



## Students leverage technology to address social issues and create positive change in Singapore

- *Winning teams of this year's Samsung Solve for Tomorrow competition showcase the use of technology to help the visually impaired travel independently and to combat fatigued driving*

**SINGAPORE, 11 November 2015** – Student teams from Ngee Ann Polytechnic and Nanyang Technological University today clinched the top prizes at the Grand Finale of the Singapore edition of Samsung Solve for Tomorrow. Held for the second year running, the competition challenges students to come up with solutions that leverage technology to address social issues. Their innovative solutions include Eyebus, a radio-frequency identification (RFID) system to alert the visually impaired when their bus arrives, and SafeSnooze, a mobile application to keep sleepy drivers awake and alert.

Organised by Samsung and supported by the Infocomm Development Authority of Singapore (IDA), Samsung Solve for Tomorrow aims to empower future leaders of Singapore and inspire young Singaporeans to proactively create change in the community.

The 6 finalist teams were shortlisted from a total of 85 teams representing 14 universities, polytechnics and Institutes of Technical Education (ITE). At the Grand Finale, the finalists presented their projects to a panel of judges who assessed the presentations based on their relevance to social issues in Singapore, practicality of the ideas, the role that innovation plays, and their overall presentation and delivery skills.

The judges include Elim Chew, Founder & President, 77<sup>th</sup> Street; Georgette Tan, Group Head, Communications, Asia/Pacific, MasterCard; Ruth Beattie, Head of Squared Programs and Industry Partnerships, Google; and Eugene Goh, Vice President, IT & Mobile, Samsung Electronics Singapore.

### **Samsung Solve for Tomorrow winners (in order of final placing)**

#### **Polytechnic and ITE Category**

1. *Team Eyebus* (Ngee Ann Polytechnic) – Eyebus, an RFID system enabling the visually handicapped to travel independently
2. *Team SMARTCare* (Nanyang Polytechnic) – SMARTCare, an integrated solution using a wearable band, pillbox and mobile application to remind the elderly to take their medication
3. *Team Ringcation* (ITE Central) – Ping, a mobile application and wearable device enabling communication with the hearing impaired

#### **University Category**

1. *Team Sleeping Beauty* (Nanyang Technological University) – SafeSnooze, a mobile application to combat fatigued driving and keep sleepy drivers awake and alert
2. *Team Beep8* (National University of Singapore) – BeepAID, a wearable healthcare companion that actively monitors the well-being of the elderly
3. *Team 2X Cactus Minds* (Singapore Management University) – Sharity, a mobile application to connect volunteers to voluntary welfare organisations and their beneficiaries

To view the finalist teams' videos of their projects, please visit [www.solvefortomorrow.sg](http://www.solvefortomorrow.sg).

“It is wonderful to see today’s youth channel their knowledge, passion, energy and creativity into solving issues that affect our community,” said Eugene Goh, Vice President, IT & Mobile, Samsung Electronics Singapore. “Samsung remains committed to investing in youth and providing platforms for them to

harness their potential and use technology for social good, and we hope that the competition will inspire students to find innovative ways to transform Singapore for the better.”

*For more quotes from the judges and winning teams, please refer to Appendix A.*

The winning team from each category wins \$10,000 cash, a study trip to Samsung Headquarters in Korea and internships at Samsung Electronics Singapore. The first runner-up teams and second runner-up teams each win \$5,000 cash and \$3,000 cash respectively. All team members from the 6 finalist teams were also given a Samsung Galaxy Tab S2 (8.0”).

All 6 finalist teams are eligible to apply for a \$5,000 seed grant from Samsung, enabling them to take their ideas to the next stage and bringing their solutions one step closer to reality. They will also have access to IDA Labs’ facilities, equipment and industry mentors, to further develop their projects.

### **Samsung Solve for Tomorrow – A learning journey**

To enrich the overall learning journey for participants in the competition, 20 shortlisted teams, 10 from each category, were given opportunities to work with mentors from various industries to refine their ideas. Each team was also given \$1,500 to fine-tune their ideas and support their advancement in the competition.

During the public voting phase, 20 shortlisted teams also participated in the Social Media Challenge, introduced for the first time at this year’s competition. The teams lost no time in running social media campaigns to create awareness and garner support for their competition entries. *Team Sleeping Beauty* from Nanyang Technological University and *Team Locklet* comprising of students from Nanyang Polytechnic, Ngee Ann Polytechnic and Singapore Polytechnic showcased their digital marketing savviness by generating the highest level of online engagement for their entries. For their efforts, each team member won a Samsung Galaxy Note 5 4G+.

