



BUSINESS MODEL INNOVATION

Breaking barriers, shaping careers: a seamless platform connects training and employment for mobility disabled individuals



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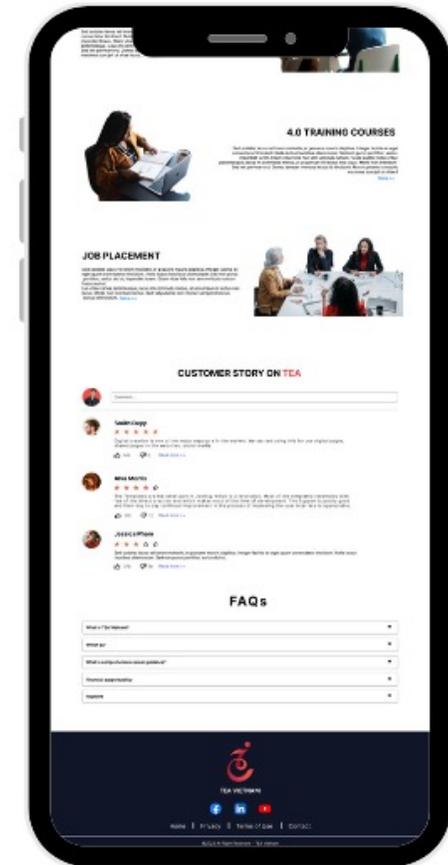
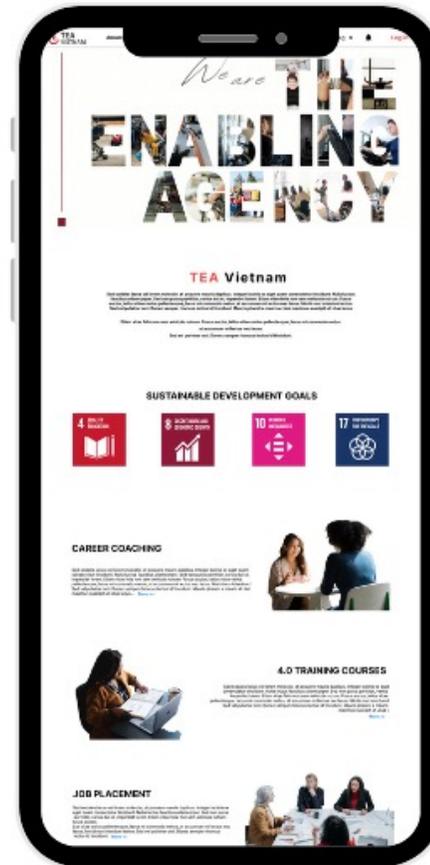
LANDING PAGE

