

HUB Phnom Penh

Impact Hub Phnom Penh 2030 Strategy and Beyond, base on our new Theory of Change

Strengthening Startup Programs

Build resilient, thriving, and socially conscious enterprises

Our partners in 2020

Startups in our network

Looking ahead



Warm Message from Impact Hub Phnom Penh

2020 is without a doubt the most challenging year in the last decade. The Covid 19 Pandemic has affected every single country in the world. Although in 2020 Cambodia has managed quite well the spread of Covid 19, the country still suffered from backlash as the rest of the world went through a lockdown – un-lockdown cycle.

However this challenging year is also a year of possibilities, innovation, and development. The pandemic gave us the opportunity to support Cambodian entrepreneurs at another level. Based on the vision to develop a more sustainable and innovative Cambodia through young and dynamic startups while developing their leadership and entrepreneurship skills.

From Dakdam to SmartStart to Khmer Tourism for the Future, Impact Hub Phnom Penh has tackled many industries and supported our entrepreneurs for them to turn a great idea into a sustainable business.

This report will take you through our insights and the stories of Cambodian entrepreneurs. We hope you will find their motivations and persistent, inspiring.

Happy Reading!





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Who is Impact Hub Phnom Penh?

Impact Hub Phnom Penh is a social enterprise based in Phnom Penh committed to supporting impact-driven entrepreneurs across Cambodia through training and mentoring programs, raising awareness of the social impact and social entrepreneurship, and building an ecosystem that is ready to support young, local innovators.

Vision

A more sustainable and innovative Cambodia

Mission

Empowering youth and startups in Cambodia to contribute to solving problems (social and environmental) through entrepreneurship and leadership.

Impact Hub Phnom Penh 2030 Strategy and Beyond base on our new Theory of Change

Our Values

Get to know your comfort zone, and leave
Welcoming change, challenges, and experimentation

Be the change...

you want to see the world. Embracing kindness & sustainability every day

Do it the startup way

Agile, fast, and always learning

Impact doesn't happen in isolation
It requires collective action

THEORY OF CHANGE

As we set a bold vision for our work and an ambition that will address the next 10 years, we are aware that no strategy can foresee or withhold all the changes that will come. For this reason, we have developed a strategy in simple rules: a clear approach that will guide us for the years ahead but that will also grant our organization enough flexibility to tweak our approach in order to remain meaningful, achieve the necessary impact, and act on opportunities that may come to light in this journey.



Empowering youth and startups in Cambodia to contribute to solving problems (social and environmental) through entrepreneurship and leadership



Online Platform Hub Entrepreneurs
Club

Incubation Programs

on Events & communications

Phum Impact

Smart Uni-Platform Coaching & Consultancies

Short term Outcomes

Youths develop 21st century skills and entrepreneurial mindset

Entrepreneurs are aware of and inspired to tackle social and environment challenges and opportunities

Social entrepreneurship education is accessible at scale

Social enterprises have better visibility and branding

Entrepreneurs succeed faster

Ecosystems stakeholders collaborate effectively across sectors

Interimmediate Outcomes

A strong, connected, and locally driven social ecosystem

Impact entrepreneurship is mainstreamed

Youths are active leaders in innovation and social impact

Engaged and skilled workforce

A More Innovative and Sustainable Cambodia



Progress towards Sustainable Development Goals in Cambodia

Long term Outcome

Build resilient, thriving and socially conscious enterprises

Immediate Outcome



Impact Hub Phnom Penh 2030 Strategy and Beyond base on our new Theory of Change

Cambodia Entrepreneurship Outlook for 2030 and beyond

2020, is a year to learn and reflect back on what we could "build back better" for the next 10 years. Cambodia has one of the youngest populations in the region, with 68% of Cambodians under 30 years old, as a result, Cambodia is in a great position to design its country. So much will happen in the next 10 years, and it's up to Cambodians and all of us to be the change we want to see in this country.

We wrote an article where we share our own vision on what Cambodia could look like in 2030 if we use the current innovations that are currently emerging, happening, prototyped, and if we would scale them up. This article might sound utopian for a few or it might give hope for others. In any case, I am sure it can direct the spotlight onto grassroots innovations that are happening right in front of us, here in Cambodia, which are in their infancy, or which might don't have the recognition they deserve yet.

