



Phnom Penh



IMPACT 2019 REPORT

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2019 has been another exciting year for us!

Dear reader,

Thanks for taking the time to explore with us the ways in which we made an impact in 2019!

We believe that the next 5 years will pave the future for Cambodia. Driven by its youth workforce, Cambodia will need a new generation of resilient problem solvers and job creators. We're here to make that happen.

In 2019, our team focused on two key priorities:

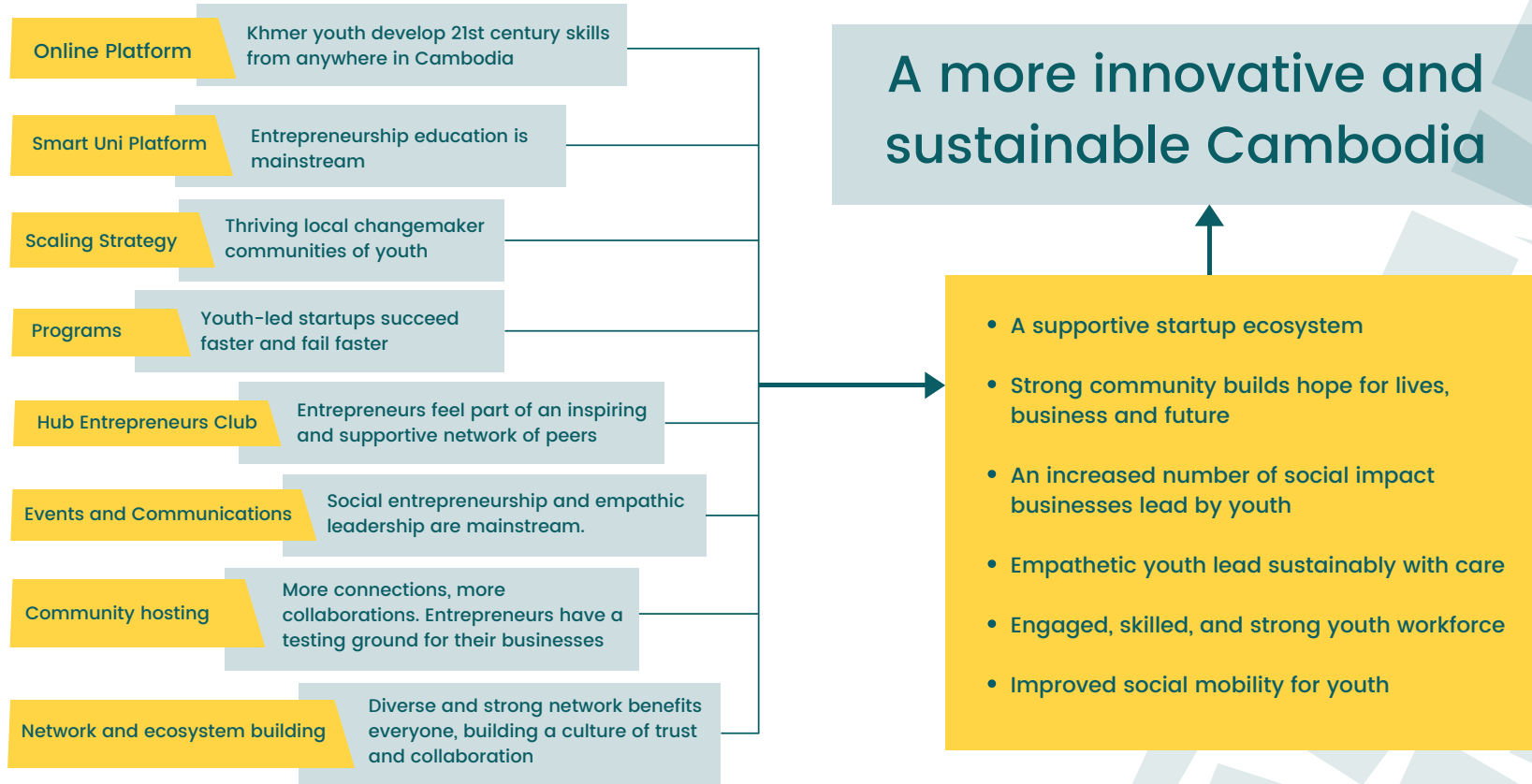
1. Strengthening our startup program design, operations and approach
2. Engaging and building the startup ecosystem



IMPACT Strategy

The Theory of Change below gives you an insight into our strategy for 2019–2022.

In yellow, you'll see our activities, and the outcomes we hope they'll achieve. The yellow box illustrates our long term outcomes, and then, in blue, our intended impact.



