

# PURPOSE IN MOTION

Find your adventure. Develop a global perspective. Build skills to drive positive social impact.



PIM | 益启未来  
PURPOSE IN MOTION



## ABOUT PIM

Founded in 2013, PIM (Purpose in Motion) is a social enterprise that empowers young people with the education, resources, and networks to become mission-driven leaders and effective changemakers.



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## OUR VISION

A world where everyone can find their own **social purpose**, contribute to unlocking human potential and happiness, and create a more sustainable and equitable future.





# WHY PIM?

## Extensive global education experience

With 10 years of experience, PIM has impacted 117+ countries, 1,000+ startups, and 3,500+ students. We offer a proven curriculum, 300+ case studies, and strong connections to mentors and investors.

## High profile speakers, experts, and investors

Strong connections to the United Nations, STEM or innovation departments at top universities, angel investors, and venture funds

## Strong, engaged community

We have a passionate network of youth entrepreneurs and changemakers who are actively engaged through our LinkedIn, newsletters, social media, and regular online events.

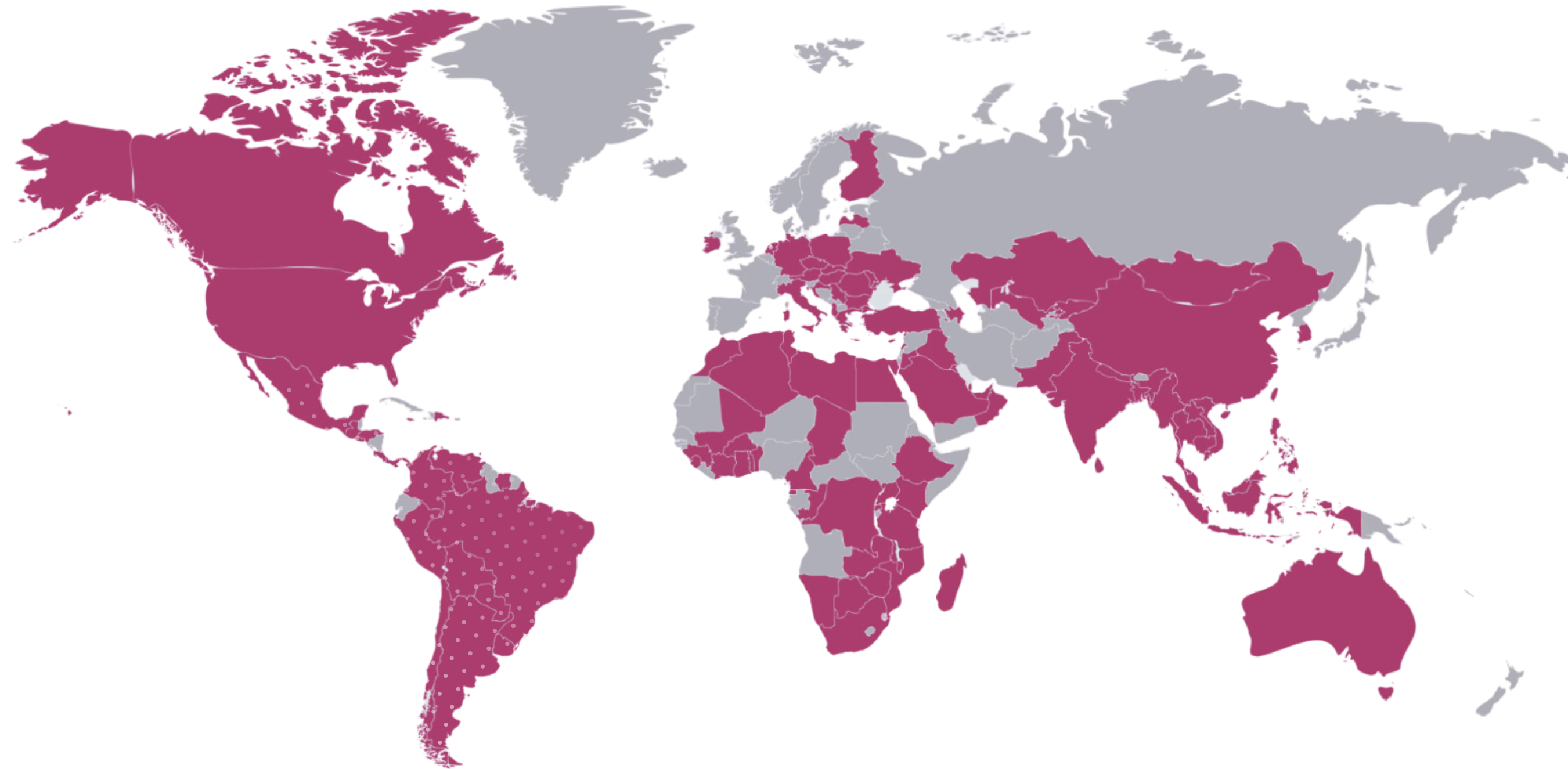
## Professional staff, dedicated guidance

