



Shuyin Tang (Australia)

Location: Vietnam

ICats role: Accelerator Manager, Vietnam

ICats duration: Feb 2013 – Mar 2014 (full-time)

Degree: PhB (Hons) (Australian National University)

Professional experience: 5 years of professional experience in strategy consulting (Bain) and development consulting (TechnoServe) across the Asia-Pacific region

Summary

Shuyin provided hands-on business consulting support to two organizations in LGT Venture Philanthropy's Accelerator Program (AP): Ecolink and Tôhe. Ecolink aims to develop the value chain for organic tea and other produce, while Tôhe provides disadvantaged children with art classes to increase their self-confidence and creativity. She also worked to build the broader ecosystem for social enterprise and impact investment in Vietnam.

The problem the AP aims to tackle

- Early stage social organizations struggle to scale-up due to a lack of clear plans / strategies, unproven business models, and weak / inexperienced management teams
- Incubators / contests exist, but management know-how / experience to support impact-first companies is limited

Key challenges for the AP in 2013

- Attracting promising social organizations
- Identifying the most effective way to accelerate young organizations

The AP's solution

Provides hands-on business consulting through dedicated ICats Fellows on the ground, and financial support of USD 50'000 on average to promising early-stage social enterprises

Opportunity for an ICats Fellow

Thinking innovatively about how to develop the local and regional ecosystem, as well as build capacity in our portfolio organizations and create more impact.

“An unforgettable year, both professionally and personally. The Fellowship was a great introduction to the impact investing space, as well as a very special country I'm now privileged to call home.”

- Shuyin

ICats Fellowship 2013 – Impact Report

LGT Venture Philanthropy



Shuyin's achievements ...



- Intensive business consulting for Tòhe
 - Facilitated management workshops to define organization's overarching mission and vision, as well as 3-year goals
 - Created and implemented a sales pipeline management tool
 - Engaged two long-term, full-time pro-bono sales and marketing professionals to support Tòhe
- Hands-on support for Ecolink
 - Encouraged mgmt to implement strategy planning processes
 - Designed new data collection template for the factory to improve accounting
 - Connected Ecolink with several new partners
- Expanded LGT VP's network of promotion, capacity-building and co-investment partners in Vietnam

Shuyin's next challenge

At the end of her Fellowship, Shuyin joined the LGT Venture Philanthropy team in a permanent role. She is now an Investment Manager for Southeast Asia, focusing on the Mekong region.

...contributing to the AP's impact on Vietnam



- Supported development of two successful social enterprises, which we hope will inspire Vietnam's nascent social enterprise sector
 - Tòhe's brand now well-known around the country. Organization achieved 500% sales growth in 2013 (vs. 2012).
 - Ecolink a pioneer in organic agriculture in Vietnam. On track to provide sustainable livelihoods for 6'500 farmers by 2014.
- Supported our local partner, the Centre for Social Initiatives Promotion, in holding the first Social Investment Conference in Vietnam

"Shuyin's support has been invaluable in helping us shape our strategic direction, as well as driving some urgently needed initiatives on-the-ground. We're now in the process of setting our targets for 2014, and I'm excited about what we can achieve." *Pham Thi Ngan, CEO Tòhe*