



PIM | 益启未来
PURPOSE IN MOTION

ANNUAL REPORT 2024

OUR IMPACT

1249

young scholars and future members participated in PIM's programs in 2024

106

countries reached through our online and offline programs

\$107,100

USD mobilized and distributed to social organizations and startup teams (751,714 RMB)

Our Impact

Founder's Letter

TechImpact Academy

TechImpact Incubator

Model Foundation

10th Anniversary Celebrations

Community

10th Anniversary Celebrations

Community

TechImpact Academy

TechImpact Incubator

Model Foundation

Founder's Letter

Our Impact

Dear Purpose in Motion (PIM) Community,

In 2024— **PIM's 10th anniversary**—we deepened our commitment to empowering changemakers, organized regional programs across new continents, and celebrated through learning and sharing with our global community. **1249** young scholars from **106 countries** participated in our programs, and we mobilized **\$107,100 USD (751,714 RMB)** to support social organizations and startup teams tackling urgent challenges.

The **TechImpact Academy** took a major leap forward as we transitioned offline, delivering **five regional programs** in **Rome, Essaouira, Tashkent, and Shenzhen** in partnership with Seeds for the Future. Student entrepreneurs from over 100 countries came together to learn about social entrepreneurship and create practical solutions for good, with innovative ideas addressing clean water access, AI-powered agriculture, and energy efficiency. The ingenuity and dedication we witnessed speak to the immense potential of this global network of young innovators.

To mark our **10th anniversary**, we hosted **10 online workshops** that brought leaders and changemakers together to share experiences on navigating careers with purpose and developing organizations for impact. These conversations reaffirmed the importance of aligning values, action, and impact.

This year also saw the **graduation of the Algerian FarmAI team** through our year-long Incubator program. Under our mentors' guidance, a group of student entrepreneurs from Algeria successfully established their startup company FarmAI, developed a working prototype to monitor crop disease using AI models, and began rolling out their product with farmers in Algeria and France to help increase crop yields and reduce waste. Their story reflects the grit, creativity, and collaboration that drive meaningful innovation.

None of this would have been possible without you—our partners, mentors, and supporters. Your trust, time, and collaboration fuel this movement, helping us empower changemakers to turn vision into action.

Looking ahead, we remain focused on creating opportunities for innovators, refining impactful solutions, and supporting those leading change for a better, more sustainable world.

With gratitude,

Jasmine Lau

Jasmine Lau
Founder, Purpose in Motion

TechImpact Academy

In partnership with Huawei's Seeds for the Future, PIM celebrated a major milestone within our Tech4Good program, one of the flagship initiatives of our TechImpact Academy, which is dedicated to training young social entrepreneurs globally. For the first time since the program's inception three years ago, all of our programs transitioned to being hosted offline in 2024.

We successfully hosted five week-long regional programs in Europe, Northern Africa, the Middle East & Central Asia, Asia-Pacific, and Southern Africa, with program locations in Rome, Italy; Essaouira, Morocco; Tashkent, Uzbekistan; and Shenzhen, China.

5

Regional Programs

106

Countries

146

Projects

830

Participants

Our Impact

Founder's Letter

TechImpact Academy

TechImpact Incubator

Model Foundation

10th Anniversary Celebrations

Community

PROGRAMS

Tech4Good Europe

Tech4Good Northern Africa

Tech4Good Middle East Central Asia

Tech4Good Asia Pacific

Tech4Good Southern Africa

Tech4Good Monthly Mentorship

Tech4Good Global Competition



- Austria
- Belgium
- Bosnia & Herzegovina
- Bulgaria
- Croatia
- Cyprus
- Czechia
- Finland
- Germany
- Greece
- Hungary
- Iceland
- Ireland
- Italy
- Luxembourg
- Netherlands
- Poland
- Romania & Moldova
- Serbia
- Slovakia
- Slovenia
- Spain
- Türkiye
- Ukraine



Tech4Good Europe

The Tech4Good Europe camp brought together top talent from 24 European countries to develop tech solutions addressing global issues like sustainability, mental health, clean water, and equality. Held in Rome, Italy, this Pan-European event was an inspiring week of intensive mentorship, led by mentors Salam, Daniele, Giulia, and Valentina, with the invaluable support of Melody and Margarita.

5
Mentors

22
Teams

24
Countries

145
Participants

IN THEIR WORDS...

Innovation can't solve Global Problems! To solve them, we need to ACT! All Roads Led to Rome: Europe's Hub of Future members!

I had the incredible honor of mentoring the members of tomorrow at the prestigious Pan-European event, Huawei Seeds For The Future, organized by Huawei and PIM (Purpose in Motion). This event brought together top ICT talent from 23 European countries to ACT and bring CHANGE!

Joined by fellow mentors Salam, Daniele, Giulia, and Valentina, and guided by the invaluable support & experience of Melody and Margarita, we conducted over 20 hours of 1-on-1 mentorship sessions with more than 150 exceptional students.

I had the privilege of mentoring five passionate and talented teams from Ireland, Finland, Italy, Cyprus, Greece, Ukraine, and Croatia. Together, we developed tech solutions addressing sustainability, mental health, clean water, and equality.

As mentors, our goal was to ignite their interest in global issues, help them conceive innovative solutions, and guide them in presenting their ideas effectively to a prestigious panel of judges.

The week concluded spectacularly with a Gala Award Ceremony at the Acquario Romano, featuring distinguished political guests, including current and former ministers from Italy and Cyprus.

Congratulations to teams: Ireland (Anaphero) and Netherlands (Biobuddy) and the people's choice award: Finland (Nordic Shine). My heartfelt thanks to the judges, Katja, Valentina, Marco, Narcís, and Renato, for their invaluable feedback and support.

Harris Chrysanthou

Mentor



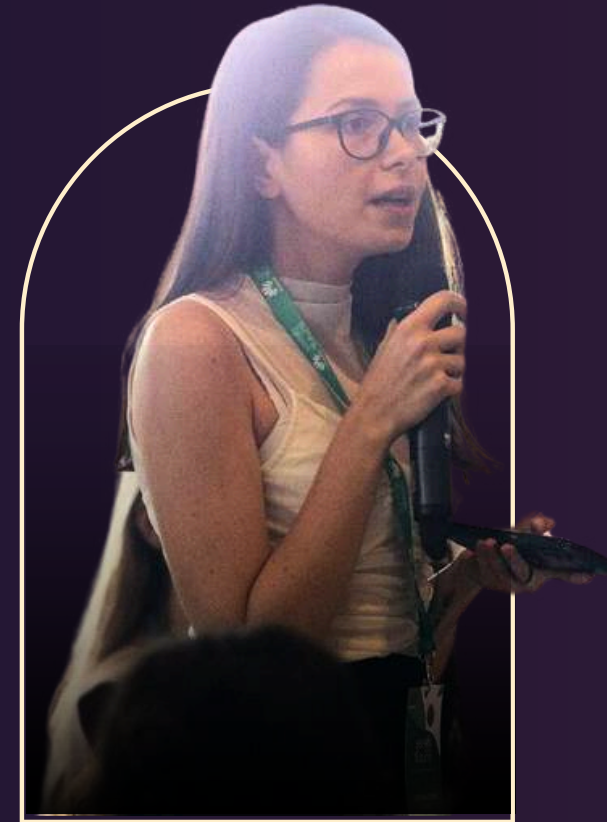
IN THEIR WORDS...



Markus M.
Student, Finland

Throughout the week, we participated in informative and innovative lectures and workshops on entrepreneurship and leadership, the future of the ICT industry, green skills, 5G & digital power, AI, and cloud computing. These sessions significantly broadened my understanding of the industry and fueled my eagerness to learn more.