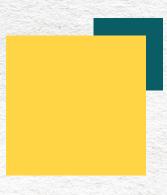
By 2030, we hope that the global definition of "Growth" would have shifted significantly for Cambodia, from a purely economic understanding towards a more comprehensive assessment taking into account the people and the planet. Understanding the limits of economic growth and initiating this change could increase more fairness and sustainability of the system. The GDP would not be the main indicator that we would refer to, but we would rather use the Gross National Happiness Index (a model developed in Butan) to measure how countries are performing.

Let's dive deeper into each sector and explore which change could happen/is already happening in Cambodia and let's get inspired by solutions from around the world that would have the greatest impact in Cambodia. [Read more here]."

Melanie Mossard, Director of Entrepreneurship & Innovation, Impact Hub Phnom Penh (Full text can be found here on Medium.com and here from KAS.DE)



Strengthening Startup Programs



Our Impact since 2015

560Female

Participants

65.25%
Participants outside
Phnom Penh

219 entrepreneurs and aspiring entrepreneurs supported

347
Teams of aspiring entrepreneurs supported

Average age of participants
126 years old

Who are our program participants?



Our Impact in 2020

Entrepreneurs got a full support

#9 startup programs delivered

#58 startups are supported through our programs

#60 mentors dedicated to the programs

#89 new ideas generated

#126,000k cash prize given away to entrepreneurs

#40%
of ventures reach the next startup stage by the end of the program

What did we get up to in 2020?

#Percentage of startup

45.5% operational

23.3% early operational

11.8% prototype

10.9% investment ready

8.2% ideation

What did they become?

#43.5% of active startups and ventures

24.6% are full time

18.9% are part time

for average for each team in 2020 (580 estimated)] strategic connections made for startups

Youth develop 21st-century skills and an entrepreneurial mindset

#49%
participants increase in leadership skills

#50%
participants know what they want to do to impact the community

#38%
participants feel more inspired to take action

What did we get up to in 2020?

