Social Entrepreneurship
- the disabled enabling a stronger global business

Thomas Ng

Founder

Genashtim Innovative Learning Pte Ltd

AGENDA

- About me
- About our company and our businesses
- About Social Entrepreneurship
- How did we start?
- How does it work?
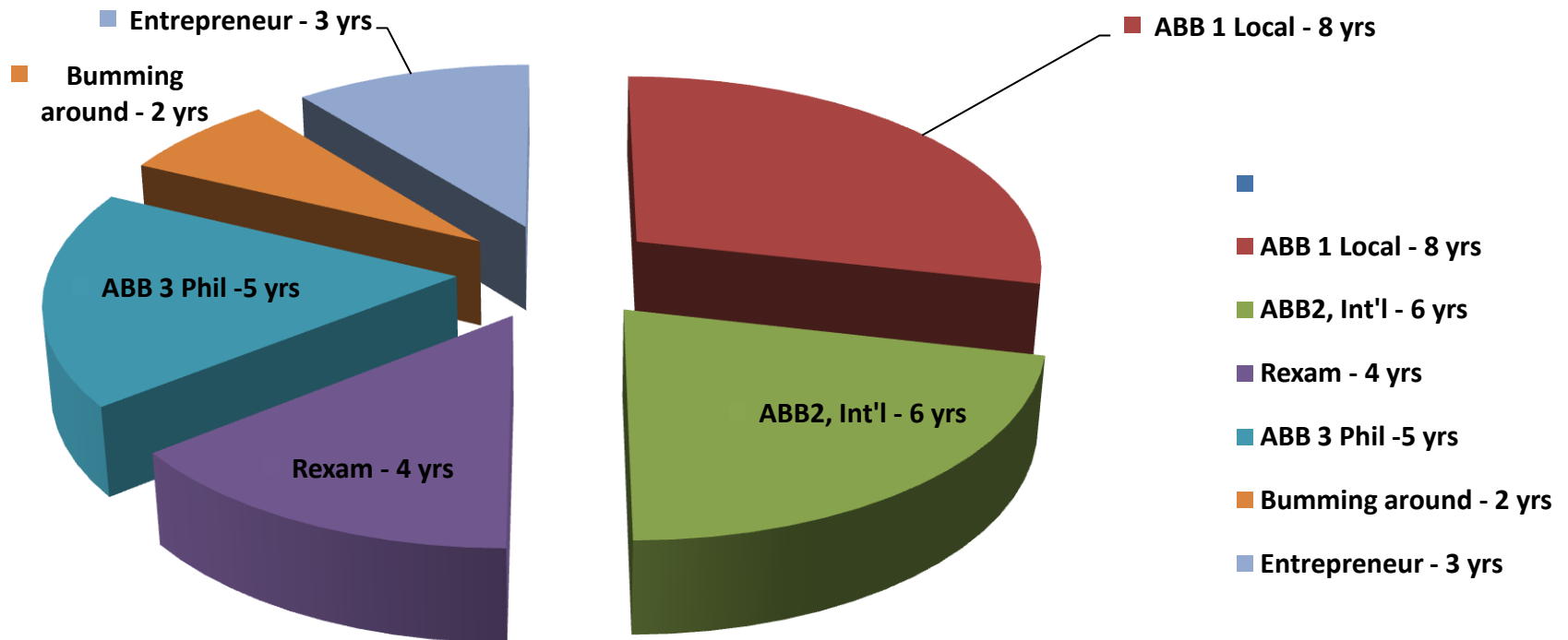- Challenges and Obstacles
- Why do it?
- Interviews, Q&A

About me........

- Lower middle class family – Penang
- Free tertiary education in Auckland
  - Worked part time to self support
- Started career as audit clerk
- 15 years as an expat, for a British and a Swiss company
- Lived and worked in Malaysia, Hong Kong, Poland, Philippines, Australia
- Responsible for operations in China, Hong Kong, Japan, Taiwan, Malaysia, Singapore, Philippines, Thailand, Indonesia, Australia, NZ
- Active YPO/WPO member

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Thomas Ng
28 Year "Career"

About our Company……

We are a socially responsible organization, committed in promoting world-class high quality online learning.