In addition we had the Tech4Good regional competition hosted by PIM (Purpose in Motion). In this contest, we were divided into groups of 5-8 to solve a problem with a tech-based solution. I would like to thank my group Edvard Ohlström, Alina K. and Mostafa Ghozal and our mentor, Harris Chrysanthou for the valuable lessons and collaboration. Although our team did not secure a top 2 spot and a trip to China for the global competition, we were honored to win the People's Choice Award.

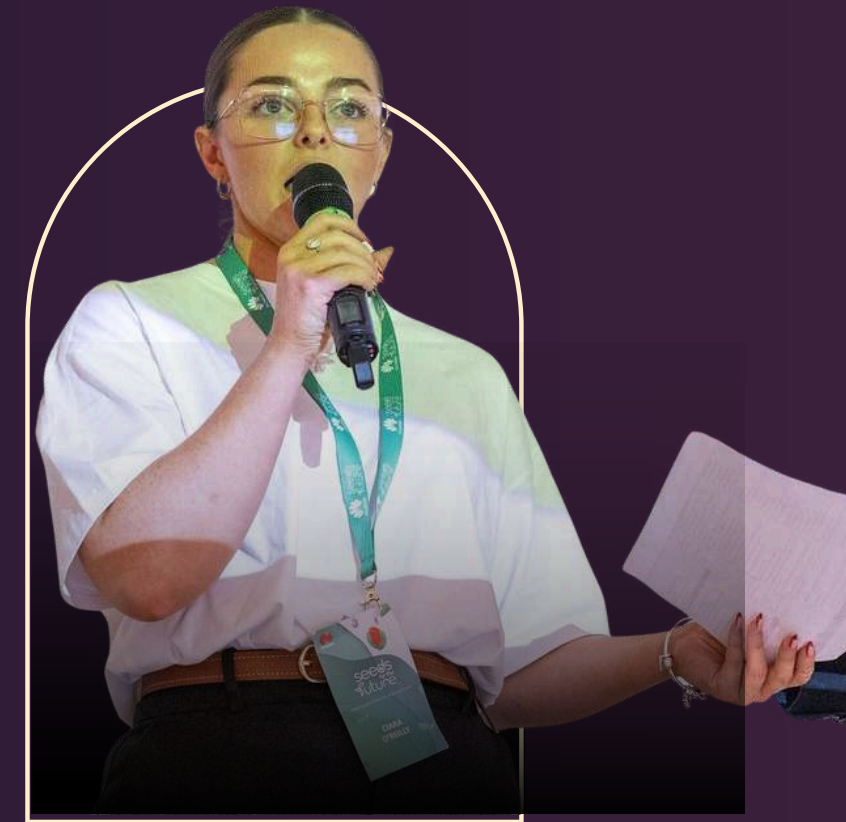


Adelina-Elena E.
Student, Romania

From July 1-5 in the beautiful city of Rome, Italy, I had the incredible opportunity to learn about cutting-edge technologies like 5G, AI, and cloud computing from global experts. But the highlight of this journey was collaborating with an amazing team of talented students from Romania and Moldova.

Our team, DARABEAR, developed an innovative project focused on fetal monitoring to reduce mortality, aligning with SDG 3.1. This project is aimed at improving maternal health and ensuring safer pregnancies and deliveries. I am proud to announce that our team won the Social Media Takeover Competition Award!

I am incredibly grateful for this opportunity and the unwavering support from everyone who has been part of this journey. A huge thank you to Huawei and PIM (Purpose in Motion) for making this amazing experience possible, and to my dream team: Ramona-Nicoleta Crăciun, Maria-Adelina Uliu, Ariana Țenu, Bianca-Stefania Munteanu, Ruxanda Vovc, Eduard Ioan Răcoare, Daniel Boica. Special thanks to our mentor, Daniele Poggio, for his invaluable guidance and support.



Ciara O.
Student, Ireland

Together, we completed fast-paced ICT courses, heard from industry leaders, and exchanged our countries' culture. Alongside these courses, we competed in the European Tech4Good competition. Having made it as European Finalists, we already felt like winners. Hearing our product, Anaphero, announced as one of the two winning teams in the European Regional Championship was surreal. The room was bursting with energy and realising that we were heading to Shenzhen, China for the Global competition was the cherry on top of an extraordinary night.

To Dylan Hussain, Tiarnan O'Rourke, Eoin Creavin, and Luke O'Sullivan thank you for making the long days worth it! I truly believe that the loss of any one of us would have been detrimental to the team. I can't wait to take Anaphero to the global stages with you all in 2025.

Thank you to PIM (Purpose in Motion) and especially Salam Al-Nukta, your mentorship and support was the driving force behind our team's success - we cannot thank you enough for this. Congratulations on leading both winning teams to the global competition!

Tech4Good Europe Regional Champions



Anaphero

Ireland

Anaphero addresses the problem of life threatening food allergies in children through a wearable device that detects early signs of anaphylactic shock and alerts those responsible for the children of these symptoms.

Team Members: Eoin Creavin, Dylan Hussain, Tiarnan O'Rourke, Ciara O'Reilly, Luke O'Sullivan

Read more here: <https://shorturl.at/KxBBP>



BioBuddy

Benelux

BioBuddy tackles the lack of availability of energy, electricity and internet in rural farmer villages in India through providing them with compact biogas using the manure produced at the farms.

Team Members: Friso Smedes, Aryan Sharma, Sasha Koh, Joris Köster, Tiësto 'T Jolle

Read more here: <https://shorturl.at/aeMdz>

“You would think, what can happen in a week? But then it rockets off, and now we're developing a tech startup. It's crazy!”

- Ciara O'Reilly, Anaphero

“Don't be afraid to dream big!”

- Tiësto 'T Jolle, BioBuddy



- Benin
- Burkina Faso
- Cameroon
- Cape Verde
- Côte d'Ivoire
- Congo
- Democratic Republic of Congo
- Egypt
- Ethiopia
- Guinea
- Libya
- Mali
- Mauritania
- Morocco
- Senegal
- Togo
- Tunisia

Tech4Good Northern Africa

The Tech4Good North African camp was hosted in Essaouira, Morocco and gathered 150 young members from 17 African countries to address critical issues including water shortages, waste management, and unemployment. This week-long program provided mentorship and guidance to teams from nations such as Morocco, Libya, Cape Verde, Côte d'Ivoire, and Tunisia, fostering innovative solutions rooted in community-driven approaches to social entrepreneurship.

5

Mentors

26

Teams

17

Countries

150

Participants

IN THEIR WORDS...

Participating in the Tech4Good program in Essaouira was a deeply transformative experience, both personally and professionally. Mentoring 150 young members from 17 African countries challenged me to grow in ways I hadn't anticipated. Guiding teams as they tackled critical issues—such as water shortages, waste management, and unemployment—allowed me to refine my coaching skills and explore new approaches to social entrepreneurship. Working with these passionate young minds was both humbling and inspiring. I had the privilege of mentoring teams from Morocco, Libya, Cape Verde, Côte d'Ivoire, Tunisia, and others. Their creativity and determination pushed me to think beyond traditional solutions and embrace innovative, community-driven approaches. Witnessing their growth firsthand reaffirmed my belief in the potential of young changemakers to shape Africa's future.

One of the most rewarding moments was seeing three of the ten finalist teams I mentored reach the top—and one of them winning the competition. Knowing that I played a small role in their success has been incredibly fulfilling. Their victory wasn't just a personal achievement; it was a testament to the power of mentorship, teamwork, and the impact of purpose-driven programs like Tech4Good.

