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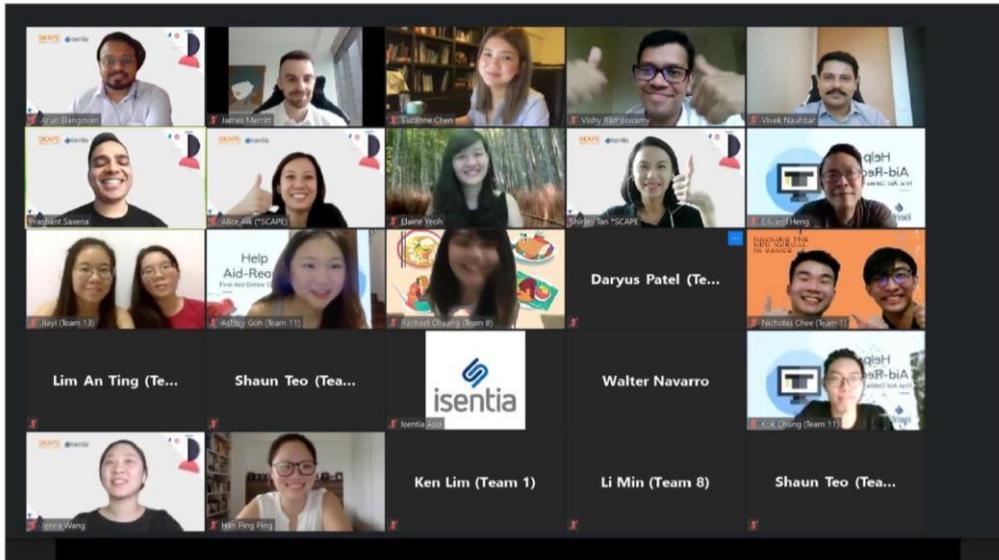
FUTURE-READY YOUTHS HACK THEIR WAY INTO THE NEW NORM

*The hackathon, organised by *SCAPE and supported by Isentia, inspired graduating youths to creatively think out-of-the-box for post Covid-19 business solutions*

Singapore, 25 June 2020 – Covid-19 has killed a lot of plans. Especially the dreams of career prospects for graduating youths. This is why *SCAPE Co. Ltd organised a week-long *Hacking The New Normal* Hackathon to help these youths find solutions to how they can become valuable in the new norm. The programme saw 77 youth participants working in teams to present their solutions and ideas to real-life challenges from Esports organiser, local restaurateur, dance studio, education and training as well as retail/fashion/lifestyle industries.

“During such global pandemics and economic uncertainties, our youths are one of the most vulnerable groups as their dreams and aspirations are disrupted,” said Goh Kok Wee, Executive Director of *SCAPE. “For example, career opportunities become slimmer, especially for graduates of 2020. As an organisation, our key goal is to serve and support our youths to realise their full potential, regardless of the circumstances. Our entrepreneurship programmes, such as this Hackathon, demonstrates our efforts to build a community between Singapore’s business leaders and youths in order to help develop skills, provide exposure to real-time business challenges prevalent today and eventually handshake them to the industry.”

Gen Z strikes again



*Image Caption: Hacking the New Normal. a hackathon organised by *SCAPE, was held virtually on 24 June 2020*

The youth participants were grouped into teams of five (5) to seven (7) and assigned to develop and present their marketing solutions for a unique case study under a mentor's guidance:

- Esports organiser - how can the organiser sustain the business in the long run virtually, and continue to educate audiences about esports?
- Local restaurateur - what kind of business strategy should a local restaurateur in the central business district adopt in order to stay afloat during these uncertain times?
- Dance studio - how should a local dance studio innovate their business in order to survive post Covid-19?
- Education and training - what marketing strategy should a first-aid training centre adopt in order to drive sales?
- Retail - what is the best online business strategy for a local retail shop to survive post Covid-19?

