



PIM | 益启未来
PURPOSE IN MOTION

Annual Report

PURPOSE IN MOTION

2025

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Impact

77

countries reached through our online
and offline programs

1,782

young scholars and future members participated in PIM's
programs in 2025 (not including VFC)

72,050

USD mobilized and distributed to
social organizations and startup teams

We started Purpose in Motion over ten years ago with a simple but ambitious goal: to support young people who are driving social change. Back then, social entrepreneurship wasn't yet mainstream. It wasn't taught in schools, and few believed it could be a viable path. So we learned by doing — we experimented, stumbled, grew, and kept going.

Since those early days, we've built social innovation programs for more than 13,000 youth across 110+ countries and helped mobilize over US \$850,000 to fund youth-led social ventures. Along the way, we noticed a pattern: brilliant ideas were everywhere — but access wasn't.

If you have the right background, the right contacts, or the right pedigree, opportunities tend to find you. But for so many others with just as much passion and creativity, it's a fight simply to be seen.

In 2025, we launched our own InnovImpact Incubator to change that — to support changemakers from every background, as long as they are building things that matter.

Four entrepreneurial teams from around the world joined us. In Latin America, one is using AI to help farmers grow more and waste less. In Madagascar, another turns discarded coconut shells into clean-burning fuel, reducing deforestation and improving health. In Sierra Leone, a team transforms waste into affordable, eco-friendly housing materials. And in the United States, one team is reinventing cleaning and waste management for a greener future.

As a social enterprise that was neither venture-backed nor corporate-funded, building an incubator was not easy. The idea was born at a retreat where we gathered our team and key partners to explore what was most needed. To bring it to life, we leaned on our community of mentors, interviewed dozens of stakeholders, and knocked on virtual doors for support.

When Demo Day — held virtually — came, we set out to recreate the energy of real-world networking: crafting meaningful connections and linking prizes that could open new doors. It was a spotlight on founders who aren't building to win, but to make something better — to create a new vision of what's possible.

As times change, PIM is evolving too. While our core programs remain — including a revamp of our social impact training through a new partnership with the Qi Center on the year-long Fellows for Change fellowship — we are also exploring new paths forward. In this next phase, we'll draw even more deeply on our community and embrace a more flexible structure for collaboration.

We've come to see the power of what we call the Constellation Effect — when each person in our community shines in their own right, and together we illuminate something far greater than any one star could on its own.

And we are thrilled to keep building this constellation — alongside all of you.

With gratitude,



Jasmine Lau, Co-Founder, Purpose in Motion (PIM)

2025 Initiatives



TechImpact Academy

Tech4Good Global Competition

TechImpact Ideathon

CSO Hackathon

TechImpact Academy: Talent Development Flagship Project

Talent Development Flagship Project Cohort 1 (July 7-11)

Talent Development Flagship Project Cohort 2 (July 21-25)

Talent Development Flagship Project Cohort 3 (August 4-5)

Talent Development Flagship Project Cohort 4 (August 18-22)

Talent Development Flagship Project Cohort 5 (Sept 1-5)

Talent Development Flagship Project Cohort 6 (Sept. 15-19)

Talent Development Flagship Project Cohort 7 (October 20-25)



Tech4Good Global Competition

12 TEAMS FROM...

Argentina	Kuwait
Benelux	Malawi
Cambodia	Morocco
Ethiopia	South Africa
Guatemala	UAE
Ireland	Vietnam

WINNING TEAMS

- Gold - EarlyVet (Ethiopia)
- Silver - Beyond Limits (UAE)
- Bronze - Anaphero (Ireland)
- People’s Choice - Anaphero (Ireland)

The 2024 Tech4Good Global Competition brought together 12 exceptional teams selected from over 950 students across more than 100 countries. These top teams, chosen through regional Tech4Good programs, participated in an intensive accelerator program that spanned across Beijing and Shenzhen.

This year’s Tech4Good competition showcased remarkable innovations, with Ethiopia's EarlyVet winning Gold, UAE's Beyond Limits taking Silver, and Ireland's Anaphero securing both Bronze and the People's Choice Award.

The week-long journey began in Beijing where teams engaged in specialized workshops focused on product development, market validation, testing methodologies, and feedback implementation. Activities included hands-on challenges like the marshmallow tower construction (won by Team Ethiopia with an impressive 126 cm structure) and the egg drop experiment using only straws.

Midweek, all participants traveled from Beijing to Shenzhen, where they continued refining their business models and market validation strategies.

The accelerator program culminated in a final pitch competition on April 11th in Shenzhen, where teams presented their technology solutions addressing critical social and environmental challenges to a distinguished panel of judges.

TECH4GOOD GLOBAL COMPETITION

EarlyVet (Ethiopia) – Gold

EarlyVet is an AI-powered livestock health monitoring platform that uses sensor collars, data analytics, and telemedicine to detect diseases early and improve veterinary access for farmers.

Learn more:

<https://www.pimglobal.org/from-sensors-to-solutions-early-vets-vision-for-ethiopian-farmers>



TECH4GOOD GLOBAL COMPETITION

Beyond Limits (UAE) – Silver

Beyond Limits is a smart glove equipped with sensors, actuators and feedback systems designed to improve hand mobility and independence for people with hand motor disabilities.

Learn more:

<https://www.pimglobal.org/going-beyond-limits-empowering-patients-through-assistive-technology>



TECH4GOOD GLOBAL COMPETITION

Anaphero (Ireland) – Bronze

Anaphero is a wearable device that detects early signs of anaphylaxis in children and instantly alerts parents and caregivers to this potentially fatal allergic reaction.

Learn more:

<https://www.pimglobal.org/when-every-second-counts-anapheros-fight-against-severe-allergies>



TechImpact Ideathon



Building on the success of our TechImpact Academy, we created the TechImpact Ideathon to share our approach with a wider community of changemakers. This collaborative online event brought our alumni—teams who continued developing their ventures after completing the intensive Tech4Good program—together with aspiring social entrepreneurs eager to make their mark.

Participants dove into a dynamic ideation sprint, confronting the same complex challenges our Tech4Good students tackle during the full program. Guided by our experienced mentors in breakout sessions, they brainstormed innovative, technology-enabled solutions to address critical social and environmental issues. The event concluded with teams presenting their concepts to a panel of alumni judges, who selected the most promising idea for exclusive prizes. The Ideathon demonstrated the power of peer learning while creating a pipeline of engaged future participants.

Read more here:

<https://www.pimglobal.org/techimpact-ideathon-session-1-advancing-technology-for-purpose-driven-innovation/>

CSO Hackathon

The National Civil Society Organizations (CSO) Hackathon which took place from July 16 to 18, 2025 in Rabat, Morocco brought together over 80 participants representing 39 projects from more than 12 regions across Morocco. The objective was to empower civil society organizations with tools and methods in social innovation and digital transformation, while co-creating impactful solutions to community-based challenges.

The Hackathon was led by two experienced facilitators, Ilyass Benarouia and Karim Kanoute, from PIM to support CSOs through a series of training sessions that emphasize social innovation, technology, and digitalization. The program covered 5 main areas to support participants to understand their role in addressing social challenges, and eventually to generate an innovative solution at their workplace and pitch their ideas on the last day of the program.