Being part of Tech4Good has broadened my perspective on mentorship. It has shown me that mentorship is not just about giving advice but about co-learning, empowering others, and being inspired by those you guide. This program has left a lasting impact on me, reinforcing my commitment to fostering youth membership and social innovation.

Ilyass Benarouia
Mentor



IN THEIR WORDS...



Mejda B.
Student, Tunisia

Thrilled to have participated in Huawei Enterprise Northern Africa's Huawei Seeds For The Future event in Essaouira, Morocco, from July 3rd to 9th! We were (also) inspired by the youth empowerment specialist Rokaya JAMALY, who spoke about membership and perseverance. Additionally, we enhanced our membership skills with an engaging session led by the Marketing member for Emerging Technology Start-Ups and Scale-Ups Omaid Hiwaizi. We received continuous support and guidance throughout the event, from problem identification to pitching our innovative ideas in the hashtag#SDG competition.

I was honored to work with Nour El Houda Lajnef, Arij Belaid, and Fares Ghaoui in the #Tech4Good, a social entrepreneurship competition designed by PIM (Purpose in Motion). Our team adopted SDG Goal 3, "Good Health and Well-being," and developed "Dima Maak" (Always with You), a solution dedicated to supervising the elderly's state for their caregivers. Heartfelt thanks to our mentors Eman Ech-chefaa, Hayfa Sdiri, Chaimae El Mahdaoui, Kenny Leung, Petros Djakouris, and Ilyass Benarouia for their valuable guidance.



Paterson N.
Student, Cameroon

Exciting Times with Huawei Seeds For The Future program in Morocco!

Connected with inspiring students from across Africa, explored the charming town of Essaouira, and gained valuable insights on cutting-edge tech (Cloud, AI, 5G, Digital Power) from industry experts.

The Tech4Good challenge pushed our teamwork, communication, and critical thinking to the limit as we developed a sustainable project idea for Cameroon.

Huge thanks to Huawei for this amazing opportunity! Feeling empowered to shape the future of technology in Africa!



Augustin K.
Student, Togo

From July 3rd to July 9th, I participated in the Seeds For The Future Northern Africa 2024 edition in Essaouira, the city of wind, Morocco. I was there with 150 students from 17 African countries. We identified local problems, brainstormed solutions, crafted business plans, and delivered presentations for Tech4Good, a four-day social entrepreneurship training and competition designed by PIM (Purpose in Motion). This experience was life-changing for me as a student and as a person.

A huge thank you to the wonderful our mentors: Petros Djakouris, Hayfa Sdiri, Ilyass Benarouia, Chaimae El Mahdaoui, Eman Ech-chefaa, Kenny Leung, all the #Tech4Good staff and Huawei.

Tech4Good Northern Africa Regional Champions



EarlyVet

Ethiopia

EarlyVet is a product trying to solve poor livestock health management through the use of AI algorithms and wearable sensors.

Team Members: Bisrat Kebere, Biyaol Mesay, Abdi Geremew, Firaol Tesfaye, Lidiya Mamo

Read more here: <https://shorturl.at/IJvX7>



SmartAquaponics

Morocco

Smart Aquaponics uses IoT and AI to combat water stress and soil degradation. The system will optimize nutrient use and control water allocation to promote sustainable agriculture.

Team Members: Achraf Ouhdidou, Zakarya Babahaj Mohamed Amine Zirari, Rania Gougrou, Rania Jaafar, Salma Nazih

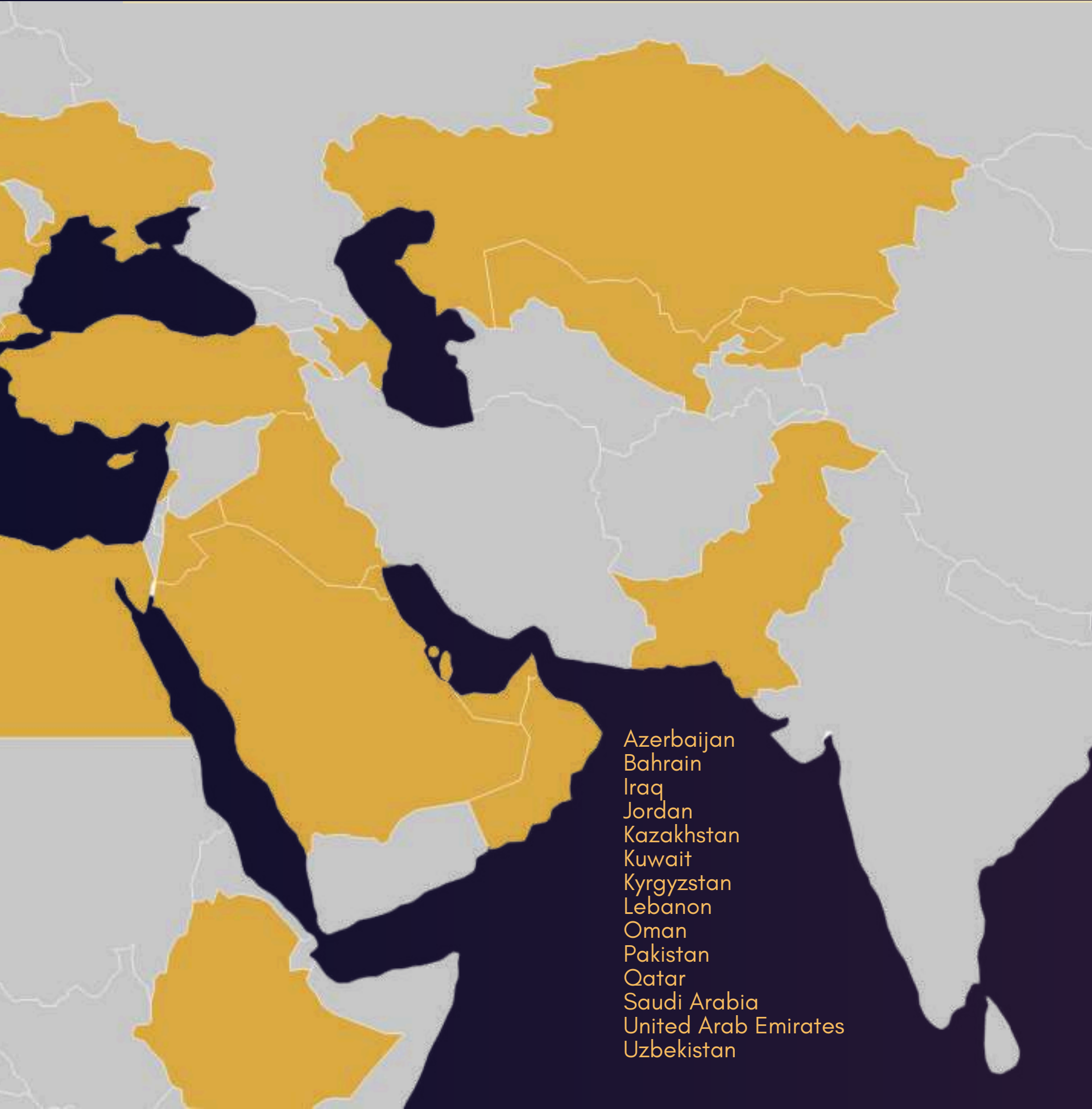
Read more here: <https://shorturl.at/p6Yu0>

“Search for the problem in your community, and you will find the solution.”

– Abdi Geremew

“We leveraged their collective efforts to turn adversity into a memorable learning opportunity.”