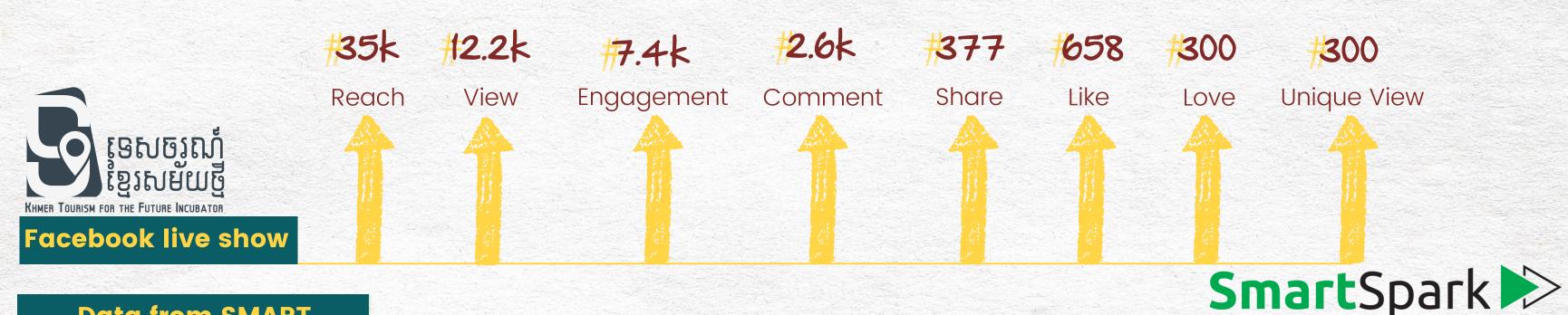


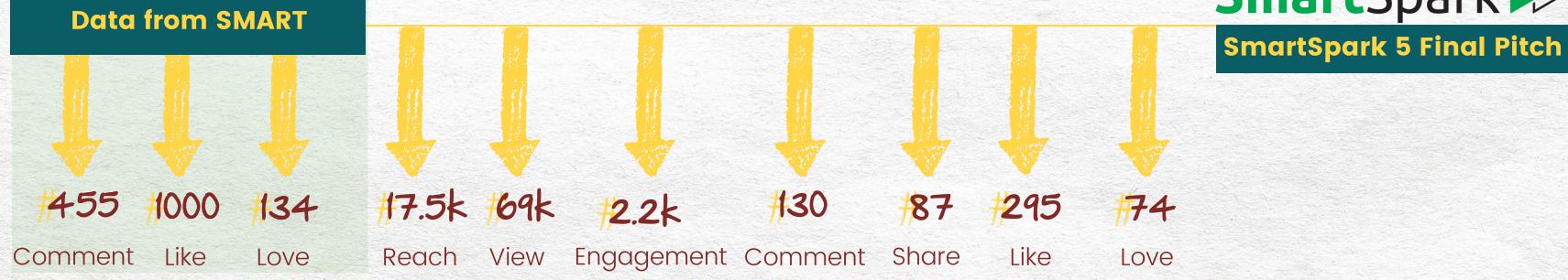
Strengthening Startup Visibility

What did we get up to in 2020?

Social enterprises have better visibility and branding, and become mainstream

Our startup visibility Highlighted social media posts





Strengthening Startup Programs

What did we get up to in 2020?

Social enterprises have better visibility and branding, and become mainstream

Our startup visibility Feature top 4 most viewed startup videos of 2020









18K reaches

5.7K views

6.7K engagement

27K reaches

8.7K views

11K engagement









15k reaches

7.4k views

4.2K engagement

15K reaches

4.8K views

1.4K engagement

Strengthening Startup Programs

What did we get up to in 2020?

Social enterprises have better visibility and branding, and become mainstream

Our startup visibility Opportunities they had through us to speak/be visible













- 12 videos
- 219.1K views
- 870 reactions



Khmer Tourism for the Future Pitching Night











SmartStart Cycle 3 Final Pitch









- 10 webinars
- 518K reaches
- 7K reactions
- 38K views

COVID support contents



HackTheCrisis

How we bring new talent and ideas during the time of the pandemic.

37of ideas applied

#79 of teams

#55 of mentors on board

of ideas that made it to present to the Ministry of Post & Telecommunications

Directory of solutions here

What did we get up to in 2020?



Resilience workbook

A workbook that helps founders make the best decision during Covid time.



Business Resilience Program

Business Resilience

An online step-by-step course guiding founders across all the important decisions to make during COVID to be more resilient.

Online learning courses

What did we get up to in 2020?



21st Century Leadership

Based on extensive research on leadership in Cambodia, this course is designed to provide practical experience and guidance on how to become an innovative and creative leader.



How to Build a Startup

In this "How to Build a Startup" class, we are going to explain and show you the right way on how to build an impactful and successful startup. You will be guided step-by-step through Lean Canvas - the essential building blocks...



Business Resilience Program

What is resilience? Resilience is to see reality happening in the world and you accept it. You are able to step into it with courage, adapt and make a change. Are you a resilient entrepreneur? Are your business/startups resilient enough?



Becoming a Resilient Entrepreneur

What is the resilient leadership? How to be a resilient leader? How to build an effective team in difficult times?



Building Your Business's Online Presence

In this course, we will show you the importance of online business and the future of e-commerce in Cambodia. We will also have case studies from different entrepreneurs about creating content, digital marketing strategies, and branding

Click here to learn now

1759 registrations of total registered

Student demography:

- More than 45% of the learners are female
- More than 41% of the learners are from different provinces in Cambodia. The majority of those are from Battambang and Siem Reap.

273 (18%) of graduated, higher than global average of online learning graduated

1067 (50% active) of active online learning community member

Quotes from entrepreneurs

What did the entrepreneurs think about our program?