Our team of native or fluent English-speaking staff and mentors, based in the US, Canada, UK, Europe, Singapore, and China, brings expertise in startups, ICT, STEM, design, and social sciences across 20+ countries.





# OUR IMPACT



**13,548+**

aspiring leaders have  
participated in PIM  
Programs

**200+**

organizations received  
investment or pro-bono  
services from PIM

**\$957,100+**

USD mobilized in funding

**117+**

countries reached through  
our programs



# PARTNER WITH US

PIM tailors workshops, programs, and experiences to meet the unique needs of your community and the issues you care about.

## WHO WE WORK WITH

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### Organizations

Strengthen your community with professional training and immersive experiences in social innovation and leadership. We offer tailored programs, from workshops and bootcamps to global city tours and pro-bono projects, all designed to support your community's goals and vision.

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### Companies

Drive impactful projects through hands-on training, volunteering, site visits, and mentorship. Enhance community engagement, foster team bonding with corporate travel, and empower young talent to support local organizations and become more socially responsible.

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### Schools & Universities

Engage students and teachers with local and global issues through experiential programs that focus on "learning by doing," social impact curricula, and real-world resources. PIM offers tailored training for both educators and students.

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# OUR PARTNERS

PIM has partnered with 150+ social impact organizations, providing mentorship, case studies, and field trips.

Supported by leading foundations and businesses in China and abroad, PIM is committed to empowering the next generation of changemakers.

## SOCIAL IMPACT COMMUNITY PARTNERS





# OUR PARTNERS

## ACADEMIC INSTITUTIONS



## SPONSORS





# ACTIVE PROGRAMS

- TechImpact Academy
- TechImpact Incubator
- China Startup Sprint
- Model Foundation
- Sustainability Leaders Initiative
- Young Innovators Bootcamp
- Other Case Studies



# I. TECHIMPACT ACADEMY

Inspiring university students to create impact through technology

The TechImpact Academy program aims to empower students with the knowledge and experience to create meaningful change and social impact through technology. By working on projects that utilize technology to address pressing social or environmental challenges, participants gain invaluable skills in both technology and leadership.

Our program can be offered online, offline, or in a hybrid format. Through a series of interactive sessions under the guidance of experienced mentors, student teams will follow the design thinking process to investigate the problem, ideate solutions, create a business model, develop prototypes, and test their idea.





