



***Diamond Cab and
My Stories***

*@ Entrepreneur Day
12 May 2012*

My Background

- i-Cable TV journalist and anchor of Community News Program
- Sense of building a livable and happy society like sweet home
- Not easy to settle with unfairness –
SOCIAL JUSTICE
- “Take Action to Change!! ”





Good Parent as my Role Model



*My Value in Life:
Fun , Smart and Sharing*



*Diamond Cab:
Social Justice, Fun, Smart and Sharing*

Why “Diamond” Cab?

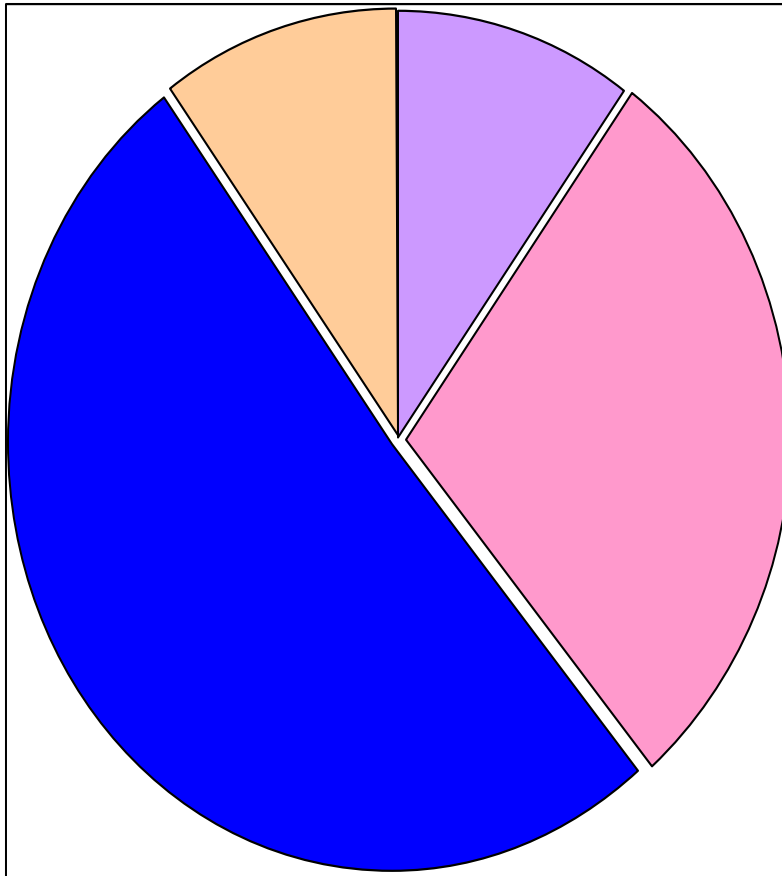
My mum likes Diamond and she is my “Diamond”, even though she is disabled in wheelchairs in her rest of life...

Wheelchair Users should have brilliant life with Diamond Cab helping them to have decent and legal point-to-point transportation



We innovate Diamond Cab with CARE for the wheelchair users, also the barrier-free infrastructure for the rapid ageing society

Shareholding of Diamond Cab



■ Elderly Home Owner

■ Individuals

■ SVhk

■ Taxi Owner



New Equation of Social Impact Capital

香港社會創投基金

Vision:

“Innovating Social Change”

Mission Statement:

“We at SVhk are committed to creating social impact by empowering innovative and sustainable social solutions through venture philanthropy model – which leverage impact-capital, professional volunteers and collaborative network in Hong Kong society.”