Sothearath

Sreylin



"After three months of training, we have met with so many amazing individuals from Impact Hub Phnom Penh and other SmartSpark participants. Xpanz is really grateful for everyone who has assisted and guided us on this journey to where we are today. We have learned so much from finding our revenue stream to adjusting our social media page, and connecting with different people in the enterprise sector. Even if we didn't win the prize, you have given us the motivation to continue on our project and we hope you will continue your support for us." – Nady (Xpanz)

"Originally, Phum Cake was the name of our team that we came up with for SmartStart, created by Smart for Cambodia and Impact Hub Phnom Penh. First, it was only intended for the competition only but as we learned more and more from the program, we also started to fall in love with our idea more and more. Then we started working a lot harder on our startup through field visits abroad and through our experimentation with the local market via social media. And after 7 to 9 months, we moved from just the developing stage toward a real operational business and now we actually own a cake shop. This is because of our hard work and support from our customer." – Kimheng (PhumCake)



Overall NPS Score: 63.8+

"DakDam has been a very good program for us because it helps us a lot as we never did a startup before. This program has a lot more to offer than the other programs I joined and now I know how to run a startup better. I learn so many new skills and how to utilize different skills to run a business especially from mentoring and connecting with them after the program. So Impact Hub Phnom Penh and DakDam helped a lot, especially with mentoring." – SEA Sreylin (SAART Mushroom)



DakDam Program



DakDam Incubation program is a 9-month agriculture incubation program targeting entrepreneurs, start-ups, or relatively recently micro-businesses established who have the potential for impact on the agricultural sector across Cambodia, but require technical and soft skills development, access to support, and networks to do so. This program is cofunded by SDC and HEKS.

Teams of DakDam Incubation Program



Junlen



BORAN CARE Boran Care



Camkaseka



Smart Farm Assistance



Reacheny



SAART Mushrooms

Data to highlight (refer to the main report here)

Zoom in on some of our main programs



teams and team members, 50% are females



21 mentors



Zoom in focus female leadership in DakDam (final report page 30)



† 1 Increase small holder farmers revenue by 28% on average (two teams contributed 50% each)



Increase of their own revenue: 10% (Saart Mushroom), 15% (Camkaseka), 40% (Rachanny), 70% (Junlen), 100% (Smart Farm Assistant), 1000% (Boran Care)



4 teams from Phnom Penh, 1 team from Banteay Meanchey, 1 team from Siem Reap, 1 team from **Battambang**

SmartSpark Program

SmartSpark

SmartSpark is an intensive 10-week incubation program that introduces key concepts of social entrepreneurship to young people with the ambition of turning their innovative idea into a business that will tackle Cambodia's biggest challenges, with Sustainable Development Goals as the main focus. This program is powered by Smart Axiata, with the aim to help them turn creative ideas into viable businesses and innovative solutions!



Eco-bricks was voted as the winning team and received \$3,000 from Smartspark cohort 5 to kick start their business.



Zoom in on some of our main programs

Data to highlight



177 participants (51% or 91 females) 54 teams



7 Cohorts (highlight winning teams logo and startup description)



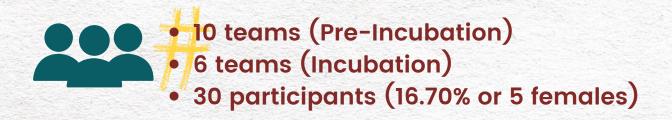
Money given in prototyping fund: 21,000\$

Khmer Tourism For the Future Incubator

Zoom in on some of our main programs



Khmer Tourism for the Future is a 9 months incubation program designed to build resilience and innovation in the domestic tourism sector that has been hit badly by COVID-19. The program aims to provide startups and businesses intensive support to rebuild and re-imagine tourism in the next 12 months and pave a new future for sustainable tourism in Cambodia. This program is co-financed by Khmer Enterprise, a unit under the Ministry of Economy and Finance, as the main sponsor and the Ministry of Tourism.





66.66% outside of Phnom Penh



6 teams received 30,000 USD (5,000USD each)





YEA Catalyst





Uot App

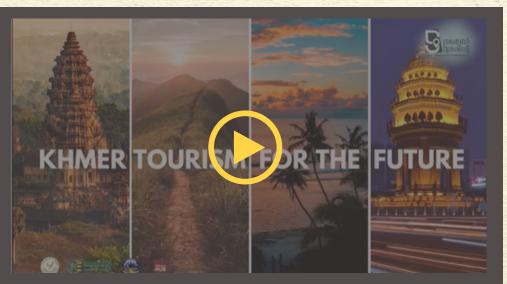


Solo Landscape



WeFarm

Click below to play the manifesto video

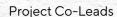


To see the positive change in our tourism sector in 2025, we all need to do our part as modern and responsible tourists. To reimagine the future of our tourism sector we all need to take action from is second onward! Are you in?