TRAINING SESSIONS

1. Social Innovation and Technology
2. Introduction to Design Thinking
3. Problem Definition Workshop
4. Ideation and Prototyping
5. Preparing an Impactful Pitch



TechImpact Academy: Talent Development Flagship Project

AT A GLANCE

7 cohorts
77 countries
616 participants

The Talent Development Flagship Project in collaboration with Seeds for the Future brought together exceptional young minds for an intensive week of learning, innovation, and cross-cultural collaboration. This flagship initiative delivered on the program's mission to develop local talent, share knowledge, increase ICT sector awareness, and foster digital community building on a global scale.

Over the course of the week, students engage in a comprehensive training curriculum (5G, Cloud Computing, and Artificial Intelligence), visited various strategic sites to explore technology's role in achieving sustainable governance (Smart Government, UNDP SDG Innovation Lab, Tencent, and DJI), and engage with industry experts through a roundtable event.

We successfully hosted 7 cohorts in South China with young talent hailing from all over Europe, Northern Africa, the Middle East & Central Asia, Asia-Pacific, and Southern Africa.

TECHIMPACT ACADEMY

Talent Development Flagship Project Cohort 1

DATE

July 7-11

STUDENTS

21

COUNTRIES

Botswana, Spain, Zimbabwe

ROUNDTABLE EVENT

AI as the Great Accelerator

Melody hosted the roundtable event at the Shangri-La. The panelists included Biman Liyanage, Victor Rodrigo Raya, and Rhea See. The guests from Spain – Carmen Sanchez, Emilio Cabanes, and Fernando Escobar – joined the case study exercise where the students were split into three separate groups to complete a social business model canvas.





As the student representative of the Zimbabwean team, I would like to extend our heartfelt gratitude to Huawei Seeds For The Future for providing us with this incredible opportunity. A special thank you to our program director, Melody Su, mentors, trainers, drivers, cooks, and the entire organizing team for their unwavering support and dedication in making this program a resounding success. To Huawei, we cannot express our gratitude enough for how impactful the event was. I say thank you once again and encourage you to keep enlightening and developing talent in youths. May you continue pushing this initiative as it is needed, and by doing so, you are breaking gaps, bringing the world together, and fighting for the survival of civilization. May you continue delivering high-value technology and investing in a sustainable future."

Mcdonald Mpofu
Student, Zimbabwe

Had the incredible opportunity to take part in a thought-provoking roundtable on “AI as the Great Accelerator” alongside inspiring voices like Victor Rodrigo (Red.es), Biman Liyanage (Wonder Technology), and Rhea See (She Loves Tech), brilliantly moderated by Melody Su.

We explored how AI can be a force for innovation, inclusion, and sustainability, highlighting the need for responsible deployment, rapid prototyping, and strong collaboration across sectors.

Throughout the week, we also visited Huawei’s Bantian Base Campus, Exhibition Hall, Smart City site, UNDP SDG Innovation Lab, and DJI Headquarters, gaining a powerful glimpse into the intersection of technology, purpose, and global development.

Grateful to Huawei for this journey and to all the leaders who shared their vision.

Alvaro Martinez Reche
Student, Spain



TECHIMPACT ACADEMY

Talent Development Flagship Project Cohort 2

DATE

July 21-25

STUDENTS

81

COUNTRIES

Brazil
Burkina Faso
Cote d'Ivoire
Kenya
Madagascar

Namibia
Portugal
Republic of Congo
Uganda
Zambia



PIM (Purpose in Motion)

3,666 followers

3mo •

This week, we welcomed students from El Salvador, Azerbaijan, Mongolia, Tajikistan, Kyrgyzstan, and Georgia to China for the Talent Development Flagship Project with [Huawei Seeds For The Future](#) 🌱

[Haolan Duan](#) hosted the Opening Ceremony, introducing the students to the academic coursework, site visits, and cultural experiences the students will be embarking on this week together ✨



TECHIMPACT ACADEMY

Talent Development Flagship Project Cohort 3

DATE

August 4-8

STUDENTS

124

COUNTRIES

Azerbaijan

Costa Rica

Dominican Republic

El Salvador

Georgia

Guatemala

Honduras

Jamaica

Kyrgyzstan

Mongolia

Panama

Tajikistan

Trinidad & Tobago



PIM (Purpose in Motion)

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2mo • Edited •

What a remarkable way to conclude our journey! Last Friday in Shenzhen, [Haolan Duan](#) hosted the Closing Ceremony of the 3rd Cohort for the 2025 Digital Development Flagship Project.

After a transformative week exploring China's latest technological innovations, our incredible students from Portugal, Uganda, Madagascar, Republic of Congo, Brazil, Burkina Faso, Kenya, Côte d'Ivoire, Zambia, and Namibia came together to celebrate in the most beautiful way possible.

The ceremony was a vibrant showcase of our global community - students proudly wore their traditional outfits, shared captivating cultural performances, and bonded over authentic food and cultural activities. Watching these aspiring entrepreneurs connect across continents while honoring their unique heritage was truly inspiring.

To all our amazing participants: you've shown us that the future of technology is bright, diverse, and beautifully interconnected. Thank you for making this cohort unforgettable! 🌍



TECHIMPACT ACADEMY

Talent Development Flagship Project | Co

DATE

August 18-22

STUDENTS

63

COUNTRIES

Bangladesh

Czech Republic

Japan

Maldives

Morocco

Nepal

Netherlands

Slovakia

Sri Lanka,

Switzerland



Kenny Leung • 2nd

Consultant to Social Innovation and Impact Investing

2mo • Edited •

Connect

Collaborating with young leaders to explore social innovation and technology for social good is always enriching. Recently, I had the privilege of engaging with over 60 young adults from 10 different countries, immersing ourselves in tech trends and innovations for a week.

I firmly believe in the enduring value of Human Intelligence (HI) over Artificial Intelligence (AI). While some may fear AI replacing jobs, I see AI as a tool enhancing our data analysis capabilities, aiding us in making timely and better decisions. Those proficient in AI will thrive, yet the essence of Human Intelligence remains irreplaceable. Another important discussion point was the ethical and safety aspects of massive data collection and the use of data by us as humans (not AI).

I express my sincere appreciation to **Huawei** and **PIM (Purpose in Motion)** for the enriching opportunity to participate in the event. Heartfelt thanks to all the exceptional bright participants. It was a pleasure conversing with each one of you throughout the week. Grateful for the openness and insights shared by our esteemed panelists **Grace Zhang Laurent Le Pen Ching Jui Young lim Fahima Jachja** on "Opportunities for Entrepreneurship and New Careers in AI". It was truly fruitful and fun work alongside Kamen **Qiwen Z.** for the program.



TECHIMPACT ACADEMY

Talent Development Flagship Project Cohort 5

DATE

September 1-5

STUDENTS

91

COUNTRIES

Cambodia

Cameroon

Equatorial Guinea

Ireland

Laos

Nigeria

Republic of Guinea

Republic of Korea

Rwanda





A full week in China, diving deep into technology, AI, cloud computing, digital power, and 5G with Huawei experts — the very people who don't just talk about innovation, but create it.

It was a true honor to be selected for the Huawei Seeds For The Future and to represent Moldova alongside 86 students from 12 countries, taking part in seminars, courses, exhibitions, and hands-on explorations of what the future holds.

