



SVhk: Portfolio Incubation

香港社會創投基金

Francis Ngai | Founder & CEO | July 2014

Social Ventures Hong Kong Brief Introduction

- ▶ Founded since 2007
- ▶ First Venture Philanthropy Organization in Hong Kong
- ▶ 20+ Portfolio Social Ventures
- ▶ 500+ Professional Volunteers
- ▶ >40,000 Volunteer Hours
- ▶ >HK\$100M Impact Capital Invested/ Leveraged



“SVhk dedicates to provide financial and extra-financial support to Social Purpose Organizations (SPO) in Hong Kong.”

Social Innovation: New Mechanism for Social Change

By cross-sector collaboration, we re-organize social capital into brand new impact ventures to solve unmet social need.

Professional Volunteer: New Minds to Make a Difference

Inspired minds will put into action for the betterment of the world, with their expertise and network.

What we do ?

Financial Support
+
Professional Expertise
+
Network Resource

How it works ?

Create Sustainability
+
Build Capacity
+
Maximize Impact

Difference we make !

Recycle of Fund
X
Impact: ROI + SROI
X
Sustainable Social Capital

Our Board & Advisors



Our Directors & Members



Innovating Social Change

Social Ventures Hong Kong Incubation Portfolio



First Barrier-free 24-Hour
Taxi Service
www.diamondcab.com.hk



Collaboration Platform of Meatfree
Monday to Reduce Carbon Footprint
www.greenmonday.org.hk



Promote health and community
spirit through street running
www.runourcity.org



First Affordable Housing Initiative to Alleviate
Poverty for Single-Parent Family
www.lightbe.hk



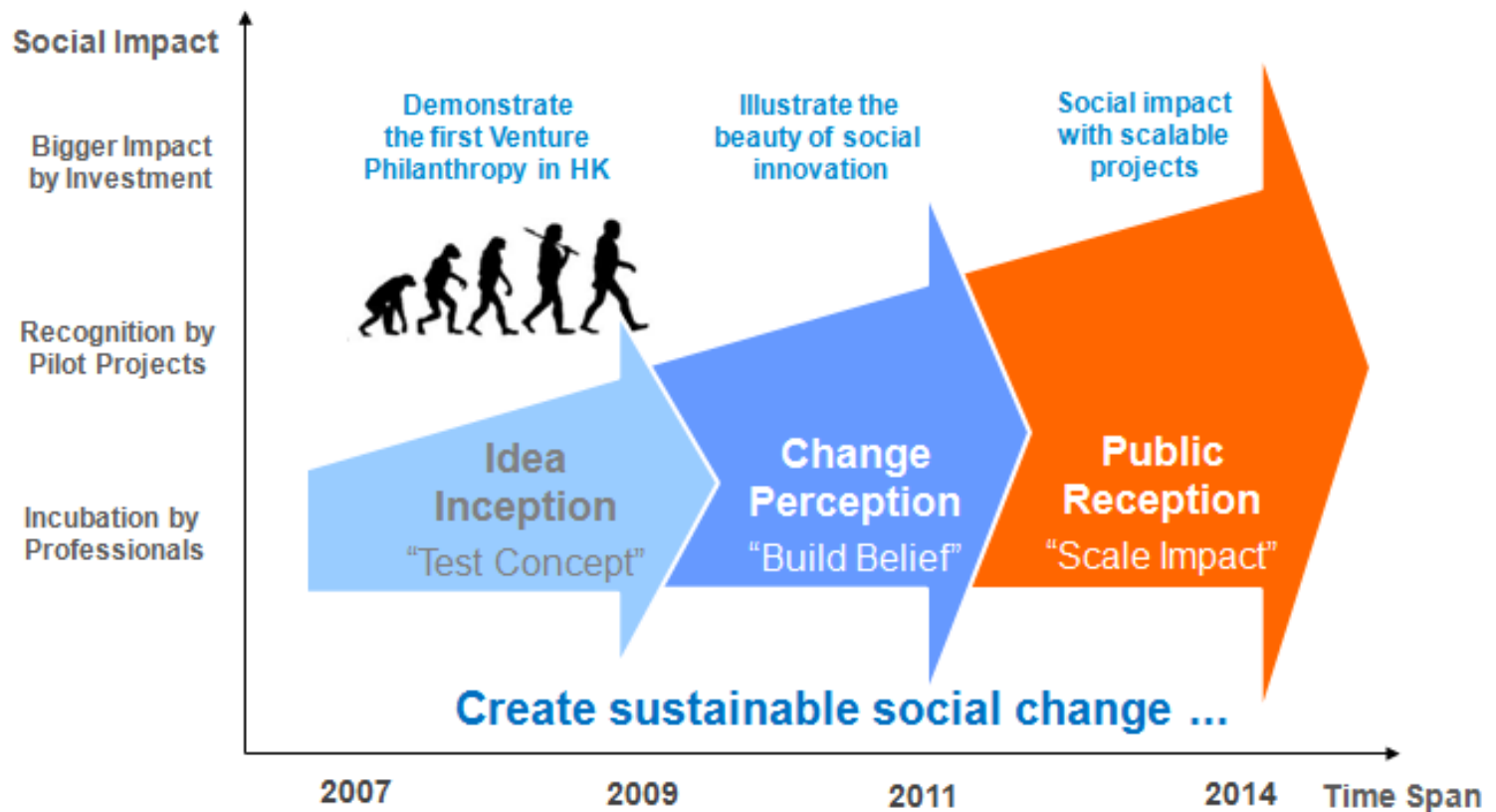
School-based Afterschool Program for
Children from Grassroot Families
www.playtao.com