– Babahaj Zakarya



- Azerbaijan
- Bahrain
- Iraq
- Jordan
- Kazakhstan
- Kuwait
- Kyrgyzstan
- Lebanon
- Oman
- Pakistan
- Qatar
- Saudi Arabia
- United Arab Emirates
- Uzbekistan

Tech4Good Middle East and Central Asia

The 2024 Tech4Good Middle East and Central Asia camp was hosted in Uzbekistan, bringing together 151 young participants from 14 countries across the region to develop tech-driven solutions for global challenges. Teams from the UAE, Saudi Arabia, Kazakhstan, Uzbekistan, Oman, and other nations were mentored to create innovative projects focusing on healthcare, food waste, environmental sustainability, and assistive technology.

4
Mentors

26
Teams

14
Countries

151
Participants

IN THEIR WORDS...

I had the pleasure of joining PIM (Purpose in Motion) in Motion (PIM) as a venture-building mentor for Huawei Seeds For The Future hosted in the beautiful country of Uzbekistan. I had the privilege of delivering a session on ideation and persona mapping, and mentoring five incredible teams from the UAE, Saudi Arabia, Kazakhstan, Uzbekistan, and Oman. Each team brought forward intelligent, original tech-based ideas that address global challenges.

Having worked with Huawei and PIM (Purpose in Motion) on these programs for the past three years, I continue to be inspired by the dedication and passion of these young innovators.

Salam Al-Nukta
Mentor



IN THEIR WORDS...



Abtaal A.
Student, Pakistan

It was an honor to have been invited to participate in the Huawei Seeds For The Future program and participate in the hashtag#Tech4Good competition as well as learn in the multiple workshops arranged by PIM (Purpose in Motion) and Huawei. I am deeply thankful for my mentor Saurabh Nanda for his unique means of teaching, it has opened my eyes to a whole new avenue for approaching problems. ...

I hope to continue striving in this right step forward I find myself in and work towards creating something amazing with talents from across the globe.



Maryam E.
Student, Iraq

I'm thrilled to have been part of the Huawei Seeds For The Future 2024 program in the incredible city of Tashkent, Uzbekistan, representing my country, Iraq, and my university, the University of Technology - Iraq. Meeting 150 participants from 14 different countries was an amazing experience for cultural exchange.

During the program, I had the opportunity to engage with industry members through courses on AI, 5G, cloud computing, and Wi-Fi 7. Additionally, I worked on an innovative project through the Tech4Good sessions, which allowed me to apply what I learned in real-world scenarios.

A special thanks to our mentor, Ammar Alnatour for his guidance and support throughout this journey. This experience has not only enhanced my technical skills but also broadened my perspective on the role of technology in driving social impact. I'm excited to bring the insights and skills gained from this program back to my local community.

Tech4Good Middle East & Central Asia Regional Champions



Future Gadget Lab

Kuwait

Future Gadget Lab is a platform that aims to digitalize the hand rehabilitation process by leveraging web camera technology and machine learning to track progress in real-time, ensuring patients achieve full recovery.

Team Members: Ahmad Alqattan, Taleb Alrefai, Saad Almajdi, Mohammad Mahdi, Ghaneema Boabbas, Maryam Almutairi



Beyond Limits

United Arab Emirates

Beyond Limits is a customizable gadget designed to overcome hand limitations caused by stroke-related paralysis, functioning as a glove that acts as a mouse.

Team Members: Sultan Alsamach, Ali Zainal, Fatima Alhammami, Muna Alqaydi, Maryam Aldhanhani, Ahmed Almheiri, Hamad Al Marzouqi

Read more here: <https://shorturl.at/u785o>

“Give your best and work hard. Every effort teaches you something, even if you don't win.”

- Hamad Al Marzouqi, Beyond Limits



- Bangladesh
- Bhutan
- Brunei
- Cambodia
- China
- Hong Kong, China
- Indonesia
- Japan
- Kiribati
- Laos
- Macau, China
- Malaysia
- Maldives
- Nepal
- Philippines
- Singapore
- South Korea
- Sri Lanka
- Thailand
- Vietnam

Tech4Good Asia Pacific

The 2024 Tech4Good APAC camp, hosted by Purpose in Motion (PIM) and held in Shenzhen, China, gathered 130 participants from 20 countries across the Asia-Pacific region, including both emerging and developed economies such as Japan, South Korea, and Singapore. Over the course of three days, participants collaborated on innovative projects designed to address social challenges in their communities. Cambodia's "WeSync" and Vietnam's "VNVD" emerged as the winning teams, showcasing exceptional adaptability, strategic pivots, and innovative solutions during the competition.

3

Mentors

25

Teams

20

Countries

130

Participants

IN THEIR WORDS...

I'm incredibly fortunate and proud to have mentored the 2 winners Team WeSync and Team VNVD during the three-day Tech4Good program 2 weeks back at Shenzhen, China.

Having spent considerable time across many ASEAN cities for both work and leisure, here are my takeaways and observations from working with teams in the Huawei Tech4Good APAC Regional Competition and the 2 winners:

It's no surprise that the two winning teams come from Cambodia (WeSync) and Vietnam (VNVD)—two of ASEAN's fastest-growing economies with very young populations. ASEAN Foundation

According to the The World Bank, Vietnam's economy was forecasted to grow by 6.3% in 2023, following a robust 8% growth in 2022. Over the two decades before COVID-19 struck in 2020, Cambodia's economy grew at an average annual rate of 7.6%. In 2022, Cambodia's GDP growth rate was 5.24%, a significant increase from 3.03% in 2021. The median age in Vietnam is 32.4 years, in Cambodia 25.8 years, while Singapore stands at 42.4 years!

With 130 participants from 19 countries—including developed economies like Japan, Korea, Hong Kong, and Singapore—the teams from Vietnam and Cambodia might have been seen as dark horses. However, their success doesn't surprise me, given how they executed multiple pivots during the three days—a hallmark of successful entrepreneurs & innovators.

These 2 APAC teams will be the ones to watch in the global competition round, where they'll face off against strong participants from Europe, the Middle East and Africa!

Wei Zhang Chuan

Mentor



IN THEIR WORDS...



Sadhana P.
Student, Nepal

Honored and excited to share that Team Nepal has won the People's Choice Award at the Tech4Good competition organized by Huawei Seeds For The Future APAC 2024!

Our journey to China was filled with invaluable experiences, from participating in workshops on AI, 5G, and cutting-edge technologies to connecting with brilliant minds from around the world. We also proudly showcased our culture by dancing to our folk songs during the cultural program—a moment of true pride for all of us!



Maria N.
Student, Bangladesh

I'm incredibly proud to have represented Bangladesh in the Huawei Seeds For The Future 2024 program in China. In the regional round, we competed against 25 teams from around the world. Both Bangladesh teams made it to Round 2, placing in the Top 10, marking the first time that both Bangladesh teams reached this milestone together!

Throughout the program, we had the chance to engage in enriching sessions on entrepreneurship, digital power, 5.5G, AI, and IoT by the amazing speakers Edgar Perez, Peter Helis, Bruno Vilares. These sessions deepened our understanding of how these technologies can shape the future and be applied to solve real-world challenges. Also we had fun yet project management sessions by Giulia Biselli & Daniele Poggio.

Connecting with participants from diverse countries, learning about their cultures, and sharing a passion for innovation made this experience even more rewarding. Competing in Tech4Good further reinforced my belief in the power of technology to drive sustainable development and create a brighter future.



Rahul S.
Student, Malaysia

I came into this competition hungry to showcase the potential that I always wanted to put to the test on an international stage and was granted the opportunity to do so. Hence, I would like to take this moment to express my gratitude to Huawei and Huawei Seeds For The Future for giving me this opportunity to represent my nation on the international stage.