I'm deeply grateful to Huawei and the entire team for this unique opportunity and for your commitment to investing in young people and building a sustainable future. 🌱 The seeds you plant today will undoubtedly bear fruit tomorrow!

Adina Duca
Student, Moldova

Over the past week, I was deeply honored to represent Cameroon and IFTIC–SUP at the Huawei Seeds For The Future 2025 program in China 🇨🇳. This was an exceptional and transformative experience that fostered a truly global network, bringing together brilliant students from nine countries for the September 2025 cohort: 🇻🇳🇰🇷🇮🇪🇳🇮🇪🇱🇰🇦🇲🇻🇳🇵🇱. The program offered us an immersion into advanced technologies through high–level training sessions delivered by ICT industry experts. We took part in intensive sessions on Cloud Computing, 5G and the emergence of 6G, Artificial Intelligence, and Smart PV energy solutions.

🌍 Highlights of this immersion:

- Discovering autonomous vehicles at Huawei’s Davidson Hall in Shenzhen.
- Visiting the 17.5 MW FusionSolar Rooftop Plant in Dongguan.
- Exploring advanced drone systems at the DJI headquarters.
- Interacting with innovative service robots at PadBot Robot in Shenzhen.
- An inspiring visit to the Shenzhen Longgang Smart Center, where we witnessed how AI, big data, and analytics are applied in Smart City management and strengthening transparent governance.

One of the greatest privileges was collaborating with my peers – the other “seeds” from across the globe. A special thought goes to my fellow Cameroonian teammates with whom I shared this journey...🙏 My deepest gratitude also goes to the experts, trainers, and facilitators ... for their valuable mentorship, as well as to the program coordinators for their outstanding support. Finally, sincere thanks to Huawei Cameroon, the Ministry of Higher Education (MINESUP), and the Ministry of Posts and Telecommunications (MINPOSTEL) for their trust and support – and an immense thank you to Huawei for making this experience possible.

Jack Divane Belinga Mindzie
Student, Cameroon



TECHIMPACT ACADEMY

Talent Development Flagship Project Cohort 6

DATE

September 15-19

STUDENTS

86

COUNTRIES

Austria, Benin, Bolivia, Italy, Latvia,
Mauritius, Moldova, Philippines, Poland,
Romania, Tanzania, Thailand, Turkmenistan

ROUNDTABLE EVENT

Future of Work in a New Technological Era

For the roundtable event on September 17th, Melody Su hosted a panel discussion on the "Future of Work in a New Technological Era" with panelists Felix Tan, Queen Modestus, Yanqing Lin, and Laura Di Raimondo. The four panelists then led a case study workshop where participants tackled real-world digital transformation challenges using the Idea Napkin. Teams addressed complex scenarios spanning digitalization, entrepreneurship, sustainability, and innovation.





"How do I keep up when I didn't have a head start in life?"

That was one of the most honest questions I heard when I spoke at Huawei's Talent Development Programme with students from Africa, Europe, and Asia.

Grateful for the chance to share my thoughts on the future of work and even more grateful for the chance to hear their questions, their fears, and their hopes. When the world moves so fast, it's easy to feel like you're falling behind, especially when you're switching industries, or starting from a position with fewer resources.

Your background, experience, and perspective are uniquely yours. The key is to understand what you bring to the table and find the employer, client, or community who values it.

Thanks again to Huawei for having me and to all the amazing students who made the session so meaningful.

Felix Tan

Roundtable Speaker, CEO of Skilio

Back in Austria after two unforgettable weeks in China as part of the Huawei Seeds For The Future 2025 program. From learning about AI, 5G, and cloud computing at Huawei's headquarters campus in Dongguan, to visiting innovators like DJI and BYD in Shenzhen, every day offered a new perspective on how technology drives change and is reshaping entire industries.

Equally meaningful was discovering China beyond the tech – its culture, energy, and approach to business, as well as meeting talented peers from around the world. In Shanghai, we had the honor of meeting Austria's Consul General Helmut Rakowitsch, who offered a unique perspective on bridging our two countries.

As a law student, I found it especially fascinating to see how AI is increasingly applied across industries. It reinforced how crucial it is for the legal field to stay ahead of these developments. I'm returning to Austria with new knowledge, great connections, and fresh ideas. Huge thanks to Huawei Austria and Catharina Rieder for making this possible and for supporting young talent!

Simon Proksch

Student, Austria



TECHIMPACT ACADEMY

Talent Development Flagship Project Cohort 7

DATE

October 20-24

STUDENTS

150

COUNTRIES

Algeria	Greece
Angola	Libya
Brunei	Mexico
Bulgaria	Mozambique
Cabo Verde	Oman
Chad	Tunisia
DRC	UAE
Ethiopia	Uzbekistan
Gabon	Vietnam
Ghana	





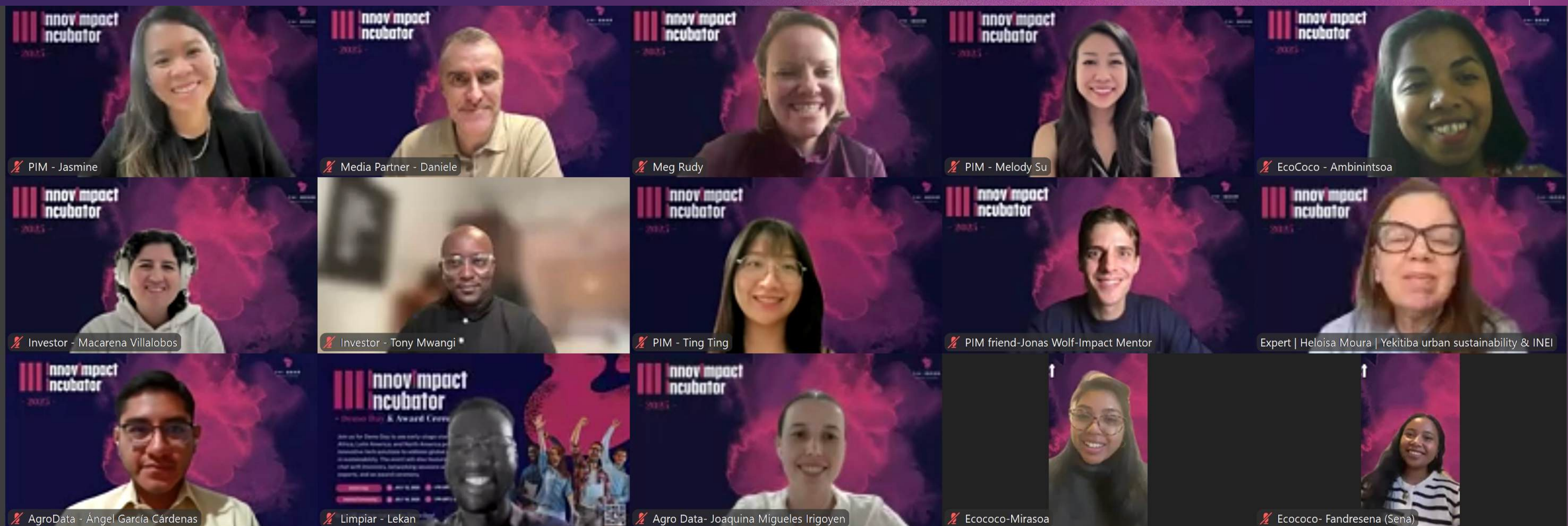
I am so honored to have MC'd the final ceremony for the 2025 Talent Development Flagship Project last week in Shenzhen 🇨🇳 We celebrated 149 global talents from 19 countries for their engagement and growth in innovation, digitalization, sustainability, and entrepreneurship.

