelles Numeriques for making it to the global round!

SOLVE

### Centre of Excellence

Impact Hub Phnom Penh was selected as the Centre of Excellence from over 100 Impact Hub's in the global network. Our pioneering approach to supporting entrepreneurship and building ecosystems within an emerging context is being used as an example to continue to adapt the Impact Hub model to local contexts around the world.

IMPACT HUB

## Regional Ecosystem

### ACE - MaGIC meeting with ASEAN Center for Entrepreneurship

Impact Hub Phnom Penh joined and contributed to the roundtable event hosted by MaGIC in Malaysia, bringing together ecosystem builders to discuss challenges, opportunities, policy recommendations and build relationships across ASEAN.

MaGIC

### Frontier Incubator

The incubator of incubators! Impact Hub Phnom Penh is one of 19 organisations selected from over 100 applications. We are joining a 2018-2019 cohort of ecosystem builders from 12 different countries across the Asia-Pacific to ensure that we can grow with Cambodia's entrepreneur community to offer the support they need.

Frontier Incubators



# Lessons LEARNT

Writing this report gave us the opportunity to reflect on the past 2 years. Alongside the community we have served, we have been dedicated to innovation - to constantly seek new services to offer our community, to radically collaborate, to take risks. We believe this approach has enabled us to push the boundaries and achieve what we have in a short time. However, we also recognise that along the way, we've hit pitfalls and made mistakes.

## Mindful Failure #1

Assuming the traditional concept of co-working space design was right for our local start-up community.

When we joined the Impact Hub global network we were proud to place Cambodia on the impact map. One of the key features of Impact Hub's across the world is its co-working space. We were excited to be one of the first co-working spaces in the country. Taking inspiration from other Hubs, we designed an open-plan space - a cross between a cafe and an open-plan office. Since such spaces were popular in other countries, we thought that in time, our local start-up community would jump on board.

However, the reality was different. The community of aspiring entrepreneurs and early-stage start-ups we serve did not have a need nor liked a co-working space with this design. Either they did not need dedicated workspace in office hours or they wanted private offices, not open-plan communal working. Rather than quiet work space, they wanted a place to meet, experiment, create - loudly and spontaneously!

So we have taken time to work with our members to co-create a vision for a new space design which will provide a unique place they feel confident and excited to drive new impactful ideas.

We're excited by the opportunity a new space design provides the community of Impact Hub Phnom Penh. Find out more in the next section!

## Mindful Failure #2

Seeing our location as a boundary for our reach.

Based in Phnom Penh, the vast majority of our work has targeted people living within 20 kms of our Hub. We undertook a few nationwide tours to work with change-makers and NGOs across the country, but found this expensive and lacking in long-term continuity. We therefore settled on only focusing on members living in the capital.

However, in order to achieve our ambition of a more just and sustainable Cambodia, we have realised that this simply isn't enough. Thanks to the rapid increases in technical literacy and complexity of online systems in recent years, we have decided to stop viewing our location as a barrier for working with young people across the country.

Though in the early stages, 2019 will see the launch of our online learning platform for aspiring change-makers across the country. Find out more in the next section!

## Mindful Failure #3

Focusing on the business idea, not the person.

Our mission is to drive social or environmental impact through business. As news got out about our work we were regularly approached by impact investors looking for businesses in which to invest.

Driven by this demand, our programs focused increasingly on the business model. We selected applicants on the basis of their business idea and were disappointed when participants dropped out of programs because they felt being an entrepreneur wasn't for them. Our support ended with the program as we had shared all the business tools needed to grow a start-up.

Then we took a moment to reflect. Who were we focusing on - the needs of funders or the needs of our members?

Over time, Impact Hub Phnom Penh had evolved to support younger aspiring entrepreneurs who were at the start of their entrepreneurship journey, not scalable businesses looking for impact investment. We needed to focus more on the entrepreneurial and personal skills needed to provide a sound basis for starting a business. Such an approach is focused on the individual, highly tailored, not time-bound and is focused on building entrepreneurial leaders, not just businesses.

We're excited by the opportunity that this learning provides us and how we'll be delivering ongoing entrepreneurial skills development in the future. Find out more in the next section!

**FAILING 'MINDFULLY' OFFERS US THE CHANCE TO REFLECT, LEARN, SHARE OPENLY AND PROGRESS. SO HERE WE AIM TO DO WHAT WE ASK OF OUR ENTREPRENEURS: RECOGNISE FAILURE MINDFULLY, SHARE AND BRAVELY CONTINUE TO INNOVATE...**

2019

# WHAT'S NEXT

We are so excited to make 2019 an awesome year! Building on many lessons learnt over the past 4 years, we believe 2019 will be the year in which we deepen the value of our support and broaden the breadth of our reach. We are proud and grateful to continue to serve our members and collaborate with the wider community toward a shared goal of a more just and sustainable Cambodia. Hello 2019, let's make this happen!

## Launching our Online Learning Platform

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We believe anyone can be a change-maker and so 2019 will see Impact Hub leveraging on the power of technology to enable us to offer our program content and support nationwide.

[impacthubphnompenh.online](http://impacthubphnompenh.online) was live from January and will feature a variety of entrepreneurship and innovation courses, online and for free in the Khmer language. We want as many people as possible to reach their potential and hope that our online platform will provide sparks of inspiration and valuable information on social entrepreneurship and the SDGs.

Coupled with online discussion forums to deepen conversations and learning, in the longer term we hope to offer access to online mentoring and facilitate the hosting of in-person groups across the country.