All of these would not have been possible without my team (Team 10 – Malaysia David Chew Hong Liang, Lee Xim Er, and Sufiah Umirah) who had never had a doubt of my pitching skills right from the beginning the team was formed. They really are a remarkable team which had full trust in each other's credibility as a team to work with such synergy although dealt with setbacks. They are my admiration. Also, no team is complete without the whole Malaysian team Kamaleshwarran Naidu, Shaun L., Lee Ze Xun, Natalie Sia Xin Ying, Lau Say Heng and Yong Jing Ng although being in different teams or as alumni, the support from them had truly been the "flint to our steel" who continuously supported us through our ups and downs.

It was a remarkable journey that I have embarked to say the least.

Tech4Good Asia Pacific Regional Champions



WeSync

Cambodia

WeSync is a mobile app that instantaneously digitizes blood pressure readings into actionable insights. It revolutionizes blood pressure tracking by providing in-depth health insights, tailored recommendations, and alternative treatments.

Team Members: Kry Sorachna, Hut Meilang, Em Panhatep, Kean Youhorng, Pisey Borrón Chesda, Kouch Yongsoeng

Read more here: <https://shorturl.at/I7PLc>



VNVD

Vietnam

The Skynet project was born with the use of innovative technologies for drones to search for isolated people in flood areas and provide accurate positioning, supporting rescue work. accident quickly and effectively. The project applies AI and IoT technologies.

Team Members: Cao Sy Duong, Tran Dang, Nam, Pham Quynh Trang, Nguyen Thi Thu Trang, Dinh Hoang Anh, Mai Thi Phuong

Read more here: <https://shorturl.at/M1Bv2>

“Tech4Good has a clear objective that aligns perfectly with my passion – using technology to solve SDG-related problems.”

– Sorachna Kry, WeSync

“We want to bring the name of Vietnam to the world, so people know that Vietnam has citizens who can build advanced tech products and contribute to solving global challenges.”

–VNVD



- Angola
- Botswana
- Ghana
- Kenya
- Madagascar
- Malawi
- Mauritius
- Mozambique
- Namibia
- Nigeria
- Rwanda
- South Africa
- Tanzania
- Uganda
- Zambia
- Zimbabwe

Tech4Good Southern Africa

The 2024 Tech4Good Southern Africa camp, hosted in Shenzhen, China, brought together 125 young participants from 16 Sub-Saharan countries to design tech-driven solutions addressing critical global challenges. Teams representing nations such as South Africa, Nigeria, Kenya, Madagascar, and others focused on innovative approaches to healthcare, agriculture, environmental sustainability, and education.

3

Mentors

20

Teams

16

Countries

125

Participants

IN THEIR WORDS...

The recent Tech4Good program in Shenzhen, China, showcased the incredible talent emerging from Southern Africa, particularly Malawi. As a mentor to the winning Malawian team, I was struck by their innovative spirit and adaptability throughout the week-long competition. What truly sets Malawi apart is its youthful population, with a median age of just 17.8 years, infusing the country with dynamic energy and fresh perspectives.

The competition, which included participants from more developed African economies, underscores the leveling of the playing field in Africa's tech ecosystem. Malawi's triumph serves as a powerful reminder that innovation knows no boundaries. As we look ahead to the global competition round, the Malawian team stands as a beacon of Africa's technological promise. Their journey from underdog to champion not only inspires but also signals the continent's readiness to compete on the world stage, highlighting Africa's vast untapped potential and the rising wave of young, tech-savvy innovators ready to tackle global challenges with homegrown solutions.

Daniele Poggio
Mentor



参与者的感想



Alicia J.
Student, Zambia

I had the incredible opportunity to participate in Huawei's LEAP Camp in China, and it was truly a transformative experience.

The week was filled with insightful sessions, meaningful discussions, and hands-on learning about cutting-edge technologies and business strategies. ...

It was inspiring to learn about Huawei's vision for industry transformation with their innovative solutions to solve real world problems. Beyond the technical knowledge, the camp was a space to collaborate with talented individuals from around the world, all passionate about building a smarter, more connected future.

I am deeply grateful to Huawei for this opportunity to grow, innovate, and explore what the future holds. Here's to driving meaningful change in a rapidly evolving, technology-driven world!



Donnelly Z.
Student, Zimbabwe

I am deeply honored and grateful to have had the opportunity to participate in the Huawei Sub-Sahara Africa LEAP Digital Talent Study Camp. I extend my sincere thanks to the First Lady of Zimbabwe, Amai Dr. Auxillia Mnangagwa, and the Angel of Hope Foundation for granting me this privilege, and to Huawei for organizing this exceptional program.

I look forward to an enriching experience in China—meeting new friends, connecting with professionals, and sharing ideas and knowledge that will enhance my skills, personality, and effectiveness in this rapidly advancing technological era.



Mthetho N.
Student, South Africa

As the Huawei Sub-Saharan Africa LEAP Digital Study Camp concludes, I am deeply honored to have successfully completed the training. A heartfelt congratulations to Team South Africa for securing two of the top project awards—an outstanding achievement! It has been a privilege to be surrounded by such exceptional and inspiring individuals throughout this journey.

Tech4Good Southern Africa Regional Champions



Rising Flames – Soil Smart

Malawi

Rising Flames - Soil Smart is an AI-IoT system that is trying to solve soil nutrient depletion through AI-IoT to provide recommendations and alternative fertilizers to smallholder farmers

Team Members: Steve Tsekani, Tayamika Kaponda, Grace Gausi, Nyasha Chinthu, Victoria Kankhokwe

Read more: <https://shorturl.at/CL0DC>



e-Kasi Care

South Africa

e-Kasi Care is a platform and hardware combination trying to ensure accessibility through a mixture of cloud computing, real-time patient monitoring computing, and artificial intelligence.

Team Members: Thirushan Pather, Charné Scholtz, Fanelesibonge Mbuyazi, Reabetswe Malatji, Mulisa Mavhina, Ntsako Sithole, Vuyisamaswazi Shabalala

Read more: <https://shorturl.at/abAaZ>

“Focus on impact. Keep an open mind and be resilient; teamwork is about sharing ideas and respecting each other.”

- Steve Tsekani, Rising Flames

“What made our project stand out is its authenticity... targeting real issues happening in South Africa.”

-Vuyisamaswazi Shabalala, e-Kasi Care



Tech4Good Global Competition

Each of our 5 regional T4G camp lasted a week and culminated in a pitch competition. The top two winning teams from each regional camp were given additional one-to-one mentorship through PIM's network of seasoned experts to help them prepare of Huawei Seeds for the Future's Global Competition that will take place in early 2025 in China. In addition to working with these 10 winning teams, we also provided support for the top two winners of T4G's Latin American Camp which was hosted independently by Seeds for the Future.

Winning Teams

T4G Europe: Anaphero (Ireland) & BioBuddy (Benelux)

T4G Northern Africa: EarlyVet (Ethiopia) & SmartAquaponics (Morocco)

T4G Middle East Central Asia: Future Gadget Lab (Kuwait) & Beyond Limits (UAE)

T4G Latin America: LI+ (Argentina) & KIM (Guatemala)

T4G Asia Pacific: WeSync (Cambodia) & VNVD (Vietnam)

T4G Southern Africa: Rising Flames (Malawi) & e-Kasi Care (South Africa)

Tech4Good Monthly Mentorship

To continue supporting all of our 2024 Tech4Good alumni, PIM organized an exciting line-up of monthly mentorship sessions lead by industry experts from all over the world. The sessions were designed to help young aspiring social entrepreneurs further develop their projects, stay ahead of cutting edge technology, and amplify their social impact.