PRODUCT PROTOTYPE

TEA VIETNAM APP - HOME PAGE

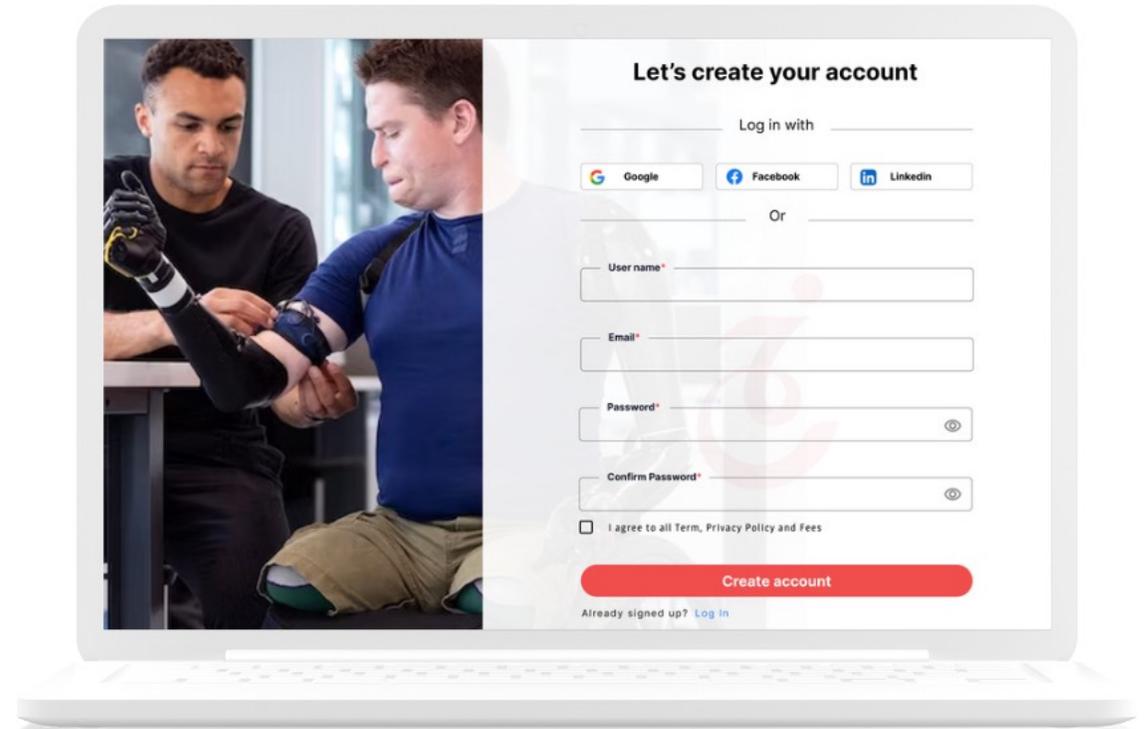
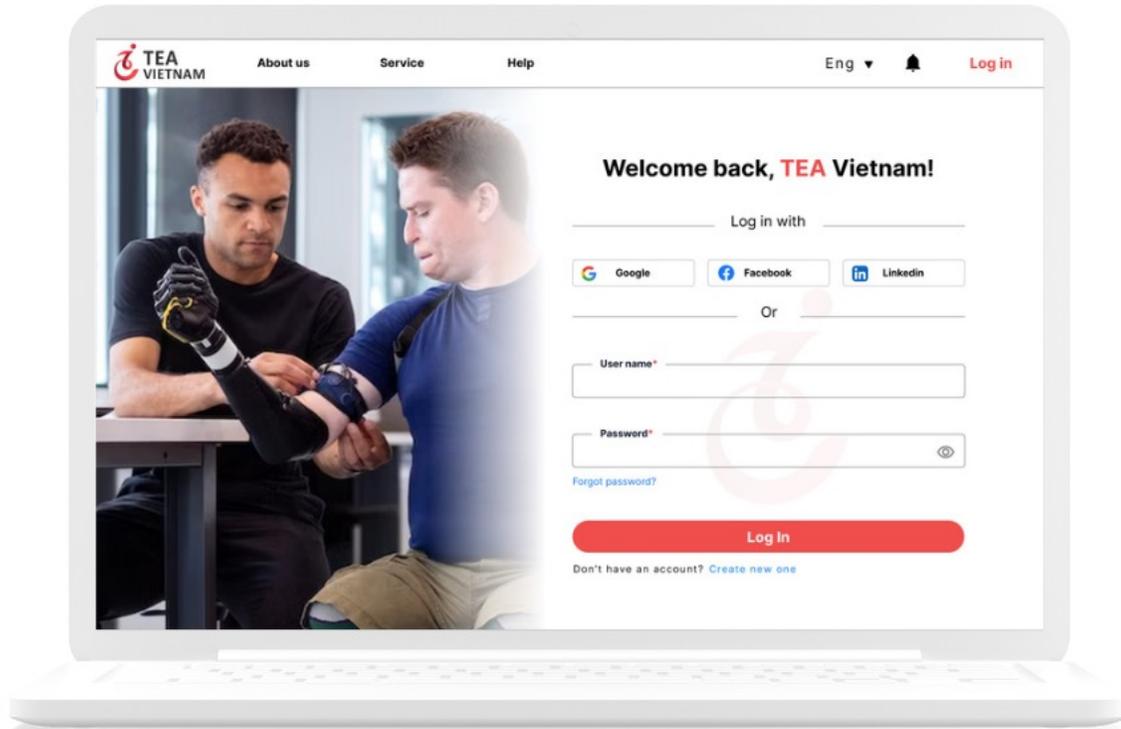
APP & WEBSITE home page:

