



PIM | 益启未来
PURPOSE IN MOTION

Startup Demo Day 2025

InnovImpact Incubator

Invitation to potential investors
& industry experts



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ABOUT PIM

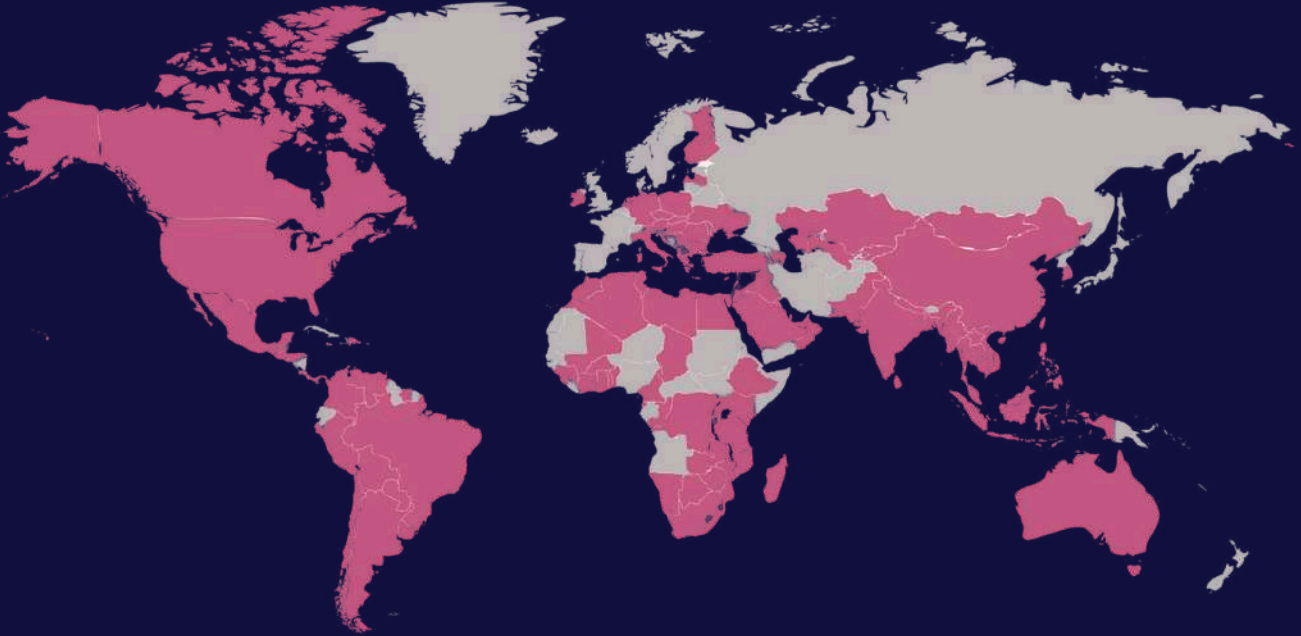
Purpose in Motion (PIM) is a global organization dedicated to empowering social entrepreneurs and fostering innovation for positive social change. With over a decade of experience, we have supported more than 5,000 social entrepreneurs across 117 countries, enabling them to address pressing global challenges aligned with the UN Sustainable Development Goals (SDGs).

Our work has been recognized by the World Economic Forum, Forbes 30 Under 30, the Bill & Melinda Gates Foundation, the Rockefeller Brothers Fund, UNDP, Huawei's Seeds for the Future, and more.

Our mission is to catalyze the next generation of social impact ventures by providing them with the resources, mentorship, and networks they need to build scalable solutions for the world's most critical problems. We specialize in supporting entrepreneurs from underrepresented regions including Africa, Latin America, Asia, the Middle East, and Central Asia. Learn more about PIM at pimglobal.org.