Thank you Huawei Seeds For The Future and PIM (Purpose in Motion) for trusting me to lead programs and giving me a voice on a global stage.

Melody Su
Program Director, PIM

InnovImpact Incubator (III)

- Program Introduction
- Mentorship
- Workshops
- Demo Day
- Award Ceremony



INNOVIMPACT INCUBATOR (III)

Program Introduction

AT A GLANCE

- 4 teams
- 4 distinct awards presented
including 500+ votes for the People’s Choice Award
- 5 major sponsors
supported the event
- 10 UN SDGs
addressed through team initiatives
- 15+ media partners
collaborated for coverage and promotion
- 16+ industry experts
engaged as mentors, judges or speakers
- 216 attendees at Demo Day

In 2025, PIM launched our brand new InnovImpact Incubator (III) is designed for startups and social enterprises that are ready to move beyond the prototype stage and validate their solutions in real-world markets. III supports ventures that have a clear startup concept, a developed business model, and prior pitching experience, and are now focused on refining, testing, and preparing their product or service for the next steps. The III Incubator consisted of over 4 months of intensive mentorship and training culminating into a global Demo Day and Award Ceremony with cash and in-kind prizes and awards.

Mentorship



MENTORS





Kome



Nadia



Jose



Daniele



Salam



Cristie



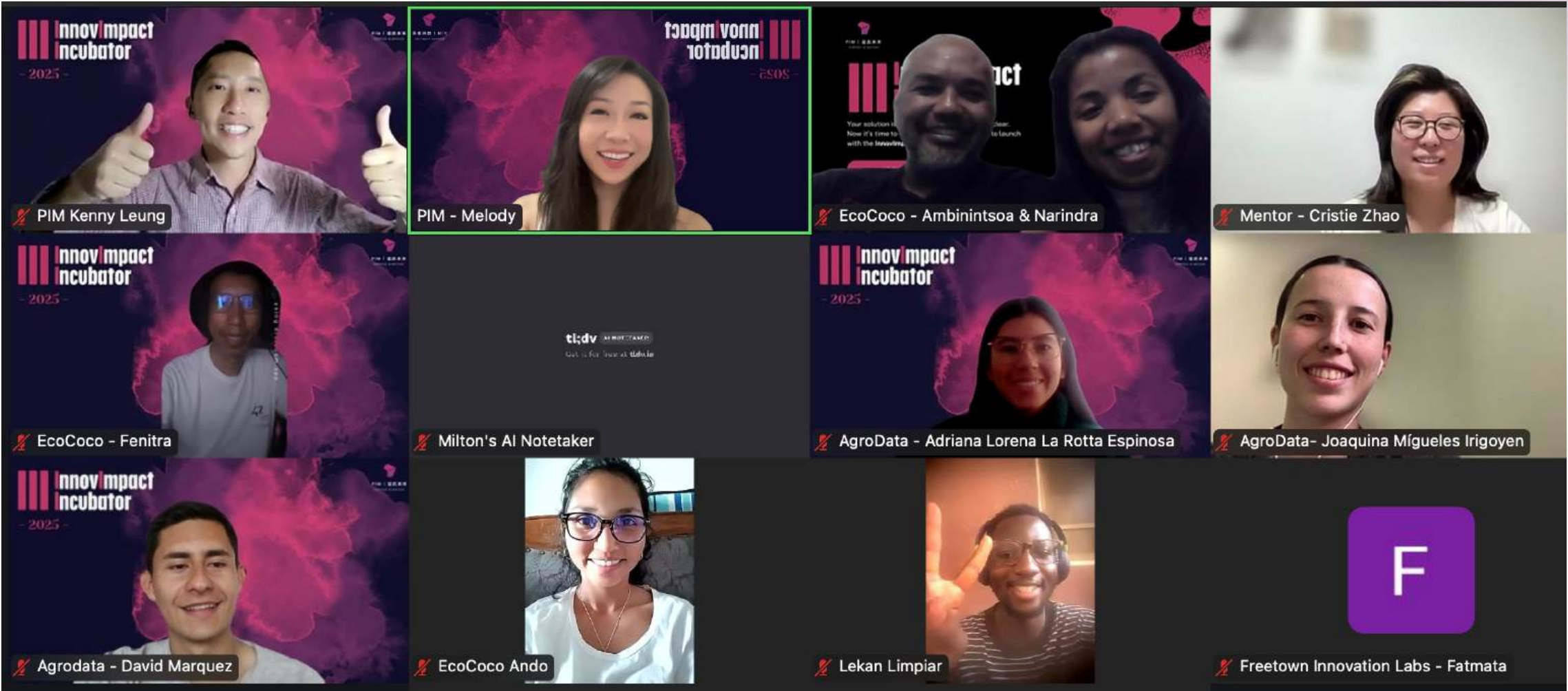
Akua

With dedicated mentorship from mentors Kome Oruade and Nadia Laabs, our innovators are rapidly developing solutions to address critical global challenges.

The monthly cohort activities have fostered a collaborative ecosystem where teams regularly share insights, challenge assumptions, and provide valuable peer feedback. This community-centered approach has accelerated learning and opened doors to unexpected collaborations.

INNOVIMPACT INCUBATOR (III)

Workshops



Our cohort also participated in impactful workshops covering Advanced Market Entry Strategies, Funding & Financial Planning, Prototyping & Pilot Execution, Impact Measurement & Reporting, Building Strategic Partnerships workshops, and more. These sessions have provided our teams with essential tools to refine their business models and advance their prototypes toward market readiness.

INNOVIMPACT INCUBATOR (III) Demo Day



On July 12, Purpose in Motion hosted our InnovImpact Incubator’s very first Demo Day, which was a dynamic showcase of bold ideas, global collaboration, and social innovation. Four early-stage social enterprises from Latin America, Africa, and North America presented their tech-driven solutions to some of the world’s most pressing sustainability challenges.

Our event opened with remarks from PIM Co-Founder Jasmine Lau. Following the opening remarks was an insightful fireside chat with investors and ecosystem leaders about the future of innovation and social impact.

After the fireside chat, each startup then delivered a 4-minute pitch to explain the SDG challenges they’re tackling, their solutions, and their visions to a brighter future. After each startup team delivered their 4-minute pitch, a panel of distinguished industry experts shared their comments and feedback with the startup teams.

We then went into separate breakout rooms where audience members, prospective investors, industry experts, mentors, and PIM community members had a chance to engage directly with each startup team to learn more about their vision and startup.

Following the interactive breakout room session was an announcement for special prizes from our distinguished prize sponsors, and then culminating to the reveal of our “People’s Choice Award” winner, which went to “Agro-Data Connect! (Latin America) who is helping smallholder farmers make data-informed decisions by providing accessible, AI-powered agricultural insights!