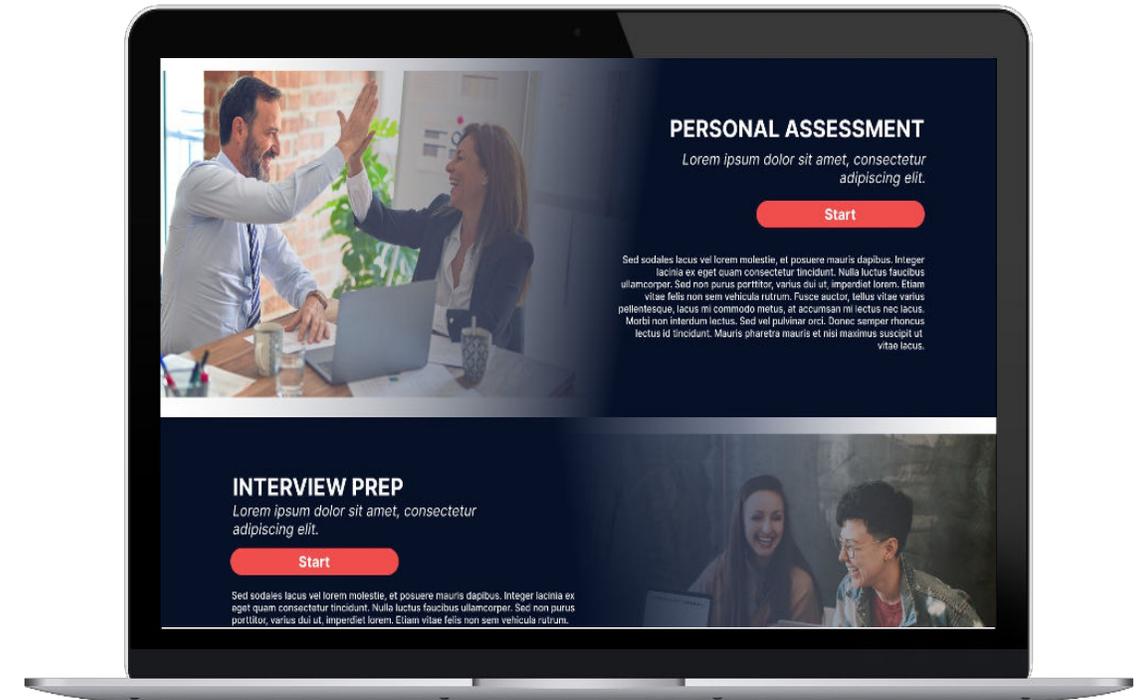
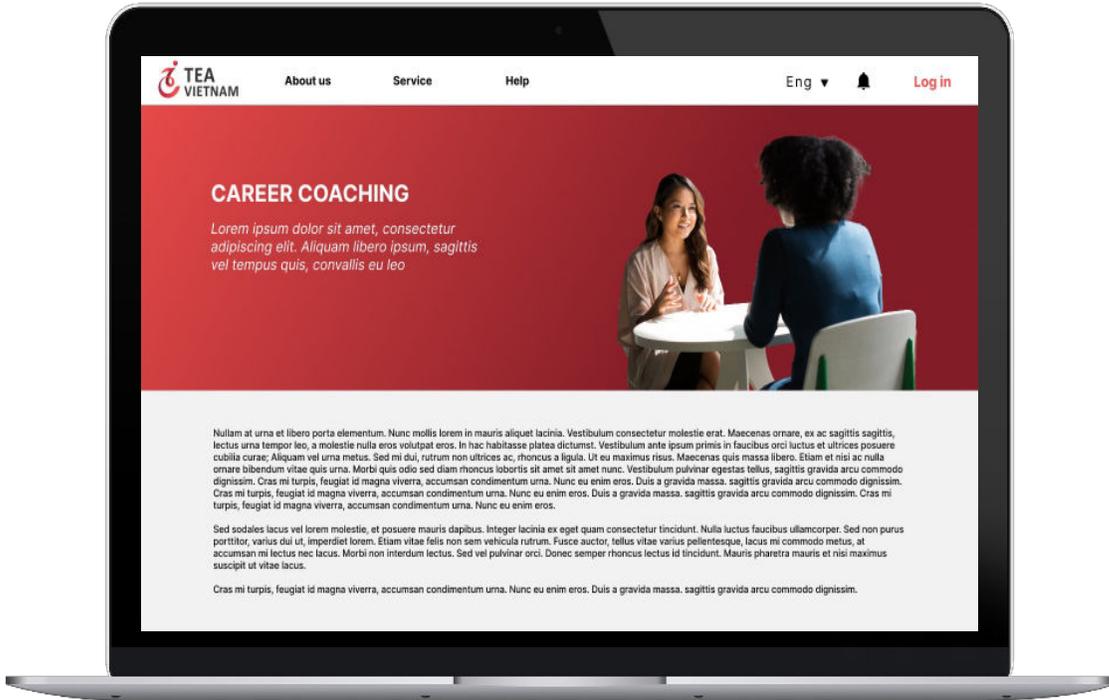
- About us
- Services drop-down menu
 - *Career Coach*
 - *Training Courses*
 - *Job Placement*
- Help
- Language drop-down menu
 - *Vietnamese*
 - *English*
- Notification
- Sign in