STRENGTHENING startup programs

Entrepreneurship programs are our greatest passion!

Ranging from weekend Bootcamps to year-long programs, from inspiration to growth phases.

We focused our efforts in 2019 on continuous learning, team capacity building, and strengthening our startup programs.

We did this by:

- Joining the Frontier Incubators program, where we received mentoring from incubators and accelerators from across the world, including [Spring Activator](#), [Uncharted](#) and [Invest2Innovate](#) (and more!)
- Building a Theory of Change for all of our activities, alongside an Impact Measurement strategy to better measure all the impact our programs and activities can have
- Upgrading our tools and resources to run programs, as well as our learning strategy and resources for entrepreneurs

Programs are designed to inspire, connect and enable entrepreneurs and aspiring entrepreneurs throughout the startup journey.



WHO

joined the startup programs in 2019?



304 aspiring entrepreneurs
& **92** entrepreneurs from startup teams participating in programs



45% outside Phnom Penh City

Average age
26 year-old



45%
Female





8 startup programs delivered

92 startups pitched

58 mentors dedicated to programs

100 new ideas generated

270 jobs created by startups

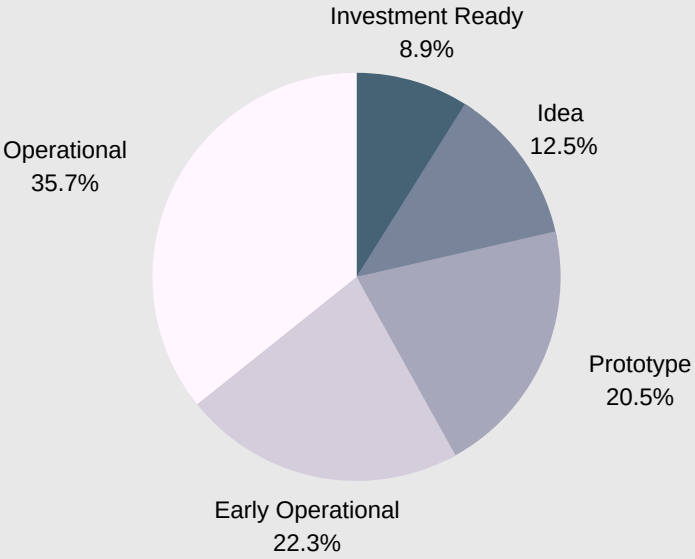
WHAT

did we get up to in 2019?

Start the Future Up!

HOW MUCH

did programs impact entrepreneurs and their startups?



Current stage of the 112 startups that are still active and in operation, since 2016.

We have given away **\$243,500** in cash prize to 51 startups since 2016.

41% of ventures reach next startup stage by the end of the program



593 strategic connections made for startups

28% increase in business skills

WHAT

did entrepreneurs think of our programs?

97%

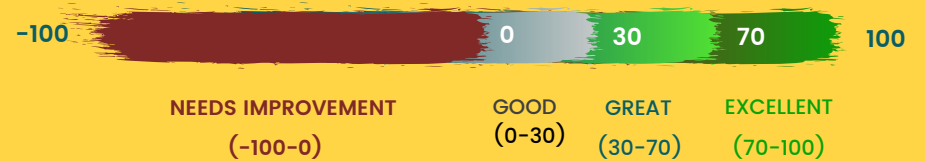
of participants believe the program impacted their ability to start or grow their business

75%

believe that Impact Hub's contribution was significant



What is a good NPS score?



9.01/10

program rating
(+69 NPS Score)



Designed and built with Smart Axiata, SmartStart is the largest tech entrepreneurship program for students in Cambodia.



This huge program brings together 120 students from different universities across Cambodia. 2019 marked our 3rd cohort of this program, and received its highest NPS score yet, with a whopping +91.

In an effort to constantly innovate and strengthen our programs, we'll be launching cohort 4 in 2020 with a brand new program methodology. Watch this space!

Strengthening Startup Programs



Somjot, a parking app that digitises safer street parking, visited LinkedIn, Microsoft, Google, and people from the Singaporean startup ecosystem in February of 2019. The trip enabled the team to get to know the Singapore startup and tech ecosystems, make ASEAN connections, develop a global mindset, and build their confidence and ambitions.

WOMEN ON SMARTSTART

- 37% Female applicants
- 39% of successful applicants were female
- 48% of Technopreneurship Camp participants were female
- 11 out of 15 teams led by women
- 50% of Incubation participants are female



SmartSpark

Where do you start when you have an idea that might radically change the world for the better?

This 10 week program takes young Cambodian aspiring innovators on an entrepreneurial journey to build and validate their first startup. We align each cohort with a different SDG focus.