Innovating Social Change



The SVhk Evolution





New Equation of Social Impact Capital

Vision:

“Innovating Social Change”

Mission Statement:

“We at SVhk are committed to creating social impact by empowering innovative and sustainable social solutions through venture philanthropy model – which leverage impact-capital, professional volunteers and collaborative network in Hong Kong society.”



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The Ecosystem Approach

Promoting the **culture** of social innovation

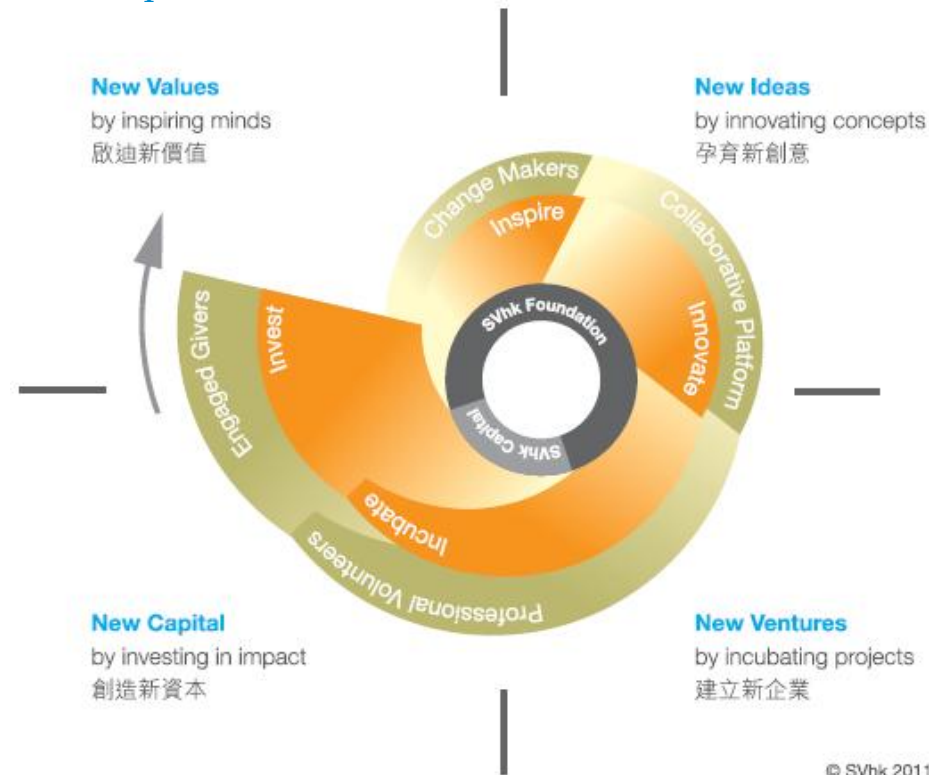
for sustainable new social initiatives and interests