PRODUCT PROTOTYPE

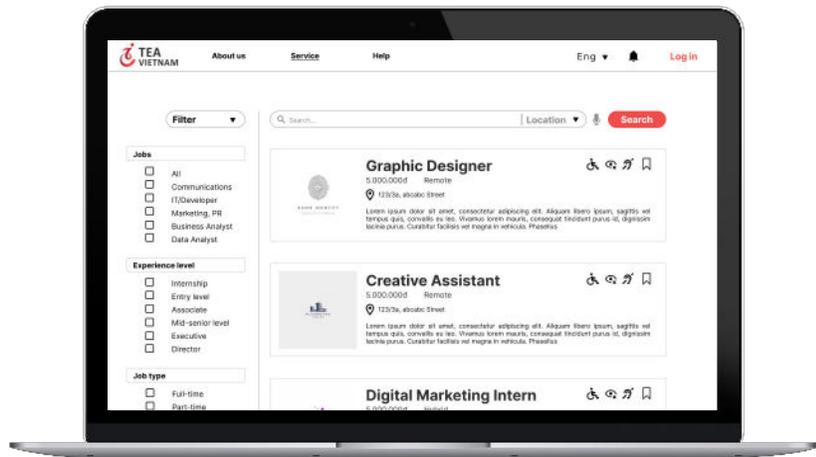
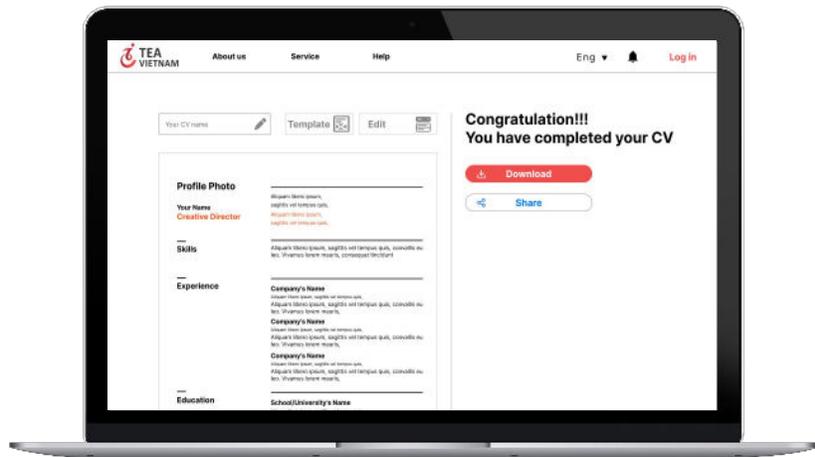
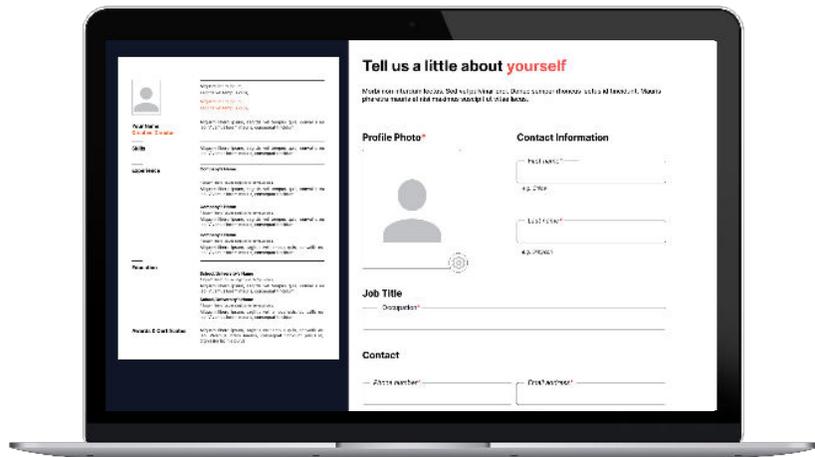
TEA VIETNAM APP – SIGN-IN & SIGN-UP PAGE





