

FOR IMMEDIATE RELEASE



Singaporean social enterprise joins hands to support women in the ASEAN Region

4 May 2017, Singapore – “Money in the hands of the women can do a lot more good for nutrition, health and education of the child and the family...when you take a woman out of poverty, you take the family and the community out of poverty.” Laina Raveendran Greene, Co-founder of Angels of Impact posed these thoughts to the audience as she ended her talk at TEDxSingaporeWomen on October 2016.

This year, Association of South-east Asian Nations (**ASEAN**) is celebrating its 50th anniversary and a Singaporean social enterprise, Angels of Impact (AI), is making contributions to the ASEAN community by supporting women social enterprises in the region to help alleviate poverty. This is a timely contribution to ASEAN, given that Singapore will chair ASEAN next year, in 2018.

Inaugural Book Launch

On 17 May 2017, Angels of Impact (AI) will be launching their first ever book, titled “***Sustainable Impact: How Women Are Key To Ending Poverty***” to honour Mother’s Day. This book was founded on AI’s massive transformative purpose of “creating a world without poverty in unity with women”. AI intends to do so by impacting 3 of the United Nations Sustainable Development Goals – #1 No Poverty, #5 Gender Equality and #12 Responsible Consumption and Production. How can this be achieved? AI passionately believes that if the community invests in and consumes responsibly produced goods made by women living in poverty themselves, the community can achieve 3 goals in one or as some would say “kill all three birds with one stone”.

The book launch, happening at Bloomberg Singapore, will be a night of insightful discussions, showcasing examples and meaningful conversations. Vint Cerf, global Internet pioneer widely known as one of "The Fathers of the Internet" and Chief Internet Evangelist at Google, will be in attendance as the Guest of Honour, together with panellists from the Bloomberg Women’s Community, Singapore Committee for UN Women, Siam Organic and Color Silk to celebrate and discuss around the topic of “Women are Good Investments”.

Coming together to make a difference

So who is AI exactly? They are a social enterprise founded by Laina Raveendran Greene and Audrey Tan – two Singaporean women from two different backgrounds and generations, who share the same vision and strongly believe that they can make a difference in the community. They focus on women as good investments, and aim to maximize the social impact of money by working with enterprises, which in turn work with many women producing responsibly and getting the most effective use of resources.

Sustainable Impact: How women are key to ending poverty

The book, “***Sustainable Impact: How Women Are Key To Ending Poverty***”, will be available for purchase online via the AI website, www.angelsofimpact.com or via Amazon from 18 May 2017 onwards. All proceeds for the book will go towards the cause and help propel the mission and vision of AI and accelerate towards ending world poverty.

More info about the book and Greene’s TEDxSingaporeWomen talk here:
<https://www.youtube.com/watch?v=GuepOWFAszo>

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About Angels of Impact

Angels of Impact is the brainchild of the founders of GetIT, Inc, a strategic business consultancy based in Silicon Valley since 2000 and PlayMoolah, a successful social enterprise based in Singapore since 2008. Both founders were very inspired by Prof Yunus book "Creating a World Without Poverty" and the Monitor Group Report "from Blueprint to Scale", and these became some of the foundational thinking behind Angels of Impact.

Angels of Impact believes passionately that these 3 key United Nations Sustainable Development Goals – #1 No Poverty, #5 Gender Equality and #12 Responsible Consumption and Production – can be achieved all at once by investing in and consuming responsibly produced goods made by women living in poverty.

They also believe that the community can end poverty and give the impoverished control of their lives by supporting social enterprises working on poverty alleviation, to grow into sustainable businesses.

They focus on women as good investments and aim to maximize the social impact of money by working with enterprises, which work with many women producing responsibly, to get a better scale of impact and getting the most effective use of resources. They also focus on the long-term success of the impact businesses that A.I. supports and helps to market their products and services by directing the flow resources to the entrepreneurs who are too big for micro-finance but too small for more traditional impact investors.

AI currently supports 8 women-led social enterprises from Cambodia, Indonesia, Malaysia and Thailand and has brought together 11 investors from the region to support and mentor these enterprises. It has also managed to help them sell their products into companies with regional headquarters in Singapore. For more info, head to <http://www.angelsofimpact.com>

About the founders

Laina Raveendran Greene is the Founder of GETIT Inc., a strategic marketing consultancy based in Silicon Valley and co-founder of Angels of Impact (www.angelsimpact.com), an impact network focussed on women social entrepreneurs helping to alleviate poverty.

She is also Senior Adjunct Lecturer at the Strategy and Policy Department, NUS Business School; Associate Director of the Asia Centre for Social Entrepreneurship and Philanthropy; Goodwill Ambassador of UnLtd Indonesia; and, Advisory Board member of Acumen+Singapore. She has 25 years' experience in the telecom industry with a focus on Green ICT and bridging the digital divide in developing countries, and most recently worked in Indonesia where she helped raise several million dollars for a public-listed telecom tower company. An alumna of National University of Singapore, the Graduate Institute of International Studies in Geneva and Harvard University, Laina was one of the very first female techpreneurs in Singapore, when she started an e-learning company in 1997. Check her out at: <https://www.linkedin.com/in/laina>

Audrey Tan is the Co-Founder & CEO of Angels of Impact.

Audrey's experience in technology began ten years ago with online commerce. As part of her stint in Silicon Valley, she rallied product marketing and business development for Qik.com, which was later acquired by Skype for USD\$150M. Audrey subsequently set up PlayMoolah, an award-winning social enterprise which educates children, parents and young adults about building a positive relationship with money. Audrey had the privilege of studying technology entrepreneurship at Stanford University as part of the NUS Overseas College Programme. She also published her thesis titled *Persuasive Technology and Games for Savings and Money Management* at NUS. Find out more about Audrey at: <https://www.linkedin.com/in/audreytan>