Developing the **industry** of social entrepreneurship

for steady deal, people, fund and knowledge flows

- ▶ **Inspire** with new values
- ▶ **Innovate** with new ideas
- ▶ **Incubate** with new ventures
- ▶ **Invest** with new capital

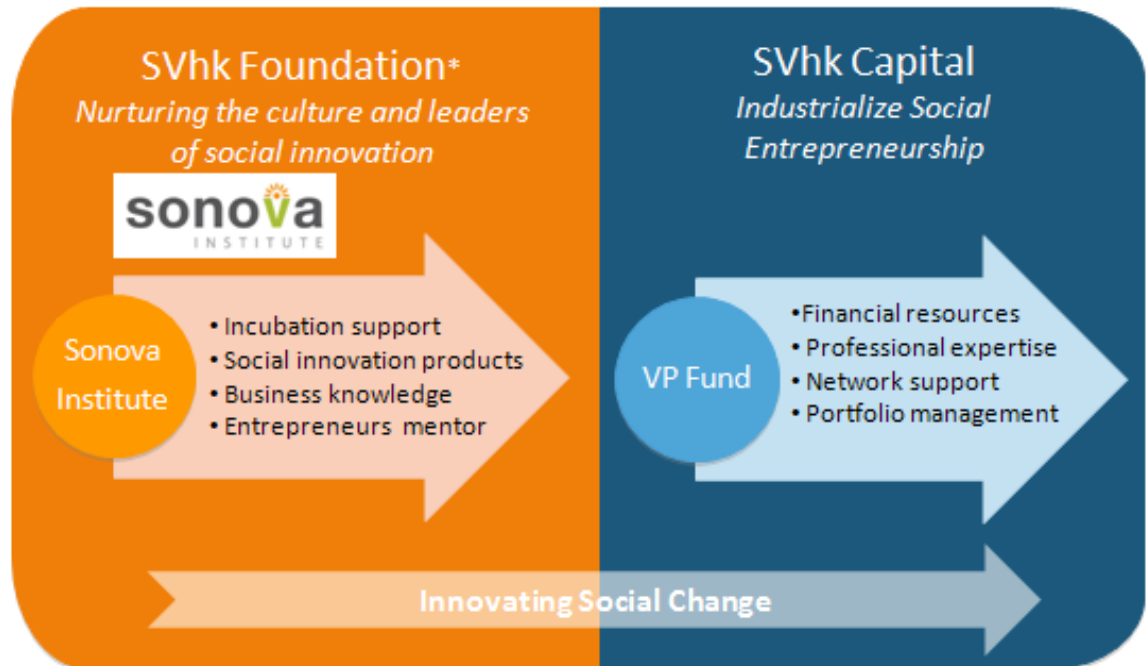
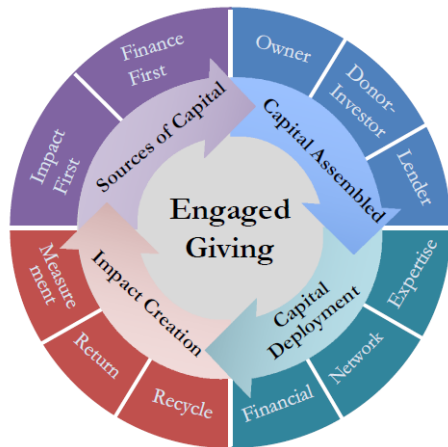
SVhk Spiral Model of Social Innovation



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Dual-Engine Set-up for One Ultimate Goal of Impact

“Leverage the dual-engine set-up to build an ecosystem of Engaged Giving in HK.”