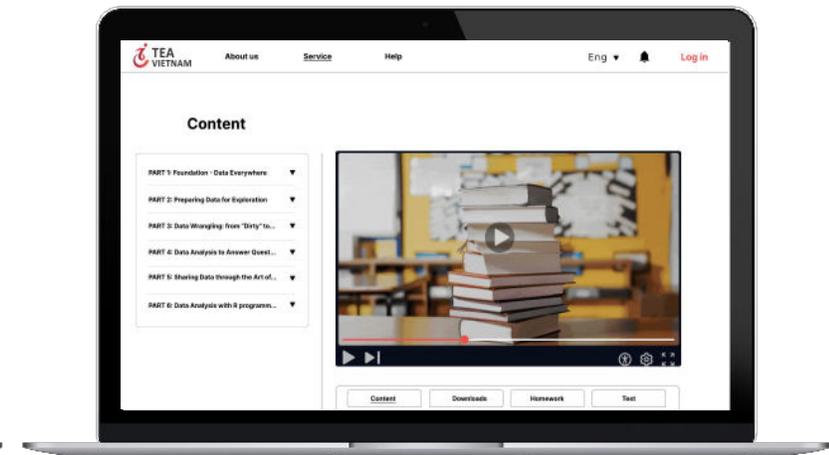
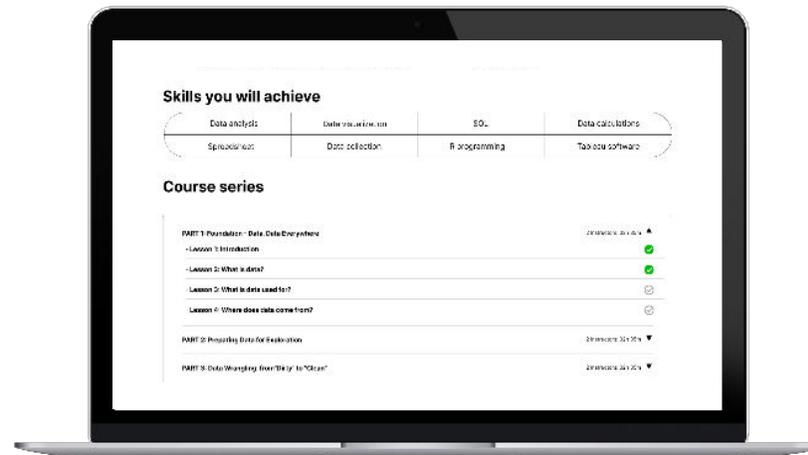
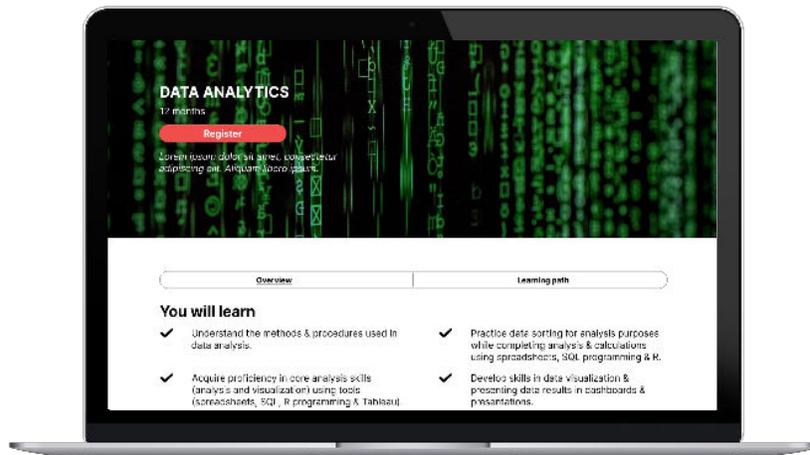
PRODUCT PROTOTYPE

TEA VIETNAM WEBSITE – RESUME BUILDER TOOL (part of CAREER COACH)