Watch full Demo Day recording here:
<https://youtu.be/YD3bSz6ycLg>

AgroData is an **AI-powered Agritech platform** on a mission to empower farmers across Latin America. With a passionate team of innovators—**Milton Duque Cano, Adriana Lorena La Rotta Espinosa, Joaquina Migueles Irigoyen, Ángel Alberto García Cárdenas, and David Esteban Marquez Bayona**—AgroData is tackling one of agriculture’s biggest challenges: **crop loss due to disease and poor diagnostics**.

Using cutting-edge artificial intelligence, AgroData offers:

- 🌱 Accurate crop diagnostics
- ☀️ Personalized, data-driven farming recommendations
- 🌍 Tools to promote sustainable agricultural practices

Read more here: <https://www.pimglobal.org/team-spotlight-agrodata-revolutionizing-sustainable-farming-with-ai/>



InnovImpact Incubator

– AgroData – Latin America

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.

AgroData Connect

2 ZERO HUNGER
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
13 CLIMATE ACTION

EcoCoco transforms **discarded coconut shells** into high-quality, eco-friendly briquettes. Their solution is deceptively simple but powerfully effective: by repurposing agricultural waste, they address a tangled web of challenges: **climate change, public health, energy access, and poverty**.

But EcoCoco isn't just providing better fuel – they're building a **movement** rooted in circular economy principles and community empowerment.

Read more here: <https://www.pimglobal.org/team-spotlight-coconut-waste-to-clean-cooking-meet-ecococo-from-madagascar/>



InnovImpact Incubator

**– EcoCoco –
Madagascar**

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

13 CLIMATE ACTION 15 LIFE ON LAND 7 AFFORDABLE AND CLEAN ENERGY 3 GOOD HEALTH AND WELL-BEING 8 DECENT WORK AND ECONOMIC GROWTH 17 PARTNERSHIPS FOR THE GOALS 12 RESPONSIBLE CONSUMPTION AND PRODUCTION

At first glance, waste may seem like a burden. But for **Mohamed A. Kamara** and the team behind Freetown Innovation Lab, it's an opportunity – a resource to be reclaimed, revalued, and reinvested in community well-being.

Their **Trash-for-Cash system** works in partnership with slum communities to **collect, sort, and purchase waste**, which is then upcycled into:

- Eco-friendly construction materials
- Furniture and bins for schools and public spaces
- Affordable housing solutions for underserved communities

This is circular economy in action, designed by and for the people who need it most.

Read more here: <https://www.pimglobal.org/team-spotlight-from-trash-to-transformation-how-freetown-innovation-lab-is-rebuilding-sierra-leone/>

InnovImpact Incubator

– Freetown Innovation Lab – Sierra Leone

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


FREETOWN INNOVATION LAB


11 SUSTAINABLE CITIES AND COMMUNITIES 12 RESPONSIBLE CONSUMPTION AND PRODUCTION

Founded by **Demi Oloyede**, Limpiar is redefining commercial cleaning by building a **tech-enabled platform** that connects property managers directly with vetted cleaning professionals. But Limpiar isn't just about convenience—it's about **impact**.

At its core, Limpiar is built on three pillars:

 **Eco-friendly technology:** Promoting green cleaning solutions and waste reduction.

 **Upcycling innovation:** Turning waste into opportunity.

 **AI-powered coordination:** Matching services, tracking jobs, and measuring environmental and social impact—all in one sleek platform.

Read more here: <https://www.pimglobal.org/team-spotlight-limpiar-the-future-of-cleaning-is-smart-sustainable-and-stress-free/>



The banner features the 'InnovImpact Incubator' logo in white and pink on a dark blue background. Below the logo is a photo of two smiling people, a woman and a man, standing in front of a stylized pink and purple cloud. To the right of the photo, the text '- Limpiar - United States' is written in pink and white. Below this, a paragraph describes Limpiar's mission. At the bottom right, the Limpiar logo is shown, along with two icons representing Sustainable Development Goals 8 and 11.

InnovImpact Incubator

– Limpiar – United States

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.

 **LIMPIAR**
Cleaning, Simplified.

 **8** DECENT WORK AND ECONOMIC GROWTH

 **11** SUSTAINABLE CITIES AND COMMUNITIES

INNOVIMPACT INCUBATOR (III)

Award Ceremony

On July 19, we returned for the InnovImpact Incubator Award Ceremony — a moment to recognize the exceptional teams and individuals who stood out throughout the program. These awards honored outstanding storytelling, progress, perseverance, and engagement throughout the program. In addition to certificates and recognition, winners received prize packages from our amazing partners including OneValley, Brevo, ANM, Chore, and Cloud Huawei Singapore.

We extend our heartfelt thanks to our judges, sponsors, media partners, impact influencers, and the broader PIM community for making this journey possible. Together, we're building a global movement of purpose-driven entrepreneurs committed to solving real-world challenges through tech and innovation.

Watch the recap: <https://youtu.be/nMPtIXs2Zj4>

InnovImpact Incubator

–TOP STUDENT AWARD –

The Top Student Award recognizes an individual who has gone above and beyond throughout the InnovImpact Incubator — demonstrating unwavering dedication, initiative, and a growth mindset from start to finish.



-Ratsitoarison Rakotondrasoa
Nirina Ambinintsoa -



InnovImpact Incubator

–STARTUP WARRIOR AWARD –

This Award celebrates a team that has demonstrated exceptional perseverance, growth, and grit throughout the course of the InnovImpact Incubator. This award honors a startup that didn't just participate — they pushed forward through uncertainty, adapted in the face of challenges, and consistently showed up with a bold, solutions-oriented mindset.



InnovImpact Incubator

–BEST PITCH AWARD –

The Best Pitch Award honors the team that delivers a pitch that doesn't just inform — but inspires, captivates, and moves. This award is given to the startup that demonstrated exceptional clarity, confidence, and passion in presenting their social enterprise to a live audience of judges, investors, and fellow changemakers.



Model Foundation: SEO China | Public leadership Camp

AT A GLANCE

3 organization partners
15 participants
7027 USD funding granted

PARTNERS

Beijing Shangshan Foundation
Shanghai Huiling Community Center
Zhejiang Bannuan Health Service Center

TOPIC

Youth Mental Health and Well-Being

WORKSHOPS

Philanthropy 101
Due Diligence & RAISE Framework
Organizational Sustainability
Measuring Impact
Interview Training

MODEL FOUNDATION:
SEO CHINA | PUBLIC LEADERSHIP CAMP



The SEO China Public Leadership 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 ninth 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.

Fellowship for Change (FFC)

Summit #1
Stakeholder Mapping Session
Research Analysis & Insights



Program Introduction

AT A GLANCE

- 1 year hybrid learning journey
(online mentorship + in-person summits)
- 3 in-person summits
- 3 dedicated PIM mentors
guiding students throughout the year
- 18 student-led social innovation projects
- 18 high school Fellows from across China

In 2025, PIM launched an exciting new partnership with the **Qi Social Innovation Center** to co-organize the **Fellowship for Change (FFC)**. Through this year-long program, PIM mentors **Leslie Dong, Kenny Leung, and Jane Li** are guiding **18 high school Fellows from across China** to deepen their social innovation mindset and develop meaningful projects addressing some of today’s most urgent challenges.