Impact Capital

+



Professional Volunteers

+



Collaborative Network

=



Social Innovation

+



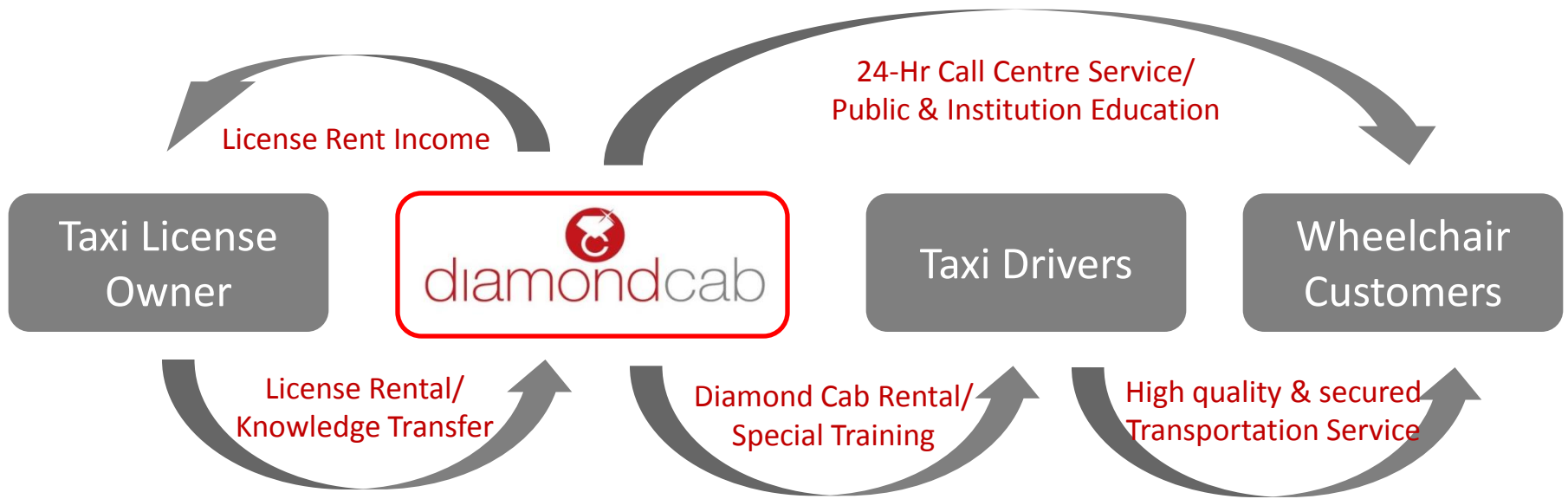
Sustainable Solution

+

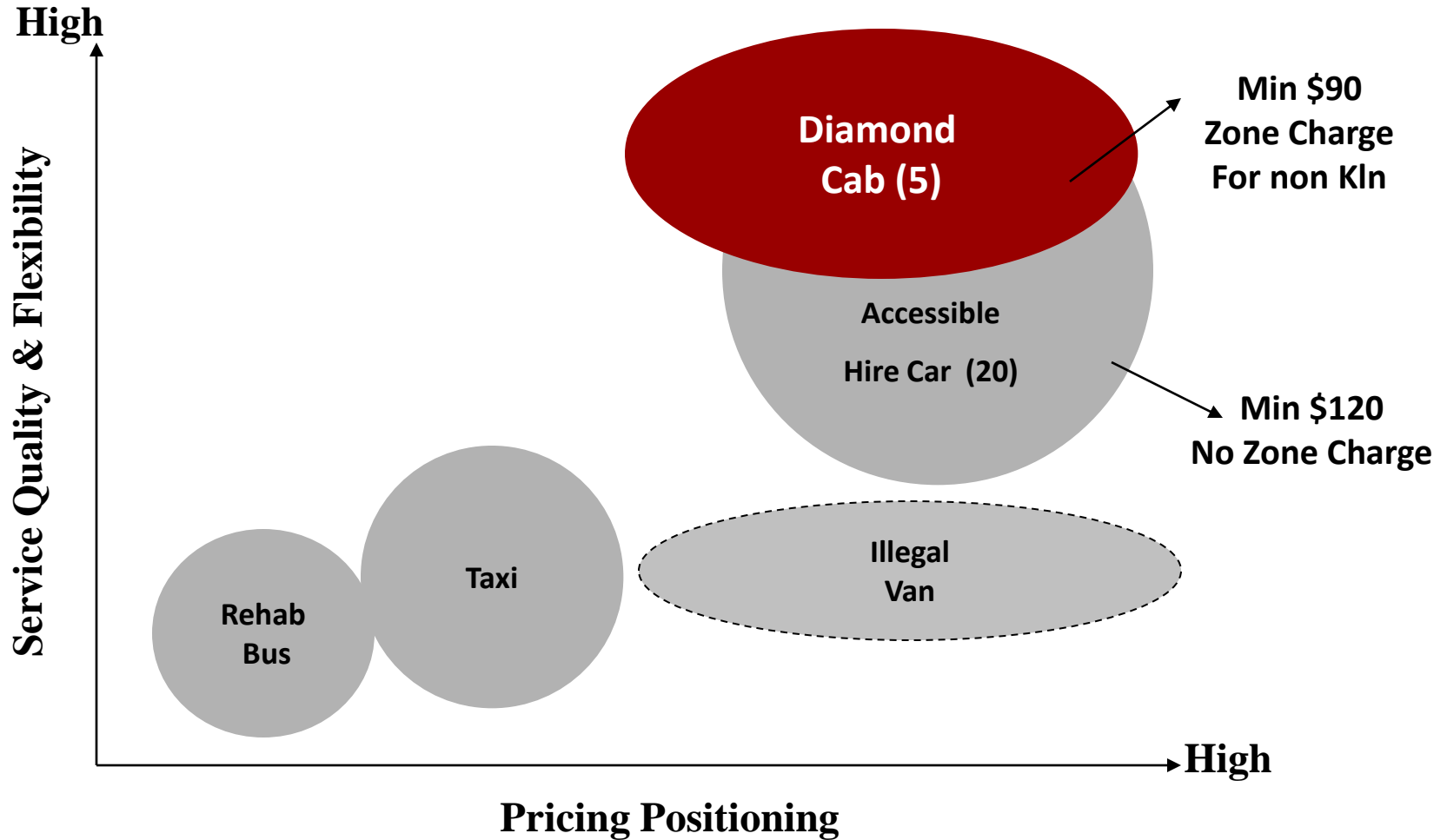


Social Impact

The Business Model

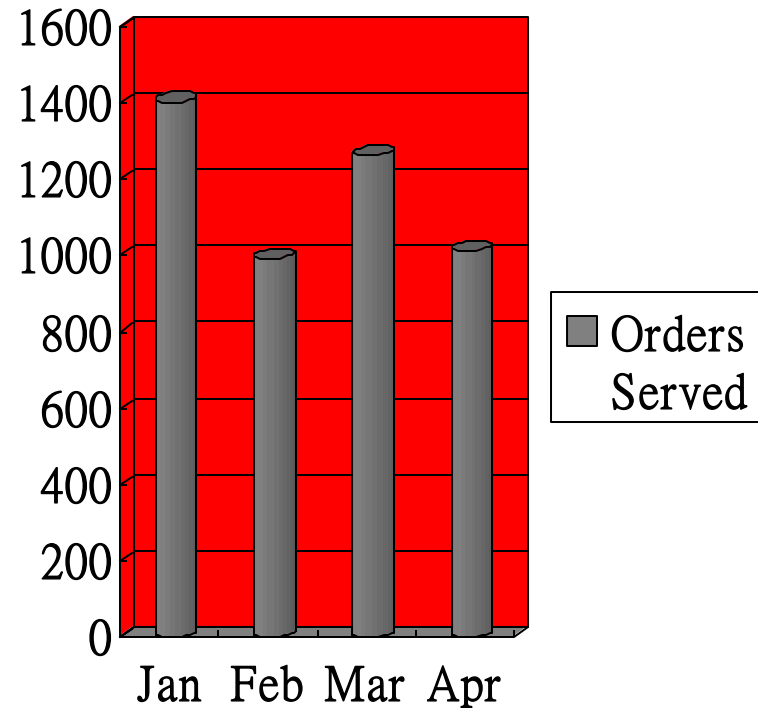


Competitive Landscape: Wheelchair User Transportation



Social and Business Returns

- *Launched for **15 months***
- ***5 cabs** in operation*
- *Accomplished over **18,000 wheelchair orders***
- *Both **local and overseas** wheelchair users*
- *More **Barrier-free Marketing** campaigns*
- ***Expansion** in progress*



Customer and Driver Feedback

- “My mum in wheelchair said she wanted to shout at the gate of Disneyland saying who was older than her there, simply because she was too excited to visit Disneyland with Diamond Cab...”

Alice Ling, a loyal Diamond Cab user

- “Diamond Cab makes my life easier and I wish to set up Diamond Cab at my home country too...”

Awadf Kalaf Alanzi, a loyal Diamond Cab user coming from Saudi Arabia

- “I am proud of being Diamond Cab driver because I can make money through helping the wheelchair users who always share their joy in the cab with me.”

Laurence Mak, Diamond Cab driver since launching

- “Being Diamond Cab driver can get much more respect from passengers.”

Kuen, Diamond Cab driver, previous traditional taxi driver

Challenges Ahead