Online learning via Web 2.0 helps in the global fight against climate change minimizing commuting, paper usage, and construction materials for classrooms. Thus, less fuel consumption, less emission of pollutants, and a smaller carbon footprint.

Online learning also overcomes the mobility barrier which is common to many persons with disabilities (PWD). This enables the PWDs to avail of the learning, and also be sustainably employed in its delivery.

Genashtim – a 3P company

Our businesses...

English Proficiency in Conversation

Remote PC Support

Chinese Proficiency in Conversation

Ivy League excellence, online convenience

Where our clients are..

Japan

Hong Kong

Philippines

Thailand

Indonesia

United Kingdom

Australia

China

Taiwan

Malaysia

Singapore

Cambodia

USA

Switzerland

About Social Entrepreneurship
What it is NOT…..

"There is one and only one social responsibility of business – to use its resources and engage in activities designed to increase its profits…."

1970, Milton Friedman

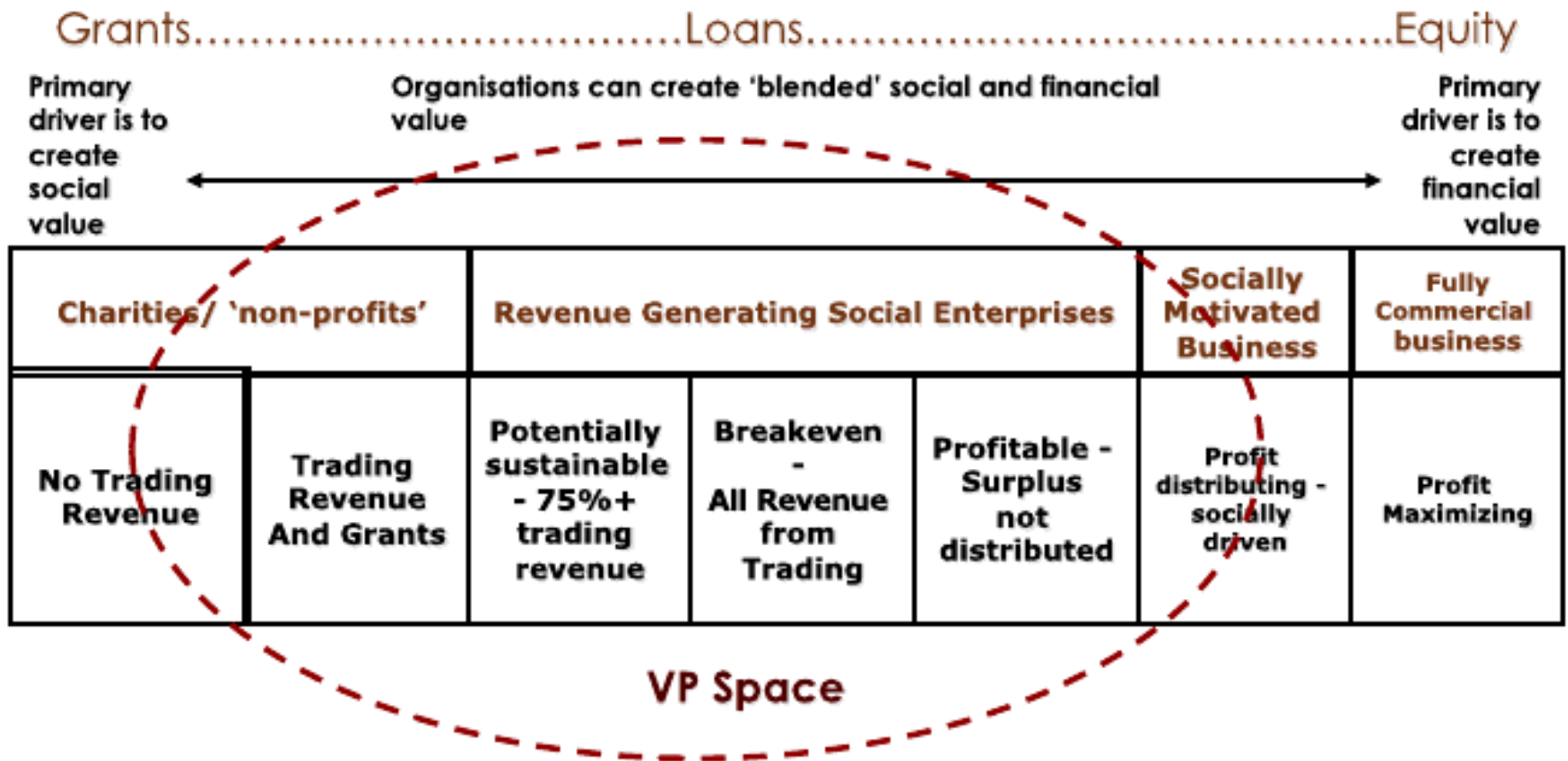# What is NOT Social Entrepreneurship?