PRODUCT PROTOTYPE

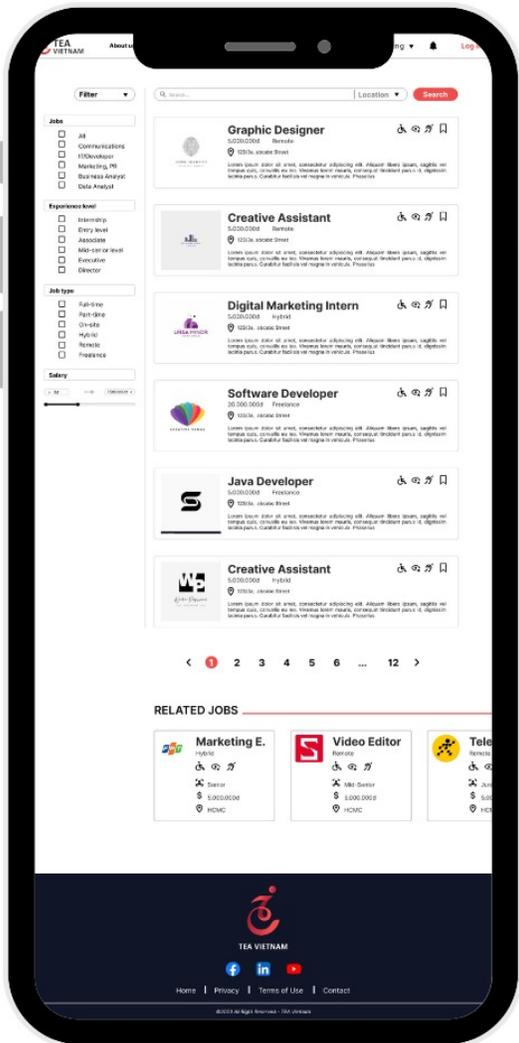
TEA VIETNAM **WEBSITE** – A TRAINING COURSE SAMPLE





TEA VIETNAM

A2.1



PRODUCT PROTOTYPE

TEA VIETNAM APP – JOB PLACEMENT

MINIMUM VIABLE PRODUCT



BIGGEST CUSTOMERS / BENEFICIARIES

- Target customers -

TWO MAIN CUSTOMER GROUPS



Mobility Disabled
Individuals



Companies that fulfill **CSR**
by hiring through TEA

BIGGEST CUSTOMERS / BENEFICIARIES

INDIVIDUALS WITH MOBILITY IMPAIRMENTS (*mild to moderate*)

TARGET CUSTOMER 1 PERSONA



Male/Female people from 16-45 years old with mobility disability living in Vietnam. They are unemployed or working labor jobs with low payment.



They can read and write. They have access to a mobile phone or a computer.



They want to improve technical skills and/or employment opportunities for better income.



BIGGEST CUSTOMERS / BENEFICIARIES

INDIVIDUALS WITH MOBILITY IMPAIRMENTS (*mild to moderate*)

TARGET CUSTOMER 1 PERSONA



TEA unlocks their *potential* by providing **job training, technical skill upgrading, and employment opportunities.**

BIGGEST CUSTOMERS / BENEFICIARIES

COMPANIES THAT FULFILL CSR BY HIRING PWDS

TARGET CUSTOMER 2 PROFILE



They are MNCs, Big companies & Leading companies in Vietnam and worldwide.



They understand the significance of sustainable development.

BIGGEST CUSTOMERS / BENEFICIARIES

COMPANIES THAT FULFILL CSR BY HIRING PWDS

TARGET CUSTOMER 2 PROFILE



TEA helps companies fulfill their CSR goals, improve their **reputation**, and build a **diverse and inclusive workforce**.

ECONOMIC VALUE

INDIVIDUALS WITH MOBILITY IMPAIRMENTS (*mild to moderate*)



Fast and convenient connection.