# TECHIMPACT ACADEMY

## Sample Student Projects



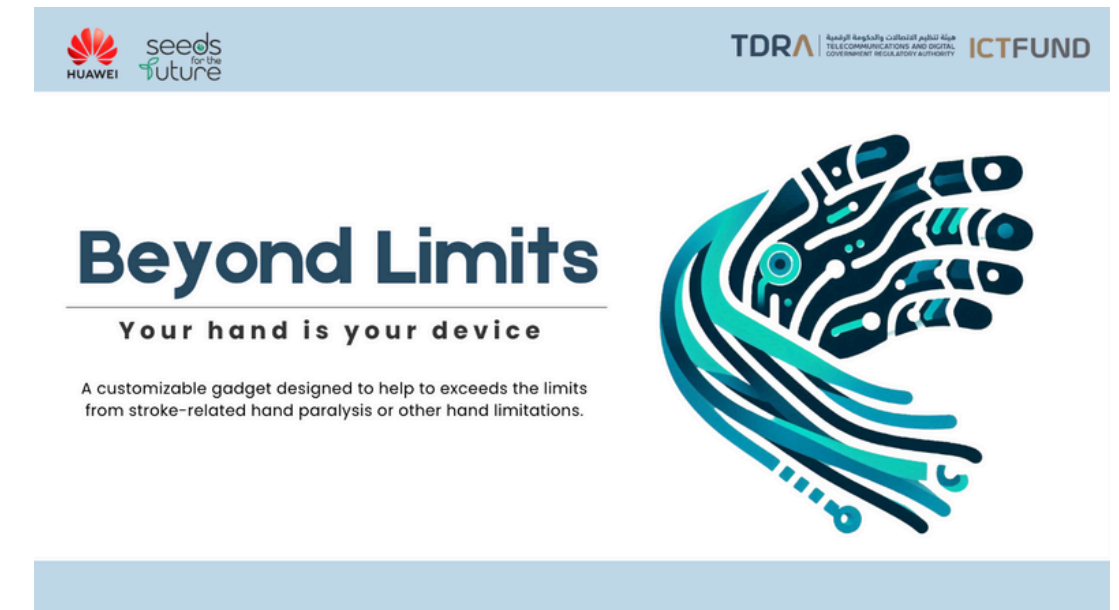
### Anaphero - Ireland

A wearable device that instantly alerts parents and caregivers when a child is experiencing early signs of anaphylactic shock.



### EarlyVet - Ethiopia

A new device that helps with early detection of disease among livestock



### Beyond Limits - UAE

A customizable gadget designed to help overcome the limitations resulting from stroke-related hand paralysis



## II. TECHIMPACT INCUBATOR

Empowering early stage entrepreneurs to launch

Our Incubator Program aims to help early stage and youth entrepreneurs go from zero to one. We select committed early stage entrepreneurs (regardless of prior experience) and guide them to a process of refining their idea, creating a working prototype (MVP), developing a business model and financial plan, and getting to market.

The cohort of entrepreneurs get access to online hands-on workshops as well as dedicated mentorship from leading tech, business, and social impact mentors.

We can customize our incubator based on thematic elements, SDG themes, or regional focus based on the needs of the clients. Examples include Women in STEM, AI for Good in emerging economies, social entrepreneurship, and more.

To enrich the learning experience, we can also offer an offline immersive Accelerator Camp with rigorous tech and innovation workshops, skill-building seminars, hands-on projects, site visits to tech start-ups, cultural tours along with mentorship from successful entrepreneurs and tech experts.





# TECHIMPACT INCUBATOR

## Success Stories



Purpose in Motion

## FarmAi's Startup Journey

*Innovation, Challenges, and Triumphs in Agritech*



**Ouassim  
Hamdani**

CEO and AI  
Developer,  
FarmAi



**Ahlam  
Boumezrag**

Co-Founder,  
R&D Lead &  
PR Manager,  
FarmAi



**Mohamed  
Aimen Benkoua**

Co-Founder and  
COO,  
FarmAi



**Abderrahmane  
Herizi**

Co-Founder and  
Front-End  
Developer,  
FarmAi



**Mohamed Riadh  
Ziane**

Co-Founder &  
Deployment  
Manager,  
FarmAi

### FarmAi (Algeria)

In 2022, PIM successfully incubated an Algerian agritech startup named FarmAI that focused on using modern technologies to revolutionize farm yields. With the support of PIM, this startup went on to win second place in the Seeds for the Future Global Competition.

A year later, they received a project investment of 100,000 USD from Huawei to implement their business plan and the founders were also personally congratulated by the President of Algeria.

Learn more about [FarmAI here](#).



# III. CHINA STARTUP SPRINT

Immersion into China's technology and startup ecosystem

China Startup Sprint is an immersive program designed for startups, entrepreneurs, and students to plug into China's technology and startup ecosystem, learn about cutting edge trends and developments, and connect with innovators and investors.

Our program provides student team with a unique opportunity to travel to various cities in China to learn about new breakthrough technologies, participate in tech company site visits, and entrepreneurial workshops. Students will also have the chance to connect with and work alongside investors, startup entrepreneurs and founders.





