# Social Innovators: The Sustainability Impact Network

*Who We Are*

As someone who has studied in four different countries, I have seen the different education systems on an international level. However, zooming into Thailand, the disparity in the access to quality education is real. While most top universities are in Bangkok, the access to quality education for those living in rural areas are truly limited. Our mission is to narrow that gap by creating a more solid network of connection between all universities in Thailand through student entrepreneurship clubs. Our vision is to see as many motivated and passionate student entrepreneurs in the North, South or Northeastern region as in Bangkok. We will be focusing on social entrepreneurship, especially around the environmental, sustainable and green sectors. We believe in giving back and we believe that a lasting impact has to also be from a sustainable model.

The project will be divided into two main sections; the Catalyst and Inclusivity. The Catalyst, as the name implies, focuses on creating the spark ignition required to cause a wildfire of passion amongst university students. The students in the Catalyst group will be personally mentored in an intensive program to act both as an inspiration as well as future mentors to the students in the Inclusivity group. On the other hand, what most programs do is select students based on current performance rather than potential. In the Inclusivity part, we want to lay the fundamental foundation for passionate students, regardless of their current ability or performance. We don't want to train smart people into the smartest; everyone else is already doing that. What we want is to give less opportune students the chance to realize their potential and leave a positive impact on society.

*Part One: the Catalyst*

The first part of the project would contain the essence of the original plan. In the first year, we would still like to try a pilot batch with 4 students. The pilot program would consist of a full Saturday, a full Sunday, and a half Saturday a week after. On the first Saturday, we would do brainstorming, business canvas, and pitching while on the second day (Sunday), it would be market listening or marketing validation. This could be anything from just doing research to gain supporting data or collecting data first-hand from conducting interviews with the target group. The participants would then have a week to prepare and put together a pitch and a presentation for the last day of the program. For this pilot batch, I would bring in around 3-4 colleagues or business owners as judges for the presentations. After the first pilot batch, I would want to try the second batch within the same year. However, the differences, apart from the content adjustment from feedback from the first batch, I also want the participants to come back and be hands-on with helping the participants from the second batch as well. If things go according to plan, I could also bring in banks, angels, or VCs as judges for the second batch.

For the Catalyst part of the program, we want to finish curating contents by the end of March 2022 and gathering participants by the end of April. The program will be piloted in May

when universities are off. The second pilot group will be held in October when university is also off. We plan to repeat the process with adjustments from feedback from the piloted batches for the second year and third year. After that, we will reevaluate our performances and impact to decide future actions.

*Part Two: Inclusivity*

The second part is an adaptation from the Leadership Programme. While testing out the incubation, I plan to start accumulating a network of young social entrepreneurs who would one day, sooner rather than later, tackle the problem of climate change and global warming. As of now, I have already compiled a list of every single accredited university, be it public or private, in Thailand with contacts. I will look into professors in the business field and reach out either through a colleague's introduction or a cold call. After that, I would try to persuade the professor to support the establishment of a student organization on social entrepreneurship. If at least 10% of the goal works, there would be around 10 representative students from each university. With this group of people, I would like to try the online program (a miniature version of the Leadership Programme) with these representatives. If things work out, I could also copy-paste the incubation model and let the representative students implement their own version for their network. At this point in time, the first part of the project would have shown results and proven whether or not it works. Therefore, we could use the information from the first part of the project and adapt them to the second part.

For the Inclusivity part of the program, November 2021 to the 31st of January, 2022, will be a research period for market listening, researching and reaching out to universities. February to March of 2022 will be the online program preparation period and June (start of the school year) of 2022 will be the kickoff of our first Inclusivity program. November (the start of the second semester) will be a follow-up period. If everything goes according to plan, we will be working on a systematic means of continuing and connecting the different clubs together from the 2nd year onwards.

*What the Future Holds*

The overall three years plan for the project would be to expand nationally and locally. With the incubation I piloted as the starting point and the network of students all across Thailand as local ambassadors, there could be limitless potential for further cooperation. For example, we could do a meet and greet session between the different teams or we could even do a national competition to encourage further development. If only 10% of the universities joined, we would have around 10 universities. Including the incubation I piloted, we would have an overall of 11 incubations pushing for social entrepreneurship amongst the younger generation. With a batch of 4 students and a reservative timeline of 2 batches a year, we could produce 88 teams of social entrepreneurs. If 90% of these teams fail, which is the commonly accepted entrepreneurship failure rate out there, we would have 9 teams successfully busting their heads creating sustainable impact. This sweet spot when the short-term and long-term plans converge and miracles happen is where we plan to be in three years' time.