The key judging criteria were:

- Creative thinking and innovation
- Practicality
- Articulation of the solution
- Strategy backed by robust data

One of the key common challenges from all the teams were overcoming their personal bias and providing marketing solutions that SMEs and businesses can adopt in reality.

The winning group, Team 1, was able to address this challenge by leveraging their dancer backgrounds to pitch a solution that can help local dance studios innovate their business strategy. The team successfully shared short term strategies that address immediate challenges as well as a sustainable long term strategy that is unique to the industry for post Covid-19:

- Leveraging live-streamed tutorials across three studios with up to 10 students per class in order to support in-class demands and optimise revenue streams
- Partnering with organisations to provide specialised wellness dance packages for employees to diversify revenue streams
- Launching a mobile application, named Groove, to personalise virtual dance tutorials and build a community among dancers in Singapore

The winning team secures a chance to enter *SCAPE's Fellowship Programme

With the grand prize of S\$1,000 in their pockets, the winning teams will also be invited to participate in *SCAPE Entrepreneurship's accelerator programme, Creative Fellowship.

The Creative Fellowship programme aims to help aspiring youths translate ideas into creative businesses. Under the guidance of industry experts, participating youths can kick-start their journey as entrepreneurs after a three-month long curriculum that provides the experience to open innovation and business readiness.

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For editors: The Hackathon can be viewed [here](#).

Appendix

Team / Case study	Team members / Institution	Why they won
<p>First place: Team 1 Case study: Dance Studio</p>	<ol style="list-style-type: none"> 1. Nicholas Chee Wei Jie (Singapore Management University) 2. Tan Shuqing Jeanette (Singapore Management University) 3. Tan Jing Jie Rebekah (Singapore Management University) 4. Jacelyn Chia Wei Xin (Singapore Management University) 5. Lim Kang Ming Ken (Singapore Management University) 6. Goh Ming Xuan (Singapore Management University) 7. Bryan Yeo Kaijun (Singapore Management University) 	<ul style="list-style-type: none"> ● The judges awarded them the first place award for high scores in: <ul style="list-style-type: none"> ○ Articulation of the solution ○ Strategy backed by robust data
<p>Joint second place: Team 6 Case study: Esports organiser</p>	<ol style="list-style-type: none"> 1. Matthew Wong Keng Kei (Nanyang Academy of Fine Arts) 2. Lim An Ting (National University of Singapore) 3. Gladis Chua Jia Hui (National University of Singapore) 4. Shaun Teo Wei Jie (National University of Singapore) 	<ul style="list-style-type: none"> ● The judges awarded them the joint second place award for high scores in: <ul style="list-style-type: none"> ○ Creative thinking and innovation

Team / Case study	Team members / Institution	Details / what they presented
<p>Joint second place: Team 11</p> <p>Case study: Training and education</p>	<ol style="list-style-type: none"> 1. Wong Ka Yan, Stephenie (Singapore Institute of Management) 2. Ong Kok Chung (National University of Singapore) 3. Ashley Goh (National University of Singapore) 	<ul style="list-style-type: none"> • The judges awarded them the joint second place award for high scores in: <ul style="list-style-type: none"> ◦ Practicality

Quote sheet

Isentia	Quote
<p>Prashant Saxena Head of Insights, Asia, Isentia</p>	<p>We are elated to support *SCAPE's hackathon initiative that aims to empower our youths and provide them with the platform to take on real business challenges in the COVID-19 world. Through this, we hope to spotlight the importance of meaningful data that can help local SMEs make informed strategic business decisions.</p>