# CHINA STARTUP SPRINT

Sample Program Itinerary

## Weekend 1

Beijing Sightseeing & Cultural Experience

### Monday

**Opening Ceremony**  
Gather with friends and experience traditional culture

**Tianjin Smart Port Visit**  
Explore 5G smart applications in the industry

### Tuesday

**Product & Marketing Workshop**  
Learn about marketing, branding, and product management

**Visit Tsinghua University X-lab**  
Discuss project ideas with campus startup teams

*Fly to Shenzhen*

### Wednesday

**Huawei Visit**  
Take amazing 5G advanced courses on Huawei Campus

**Tencent & DJI Visit**  
Learn about China's digitalization from leading high-tech companies

### Thursday

**Huawei Exhibition Hall Visit**  
Discover more possibilities with digital technology

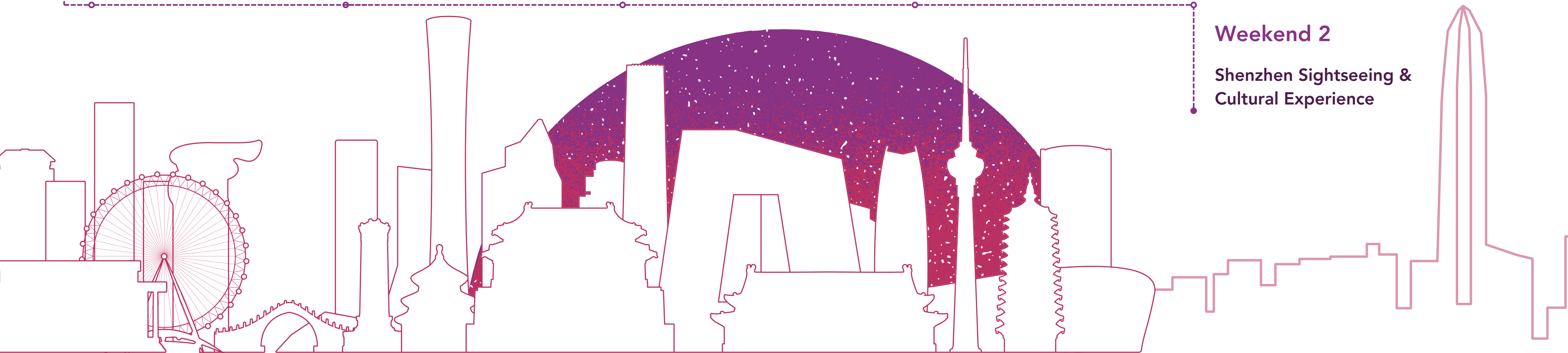
**Startups Visit**  
Experience the realistic start-up ecosystem and atmosphere

### Friday

**Workshop Day & Closing Luncheon**  
Improve your business plan and finish off the Sprint

## Weekend 2

Shenzhen Sightseeing & Cultural Experience





# IV. MODEL FOUNDATION

Empowering youths to support and evaluate effective local nonprofits

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.





# MODEL FOUNDATION

What our have to students say about the program?



“I realized that I can build a purposeful career and make a social impact with anything I do.”

Danyi Peng,  
Model Foundation Program Manager 2023

Participation Year:  
Model Foundation Alumni 2019  
Program Name:  
Model Foundation & SEO with China  
<https://www.pimglobal.org/stories/>

“PIM has taught me that, no matter what I do, I can incorporate philanthropy into my life.”

Cengiz Cemaloglu,  
Former Alumni (Harvard University)

Participation Year:  
Model Foundation Alumni 2018  
Program Name:  
Model Foundation  
<https://www.pimglobal.org/stories/>