What is Social Entrepreneurship?

Social enterprise models create **social** and/ or **environmental impact** through company products or services, target customers, value chain, ownership or operations.

2011, GIIRS

Social Entrepreneurship Space

Grants..Loans...Equity

Primary driver is to create social value	Organisations can create 'blended' social and financial value					Primary driver is to create financial value
Charities/ 'non-profits'		Revenue Generating Social Enterprises			Socially Motivated Business	Fully Commercial business
No Trading Revenue	Trading Revenue And Grants	Potentially sustainable - 75%+ trading revenue	Breakeven - All Revenue from Trading	Profitable - Surplus not distributed	Profit distributing - socially driven	Profit Maximizing

VP Space

Challenges of Social Entrepreneurship

- Sustainability / Profitability

- Scalability / Replicability

- Financing by the missing angel

- Legal Status in between NGO and INC

- Recognition as a driver for sustainable development

Opportunities of Social Entrepreneurship

- Powerful and innovative third way in addition to charity and government

- Social and environmental impact made sustainable through a business model

- Cooperation opportunities for business (CSR and CSV), government and NGOs

How did we start?

- Decided online learning is a business we want to be in
  - It is the future, maybe sooner than we think
- Decided on a "work-from-home" model
  - We were familiar with the tools
  - Aligned with our "planet" objective
- [My association with a computer school for the blind](#)

Our business model

- To connect low cost resources to high cost markets, leveraging technology and the internet

- To minimize our carbon footprint by optimizing collaborate tools for a virtual operating environment

- Thus enabling the disabled in <u>mainstream employment</u>

Basic Management principle

- Assemble a team
  - Knowing and leveraging the strengths of team members
  - Knowing the weaknesses ("handicaps") of team members, and finding ways to overcome or compensate them
  - Look at PWDs like any employee who is not perfect – **nobody is.**

"The are not disabled in everything....zero in and expand on the abilities that they have and develop those qualities."

– Dr. Surin Pitsuwan, ASEAN Secretary-General

speaking at IDPP meeting in Bangkok

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Significance of the Internet

- Makes remote work feasible
  - That is what BPO is all about
- Can we extend this to a work-from-home model?
- We would then level the playing field for most PWDs
  - The real impediment for meaningful employment for most PWDs is mobility, especially in less developed countries

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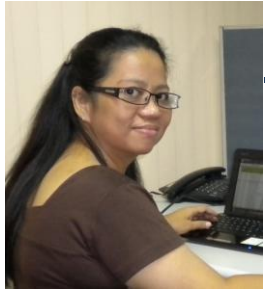# Where are our PWD?
Management & Administration