- Rising Operation Cost : *Maintenance, Gasoline, Time, Cancellations, Taxi Rental Price, etc.*
- Rising Public Expectation : *Unaffordable wheelchair users and carers*
- Rising Public Expectation : *Demanding on service quality*

Non Core Revenue – Charity Tour with Diamond Cab



Engaging Staff to learn more about underprivileged wheelchair users and how barrier-free is important to ageing society



Marketing Campaign – Promoting Barrier-free with Fast Food Chains



**Fairwood offers HK\$700k
valued meal coupons
to Diamond Cab passengers**

**Dressing like waitress
to serve mum in wheelchair**



First Merchandize Product - 1:43 Miniature Car



Kick Off Event with Heavy-weighted Celebrities



Idea Competition to Engage with Deprived Youth



Arts of Low Budget Marketing through Media Events

- Product/Service is **innovative** – Never Happened, Smart with Social Contribution
- Press Events with **News Point** on Guests
- Leverage with Big Brands, **Top Executives and Celebrities** → more diversified News Pages
- Interesting **photo shooting** opportunities to explain the story → more coverage space



泰和車行有限公司
TAI WO MOTORS LIMITED



華人置業集團
CHINESE ESTATES HOLDINGS LIMITED



信和集團
Sino Group



Honor of Awards



**JCI & HKSEF
Young Social Entrepreneurs Award 2011
Cash Award \$100,000**

**Capital Leader of Excellence
2011**





Together, to make society better!