YouthCo Lab - National Dialogue

Zoom in on some of our main programs









Youth Co:Lab and National Dialogue is a program that is created in order to empower and accelerate the implementation of the Sustainable Development Goals (SDGs) through leadership, social innovation, and entrepreneurship. Youth Co:Lab kick-started with a weekend Bootcamp, where 10 talented teams came to learn about marketing, community building, collaboration, and get started on the Youth Co:Lab Springboard program. This program was first co-created in 2017 by the United Nations Development Programme (UNDP) and the Citi Foundation. Impact Hub Phnom Penh was very honored to implement the first-ever Youth Co:Lab and National Dialogue in Cambodia.

Youth Co:Lab Springboard program

- 25 applications, 39.163% are females for Youth Co:Lab Springboard program
- 10 teams made it into the Youth Co:Lab Springboard program, 2 teams won the Youth Co:Lab Springboard pitch and made it into the regional program.

National Dialogue

- 9 online events
- 1933 registered participants
- 631k Facebook reaches
- 23k Engagement
- 70% turn out rate (almost 50% are female)

My Job My Future

- 287 applications (50% females)
- Only 187 of them received higher education
- 20 selected participants (50% females and 21 years old of average age)
- 5-week training
- 84+ NPS Score
- Biggest learning:
- *Building personal branding, proactive and
- *Growth mindset
- *How to know and discover yourself (ikigai)
- *Overcoming fear and understanding your
- *Strength and weakness

Data to highlight (refer to the main report here)

Cambodia Sustainable Development Goals platform

Zoom in on some of our main programs



Cambodia Sustainable Development Goals platform is a platform that aims to raise awareness, as well as inspire changemakers to take action. This was done through a 'take action' blog series, highlighting CSDG heroes, monthly CSDG project competition and voting, monthly talk shows or workshops, and a social media set up and campaign. This project ran from January 2020 - December 2020 for one year. CSDGs platform is a UN joint initiative led by UNDP Accelerator Labs in Cambodia, in collaboration with the Ministry of Planning, Institute of Technology of Cambodia, and Impact Hub Phnom Penh.

Data to highlight (refer to the main report here)



Featured 7 amazing CSDGs Heroes



10 CSDGs Ambassadors



6 CSDGs talk shows



59 projects submitted



70% of them are coming from outside of Phnom Penh



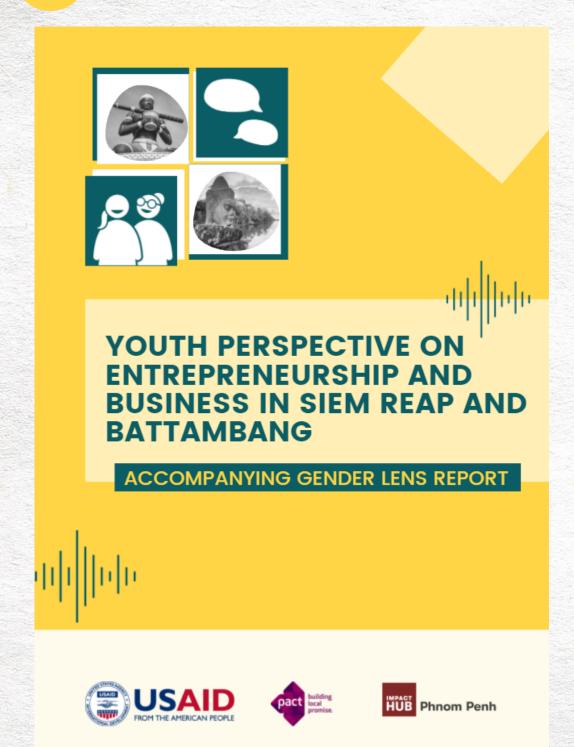
2046 platform users



Build resilient, thriving, and socially conscious enterprises

Youth perspective on entrepreneurship and business in Siem Reap and BTB

Research



Youth perspective on entrepreneurship and business in Siem Reap and Battambang (link to the full research here)

In partnership with PACT Cambodia, Impact Hub Phnom Penh conducted research into the startup ecosystem in Battambang and Siem Reap, in order to identify gaps and opportunities for entrepreneurs in the two provinces. This research has a sharp focus specifically on young women entrepreneurs and youth, to understand if their needs and opportunities differ from others.