- **General Management (MI)**

- **Business Development (MI)**

- **Human Resources Management (MI,VI)**

- **Accounting (MI)**

- **Secretarial support (VI,MI)**

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Where are our PWD?
EPiC Online & CNPiC Online

- **Quality Assurance (VI, MI)**

- **Operations**
  - **Scheduling sessions between students and coaches (MI)**
  - **Monitoring sessions (MI, CP)**

- **Front line**
  - **Language coaches (VI, MI)**

Where are our PWD?
Abled Online

- **General Management (MI)**

- **Middle management (MI)**

- **Front line**
  - **Helpdesk (VI,MI)**
  - **Remote technicians (MI)**

This is a service which we use for ourselves and our clients anyway!

<u>Ryan Allegado</u>

Ryan was living in a temporary structure, working freelance on the internet off and on.

He was hired as an Virtual Assistant for Genashtim in Sep 2009. Three months later, he was promoted to a Business Devt. role. By Sep 2010, he headed the Abled Online project as its General Manager.
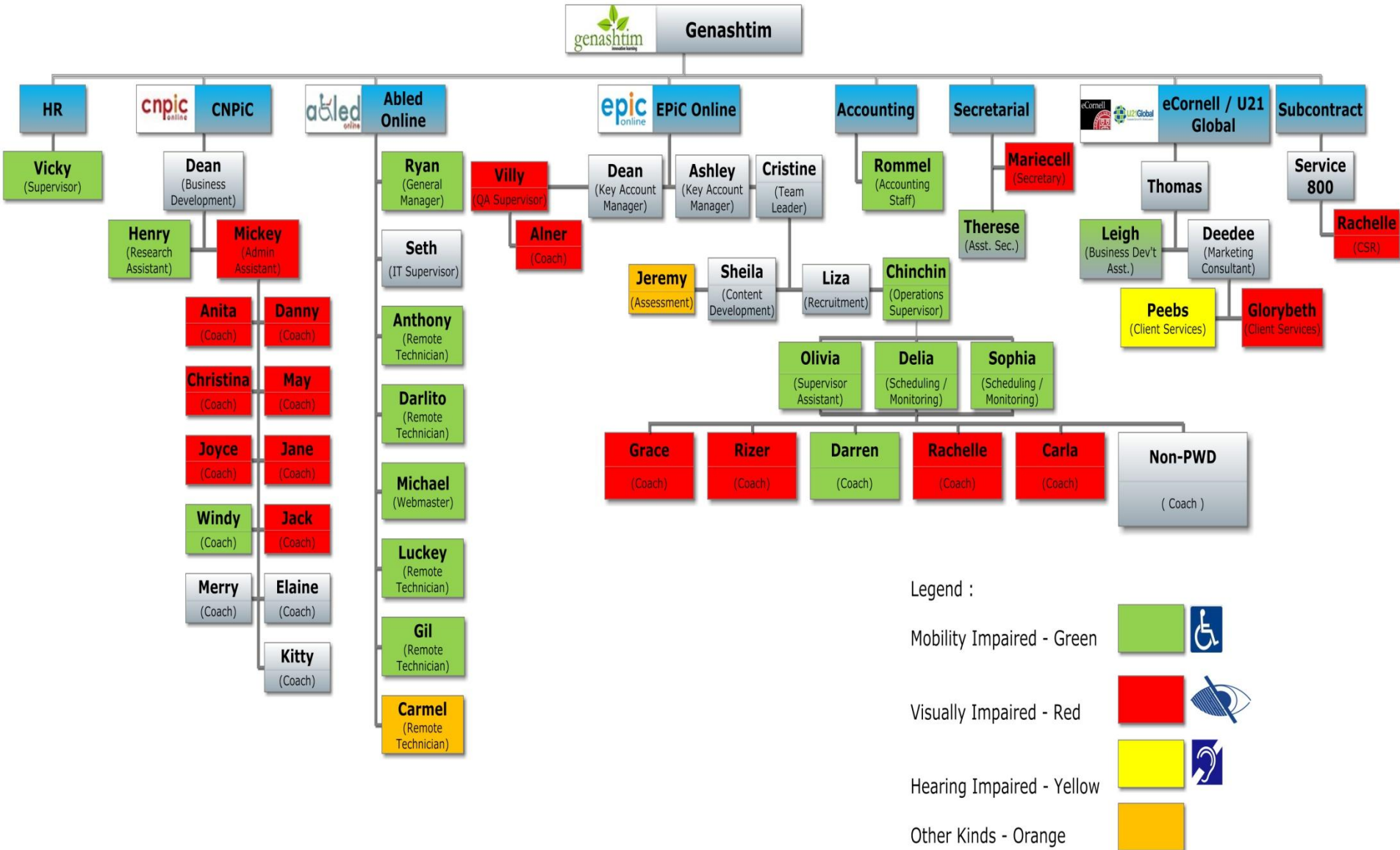
In Nov 2010, he presented the project in Tokyo and "walked away" with the first prize.