*Photos from the Samsung Solve for Tomorrow Grand Finale, more information on the competition, and profiles of the judges can be found in Appendix B, C and D respectively.*

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### **About Samsung Electronics Co., Ltd.**

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies, redefining the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. We are also leading in the Internet of Things space through, among others, our Smart Home and Digital Health initiatives. We employ 319,000 people across 84 countries with annual sales of US \$196 billion. To discover more, please visit our official website at [www.samsung.com/sg](http://www.samsung.com/sg) and our official blog at [global.samsungtomorrow.com](http://global.samsungtomorrow.com).

### **About IDA Labs**

As Singapore moves towards becoming a Smart Nation, IDA is placing greater emphasis on encouraging a culture of creating and building. The IDA Labs programme was started in March 2014 to provide physical lab spaces for individuals, companies and government agencies to collaborate and innovate. It enables them to generate new ideas, develop new technologies and test out proof of concepts. The two IDA Labs are located at IDA’s headquarters in Mapletree Business City and the National Design Centre.

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## **Appendix A**

### **Judges and Winning Teams Quote Sheet**

“The ideas today were excellent and even though the students might not have much industry experience, they clearly did their research and the winning teams’ solutions look almost ready to go to market,” said **Elim Chew, Founder & President, 77th Street**. “The teams addressed real social issues and it would be great to see them take the next step to turn their ideas into solutions and create real value in the community.”

“The six ideas from the finalists were of top-notch calibre, and it was encouraging to see young people so passionate about addressing the social issues that Singaporeans continue to face” said **Georgette Tan, Group Head, Communications, Asia/Pacific, MasterCard**. “Two-thirds of the finalist teams were also made up of young women and I am proud to see women empowerment in action today, and this speaks volumes about the opportunities present for women to pursue their passions”.

“The students tackled a wide range of issues from ageing population to speech and hearing impairment and road safety, and it was fantastic to see technology being used creatively to benefit the lives of people in the community” said **Ruth Beattie, Head of Squared Programs and Industry Partnerships, Google**. “The students were very passionate about using technology to solve social issues, and I hope that they continue to have this spirit of innovation as they graduate from school and join the workforce.

“The competition has been a very rewarding and fruitful journey, and we learned how to turn research into insights, how to leverage online and social media channels to market our campaign, and how to manage project funds,” said **Jade Wee, team leader for Team Sleeping Beauty (Nanyang Technological University)**. “We believe in the potential of our SafesSnooze app to combat fatigued driving, and are excited to take our idea another step forward with the seed grant.”

“Samsung Solve for Tomorrow gave us the opportunity to step out of our comfort zone and learn from industry experts, and also learn more about the sensitive issues in society,” said **Foo Fang Wei, team leader for Team Eyebus (Ngee Ann Polytechnic)**. “Technology is incorporated into every aspect of our lives and we are looking forward to adapting it to improve the lives of the visually impaired.”

**Appendix B**



*Team Eyebus [Ngee Ann Polytechnic] receiving the 1<sup>st</sup> prize in the Polytechnic and ITE Category from Eugene Goh, Vice President, IT & Mobile, Samsung Electronics Singapore.*





*Team Sleeping Beauty [Nanyang Technological University] receiving the 1<sup>st</sup> prize in the University Category from Eugene Goh, Vice President, IT & Mobile, Samsung Electronics Singapore.*



*The mentors and judges together with the 6 finalist teams and their prizes.*



*The panel of judges (from L-R: Ms Ruth Beattie, Ms Georgette Tan, Ms Elim Chew and Mr Eugene Goh) observing the teams' presentations.*



## **Appendix C**

### **About Samsung Solve for Tomorrow**

Samsung's global competition – Solve for Tomorrow – was launched in Singapore for the first time in 2014. The competition encourages students to leverage technology innovatively to address social issues in Singapore and conceptualise solutions that will benefit the local community.

As part of Samsung's dedication to investing in the next generation of leaders in Singapore, it is offering more than \$180,000 in prizes – including seed grants, internships at Samsung, study trips to Samsung headquarters in Korea, Samsung products and cash prizes – to participating student teams. The competition aims to be a stepping stone for students to start making active contributions to the local community, while building essential business and presentation skills.

To read more about Samsung Solve for Tomorrow, please visit [www.solvefortomorrow.sg](http://www.solvefortomorrow.sg).

### **Competition Phases**

<b>Progress</b>	<b>Details</b>	<b>Dates</b>
<b>Phase 1</b>	Call for entries Close of call for entries	27 July 14 September
<b>Phase 2</b>	Shortlisting of 20 teams (10 per category) Mentorship workshop Final submission after project refinement	18 September 26 September 14 October
<b>Phase 3</b>	Social media challenge Public voting Final selection of 6 teams (3 per category)	27 September – 30 October 16-30 October 2 November
<b>Phase 4</b>	Grand Finale event	11 November
<b>Phase 5</b>	Seed grant applications	12 November onwards