In August, we completed the first FFC Summit, where PIM mentors traveled to Beijing to lead an immersive training experience for the Fellows. Throughout the summit, students developed core skills in **design thinking, human-centered design, systems thinking, investigative research, and interview techniques**. The summit concluded with each Fellow delivering a **three-minute presentation** outlining their research topic and next steps.

This milestone marks the beginning of an inspiring year-long learning journey. In addition to two in-person summits, Fellows will also receive **ongoing online mentorship throughout the year** to support their research, project development, and personal learning goals. Over the coming months, they will continue shaping their projects, refining their ideas, and strengthening their capacity to address real social and environmental challenges.

Looking ahead, Fellows will gather again in **February 2026 in Kunming** for Summit 2, where they will ideate and prototype their solutions. They will then finalize their research and prepare for implementation during **Summit 3 in August 2026**.

Summit #1



In August, we completed the first FFC summit, where PIM mentors traveled to Beijing to guide 18 Fellows in strengthening their social innovation skills.

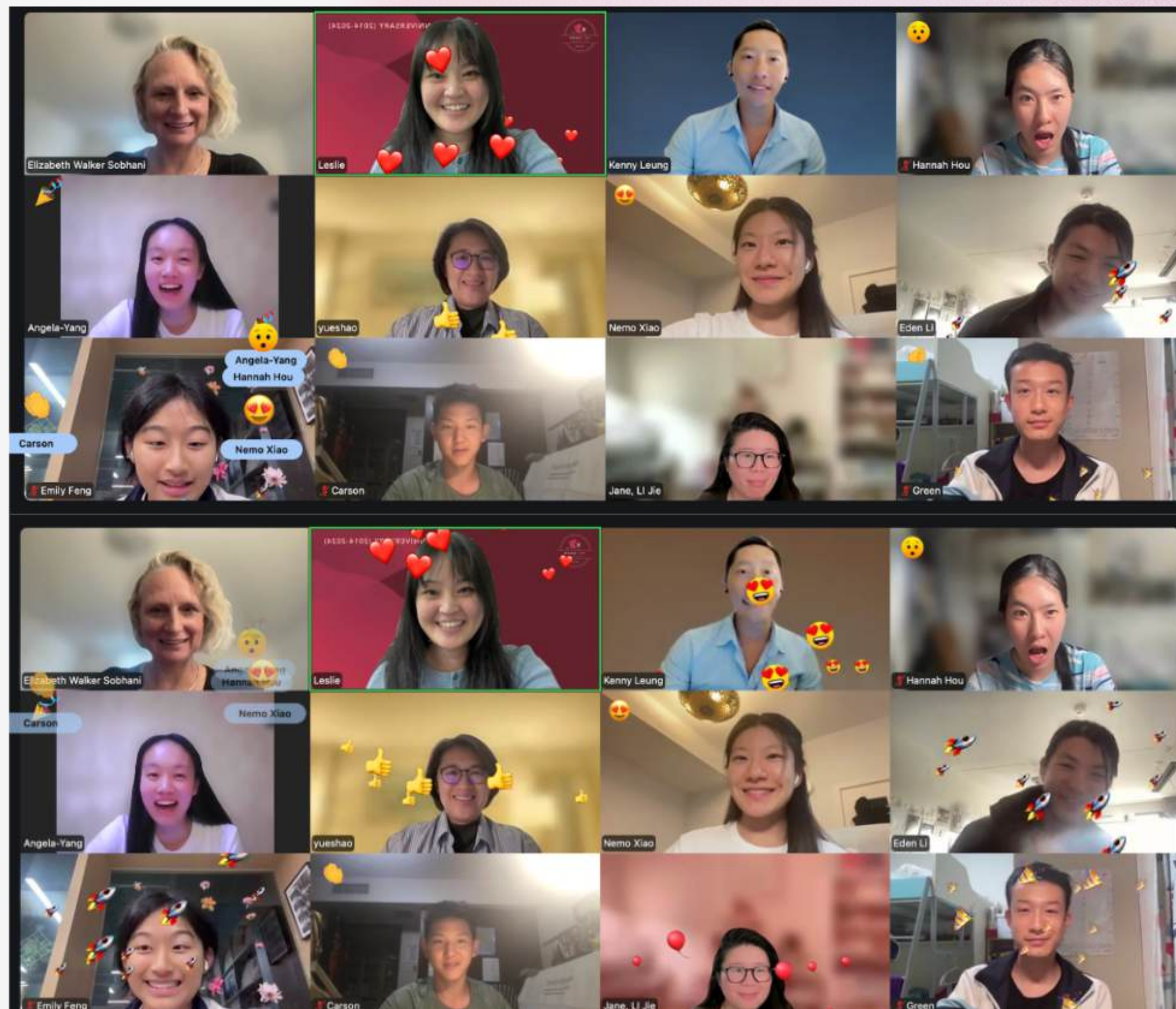
Over the course of the summit, students engaged in design thinking, human-centered design, systems thinking, investigative research, and interview skills, culminating in 3-minute presentations outlining their research plans and next steps.

This milestone marks the beginning of an inspiring year-long journey where students will deepen their capacity to tackle pressing social and environmental challenges while preparing to launch impactful community projects.

In February 2026, fellows will be attending Summit 2 in Kunming where they will ideate and prototype their ideas. And in August 2026, fellows will be finalizing their research projects at Summit 3.



Online Sessions



In partnership with Qi Social Innovation Center, PIM hosted two online learning sessions in 2025 to support Fellows in deepening their systems thinking and research-to-impact skills beyond the offline summits.

On September 28, Fellows participated in a Systems Mapping Workshop, exploring how to clarify research plans, prioritize key questions, and apply the Impact Gap Canvas to their projects. Through a hands-on case study, participants collaboratively developed systems maps, gaining practical tools to identify stakeholders and refine their change-making strategies.

On November 23, the session From Research to Impact: Extracting Data Insights guided Fellows through transforming research findings into actionable insights. Mentors supported them in reframing problems, identifying opportunities, and completing the Impact Gaps Canvas to translate data into meaningful impact.

These online engagements reinforced continuous learning and collaboration within the Fellow community, with more sessions planned for 2026.

Venture For Change (VFC)

VFC Program (December 2025-April 2026)