He is concurrently head of IT for Genashtim.

A year after he joined Genashtim, his monthly income was 6 times the most he ever made working freelance.

Where are our PWD?

How does it work?

- **The work-from-home model**
  - **Orthopedically-impaired not an issue**
- **Enabling technologies**
  - [For the visually impaired](#)
  - [No hands and no legs](#)
- **Structuring processes to compliment abilities**

"Tag-Team" Virtual Assistants

Mariecell

Before

After

En-en
-In wheel chair

To launch – New business

Mariecell was about to graduate from college in 2002, when a car accident disfigured her face, and destroyed both her eyes.

Because she had learnt how to use the computer and the internet as a blind person, she was hired as a secretary, working from her home in Davao, Philippines.

But as a blind person, there were things which she could not do by herself, like reading scanned documents, and filling out forms.

Mariecell is now being paired with En-en, who was stricken by polio since she was 2. En-en works from her home in Cagayan de Oro. Mariecell and En-en have never met in person.
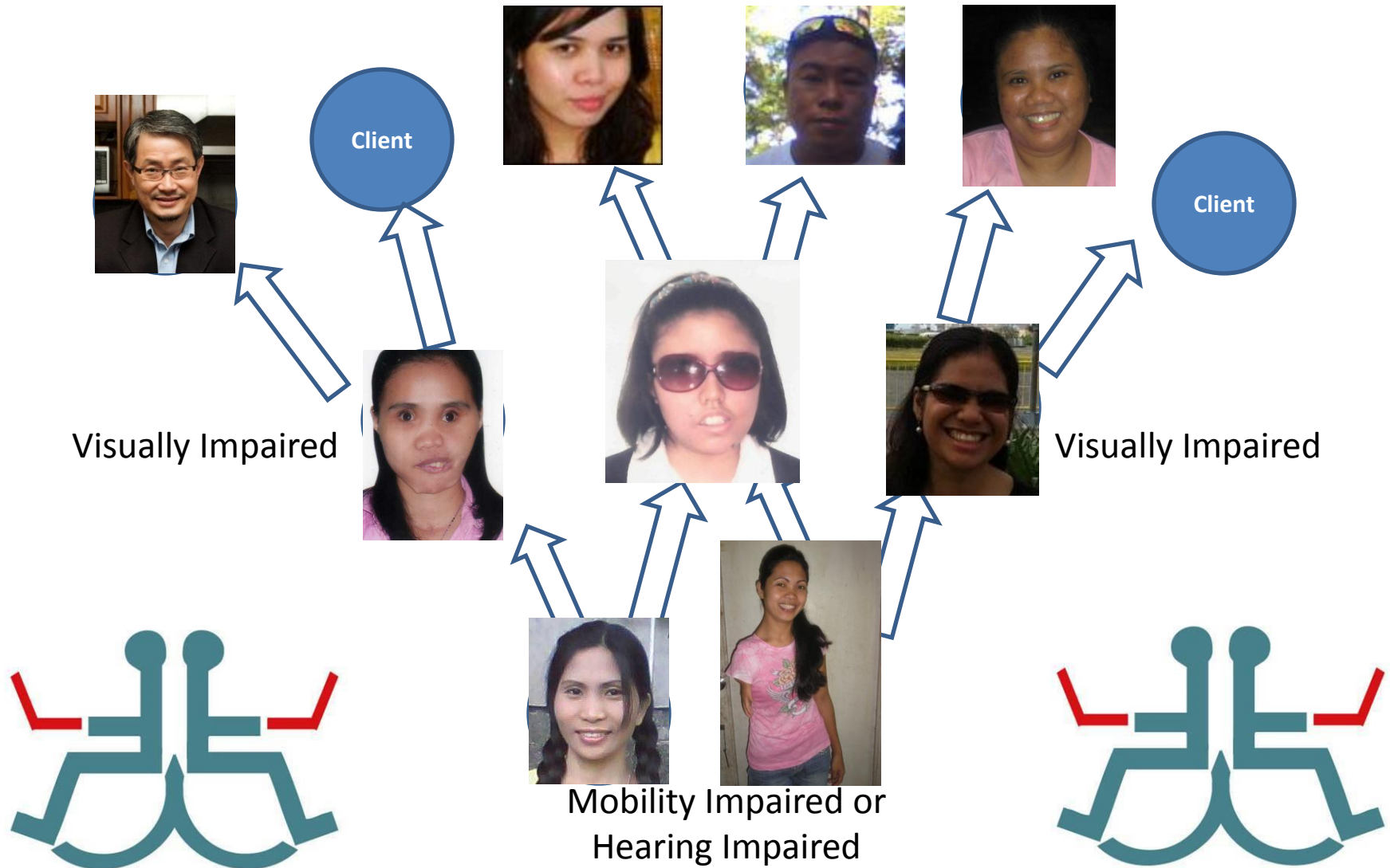
Together, Mariecell and En-en provide secretarial support to an executive who lives in Melbourne, and travels 70% of the time. He has never met either of them in person. But they communicate online every day.

Virtual Assistants
Genie Online – "your wish is our command"

Visually Impaired

Visually Impaired

Client

Client

Mobility Impaired or Hearing Impaired