* SVhk Foundation is a charitable organization registered in Hong Kong since 2009.

Social Ventures Hong Kong Incubation Portfolio



INcurate

EXcurate



INcubate

EXcubate



Innovating Social Change

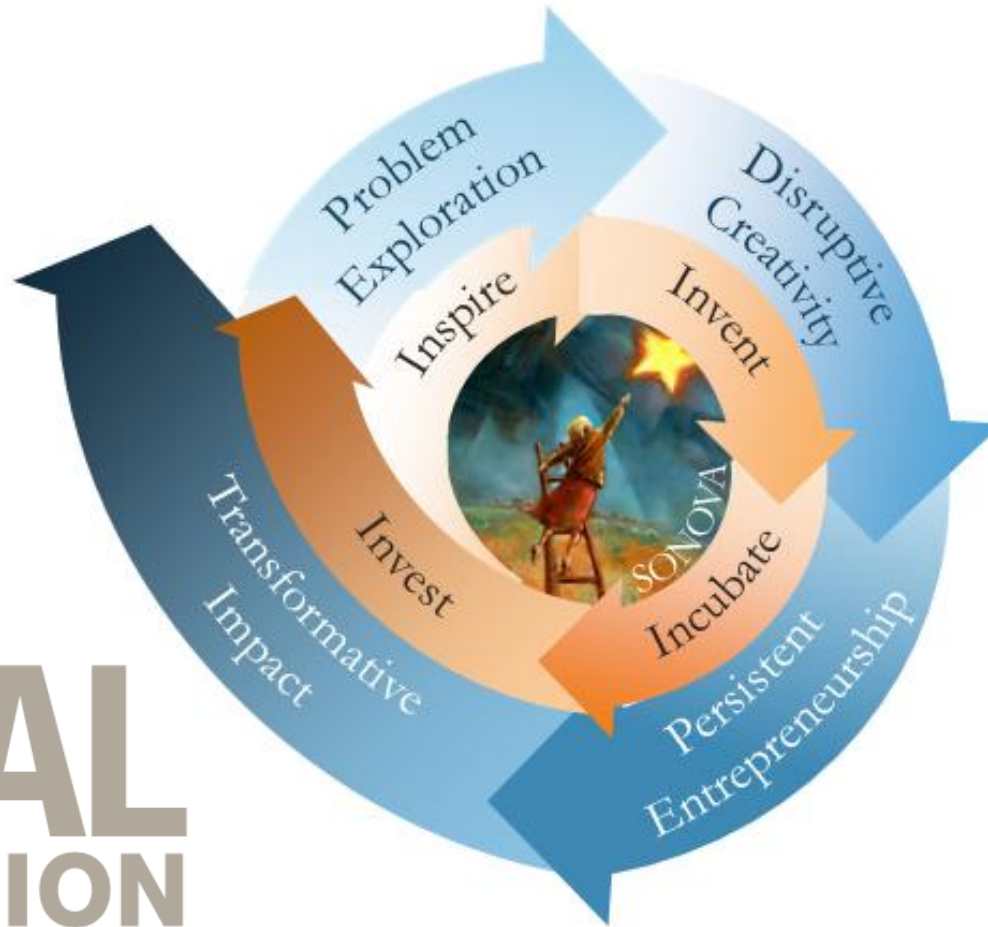


Growth Strategies

1. **BOT Approach** – build upon pressing social need in HK (e.g. Diamond Cab, Playtao)
2. **Investment Approach** – venture philanthropy support for mature social venture (e.g. DiDHK)
3. **Collaborative Approach** – co-develop with business or other SE players (e.g. LightBe, GM)
4. **Imported Concept** – replication of proven global social enterprise idea (e.g. TFT, DFC)

SVhk Spiral Model of Social Innovation

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**SOCIAL
INNOVATION**

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The Qualities of Social Innovator

EXPLORER



Insight from
Information

INVENTER



Idea from
association

RESOURCER



Scaling by
Leveraging

BUILDER



Realistic from
Idealistic



Social Innovation...