Learn new skills & search for jobs ANYTIME, ANYWHERE



Low or free training and job search

TEA negotiates the best deals for people with disabilities

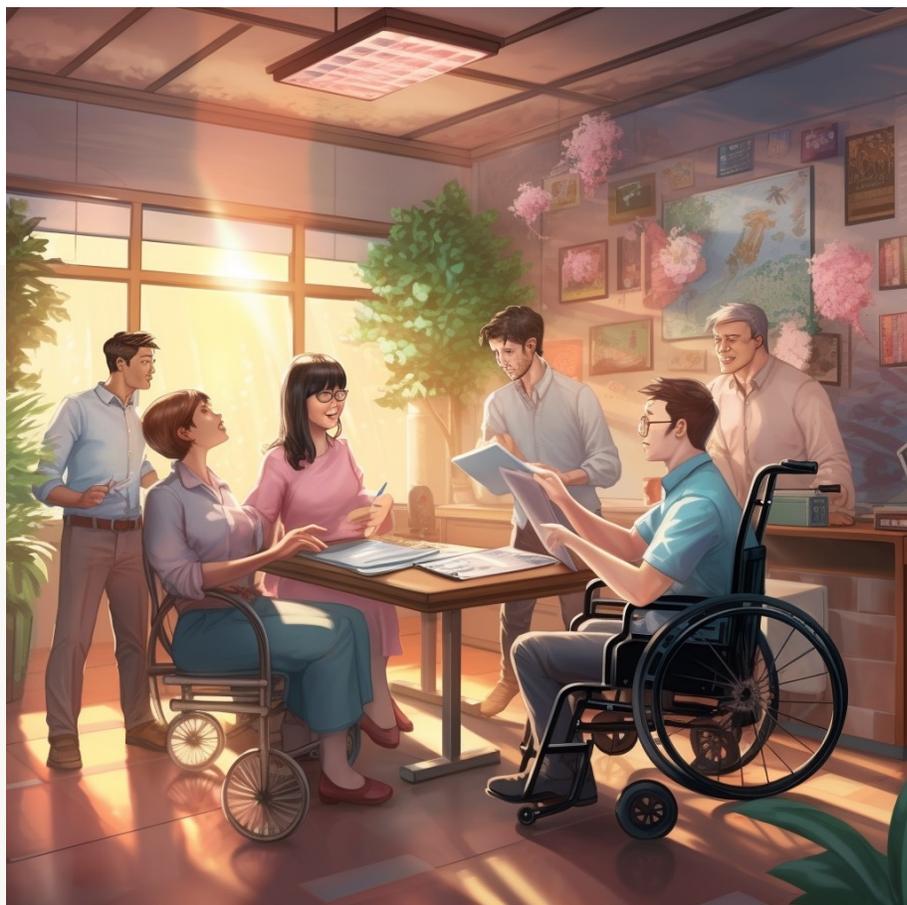


Diverse options

Thousands of choices for training and employment

ECONOMIC VALUE

COMPANIES THAT FULFILL CSR BY HIRING PWDS



Fast and convenient connection.

The 1st employment platform focused on people with disabilities.



Qualified disabled employees

Tap into an overlooked workforce.



CSR and reputations

An inclusive workforce boosts company's image positively.



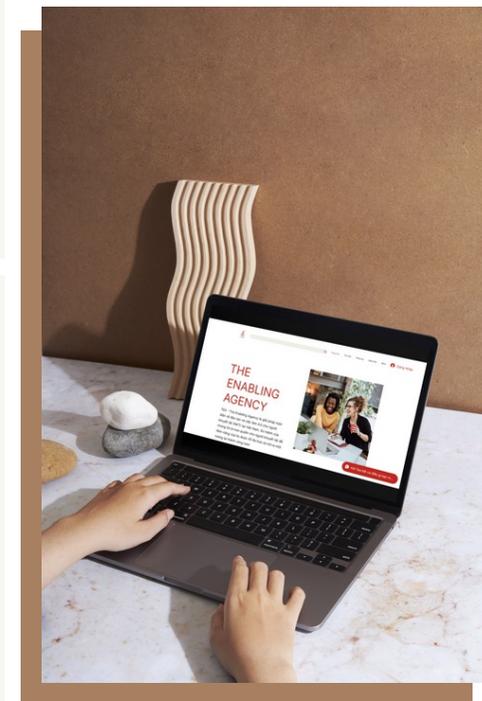
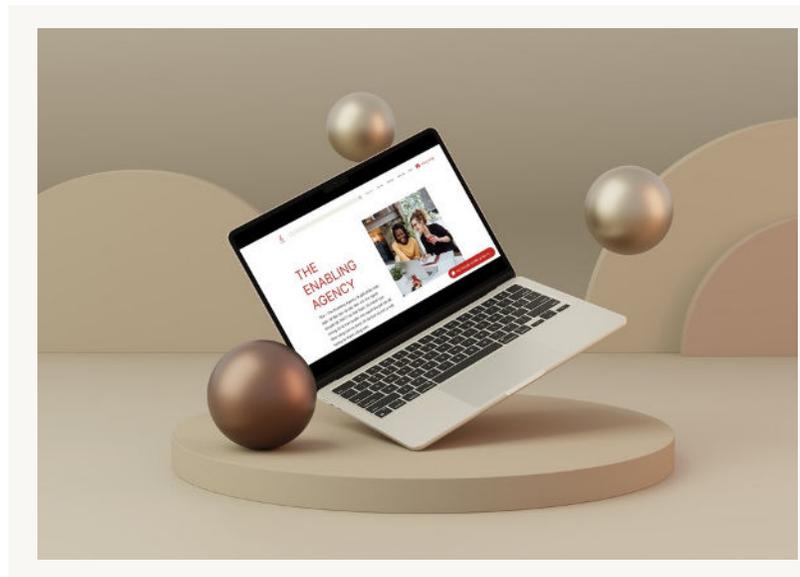
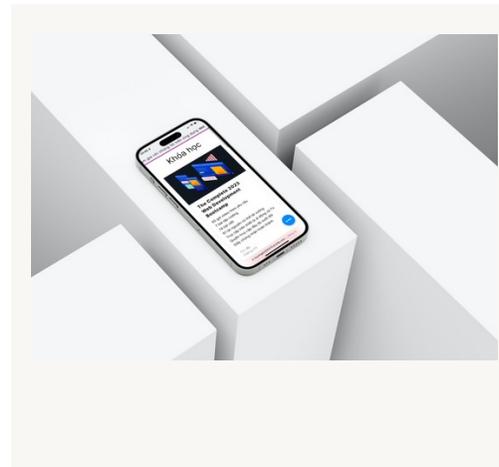
CHANNELS & METHODS TO
CREATE ECONOMIC VALUE