# V. SUSTAINABILITY LEADERS INITIATIVE

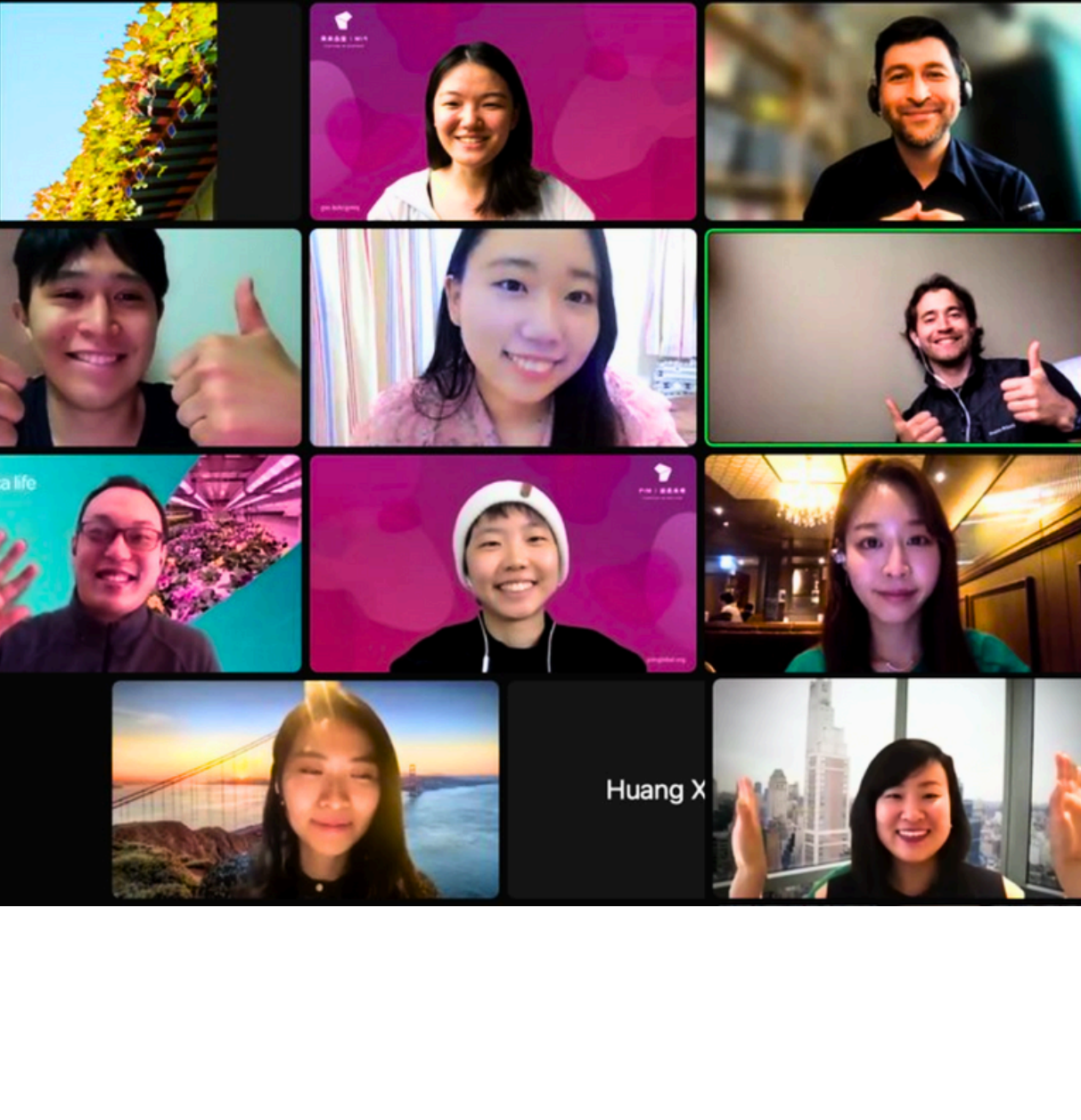
Promoting Sustainability Education to University Students and Scholars

The Sustainability Leaders Initiative is an academically rigorous program designed to provide systemic leadership resources to scholars and university students to foster their understanding of sustainability practices in their home countries and empower them with practical experience from inspiring field leaders.

Our program is offered online and offline. Through a series of interactive sessions led by field experts, university students and scholars will gain a deeper understanding of topics related to sustainability from global trends, sustainability practices, implementation & monitoring systems, and more.