We believe impact happens not in isolation but through creativity and collaboration. This is why we have worked with our members to co-create an entirely new area of our Hub which is designed to drive a thriving environment for innovation. In 2019, the [Innovation Garage](#) will be a place to empower people to think, feel and act differently.

Filled with tools and equipment to generate and test new ideas, this space will be the home of the Hub Entrepreneurs Club, providing members with the opportunity to run their own events, showcase their business, meet with mentors, hear from inspiring speakers and prototype ideas. Our aim is to adapt the Innovation Garage with our members as their needs evolve.

## Opening our Innovation Garage

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## Growing the Hub Entrepreneurs Club

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[The Hub Entrepreneurs Club](#) is the beating heart of Impact Hub Phnom Penh. We are so excited to continue to develop the support and grow membership in 2019. From building a larger and more diverse pool of mentors, to improving the quality of our masterclasses, to offering new events and activities, our goal is to see more members developing enhanced skills as they progress through their entrepreneurial journey.



2019

# WHAT'S NEXT



## Driving a culture of Innovation

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By hosting 'innovation experiences' within the Innovation Garage, we will facilitate organisations of any size or nature to foster innovation.

In 2019, our goal is to help individuals, start-ups and organisations realise their 'creative confidence' and build a culture of innovation which will enable just and sustainable growth.

Offering the unique Lego Serious Play methodology will enable more effective meetings; offering meditation practices will enable deeper engagement; offering access to ideation and prototyping tools with accelerate the realisation of new ideas - these just to name a few!

We believe that together we are stronger and so in 2019 we will continue to deepen and grow our collaboration efforts with **our ASEAN neighbours** and beyond. With almost 10 Impact Hubs and numerous ecosystem partners across ASEAN our goal is to support our members to make the most of this union and bring to Cambodia the very best the world has to offer.

## Together, Stronger

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**"ASEAN REPRESENTS OVER 600 MILLION PEOPLE IN THE WORLD, AND AT SOME POINT WE MUST REALIZE THAT OUR COLLECTIVE ACTIONS, AND SIMILARLY OUR INACTIONS, DOES HAVE AN IMPACT ON THE WORLD. THERE HAS NEVER BEEN A BETTER TIME FOR OUR REGION THAN NOW, AND THE BEST THING ABOUT IT IS YOU HAVE A GLOBAL COMMUNITY ROOTING FOR EACH OF YOU TO SUCCEED.**

**SO THIS 2019, MAY WE CONTINUE TO DREAM BUT MORE IMPORTANTLY, TO DO."**

Ces Rondario, Impact Hub Regional Lead - Asia

# Impact cannot happen in isolation, it requires collective action.

## Our Ambassadors

WITHOUT SUPPORT, NONE OF THIS WOULD HAVE BEEN POSSIBLE. WE DEDICATE THIS PAGE AS A BIG THANK YOU TO EVERYONE WHO HAS PARTNERED WITH US, VOLUNTEERED, AND PITCHED IN TO HELP IMPACT HUB GROW AND THRIVE. TOGETHER WE ARE STRONGER. THANK YOU FOR BEING THERE ALONGSIDE US.

Sonen Soth

Jessica Horng

Manita Rin

Vitak Chea

Sovannarong Tim

Pirun Chan

Chhayly Seang

Hong SV Kim

Kethya Pheara

TongHour Ou

Chhunhy Noem  
Founder  
Anakot Asia

Derek Phatry Pan  
Founder  
Khmerican Inc.

David Benaim  
Founder  
XL Consulting

Karen Moik  
Investment Analyst  
Insitor

Kimsophat Kong  
Founder & CEO  
Making it Easy

Li-Yin Oh  
Founder  
Connectivis

Roswell Thomas  
Head Of Business Development  
17 Triggers

Vladimir Nodzak  
COO & Co-founder  
Codingate

Dorothee Etienne  
Strategic Design Consultant  
Limkokwing University

Timol Pen  
Financial, accounting  
and tax consultant  
ATAP & Partners Company  
Limited

Sokhema Nara  
Lead Trainer  
Impact Hub

Panhavuth Heng  
CFO  
BookMeBus

Sophear Sreat  
Founder & CEO  
Sophear Corporation

Cheryl Lee  
Investment Officer  
Emerging Markets Investment  
Advisers

Joey Ra  
Director  
JR Consultants

Arky Hitman  
Tech Consultant

Naluch Lim  
Agronomist  
AMK

Peter Ford  
Editor in Chief  
Quantum

Maÿlis Jannis  
Fundraising & Communication  
Manager  
Sipar (NGO)

Afnan Hannan  
CEO & Co-founder  
Okra Solar

## Our Mentors

Virak Chan  
Water and Sanitation Specialist  
World Bank

Maximiliano Berger  
Head of Business Development  
Wing

David Sweeting  
Founder  
The Urban Platform Studio

Jerry Thai  
Founder  
Inspired Cambodia

Richard Yim  
Co-Founder  
Demine Robotics

Nithya Menon  
Engineer  
Okra Solar

Vandy Dia  
HCD Research Project Lead  
iDE

David Sun  
Director of Growth Marketing  
PiPay

Monorom Tchaw  
Sustainability Coordinator  
Farm to table

Rizwan Aslam  
Owner  
The Satori Effect

## Our Partners





Phnom Penh

Impact Hub Phnom Penh

#17 St. 306, BKK1  
Phnom Penh, Cambodia

(+855) 15 674 048  
phnompenh@impacthub.net  
phnompenh.impacthub.net