The data sample consisted of 14 in-person meetings and 4 focus group discussions (65 people), as well as an online survey of 857 youths (533 females).

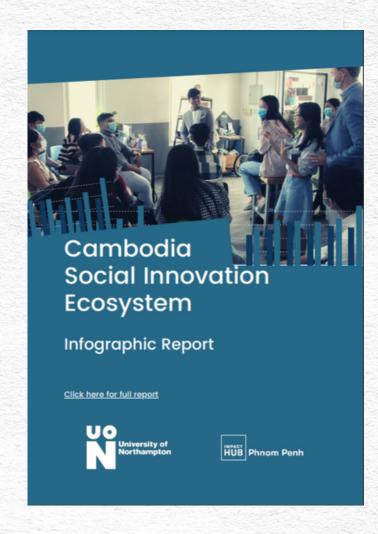
The main research findings were:

- 1. Male and female youths both have equal opportunities, but female youth has to overcome more barriers than male youth in order to achieve their dreams.
- 2. 40% of male and female youths perceive that big businesses are led by men.
- 3. Less than 10% of youths mentioned that they are aware of existing entrepreneurial support ecosystems in Battambang and Siem Reap.

Cambodia Social Innovation Ecosystem Research

Cambodia Social Innovation Ecosystem (link to the full research here)

This research provides some insight into where the social innovation ecosystem stands today, and more importantly, what could be done to promote social innovation in Cambodia over the next few years. This research is a partnership and collaboration between the University of Northampton2, and Impact Hub Phnom Penh, funded through Global Challenges Research Funding held by the University and provided by the Higher Education Funding Council for England (HEFCE).



Quantitative data were collected from 53 Cambodian organisations that were identified as being socially oriented.

Qualitative interviews were conducted with 16 stakeholders that represented both social entrepreneurs and representatives from the social innovation ecosystem and support organisations.

The main findings of this research were:

- Cambodia's social innovation ecosystem is characterised as nascent, abundant, small, and accessible. However, not all innovators have equal access to support services, since there are two groups those that are well connected and those on the periphery.
- 2Social innovation support actors are well-connected, yet lack coordination and joining of efforts which resulted in fragmentation and concerning inefficiencies.
- 3Lack of Bottom-up social innovation.
- The concept of social innovation and social enterprise is still "foreign" to Cambodia. And the existing gaps in human resources and locally-driven social innovation have left room for foreign influence in the priorities, direction, and growth of the ecosystem.
- Social innovators face a range of challenges in launching and scaling projects in Cambodia resulting from the existing entrepreneurial ecosystem, policy and legal environment, and a lack of data. Combined with a relatively small market, informal business structures, and low international awareness (and therefore interest), has resulted in few notable social businesses with investment and impact scale.
- Recent developments and collaborations, between government, education and the private sector, brings hope to the Social Innovation environment.

Connecting the Phnom Penh entrepreneurial ecosystem

Research



Connecting the Phnom Penh entrepreneurial ecosystem





Connecting the Phnom Penh entrepreneurial ecosystem (link to the full research here)

The main objective of this study is to help stakeholders within the Phnom Penh entrepreneurial ecosystem to gain a more objective sense of their ecosystem's current state of health. What is it good at?? What are its weaknesses? Which aspects could it work on to be healthier in the future?

In collaboration with Swisscontact, the study included 398 participants, consisting of 312 entrepreneurs and 86 ESOs.

The main research findings were:

- 1. Phnom Penh support network is loosely connected, with a low level of inclusiveness, connectivity, and coverage between the different players.
- 2. Entrepreneurial community in Phnom Penh is fragmented, with a low level of knowledge sharing between the different players. Further, a lack of female role models is discouraging women from becoming entrepreneurs.

Phum Impact Battambang + Siem Reap Phum Impact



About

Phum Impact is a grassroots initiative to launch locally rooted communities outside the capital city of Phnom Penh, in order to scale the Impact Hub Phnom Penh methodology to new parts of Cambodia. Importantly, Phum Impact communities are not led by Impact Hub, but rather by local key players who have a deeper understanding of the challenges facing youth in their communities. They can then grow and evolve their Phum Impact based on their communities' needs, with the full support of Impact Hub Phnom Penh to get them started.