AT A GLANCE

10 teams

3 mentors

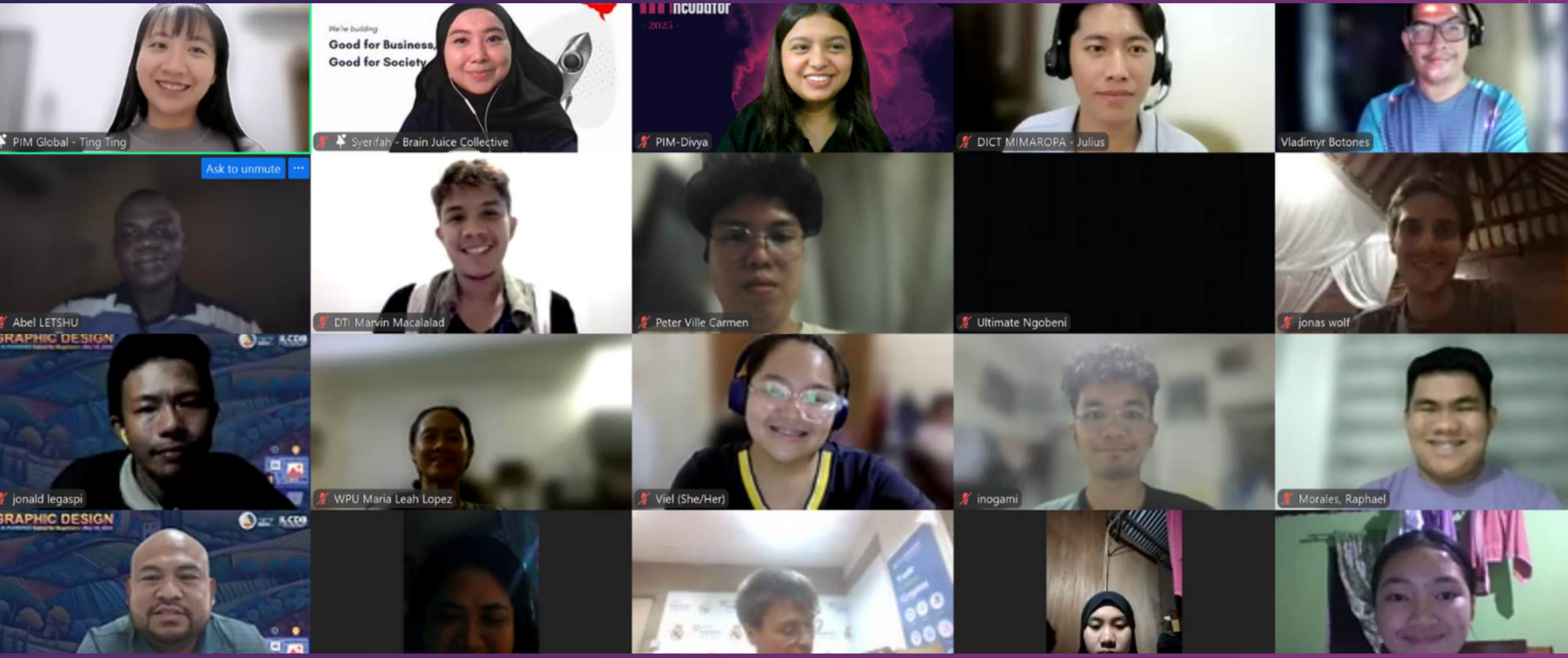
5 months

In 2025, PIM established a new partnership with the **Qi Social Innovation Center** through the **Venture For Change (VFC)** program — a global social entrepreneurship education initiative for students in grades 7–12, developed in collaboration with the Columbia Organization of Rising Entrepreneurs. Rooted in leading social enterprise curricula from Columbia Business School and Yale School of Management, VFC empowers young changemakers to apply “business for good” principles to real-world challenges through online learning, case studies, mentorship, and pitch presentations.

As part of this collaboration, **PIM mentors** contribute their expertise in **Social Enterprise Financial Planning**, guiding students through hands-on workshops on financial modeling to assess the sustainability of their business models. Mentors also provide **live pitch coaching** and **review of student reports and pitch decks**, helping participants refine their ideas and strengthen their social impact strategies.

Social Entrepreneurship Masterclass Series

Launch for Good: Masterclass for Social Entrepreneurs (3x)
Amplify Your Impact: Branding Masterclass for Social Ventures (3x)



Program Introduction

AT A GLANCE

6 events

7 speakers

851 audience members

In 2025, PIM organized two, 3-part online social entrepreneurship masterclass series focused on providing budding social entrepreneurs all over the world with practical and actionable tools, guidance, and suggestions to launch impactful and meaningful ventures. We brought together seasoned mentors, speakers, industry experts, and partners from all corners of the globe, and were able to create a new platform for the exchange of innovative ideas and ways to change the world.

SOCIAL ENTREPRENEURSHIP MASTERCLASS SERIES

Launch for Good: Masterclass for Social Entrepreneurs

The Launch for Good: Masterclass for Social Entrepreneurs series was designed to help social entrepreneurs build key skills to successfully launch their new venture. It focused on honing a budding social entrepreneurs' understanding of their mission, learning how lead with purpose, and developing a business model that can sustain their mission and vision.

Watch recordings here:

https://youtu.be/pVGIPJwmK_w

<https://youtu.be/RhSnKpqjHk8>

<https://youtu.be/kIQbCGWWhr5E>

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2025 Masterclass Series for Social Entrepreneurs

Start with the Why: Defining Your Social Enterprise's Mission

JAN 15, 2025 8:30 PM GMT +8 ZOOM WORKSHOP

Workshop Lead
Hawa Kombian,
Founder and CEO of Hawa Kombian Consulting

WWW.PIMGLOBAL.ORG

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2025 Masterclass Series for Social Entrepreneurs

From Vision to Strategy: Building a Strong Business Model

FEB 22, 2025 8:30 PM GMT +8 ZOOM WORKSHOP

Workshop Lead
Gustavo Cadiz
Entrepreneur |
Incubator Founder |
AI Enthusiast

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2025 Masterclass Series for Social Entrepreneurs

DATE
13 March 2025,
Thursday

TIME
8.30 – 10.00 pm Beijing GMT +8
12:30pm GMT | 7:30am EST

Leading with Purpose

Essential Leadership Skills for Social Impact

Develop the confidence, clarity, and empathy to lead your social enterprise with purpose and impact while building a strong, motivated team that is aligned with your mission!

Workshop Lead
Daniele Poggio
Business Developer,
Startup Leader &
Coach

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Amplify Your Impact: Branding Masterclass Series for Social Ventures



AMPLIFY YOUR IMPACT

Branding Masterclass for Social Ventures

27 MAY | 19 JUN | 27 JUL

Online
8.30 - 10.00 pm Beijing GMT +8
12:30pm GMT | 8:30am EST

REGISTER NOW



Amplify Your Impact: Branding Masterclass For Social Ventures was a 3-part series designed for early-stage social ventures and founders ready to turn purpose into greater presence. Whether you are launching, refining, or scaling, the series helped you strengthen your core messaging, build trust through partnerships, and tell your story with impact.

Watch recordings here:

<https://youtu.be/AS3RvsKqOUY>

<https://youtu.be/ZYXzCDn9Dvg>

Community



PIM Retreat



In April, our team gathered in breathtaking Bali for a rejuvenating retreat focused on strengthening PIM's mission and strategy. We explored the Balinese concept of "Tri Hita Karana" (three causes of wellbeing) through painting wooden ornaments, each expressing our personal definitions of harmony and fulfillment. The retreat included transformative strategy sessions refining our Theory of Change and Unique Selling Proposition, alongside a powerful sound healing exercise that centered our collective energy. We dined at an inspiring social impact restaurant (Inklusive), visited a permaculture garden (Jiwa Community), and invited several social entrepreneurs to join us for a meaningful dinner!