Tailored support

Passion embracing

Work as one team

Being 'Robin' of 'Batman'



**Diamond Cab:
Hong Kong's first Barrier-free 24-hour transportation since 2011**

58,000+ wheelchair trips 

6 barrier-free taxis 

CASE: Diamond Cab



?

Lack of point-to-point transportation for wheelchair users in HK

!

24-hour branded barrier-free taxi service with booking through a call centre

Inspire



Invent



Invest



Incubate

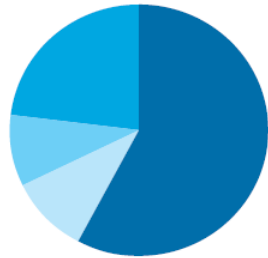


A Case of Impact Investing

Diamond Cab

Barrier-free Transportation

Diversified Strategic Shareholders:



■ SVhk ■ Elderly Homes
■ Individuals ■ Taxi Operator

Diamond Cab Shareholding

SVhk Professionals involved:

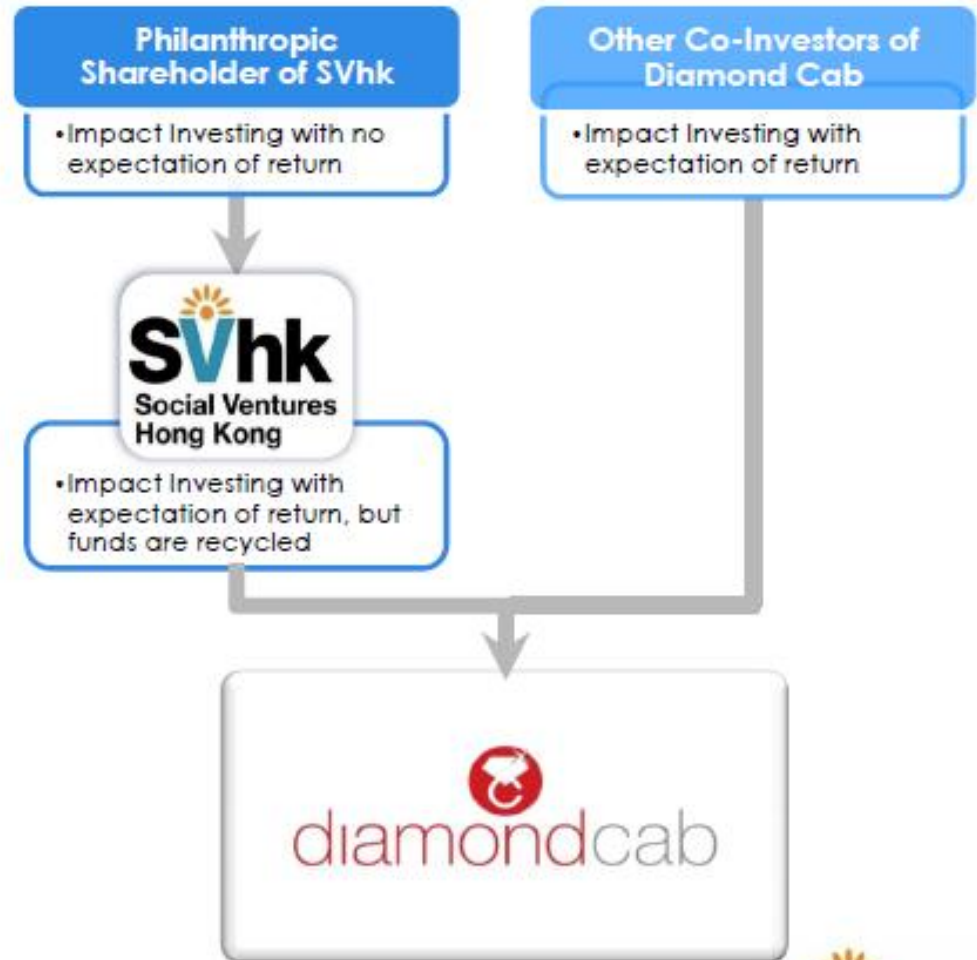


Mr. Joseph Ngai
Managing Partner,
McKinsey & Co. HK
Director of Investment, SVhk



Mr. Timothy Ma
Executive Director, Senior Citizen
Home Safety Association
Director of Social Development, SVhk

Innovating Social Change



Cross Sector Collaboration...

Shared Value creation

Highly-collaborative agent

Changing mindset

Core strategy for social good



Prefácio especial dos autores à edição brasileira



PHILIP KOTLER
HERMAWAN KARTAJAYA
IWAN SETIAWAN

marketing 3.0

As forças que estão definindo o novo marketing centrado no ser humano

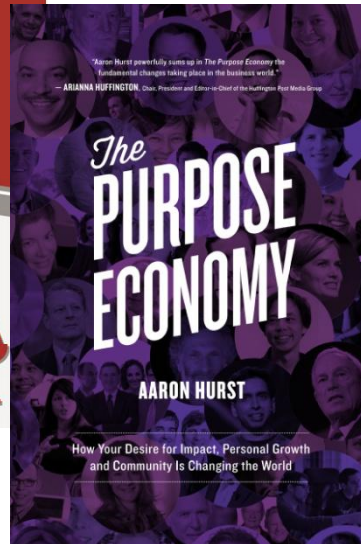
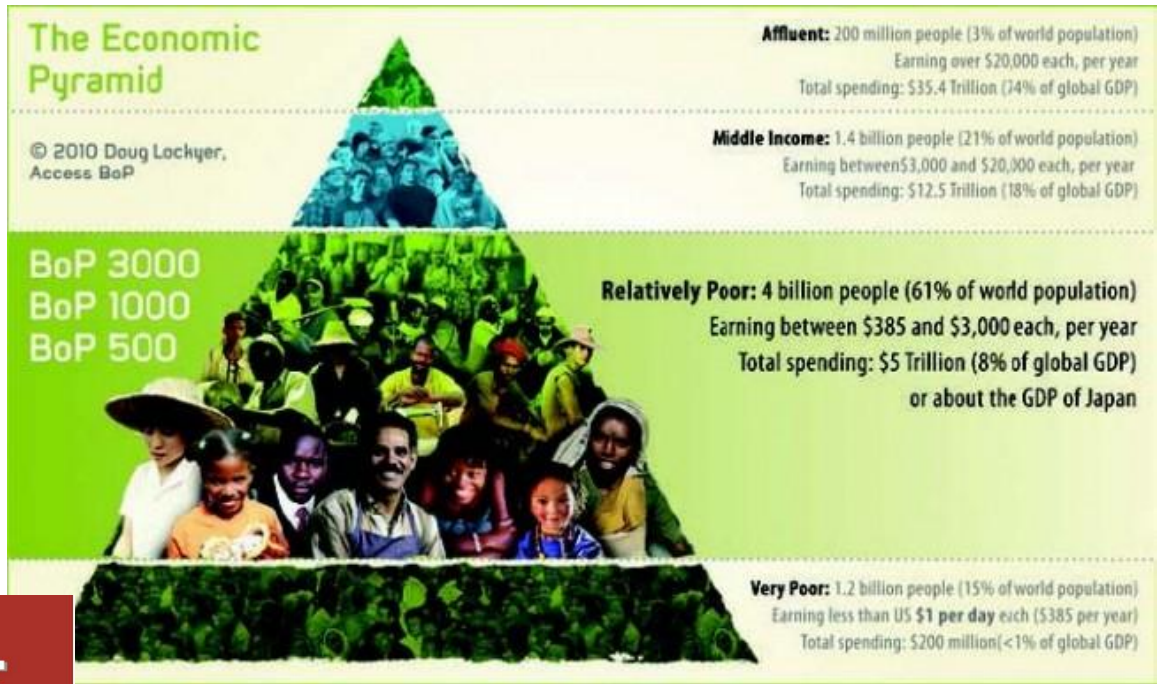
MARKETING 3.0: The Rise of Purpose-Driven Social Brands