Why Now?

Over the last 5 years, we've designed and tested a great number of ways to contribute to the growth of Phnom Penh's startup ecosystem through our programs, network and community, and events. But there's one problem: almost everything we do is based in Phnom Penh.

SmartStart Unipreneur Learning Platform (ULP)



About

SmartStart Unipreneur Learning Platform is an educational initiative supported by the Ministry of Education Youth and Sport, and Ministry of Post and Telecommunications, led by Impact Hub Phnom Penh and Smart Axiata, to develop an accredited Entrepreneurship curriculum in Khmer language for Cambodian universities. It is the first local online learning and interactive platform that introduces entrepreneurship through a blended learning approach to Cambodian students in Khmer and English.

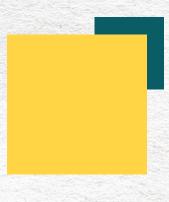
Designed and built-in Cambodia, the goal of the learning platform and course is to develop both technical capabilities in entrepreneurship and business and the entrepreneurial mindsets of the students through the practical implementation of these concepts.

Data to highlight:

- 11 University Partnerships
 - Royal University of Law and Economics (RULE)
 - University of Puthisastra (UP)
 - Svay Rieng University (SRU)
 - Build Bright University (Phnom Penh)
 - Build Bright University (Siem Reap)
 - National University of Management (NUM)
 - Royal University of Agriculture (RUA)
 - Paññāsāstra University of Cambodia (Battambang)
 - CamTech University
 - Angkor University
- 22 Classes (10 classes currently running)
- 508 University Students
- 2 Training of Trainers
- 9/10 Students saying that they are learning skills that not being taught in school
- 24 Trained Facilitators
- 25 Entrepreneurs Interviewed







Our partners in 2020

Our Partners in 2020

Smart Axiata



Khmer Enterprise



Pact Cambodia



HEKS-EPER Cambodia



UNDP Cambodia



Swiss Agency for Development and Cooperation







Startups in our network

Art and Culture



Wapatoa



Haystome



Phare Ponleu Selpak
Phare Ponleu Selpak





Edemy



Doy Doy



Wedushare



Sister's Dreamy



KlemBox



Tos Rean



Fly Beautiful



Sala Entrollment



Digital Noodle

Environment



Only One Planet



Compost City



Green Lady Cambodia



Young Eco Ambassador



Bamboo Eco



Agora Eco-Ads



Eco Buddy



Housing Mate



Green Terrace



Samatoa Lotus Textiles

Food and Agriculture



Junlen



Eleven One Kitchen



Camkaseka



Smart Farm Assistance



Reacheny



PhumCake



Phka Doung Handicraft

Startups in our network

Food and Agriculture



WeFarm



Bong Snacks



PhallChangrit



Laey Baitong



SAART Mushrooms

Clean Water and Sanitation



SUdrain



Tap Effect



WATER Center for Sustainable Water

Sustainable Tourism



La Chouk





Agile Development Group

Technology



Kokopon



Adfiden



Codingate

Urban Mobility and Smart Cities



Luma System



Tinky Bike



Fixh.me



Somjot



Your Space Your Space



Startups in our network

Sustainable Tourism







Solo Landscape







Livelihoods and Community Empowerment











Key Dambanh Kampuchea



NTFP

Health and Wellbeing



Speak Out



Peth Yoeung



BORAN CARE Boran Care



MeetDoctor



E-Pill Box



Hospicare





Looking ahead

We have some exciting plans in the pipeline



A 9-month agriculture incubation program, growing startups in the agricultural sector across Cambodia.



Phum Impact is a grassroots initiative to launch locally rooted communities outside the capital city of Phnom Penh, in order to scale the Impact Hub methodology to new parts of Cambodia.



A 16-day program getting youth ready to become a changemaker in our 4 focus provinces (Battambang, Kampot, Kampong Cham & Siem Reap)



The first local online learning and interactive platform that introduces tech entrepreneurship through a blended learning approach to Cambodian students in Khmer and English.



An online learning website where anyone can learn about entrepreneurship, leadership.



Be the Change You Want to See THANK YOU!