In 2019 we ran 4 cohorts of SmartSpark, with 4 winning teams receiving \$3,000 to invest into the launch of their new business

100% of the winning teams from this program are currently working full time on their startup.

This program is sponsored by 



Tinky Bike: Electric-bike with for young environmental lovers and hipsters!

Strengthening Startup Programs



Compost City provides Environmental Lovers with the equipment, knowledge and power to transform their kitchen waste into compost at home through a 3-month skill validation program including a ready-made balcony composting system and support service.



Inclusion+: Connecting and creating job opportunities for people with disabilities



SUDrain: innovative wastewater treatment technology with high efficiency and space-saving infascture made our of bio-material.

4 COHORTS
154 TEAM APPLICATIONS
56% FEMALE

“The program has given us insights and advice on how to grow and better our business. Through SmartSpark, we’ve learned how to better solve problems and how to stand out from our competitors.”

We are big believer and advocate for data-driven feedback loops and impact measurement,

BUT

we're even bigger believers in listening and stories. Sometimes, you can't capture this through numbers. Here's what some of our entrepreneurs had to say about us in 2019:

"It has great mentoring support and masterclasses which have been crucial in developing our startup." - Kongkea, JisDer

"I learn that in order to find a great solution, we need to love the problem. We need to reframe the questions and look at it from different angles."

"I learn the importance of gratitude and the power of teamwork. We are nothing without a good team. I also learn that motivation, aspiration, and inspiration are significant to push us to another level." - Sochenda Hai

"I've become more aware of social issues and more skilled at business planning, collaboration and relationship management. I've also become more reflective, understanding of people and situations, and more supportive." Jean, Multistrands

I realize that entrepreneurship is really my passion. Also, I realize that our business's weakness is market research. So now, I decided to put myself in learning and working in market research centre which it really speaks my heart and commitment.

I've sharpened my skills in making prototypes (designing), knowledge in business, and how to pitch correctly.

"I love Business session by Melanie because I learn a lot from her and she seems to be expert at it."



"As a new idea and a small company, it can be very hard to speak to the big organisations or high level stakeholders, it can take a lot of time to even get a meeting with the right person. On the Urban Mobility Incubator program we've been able to bypass many of those challenges. Through Impact Hub and UNDP Cambodia, the program has given us the connections, visibility and legitimacy to access the key decision makers that can partner with us and buy our product. It's accelerated our growth and saved a lot of time and energy!" - Borey, Founder, Luma Systems



CHANGE MAKER

Empowering youth to create positive change at an individual, organizational and societal level.

This leadership and personal development program is made for youth who feel lost.

Perhaps they're not sure which career path to take, or whether they want to become an entrepreneur. They know they want to have a positive impact in the world. But how?

Changemaker equips youth to convert raw energy and enthusiasm for creating a better world into real skills and projects and give them a clearer perspective of themselves, their passions, and what they'd like to do in their careers.

[Click here to learn more!](#)

We ran two cohorts of this program in 2019. The first pilot of this program was generously funded by the British Embassy in Cambodia. The second cohort was a paid program.

76%
Know
themselves
better



80% increase in
understanding their
strengths and
values



88%
plan to keep working on
their Changemaker
projects after the program
ends



"I want to let all of my peers know about the benefits and importance of what the changemaker program gave to me.

Seriously, I'm feeling that I'm a completely different person now, a new person who is confident, determined, positive minded. I want to continue working towards my goals without any hesitation and make an impact in the future."

Sao Arounaksmeay, Changemaker participant

Hub Entrepreneur Club



As you can see, we've run lots of programs in 2019. But we also think it's important to make sure entrepreneurs are supported once they graduate. Hub Entrepreneurs Club is an ongoing community of entrepreneurs (mostly made up of program alumni) who are trying to make the world a better place.

Based at Impact Hub's creative space, members can access mentoring, masterclasses and exclusive events, an online community, Impact Hub's network, and tools and resources, as and when they need them.

IN 2019 WE

supported **122**
entrepreneurs

From **54**
startups through the club,

hosted **20**
exclusive events

matched **90%**
of our members
with our pool of **37**
mentors

and made **344**
strategic connections



Looking ahead:

1. Increase the number of Khmer and female mentors. We'll be making a concerted effort to increase diversity in our pool, and get more entrepreneurs involved.
1. We want to increase the sense of community and connections among our members. We'll be running a Hub Retreat to Kampot for our entrepreneur community in 2020!

“Such useful resources! like the shared drive; the masterclasses, the retreat, the network and the support of beautiful people!” – Monorom, founder of Compost City

“Don't limit yourself in the unlimited Impact Hub's network!”