Today's customer activists are well-informed, media-savvy and mobile. Here's why you must become a purpose-driven, social brand to build your reputation, employee productivity, customer sales and social impact.

CONSUMER EXPECTATIONS

87%

Of global consumers believe that business needs to place at least equal weight on society's interests as on business' interests.



NYVAN
VERY COMPARISON SITE

WELCOME TO THE WORLD OF SHARING



£531.10 average saved per person

£12.4bn national saving if we were all to share!

green monday

BABY STEPS TO GO GREEN

Partial List of Partner Corporate



Green Monday:
Promoting and enabling green lifestyle since 2012



23% HK population
now doing this!

1,000+ restaurant outlets
500+ schools



Green Monday corporate partners (Partial list)



Green Monday Group



Green Monday Foundation*

"Green as a Culture"

Promoting culture of green diet and lifestyle to general public

Green Culture

- Advocate & promote meat-free diet
- Create culture of green lifestyle (media/ campaign)
- Regional extension

Green Monday Solutions^

"Green as a Strategy"

Implanting green strategy to mainstream corporate

Green Strategy

- Consultancy & advisory to corporate
- Training & marketing support service
- Licensing of GM service and product

Green Monday Ventures^

"Green as an Economy"

Innovating the society with brand new green ventures

Green Economy

- Invest & incubate strategic green business
- Create & satisfy unmet green market demand
- Leverage GM brand & network

Creating **Green** Trend Penetrating in Hong Kong

*Green Monday Foundation is a charitable organization registered in Hong Kong since 2013 Mar.

^Green Monday Solutions & Green Monday Ventures are proposed limited-by-shares set-up

Platform approach...

How to make it possible for everyone

Mission-driven, Change-driven

More collaborations among similar initiatives

Holistic view of the issue



全球最自由經濟體

香港經濟自由指數，連續六年
全球第一，顯示香港一貫維持
國際地位，維持自由經濟的
國際地位，維持自由經濟的
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香港經濟自由指數
www.hkfreedom.org
2014年，全球最自由經濟體

MPH PHMPPH

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Light Be:
Hong Kong's first affordable housing project