The Team for eCornell Enquiries

Initial emails are sent out by Peebs and Therese to enquiries that come in through our websites

Therese - Cebu   Peebs - Manila

Incoming phone enquiries, and follow-up calls to enquiries from our websites, are handled by Glorybeth – Davao

They are supervised by Leigh – Laguna

What's the difference?

- **High value-added, mainstream work**
- **Strategically engaged and <u>integrated</u> in the business**
  - **Actually makes the business stronger**
- **Serving prominent clients in 10 countries**
- **Not charity, not sympathy not philanthropy**
- **They get paid like everyone else**
- **They get fired if they do not perform**
  - **We make no excuses to our clients for quality and reliability**

Some EPiC Online Clients

with % satisfaction ratings from the students

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KAPLAN

98% +

TAYLOR'S COLLEGE

93% +

Wisdom • Integrity • Excellence

THE Regent

90%

95% +

ABB

88% +

Air Asia
Now Everyone Can Fly

91% +

epic online

The Taylor's Project

"Our main objective is to help our students achieve their target scores in their university entry tests. In order to ensure this, EPiC Online was introduced as part of the new IELTS preparation course. The first batch of student in this course was assigned customized one-to-one speaking skills coaching sessions by the EPiC Online team. This helped the students to further improve their English language skills and simultaneously gain confidence in using the language on a daily basis.