The Mentors	Quote
<p>Elaine Yeoh Co-Founder, Head of Branding, The Mind Hyve</p> <p><i>Mentor for Team 1 (Dance Studio), Top Prize Winner</i></p>	<p>I'm a believer that having the heart and drive for the problem you're solving is key to overcoming the many obstacles in one's entrepreneurial journey. It was truly a joy seeing the passion that was driving the youths in creating innovative solutions for business (in the arts scene and beyond) to thrive in the COVID-19 climate.</p>
<p>Leon Qiu CEO, Get All Myanmar Co.</p> <p><i>Mentor for Team 6 (Esports Organiser), Joint 2nd Prize Winner</i></p>	<p>The collaboration between *SCAPE and Isentia have provided the participating youths with an invaluable opportunity in melding real-time data and theory to form robust recommendations that would certainly work beyond the scope of this case study competition.</p>
<p>Edvarcl Heng Senior Account Director, ADK Connect</p> <p><i>Mentor for Team 11 (Education & Training), Joint 2nd Prize Winner</i></p>	<p>It was a refreshing experience to witness the Gen-Z perspective on business solutions. As expected of a natively-digital (and Tik-Tok) generation, their digitally-led solutions are intoxicatingly social and immersive. From my experience with the teams, it gives me great hope that the next generation of marketers, trained under *SCAPE's youth entrepreneurship programmes are well-poised to serve the Gen-Z consumers.</p>
<p>Han Ping Ping Co-Founder, B9 SIGNAL Smart Pod Village</p> <p>Country Lead, WomenwillSG Google Business Group (GBG) Singapore</p> <p><i>Mentor for Team 8 (Small Restaurant), Finalist</i></p>	<p>I am delighted to have worked with the students and aspiring entrepreneurs. They have displayed an enthusiasm towards *SCAPE's Hackathon initiative. Like all crisis management approaches, over-communication and planning are essential components, both of which have been displayed by the teams that I had the privilege of mentoring. Definitely looking forward to *SCAPE's future Hackathons!</p>
<p>Suzanne Chen Cloud Advocacy Programme Manager, Microsoft</p> <p><i>Mentor for Team 13 (Retail/Fashion/Lifestyle), Finalist</i></p>	<p>This is a great initiative to bring students and industry players together to solve REAL problems that SMEs are globally facing post COVID-19. Not only do initiatives like these benefit SMEs, I also believe many of the youths who participated have learnt much and made valuable networks from this hackathon.</p>

The Judges	Quote
<p>Vernia Lim Public Relations Director, JLL, Asia Pacific</p>	<p>As we move towards a 'new normal' amid COVID-19, it was refreshing and inspiring to hear different perspectives from the youths. I was blown away by their creativity and passion -- definitely looking forward to uncovering more talents from the next generation!</p>
<p>Walter Santos Navarro Director of Marketing, Kempinski Hotel</p>	<p>It was surreal to witness first-hand the creativity and ideation process of the next generation of entrepreneurs and business leaders. The depth of the research they provided for each case study, combined with their value-add and usage of data was impressive.</p>
<p>Megan Yulga Head of Creative Shop, Circles Life</p>	<p>I'm blown away by the quality of data-backed insights the students put into their presentations. It showed a tremendous level of thoughtfulness and clarity, proving why their ideas would succeed. I have no doubt they will leave an impact in their careers ahead.</p>
<p>James Merritt Chief Executive, Isentia Brandtology Pte Ltd</p>	<p>It was an energising experience, full of innovation and new ideas with the potential to help SMEs navigate the remainder of 2020. It was great to see such talent on display with well-presented and thoughtful proposals.</p>



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About *SCAPE

*SCAPE Co. Ltd is a non-profit organisation with its mission and vision rooted in support of youth, talent and leadership development. The organisation aims to facilitate youth-oriented programmes and support within various communities of youth interest in Singapore. The youth of today will be inspired and empowered to **DREAM IT AND LIVE IT at *SCAPE!**

*SCAPE exists to serve and support youths to live their dreams and realise their full potentials. As the integrated talent and resource hub for young people in Singapore, *SCAPE offers a holistic network of programmes, communities, partners and facilities for youths to explore, create and strive. No dream is too small, no dream is too big. *SCAPE wants youths to be inspired to come forward and share their interests, share their dreams. Through guidance and facilitation, *SCAPE wants to see their dreams turn into ideas, and ideas into reality. Living their dreams should no longer be a dream at *SCAPE.



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