TECH4GOOD WORKSHOP
monthly mentorship

SPEAKER
Akua Nyame-Mensah
Leadership & Culture Advisor
ANM & Co

Available to all Tech4Good Alumni

FRIDAY, 26 JULY

pimglobal.org



TECH4GOOD WORKSHOP
monthly mentorship

SPEAKER
Salam Al-Nukta
Business & Innovation Consultant,
Warsha

Available to all Tech4Good Alumni

FRIDAY, 30 AUGUST

pimglobal.org



TECH4GOOD WORKSHOP
monthly mentorship

SPEAKER
Steven White
Affiliate Professor,
Tsinghua University, School of
Economics and Management

Available to all Tech4Good Alumni

FRIDAY, 27 SEPTEMBER

pimglobal.org



TECH4GOOD WORKSHOP
monthly mentorship

SPEAKER
Wei Zhang, Chuan
Venture Builder,
Agency for Science, Technology
and Research (A*STAR) &
Chapter Lead at MEET Ventures

Available to all Tech4Good Alumni

FRIDAY, 11 OCTOBER

pimglobal.org



TECH4GOOD WORKSHOP
monthly mentorship

SPEAKER
Jose Luis Vilcahuaman Tovar
Founder,
Neutrally

Available to all Tech4Good Alumni

FRIDAY, 25 OCTOBER

pimglobal.org



TECH4GOOD WORKSHOP
monthly mentorship

SPEAKER
Daniele Poggio
Mentor,
PIM (Purpose in Motion)

Available to all Tech4Good Alumni

FRIDAY, 8 NOVEMBER

pimglobal.org



TECH4GOOD WORKSHOP
monthly mentorship

SPEAKER
Jonas Wolf
Community Director,
Oxford Foundation

Available to all Tech4Good Alumni

FRIDAY, 15 NOVEMBER

pimglobal.org



TECH4GOOD WORKSHOP
monthly mentorship

SPEAKER
Oghenekome Oruade
Manager,
Acumen Academy

Available to all Tech4Good Alumni

FRIDAY, 6 DECEMBER

pimglobal.org



TechImpact Incubator

The TechImpact Incubator empowers aspiring social entrepreneurs to transform ideas into impactful startups through mentorship, funding, and hands-on support. Our incubator provides structured guidance, helping teams refine their business plans, develop prototypes, and navigate real-world challenges.

14

Months

5

Mentors

5

Students

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FarmAI Graduating from our Incubator

In April 2023, following their China Startup Sprint trip, the silver award winners of the 2022 Tech4Good Global Competition embarked on a new challenge, competing for a startup fund. PIM supported them with two online sessions to develop their business plans and presentation skills. On May 26, the teams pitched to our Tech4Good investment committee.

The Algerian team, FarmAi, impressed the investment committee and secured a USD100,000 grant funding for their project. Spanning 14 months from August 2023, this funding is divided into three phases, with specific goals to be met for continued support.

This marks a significant step for PIM in offering long-term mentoring to student teams, helping them transform their startup ideas into reality. Despite challenges, the dedication of both the PIM mentors and the students is keeping FarmAI's venture on a promising path.

In October 2024, it came to the end of the investment phase. FarmAi has successfully established the startup company, completed the AI programming and the prototype, secured the drone flight license in France and started testing out the product with the farmers in Algeria and France. The journey was not a smooth flat one. Every step was a challenge and a good learning milestone. FarmAi was determined to find solutions and improve the prototype, working alongside with mentors and expertises from the PIM community.



Model Foundation

The Model Foundation is an experiential program that empowers university students to support and evaluate effective local nonprofits and social enterprises. Through the program, students build empathy and leadership skills, and gain a deeper understanding of how to tackle social and environmental challenges in their community.

Model Foundation equips and trains students with the skills to conduct high level research on local organizations focused on tackling social or environmental challenges. Students will select a local organization to research and will work on creating an evaluation of the organization's work and impact. Students will then present their findings to an investment committee and compete for a chance to win grant funding for the organization they've researched.

7027

USD funding
granted

19

participants

4

organization
partners

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SEO China Public Leadership Camp

The SEO China Public membership Camp is a comprehensive program aimed at equipping underserved college students with membership and problem-solving skills, as well as the opportunity to make a meaningful impact on a social issue. PIM organized this program in collaboration with SEO China for the eighth year in a row with a 2-day bootcamp to equip students with the skills to research local organizations working in the field of youth employment and career development in China. Students have to come up with an evaluation and due diligence report. The program culminated in a presentation to the investment committee, where students presented their findings and competed for a chance to win grant funding of 50,000 RMB for their organization.

Topic:
Youth Employment and Career Development

- Workshops:**
- Philanthropy 101
 - Due Diligence & RAISE Framework
 - Organizational Sustainability
 - Measuring Impact
 - Interview Training

- Partner Organizations:**
- Banxing Youth
 - Ningxia Philanthropic Center for Youth Development
 - Diggers China
 - Live2Give



10th Anniversary Celebrations

In 2024, PIM celebrated its 10th Anniversary. In this last decade of impact, we've been on a journey dedicated to empowering students, supporting youth to make a social impact, and fostering the growth of social entrepreneurs. We aim to expand this impact and growth during PIM's next decade.

10,200+

Community Reach

400+

Registered Attendees

10

Events

20

Speakers

1

Vision

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PURPOSE IN MOTION

Timeline Learnings Celebrations Stories ZH

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10 Years of Social Impact

50+ programs 13,000+ aspiring leaders 110+ countries

[Join us for PIM 10th Anniversary Celebrations](#)



2014

FOUNDING STORY
WHY DID WE MAKE A DIFFERENCE?
Empowering a New Generation of Changemakers

Inspired by a world where the pursuit of giving and social innovation is not reserved for great wealth, the world of PIM envisioned and set out to create. This idea first took root in China, and a seedling grew from the vision of the young and aspiring who often oversteered the traditional boundaries of power and influence. It was here that the two founders began work by doing research, trying to make a difference from Beijing again. The narrative, driven by the conviction that every young individual, regardless of financial background, possesses the power to create a ripple of social impact.

[Read the full story](#)

2015

THE FIRST FIM PROGRAM
Model Foundation was the first program in our history, developed in partnership with the University of Hong Kong. It took months to become a mission-driven leaders and effective changemakers, engaged 23 participants and eight community impact partners.

2016

Embracing Innovation for Impact

3 cities hosted FIM Programs 30+ community partners onboarded
417 young scholars and future leaders participated in FIM programs \$67,000 USD awarded and distributed to social organizations and startup teams

2017

NEW PROGRAM
Peking University endorsed PIM to organize a program, Impact Lab, for 21 Yenching Academy Scholars from 12 countries to build effective social impact leadership skills and support local cause. This program was crafted to improve the skills of participants in making a social impact. Founded on China's dynamic social sector, the scholars, selected as the board of directors for the Yenching Academy's "Milestone Foundation," were entrusted with setting the strategic direction and allocating full funds to support local initiatives, using Beijing as their immersive canvas.

2018

NEW PROGRAM
Model Foundation continued its growth for its 3rd year, in collaboration with the English Foundation and Yale Center Beijing, and including for the first time a 200 people Innovation for Impact Summit.

TESTIMONIAL
"PIM's grant to us came at a really important time as we were starting to scale up Education In Sight's operations. The grants we received allowed us to bring a new program manager into our organization, which essentially allowed us to double our capacity. The program manager was able to train 250 new sight leaders at 203 new schools."