*And **their IELTS results are amazing**! We are definitely encouraging all our students to sign up for the sessions and get that extra edge in their exam preparation."*
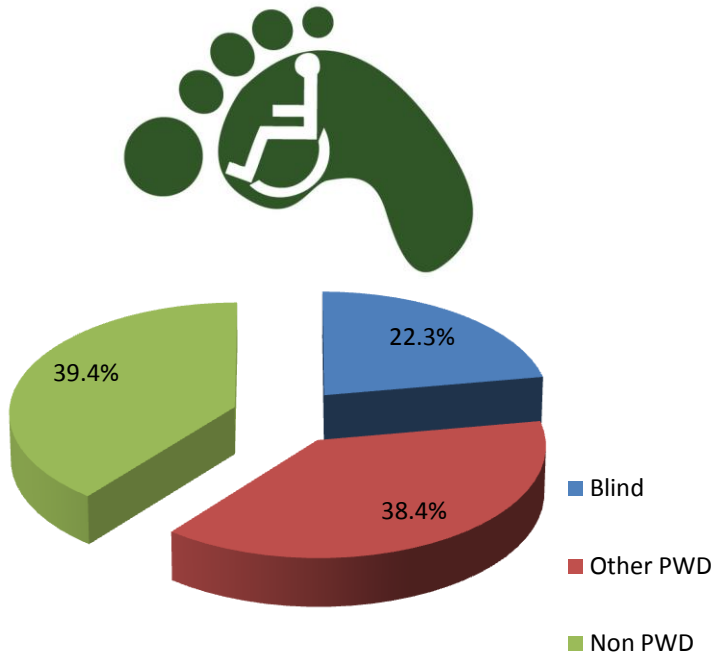
Noraiza Ahmad Zaki

Head
Centre for Languages, Compulsory Subjects & University Entry Tests
TAYLOR'S COLLEGE, MALAYSIA

What was even more impressive was to have 49% of the students achieving Band 7.5 or higher, which placed these kids amongst the most proficient users of the English Language internationally

Lim Tou Boon – President, Taylor's College

PWD Footprint – Taylors Project

Pie chart:
- 22.3% Blind
- 38.4% Other PWD
- 39.4% Non PWD

234 (26%) of the 912 hours of EPiC Online sessions done by PWD coaches

1,008 (89%) of 1,136 hours of support provided by PWD staff

- **50 A level students**
- **Canadian pre-Uni**
- **EPiC Online twice a week over 3 months**
- **IELTS test**
  - **91% gained Pre-U scores**
  - **Half achieved 7.5 and above**
- **912 hours of EPiC sessions**
- **1,135 hours of overhead**
  - **Assessments**
  - **Operations**
  - **QA**
  - **Scheduling & monitoring**
  - **IT support**
  - **Account Management**

The Challenges with PWD

- **Skills and Language**
  - **PC, Internet, English**
- **Attitude & emotional state of the PWD**
- **Employment laws and regulations**
  - **Designed for bad employers and bad employees**
  - **Discourages "giving a chance"**
- **Social benefits are a disincentive**

Why do this?

- **It can be done, and can change lives**
- **Makes the business stronger**
  - **More determined, and motivated people**
  - **Stability and Sustainability**
- **UNESCAP's Third Decade for Disability**
  - **Accreditation for Disability Inclusive Businesses**
- **CSR-inclined investors and financing**
- **The PWD market**

Interviews, Q&A

- [Video on Genashtim](#)
- Demo with Mariecell
- Demo and Q&A with Ryan
  - General Manager, IT Manager
- Q&A with
  - Villy   QA Manager
  - Raj   Process Manager

IT MAKES BUSINESS SENSE !!

THANK YOU

Tech-savvy blind man sees a rosy future ahead

Exceptional Marx reborn

By the GO NEGOSYO team

When all else fails, most people decide to take the easy way out – they simply give up. But Marx Melencio, who has totally lost his eyesight, is truly a man with vision. Unlike most people, he does not view failure as an option.