### **Competition mechanics**

- Students form team of four members (can be from different tertiary institutions, as long as within same category) with a supporting teacher (optional), and submit ideas that can potentially solve Singapore's real world social problems
- 20 teams with ideas that demonstrate innovation and use of technology were shortlisted and they received \$1,500 in project funding to improve their submissions. They also enjoyed mentorship opportunities with industry experts and leaders, such as:
  - Audrey Tan, co-founder of financial literacy startup PlayMoolah
  - Hannah Leong, co-founder of non-profit organisation Engineering Good
  - Joash Wee, General Manager of VCNC, the startup behind couples messaging app Between
  - Ken Ding, Head of Product Innovation, Samsung Electronics, Southeast Asia & Oceania
  - Vijay Anand, editor of HardwareZone
- During the mentor workshop, teams also met with an illustrator who helped to transform each team's vision into hand-drawn visuals
- The 20 shortlisted teams were also challenged to learn about digital marketing and leverage social media to drive publicity for their competition entry. The team from each category that generates the most engagement on their social media channels will be awarded additional prizes
- Six out of the 20 teams were selected to compete in a finale event to present ideas and concepts to a panel of judges on 11 November. These finalists teams will also have illustrations on display at the finale event
- Samsung will be taking concept to reality and award winning teams with seed grants to bring solutions to life

### **Number of submissions and teams**

- Phase 1: 85 teams (340 students) from local universities and polytechnics

- Phase 2: 10 teams shortlisted per category; 20 teams total (80 students)
- Phase 3: 3 teams selected per category by public voting (24 students)

**Solve for Tomorrow prizes**

- Top two winning teams (one team from each category)
  - SGD10,000 prize money per team
  - 4-day study trip to Korea to visit Samsung Headquarters (including registered teacher advisor where applicable)
  - Internship for each participant at Samsung’s Singapore office
- Two runner-up teams (one team from each category)
  - SGD 5,000 prize money per team
- Two second runner-up teams (one team from each category)
  - SGD 3,000 prize money per team
- Top six Finalist Teams (three teams from each category)
  - Seed grants of SGD 5,000 per team
  - One Samsung Galaxy Tab S2 (8.0”) per team member
- Top 20 shortlisted Teams (ten teams from each category)
  - SGD 1,500 project fund to refine their projects and/or garner votes for the public online voting phase
- Prizes for Social Media Challenge (one team from each category)
  - One Samsung Galaxy Note 5 4G+ for each team member

**Grand Finale Judging Criteria**

Criteria	Score (out of 100)
<b>Strength of Proposal</b> <ul style="list-style-type: none"> <li>• Relevance of social issue to Singapore</li> <li>• Practicality of idea proposed (feasibility/ease of implementation)</li> <li>• Innovativeness of idea / Use of technology to solve the issue</li> </ul>	<b>80</b> 25 30 25
<b>Overall Presentation &amp; Delivery</b> <ul style="list-style-type: none"> <li>• Clarity and articulation of concept</li> <li>• Creativity of presentation</li> </ul>	<b>20</b> 10 10



## **Appendix D**

### **Profiles of Samsung Solve for Tomorrow Judges**

#### **Elim Chew, Founder and President, 77<sup>th</sup> Street**

Elim Chew is the Founder and President of 77th Street (S) Pte Ltd, a streetwear fashion and accessories retail chain in Singapore. She is also one of the cofounders for a social impact business – Fastfast, an app providing fast delivery services to consumers, while giving an additional source income for people who need it.

Currently, Elim sits on more than 20 boards and committees of public service, youth and community organizations such as MediaCorp, School of The Arts and Singapore International Foundation.

#### **Georgette Tan, Group Head, Corporate Communications, Asia/Pacific, MasterCard**

Georgette Tan is Group Head, Communications for the Asia Pacific region at MasterCard. She joined MasterCard in 2000 and is responsible for external and internal communications and corporate social responsibility throughout this region.

She currently serves on the Executive Committee of the Singapore Committee for UN Women where she is co-founder for the award-winning Project Inspire initiative. She also sits on the Committee of BoardAgender in Singapore.

#### **Ruth Beattie, Head of Squared Programs and Industry Partnerships, Google**

Ruth has over 12 years of experience in the digital industry, covering digital marketing, e-commerce and publisher solutions. A long-term Googler, she previously built and led Sales and Partnership teams for Google in both Europe and Asia. Based in the Singapore office since 2009, her current focus is building new industry talent to help establish Singapore as the digital hub in Asia via programs such as Squared Data & Analytics. Ruth is passionate about education, innovation and technology.

#### **Eugene Goh, Vice President, IT & Mobile, Samsung Electronics Singapore**

Eugene Goh is the key man responsible for Samsung Electronics Singapore's mobile business. As the Vice President of IT & Mobile, he oversees the latest product launches and is in charge of product lifecycle and pricing strategies, retail execution and sales management. Eugene has witnessed the rapid progression of tech over the past decade and is passionate about bringing the latest technology to consumers.