[Learn More](#)

2018

Crossing borders

6 cities hosted FIM programs 90+ community partners engaged
1000+ young scholars and future leaders participated in FIM programs \$140,000+ USD awarded and distributed to social organizations and startup teams

2019

NEW PROGRAM
Model Foundation, Impact Lab and the Public Leadership Camp continued in 2019 with over \$75,000+ awarded in grants for Social Impact.

2020

From Philanthropy to Purpose

33 countries reached online 180+ scholars engaged online
3000+ young scholars and future leaders participated in FIM programs \$550,000+ USD awarded and distributed to social organizations and startup teams

2021

NEW PROGRAM
PIM unveils specialized social entrepreneurship curriculum, nurturing youth to launch social initiatives at the UNDP Summer Camp and Zero to One courses at leading foreign business University.

2022

NEW PROGRAM
The Hong Kong Social for Good and PIM's first entrepreneurship program, a "Year of Right Leadership" under Social Impact Lab, a 10-week course for 2022 cohort members, was launched.

2023

NEW PROGRAM
PIM enters India with Invest for Good

SOCIAL IMPACT PROGRAMS

- Model Foundation
- Social Impact Internships
- Public Leadership Camp
- Invest for Good
- Social Impact Leadership

NEW CAPACITY BUILDING

- Header Action Grants

PANDEMIC RESPONSE

- 2020's Challenge

[Download 2020 Annual Report](#)

PIM 10th Anniversary Interactive Timeline

In celebration of PIM's decade of impact from 2014-2024, PIM worked with Minds Studio to launch a commemorative, bilingual interactive timeline that highlights achievements from each of our 10 years, features stories from our past alumni, mentors, judges, and team members while also publishing articles about PIM's greatest learnings and teaching frameworks that we've developed over a decade.

Visit at pimglobal.org/10years

PIM 10th Anniversary Celebrations

In addition to the launch of our bilingual 10th Anniversary landing page, PIM also organized 10 separate 10th Anniversary celebration events to honor our history while also bring our PIM community together to reconnect and amplify our impact.

To read our event recaps or watch recordings of our events, visit pimglobal.org/celebrations

<p>Purpose in Motion 10th Anniversary Celebrations</p> <h2>Purposeful Beginnings</h2> <p>Your Gateway to a Transformative 2024</p> <p>JAN 31 @ 8:30 PM BEIJING</p> <p>REGISTER NOW</p>  <p>JASMINE LAU PIM CO-FOUNDER & EXECUTIVE DIRECTOR</p> 	<p>Purpose in Motion 10th Anniversary</p> <h2>From Idea to Impact: How to Start a Social Enterprise</h2> <p>SPEAKER</p> <p>Lallas Chen China Programs Manager, Watson Institute</p>  <p>SCAN TO REGISTER</p>  <p>March 6, 2024 @ 8:30pm China 12:30pm GMT 7:30am EST</p>	<p>Purpose in Motion 10th Anniversary</p> <h2>Driving Impact: Corporate Purpose in Action</h2> <p>SPEAKER</p> <p>Iris Lyu Co-Founder, XianSheng Lab</p>  <p>SCAN TO REGISTER</p>  <p>April 9, 2024 @ 8:30pm China 12:30pm GMT 8:30am EST</p>	<p>Purpose in Motion 10th Anniversary</p> <h2>The Changemaker's Roadmap: How to Network and Build Relationships for Change</h2> <p>SPEAKER</p> <p>Saurabh Nanda Founder, SN Mentoring</p>  <p>SCAN TO REGISTER</p>  <p>May 13, 2024 @ 8:30pm China 6:00pm IST 8:30am EST</p>	<p>Purpose in Motion 10th Anniversary</p> <h2>Uniting Youth Leaders for Impact and Innovation</h2> <p>SPEAKER</p> <p>Olesia Ermakova CMO, SCOLAR</p>  <p>SCAN TO REGISTER</p>  <p>June 24th, 2024 @ 8:30pm China 6:00pm IST 8:30am EST</p>
<p>Purpose in Motion 10th Anniversary</p> <h2>Global Changemakers: How to Create Social Impact Across Borders</h2> <p>SPEAKER</p> <p>Hawa Kombian CEO, Hawa Kombian Consulting</p>  <p>SCAN TO REGISTER</p>  <p>July 31st, 2024 @ 8:30pm China 12:30pm GMT 8:30am EST</p>	<p>Purpose in Motion 10th Anniversary</p> <h2>Changemakers' Career Transitions: Navigate Change in a Purpose-Driven Career</h2> <p>SPEAKERS</p> <p>Nikhil Taneja Co-Founder & Chief of Yuvaa/ Award-Winning Writer & Producer</p> <p>Charlene Ren Founder, MyH2O</p> <p>Arnold Chan Founder, Teach for Hong Kong/ General Manager for Hong Kong and SE Asia, Airwallex</p> <p>Jasmine Lau Co-Founder & Executive Director, Purpose in Motion (PIM)</p>  <p>SCAN TO REGISTER</p>  <p>Aug 27th @ 8pm China (GMT+8) 12pm GMT 8am EST Scan the QR code to register</p>	<p>Purpose in Motion 10th Anniversary</p> <h2>From Local to Global: Scale Your Enterprise to New Markets</h2> <p>SPEAKER</p> <p>Jose Luis Vilcahuaman CEO, Neutrality</p>  <p>SCAN TO REGISTER</p>  <p>Sept. 16th @ 10:30pm China 2:30pm GMT 10:30am EST</p>	<p>Purpose in Motion 10th Anniversary</p> <h2>FarmAI's Startup Journey: Innovation, Challenges, and Triumphs in Agritech</h2> <p>SPEAKERS</p> <p>Quassim Hamdani CEO & AI Developer, FarmAI</p> <p>Ahlam Boumezrag Co-Founder, R&D Lead & PR Manager, FarmAI</p> <p>Mohamed Aimen Benkoua Co-Founder & COO, FarmAI</p> <p>Abderrahmane Herizi Co-Founder & Front-End Developer, FarmAI</p> <p>Mohamed Riadh Ziane Co-Founder & Deployment Manager, FarmAI</p>  <p>SCAN TO REGISTER</p>  <p>Date: October 26, 2024 Time: 5:30 PM Beijing GMT +8 10:30am GMT+1 Scan the QR code to register</p>	<p>Purpose in Motion 10th Anniversary</p> <h2>Creating Impact: A Social Entrepreneur & Changemaker's Toolkit for Success</h2> <p>SPEAKERS</p> <p>Andrea Paz Donaire Gálvez Senior Consultant at MSO, Entrepreneur & Certified Coach</p> <p>Ihab Sabbah IT Consultant, Youth Trainer & Social Innovator</p> <p>Akua Nyame-Mensah Entrepreneur and Leadership & Culture Advisor, ANM & Co</p> <p>Leslie Dong Director of Operations, Purpose in Motion</p>  <p>SCAN TO REGISTER</p>  <p>Date: November 26, 2024 Time: 8:30 PM GMT+8 12:30 PM GMT 7:30 AM EST Scan the QR code to register</p>

Community

Our core mission is empowering young change-makers through a “learning by doing” approach. Our programs convene like-minded aspiring social innovators from around the world to learn from and support each other, while collectively making real impact through projects, funding, and local engagement.

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[Founder’s Letter](#)

[TechImpact Academy](#)

[TechImpact Incubator](#)

[Model Foundation](#)

[10th Anniversary Celebrations](#)

Community



PIM Retreat

In early April, the PIM team attended an unforgettable retreat nestled in the picturesque outskirts of Chengdu, Sichuan Province. It was a time of celebration, reflection, and forward-thinking as we marked a decade of incredible accomplishments and set our sights on the journey ahead.