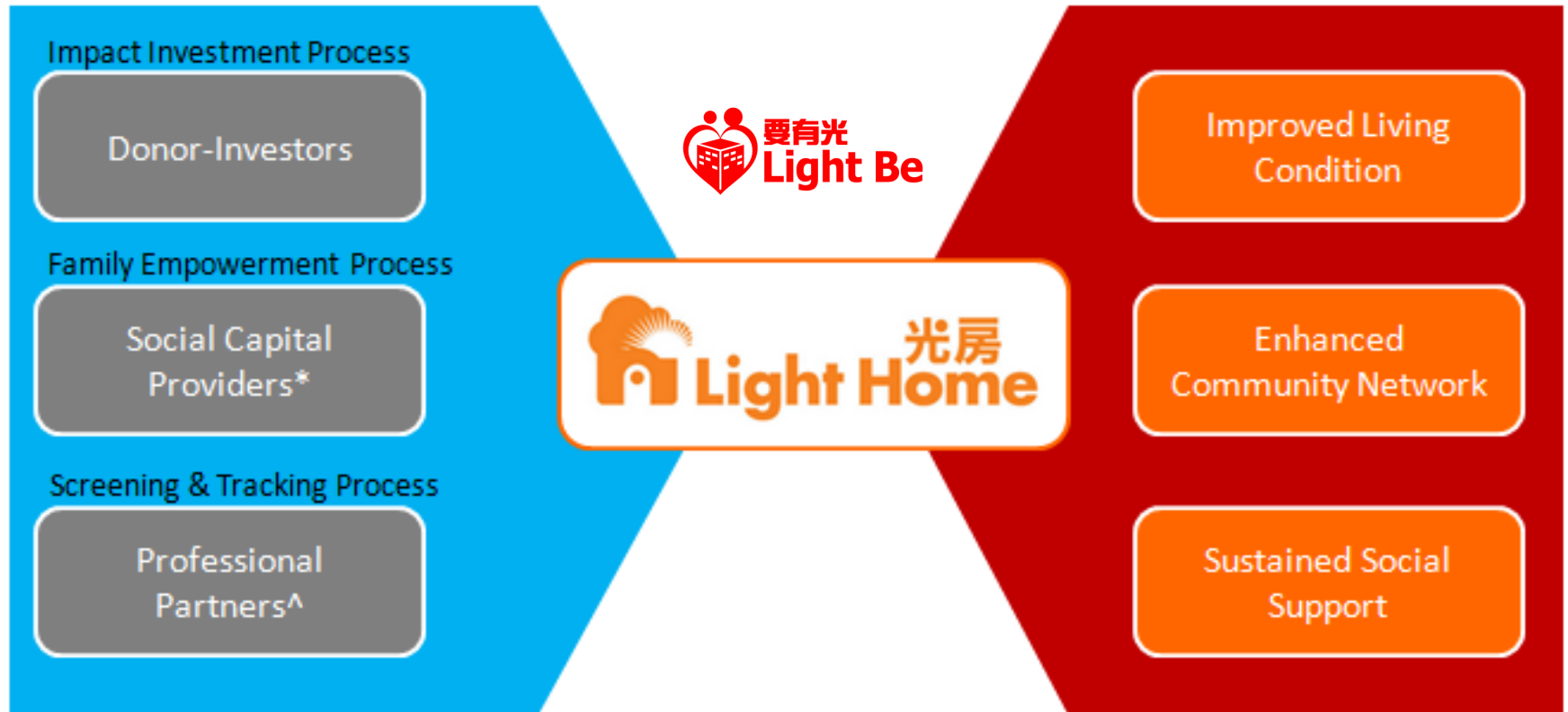
18 Light Homes



30+ Families
80+ Individuals



A platform to reorganize good resources for the poor



Social Capital Providers*: Volunteer Angel Families, Community SE/NGO, Non-profit partners

Professional Partner^: NGOs (SOCO, HKSPA, NAWL), PolyU Centre for Social Policy Studies

Don't Forget: It is always the People!



Our Board & Advisors



Ms. Anne Chan
Founder, Fintech

Mr. Bernard Chan, CEO, JP
President,
Asia Financial Holdings and Asia Insurance



Mr. Leung Cheung
SVT and Head of China
Portfolio Group, Ben Capital



Mr. Patrick Cheung
Chairman,
Daigaku in the Dark HK



Mr. Bear Cheung
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Storm Harbour Securities



Ms. Roseanna Chui
Partner, DRCC GRK



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Mr. Ronald Kung
Director,
The Immigrant



Mr. Rita Lam
Director,
Resonance Urban
Consultancy & Services



Mr. Rip Lau
Landscape Designer



Ms. Louise Lau
Social Worker



Mr. Andre Leung
General Sales Manager,
Sun Ngai



Ms. Cora Leung
CEO, Diamond Grid



Ms. Christine Li
HR Manager,
Jetstar Airport Services



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Director at Law



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Executive Director,
Senior Chinese name Safety
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Ms. Yvonne Ng
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