PIM'S GLOBAL REACH



115+

Countries

200+

Community
Partners

13,800+

Youth & Entrepreneurs
Supported

26,000+

Social Media Reach
(LinkedIn, WeChat, Email,
and more)

\$950,000+

Funding Raised to Support
Impact Projects

ABOUT INNOVIMPACT INCUBATOR

Our **Innov-Impact Incubator** is designed to fill a critical gap in the global ecosystem by nurturing **early-stage social enterprises at the prototype stage**—an area often overlooked by traditional incubators and investors. We are committed to helping social enterprises leverage **technology and innovation** to create sustainable solutions addressing the world's most pressing social and environmental issues.

To learn more about our InnovImpact Incubator, visit us at [here](#).



ABOUT DEMO DAY

As a key milestone of the Innov-Impact Incubator, our **Demo Day 2025** will showcase the most promising startups from our program to a global audience of investors, partners, and media. This event provides an opportunity for investors to discover high-impact ventures and for sponsors to engage with some of the world's most innovative early-stage social enterprises.

- **Date:** July 12, 2025
- **Time:** 9:00pm GMT +8 | 1:00pm GMT | 9:00am EST
- **Location:** Virtual Event
- **Global Reach:** 26,000+ impact-driven youth and professionals across LinkedIn, WeChat, and email



ENGAGING IN DEMO DAY

YOUR EXPERIENCE SHARING MATTERS

INDUSTRY EXPERTS

- Engage in the pitching and networking session
- Provide your insights to Startup teams
- Comment on their pitching and business plan
- Share your experience on social innovation & sustainability

INVESTORS

- Engage in the fireside chat & networking session
- Provide your insights to Startup teams
- Comment on their pitching and business plan
- Share your experience on social innovation & social investing

AGENDA

Welcome & Icebreaker

Opening/Keynote Speech

Fireside Chat

- with our potential investors on social innovation and investing

Pitch Development

- 4 startup teams coming from Latin America, USA and Africa tackling pressing issues on waste management, renewable energy, community empowerment, food security, agri-tech, and upcycling waste.

Networking Session

- bridging startup teams to our invited industry experts, investors, sponsors, and mentors

Closing

- Award Announcement and Acknowledgement



STARTUP TEAMS

AGRODATA, LATIN AMERICA



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DEMO DAY
12 July 2025
9 pm GMT+8



AgroData from Latin America is an AI-powered Agritech platform that helps farmers reduce crop losses by providing crop diagnostics and personalized recommendations, promoting sustainable farming practices.



Milton Duque Cano



Adriana Lorena La Rotta Espinosa



Joaquina Migueles Irigoyen



David Esteban Marquez Bayona



Ángel Alberto García Cárdenas

ECO-COCO, MADAGASCAR



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DEMO DAY
12 July 2025
9 pm GMT+8

EcoCoco from Madagascar offers a sustainable solution by transforming discarded coconut shells into eco-friendly & high quality briquettes, reducing deforestation, improving health, and creating local economic opportunities in Madagascar & beyond.





ECOCOCO

STARTUP TEAMS

FREETOWN INNOVATION LAB, SIERRA LEONE



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DEMO DAY
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Mohamed A Kamara




**FREETOWN
INNOVATION
LAB**


Freetown Innovation Lab empowers Sierra Leone through its **Trash-for-Cash** system, creating eco-friendly construction materials from waste and providing affordable housing for the communities




LIMPIAR, TEXAS USA




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DEMO DAY
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Limpiar


Good afternoon James
Tuesday, February 25th



Demi Oloyede





LIMPIAR
Cleaning. Simplified.



Demi Oloyede

Limpiar from USA transforms commercial cleaning by providing property managers with a seamless platform that **integrates eco-friendly technology and upcycling** for sustainable, reliable, and efficient services."



NEXT STEPS

CONTACT US:

incubator@pimglobal.org

kenny@pimglobal.org

We would be happy to have you as one of our panelists, sharing your insights on social innovation and social investing to our startup teams.

Thank you for your consideration and continued support of Purpose in Motion. We look forward to collaborating with you to make this year's Demo Day a transformative event for social entrepreneurs worldwide!

Purpose in Motion PIM

<https://www.pimglobal.org/programs/impactincubator>