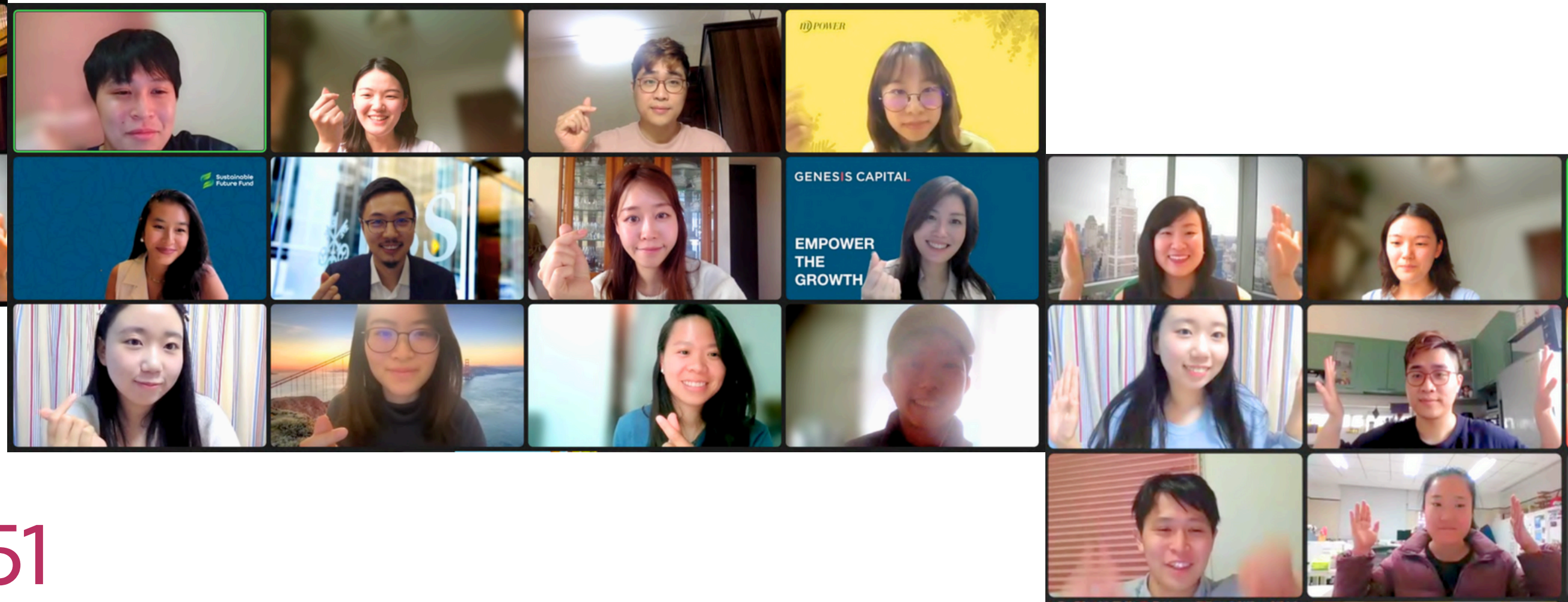






# SUSTAINABILITY LEADERS INITIATIVE

Our latest edition



10  
hours of online training

351  
scholars

40+  
panelists and trainers

5  
workshops

## TOPICS COVERED

- Global Trends in CSR and BCorps
- Innovation and Entrepreneurship for a Sustainable Future
- Storytelling to Inspire Change
- Sustainable Solutions to Global Challenges



# VI. YOUNG INNOVATORS BOOTCAMP

Introducing middle and high school students to social entrepreneurship and innovation

The Young Innovators Bootcamp is an interactive summer program designed for 8-16 years old students. During this camp, students will undergo leadership, innovation, and entrepreneurship training while learning how to develop their own solutions to unique social and environmental challenges.

The Young Innovators Bootcamp is specially designed for middle to high school students and is focused on providing a hands-on, interactive experience in social entrepreneurship and innovation.

Topics that we covered in our training include ideation, customer identification, journey in empathy, bringing an idea to life, design thinking, and storytelling.





## VII. OTHER CASE STUDIES

### Impact Lab

*Yenching Academy Of Peking University*

Yenching Academy's Master's program in China studies emphasizes interdisciplinary approaches to contemporary Chinese society and culture. PIM's Impact Lab at Yenching connects scholars with non-profits and social enterprises, where they collaborate with local mentors to explore social impact and determine how to create the greatest change through funding and pro-bono support.

### Zero To One

*Laoniu Brother & Sister Foundation,  
Central Academy Of Fine Arts &  
Beijing Foreign Studies University*

PIM's Zero to One Social Innovation Incubator provides undergraduate and graduate students with a "learning by doing" curriculum in social entrepreneurship. Student teams enroll in an online curriculum from Wharton School of Business, while building their own social enterprise with close mentorship, training from social entrepreneurs and real resources to implement their idea.

### Action Fund

*Bill & Melinda Gates Foundation*

Goalkeepers, an initiative by the Bill & Melinda Gates Foundation, unites global leaders to advance the UN's Sustainable Development Goals (SDGs). In 2019, PIM evaluated projects from Goalkeepers in China to promote SDG advocacy and empower youth to drive action. Selected projects received a total of 1 million RMB in funding.





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