At 28 years old, with a wife, a five-year-old daughter and a disability that most would consider as an obstruction, Marx manages his very own Grayscale Business Consultancy

Melencio

- # <u>Marx Melencio</u>
  - – One of our service providers

  Most Inspiring Entrepreneur of the Year awardee, Philippines 2008.

  At the age of 23, Marx was gunned down randomly, and totally lost his sight. Through hard work and perseverance, he mastered the use of the PC, and eventually set up Grayscale which employs about 100 people in 7 production centers in the Philippines. About 20 of Grayscale staff are persons with various disabilities.

  For several clients mostly in the USA, Grayscale provides website, software, content and information development; search engine optimization (SEO) and search engine marketing (SEM); and content marketing, and web research.

See Marx in action
Listen to Marx's story

- # **<u>Villy Villano</u>**

  Villy became totally blind when he was 16 years old, due to detachment of the retina. Before working for EPiC Online, he was a high-school teacher for a private school for 3 years where he taught History and English subjects to regular students.

  Villy started work with Genashtim in mid 2009 as an English language coach for EPiC Online (English Proficiency in Conversation Online). He coached working executives from Japan, China, Taiwan, Thailand etc.

  In early 2010, Villy was promoted to QA Supervisor for EPiC Online. In this role, he interviews prospective coaches and grades them. He also reviews all the evaluations given by the students, and intervenes with botht eh students and the coaches to make EPiC Online a better product.

See Villy in action   Listen to Villy introduce himself

- # **Mickey Shi**

  Mickey was a healthy and smart girl when at the age of 15, was afflicted with Lupus. The medication that she had to take rendered her totally blind.

  From the comfort and security of her home in Tai Yuan, Shaanxi province, she is the main interaction person between the international team of Genashtim, and it's clients and students in China. She also assist with marketing and business development initiatives, and in particular is developing CNPiC (Chinese Proficiency in Conversation Online).

  See her in action

Chinese Language Coaches

cnpic online

Danny
Gansu Province

Mickey
Shaanxi Province

both are blind

- # **Hannah Mae Adelza**

Even though Hannah was born blind, she managed to go through the school system and graduated with a degree in Computer Science. Whilst she was still a student, she would stay up nights, make friends on the internet and chatted with them with VOIP. In the process, she not only perfected her English, but also developed a lovely American accent.

Hence even as a student, she already qualified as a coach for for EPiC Online (English Proficiency in Conversation Online).

Since then, Hannah has given the additional job of helping with content development for EPiC Online's TOEIC program.

Listen to Hannah introduce herself
Listen to Hannah at work

PRICE OF EXCLUSION

Global GDP Loss of US$1.37 Trillion to 1.94 Trillion

	China	Thailand	Vietnam
Persons with Disabilities (M.)	82.96	1.87	N/A
Workforce (M.)	34.93	0.91	7
Employed Persons with Disabilities (M.)	17.08	0.64	4
Economic Losses (M. US$)	111,693	9,576	1,821
-Disabling Environment (M. US$)	57,410	3,498	1,179
-Exclusion from the Labour Market (M. US$)	54,282	6,077	642

Note: PWDs - Persons with disAbilities, M. - Million
Source: WHO, World Bank, ILO

Why Sustainable?

- Productive
- Globally competitive in Quality
- Cost effective → profitable

HOW THIS STARTED….

- Invited to Board of [ATRIEV Computer School for the Blind](#)

- Learnt that [the blind can use the PC and access the internet effectively](#)

- ATRIEV trained more than 400 visually impaired individuals….BUT…..

  – Hardly any on them gainfully and independently employed

  …………………………………………….BECAUSE…….

Why so few ATRIEV Graduates employed?

- Apprehensive employers
  - Out of comfort zone, lack of desire, ignorance
- Technical problems
  - Which can be solved given time and persistence
  - But companies are time and resource constrained
- Need for minders
- Corporate policies
- Infrastructure
- Colleagues
- Emotional state of the PWDs