Whenever you need help, come to Hub Entrepreneur Club!

– Sothearath, founder of Junlen



HUB ENTREPRENEUR CLUB MEMBERS

Education



Health and well-being



Smart City and Urban Mobility



Environment



Food and Agriculture



Clean Water & Sanitation



Art and Culture



Inclusiveness



ECOSYSTEM ENGAGEMENT AND BUILDING

More and more, we see our role as champions and conveners of youth entrepreneurs in Cambodia, by challenging them to grow, advocating for them and their startups, and bringing them together with stakeholders from the public, private and development sectors. We believe that building a supportive startup ecosystem will contribute to catalysing their success and drive everyone forward.





Entrepreneurship Platform For Engagement & Exchange

Few things happened around us in 2019:

- Multiple ministries in government were taking a keen interest in supporting the Cambodian startup and SME ecosystem
- More startups ready to connect with and partner with ministries- but not sure how, or what that should look like
- The startup ecosystem growing exponentially, with more actors, policy changes and funders than ever before.

So, we leveraged our power of connecting, and brought together 14 highly talented entrepreneurs, 13 high-level government representatives, and 15 ecosystem supporters, through a two-part workshop.

Co-facilitated with the Malaysian Global Innovation and Creativity Centre (MaGIC), we learnt from Malaysia how the ecosystem there had developed and their lessons learnt, discussed startup challenges, learnt from a Malaysian entrepreneur how to partner with governments, and connected youth-led, grassroots initiatives to high level ministers. The results and success of the workshop we are still seeing to this day.



"The work Impact Hub is doing to help strengthen the current startup ecosystem in Cambodia is inspiring. I truly appreciate their ability to ensure that every stakeholders, from government

officials to entrepreneurs, feels comfortable to assist and share experiences within their programs. Impact Hub dedications and hardworks, especially the open-mindedness in their approach towards engagement is insurmountable for entrepreneurs in building real beliefs in their business endeavors."

H.E Samheng Bora, Under-Secretary of State, Ministry of Commerce



[Video of Edemy & the Minister](#)



[Video of GreenLady & the Minister](#)

Sovan Srun (Co-Founder and CEO of [Edemy](#)) and Monika Nuon (Co-Founder of [GreenLady](#)) even met with the [Minister of Education](#) and [Minister of Women's Affairs](#) to introduce their business and discuss the future of education and women's empowerment in Cambodia, and the role that entrepreneurs can play in driving opportunity.

[See the report here](#)

Our Partners 2019



TOYOTA



British Embassy
Phnom Penh

DEVELOPMENT
INNOVATIONS



Swiss Agency for Development
and Cooperation SDC



ក្រសួងប្រៃសណីយ៍
និងទូរគមនាគមន៍
MINISTRY OF POSTS
AND TELECOMMUNICATIONS



Northumbria
University
NEWCASTLE



Malaysian Global Innovation & Creativity Centre



សាកលវិទ្យាល័យ ពុទ្ធិសាស្ត្រ
UNIVERSITY OF PUTHISASTRA



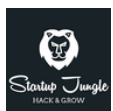
INSITOR PARTNERS



(Energy)Lab



SPRING



Impact cannot happen in isolation; it requires collective and collaborative actions

Looking ahead,
we have some
exciting plans
in the pipeline.



More than ever we believe that youth can be the driver of Cambodia's economy, building responsible business solving Cambodia's biggest challenges and empowering our communities.

We have a white page in front of us, let's use all our talents, knowledge and experience to build a country from which our children will be proud of.



A research mapping exercise in Siem Reap and Battambang showed us that there is a scattered community of talented youth and aspiring entrepreneurs that is looking to be convened and catalysed.

In 2020 we will pilot scaling through a model of locally rooted, 'community Hubs', that engage and connect their local ecosystem and deliver highly localised support services which inspire, connect, and enable young entrepreneurs.

We want to see thriving, sustainable and SME-driven urban communities across Cambodia, where youth feel proud of their cities, and reduce rapid and unsustainable urbanisation to Phnom Penh.

SmartStart 
Unipreneurship Learning Platform

The SmartStart Unipreneurship Learning Platform teaches university students entrepreneurship using a blended online/offline methodology, with an interactive platform that allows for remote group work.

We launched the pilot in 2019 and it is currently being piloted in four major universities (NUM, Puthisastra, RULE, NIPTICT).

Our goal is to make entrepreneurship and fostering an entrepreneurial mindset accessible for all, across Cambodia.



Let's prototype the
future together!

IMPACT
HUB Phnom Penh