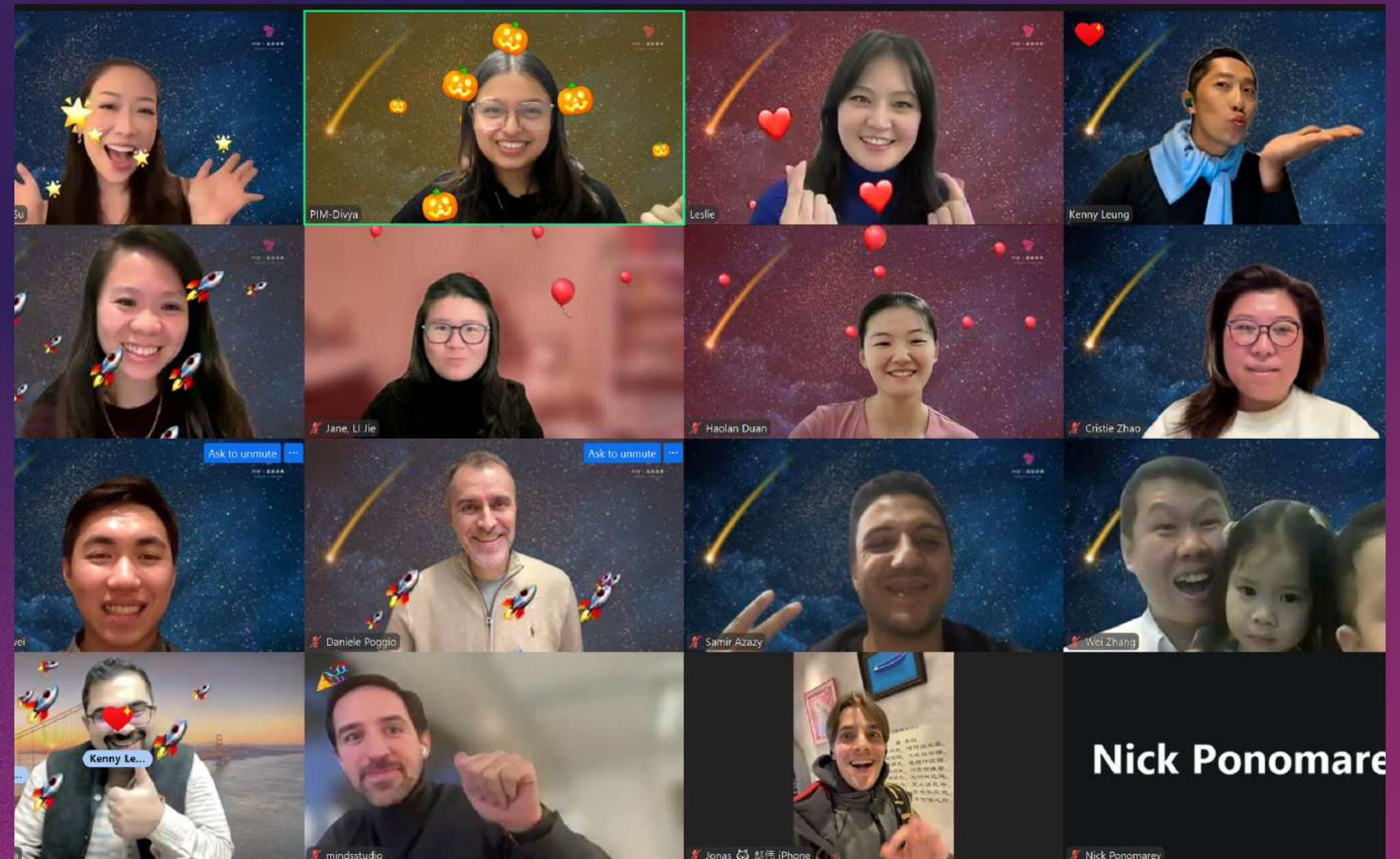
Our days were filled with collaborative planning for our upcoming InnovImpact Incubator Demo Day, and thoughtful discussions on how to further instill purpose and passion across our greater community. We've returned energized and aligned, ready to elevate PIM's impact in empowering young changemakers with renewed clarity and commitment.

PIM Global Impact Celebration

AT A GLANCE

1 event
30 attendees

On November 19th, our entire community came together to celebrate yet another fruitful and exciting year of social impact. We reconnected with past program alumni, PIM members, mentors, and partners to reflect on all that we've achieved together and spent an evening thanking each other for our continued support, the constant hard work, and the unwavering dedication to social impact and social innovation. We then spend some time to brainstorm new initiatives for the future and other ways to continue harvesting our synergies and leveraging it to make an even greater impact.



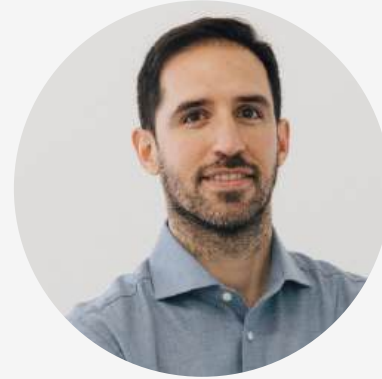
PIM Community Members



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Senior Investment Associate,
Catalyst Fund



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Leadership Advisor, L&D
Facilitator, Leadership Coach (ICF)
ANM & Co



Alvaro Sanmartin Cid
Founder & CEO
Minds Studio



Amadou S. Tall
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Nimba SMS



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Creative Director
Yo'Afrika Production



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Turquoise Sustainability



Biman Liyanage
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Chaimae El Mahdaoui
Founder & CEO
Salamat-e - HealthTech



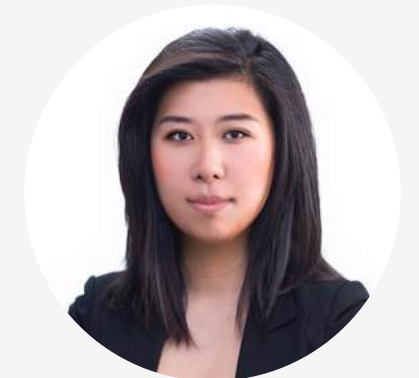
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Senior LLM Engineer
Young & AI



Chris Demer
Video Producer
ChrisDemer.com



Chuan Fan
Senior Sustainability Manager
Nike

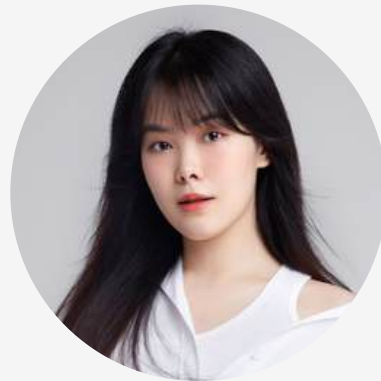


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Founder/Managing Director
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Maria Noel de la Paz
Acceleration Director
VC Fund of Magical, Chile



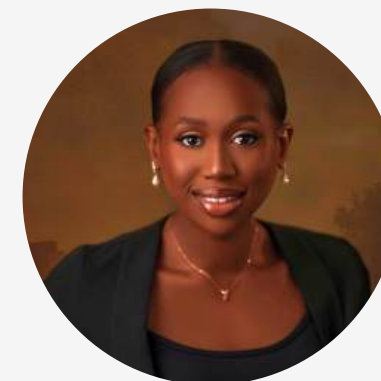
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PIM Team

Founding Team

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

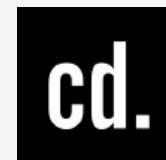
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Haolan Duan, Program Manager
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Danyi Peng, Marketing Consultant
Yan Chen, Design Consultant
Scott Dooley, Tech Consultant

Management Trainee

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PIM Annual Report 2025

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