Amidst the serene village setting, we delved into the highlights of PIM's impactful journey thus far, drawing inspiration from our shared successes. But the real magic happened as we charted the course for the next decade, envisioning strategies that will propel us toward even greater heights.

PIM Global Impact Celebration

PIM hosted our 2024 Global Impact Celebration to honor the outstanding contributions of our mentors, judges, partners, alumni, and community members. This exclusive virtual event was a heartfelt gathering to reflect on the transformative milestones achieved by our global community this year. The evening featured the PIM Global Impact Awards, which recognize individuals and teams who have gone above and beyond to create meaningful change.

The celebration also set the stage for an exciting 2025, introducing upcoming initiatives such as our Global Competition, InnovImpact Incubator, and Entrepreneurship Masterclass series. This event not only recognized the achievements of our community but also built momentum for the year ahead.





2024 End of Year Video

PIM captured all of our highlights in this 90-second video....

Click here to watch our 2024 highlights: <https://youtu.be/LilX8-w8Jtg>

PIM Community Members



Abderrahmane Herizi
Co-Founder, FarmAI



Ahlam Boumezrag
Co-Founder, R&D Lead, and PR Manager, FarmAI



Akua Nyame-Mensah
Leadership Advisor, L&D Facilitator, Leadership Coach, ANM & Co



Alvaro Sanmartin Cid
Founder & CEO, Minds Studio



Andrea Paz Donaire Galvez
Senior Consultant, MSO Chile



Arnold Chan

Founder, Teach for Hong Kong; GM for Hong Kong & SE Asia, Airwallex



Chaimae El Mahdaoui

CEO, Health and Travel Solutions



Charlene Ren

Founder, MyH20



Cristie Zhao

Founder/Managing Director, RESO Communications



Dang-Dao Nguyen

Program Facilitator, Purpose in Motion (PIM)



Daniele Poggio

Co-Founder, Eurotopia & Dotcircus



Danton Kipkurui

Management Trainee, Purpose in Motion (PIM)



Danyi Peng

Marketing Lead, Purpose in Motion (PIM)



Giulia Biselli

Co-founder, BST Impact



Gustavo Cadiz

Program Facilitator, Purpose in Motion (PIM)



HaoIan Duan

Program Manager, Purpose in Motion (PIM)



Harris Chrysanthou

Technical Instrument Operator, The Cyprus Institute



Hawa Kombian

CEO, Hawa Kombian Consulting



Hayfa Sdiri

Founding Head of Youth Engagement, RIVET



Ihab Sabbah

IT Consultant, AZOLA



Ilyass Benarouia

Executive Chairman, ANOUAL



Imane Ech Chefaa

Business Consultant, Emanterprise



Iris Lyu

Co-founder, XianSheng Lab



Jane Li

Founder, GlobalMoms Initiative



Jasmine Lau

Co-Founder, Executive Director, Purpose in Motion (PIM)



Javier Garcia
*International Journalist, Beijing
Renmin University*



Jonas Wolf
*Community Director, Oxford
Leadership*



Jose Luis Vilcahuaman
Tovar
CEO, Neutrally



Kenny Leung
*Startup Investment Lead, Purpose
in Motion (PIM)*



Lallas Chen
*China Programs Manager, Watson
Institute*



Leslie Dong
*Director of Operations, Purpose in
Motion (PIM)*



Margarita Coppi
*Program Assistant, Purpose in
Motion (PIM)*



Melody Su
*Program Director, Purpose in
Motion (PIM)*



Mohamed Aimen Benkoua
Co-founder and COO, FarmAI



Mohamed Riadh Ziane
*Co-founder and Deployment
Manager, FarmAI*



Mohammed Ammar
Alnatour
*Business Development Manager,
BrainPad*



Mukhtarova Donata
Ravshanbekovna
*Program Assistant, Purpose in
Motion (PIM)*



Nadia Laabs
*Fo-founder, The Impact Collective
& SafetyNet Technologies*



Nikhil Taneja
Co-Founder & Chief, Yuvaa



Oghenekome Oruade
Manager, Acumen Academy



Olesia Ermakova
CMO, SCOLAR



Ouassim Hamdani
CEO and AI Developer, FarmAI



Petros Djakouris
Co-Founder & Curator, BeHive



Ruowen Wang
*Management Trainee, Purpose in
Motion (PIM)*



Salam Al-Nukta
Founder, Warsha Consulting



Samir Abdelaty
Abdelghafour Ramadan Saad
Project Manager, Foxcode



Saurabh Nanda
Founder, SN Mentoring



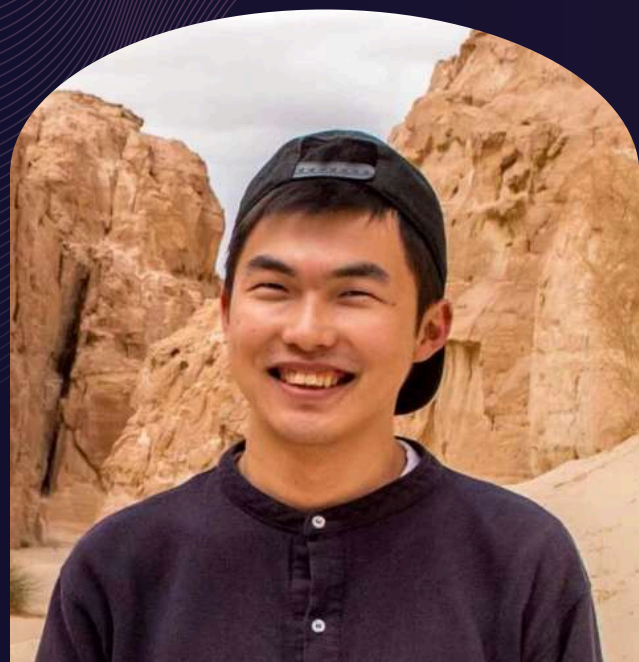
Scott Dooley
Founder, Measured Collective



Sif-Eddine Benjelloul
Program Assistant, Purpose in Motion (PIM)



Stanley Tung
Founder, GIHALI



Suhan Fang
Management Trainee, Purpose in Motion (PIM)



Ting Ting Liew
Management Trainee, Purpose in Motion (PIM)



Valentina Maria Aversano-Dearborn
Co-Founder, Forum for Sustainable Visions in Action and ViA Verde Farm



Valentina Primo
Founder & CEO, Startups Without Borders



Wei Zhang Chuan
*Venture Builder, Agency for Science, Technology and Research (A*STAR)*



Yan Chen

*Innovation & Design Lead,
Purpose in Motion (PIM)*



Yichen Zhang

Founder, ValleyRise Education



Zahra Sadiq

*Ecosystem & Experience Design
Lead, Press Start Academy*



Ziyi Wang

*Program Assistant, Purpose in
Motion (PIM)*

Our Team

Founding Team

Jasmine Lau, Co-Founder & CEO
Connie Leong, Co-Founder & Advisor
Ashwin Kaja, Co-Founder & Advisor
Joyce Zhang, Co-Founder & Advisor

Staff

Leslie Dong, Director of Operations
Melody Su, Program Director
Haolan Duan, Program Manager
Kenny Leung, Startup Investment Lead & Program Manager
Danyi Peng, Marketing Consultant
Yan Chen, Design Consultant
Scott Dooley, Tech Consultant

Management Trainee

Suhan Fang
Ruowen Wang
Danton Kipkurui
Ting Ting Liew

Partners



MINDS STUDIO





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