ECONOMIC VALUE

Channels & Methods

ONLINE PLATFORM (website & mobile app)

The **primary revenue-generating channels** for providing *courses, communication,* and *linking beneficiaries to job prospects*



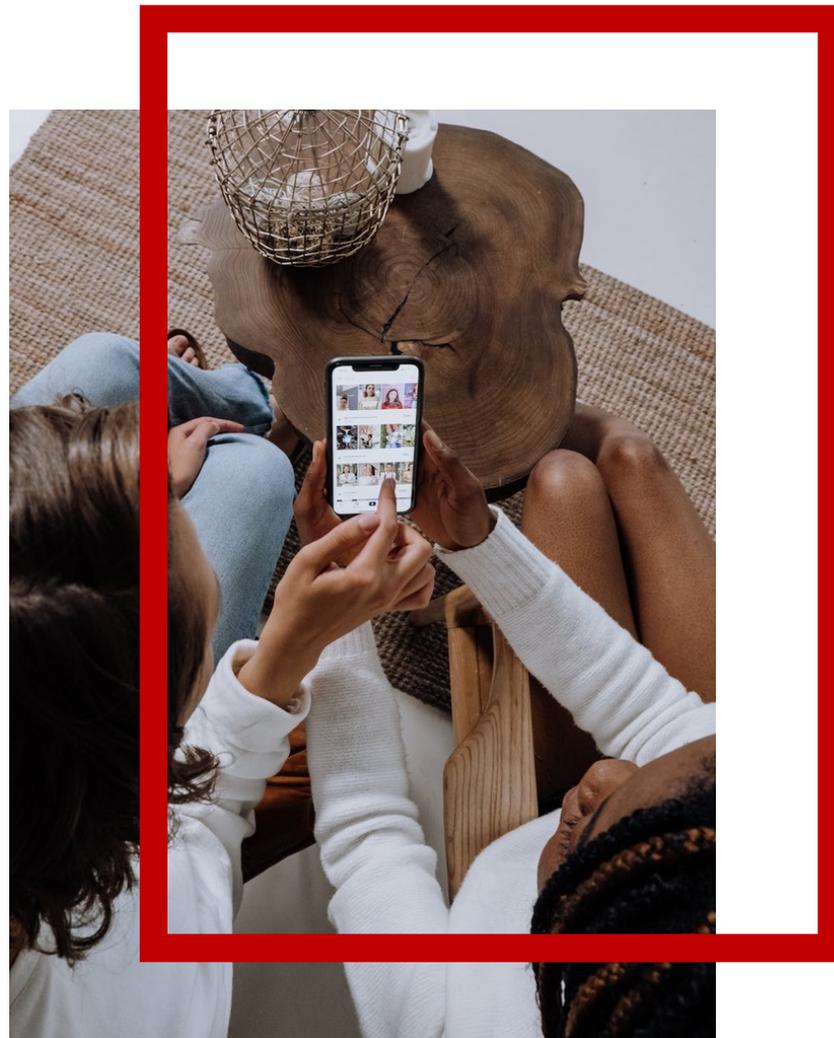
ECONOMIC VALUE

Channels & Methods

SOCIAL MEDIA (Facebook, LinkedIn, YouTube)

Inspiring stories, success testimonials, and informative content foster a sense of community and solidarity

- **Facebook:** total page reach **8,096**
- **LinkedIn:** total page reach **284**
- **YouTube:** **508** views, **42** subscribers



ECONOMIC VALUE

Channels & Methods

PARTNER ORGANIZATION

- Boosts the **confidence** of our users and stakeholders
- Facilitates **meaningful connections**
- The establishment **of trust and enduring partnerships** with both businesses and PWDs.



SOCIAL IMPACTS

INDIVIDUALS WITH MOBILITY IMPAIRMENTS
(mild to moderate)



01

Inclusive
Equal training & employment opportunities.

02

Empowering
Self-confidence boost to maximize potential.

03

Accesible
Not limited by their mobility disability, they can learn & work anywhere.

04

Transformative
Better life for their families & other PWDs that are inspired by their success.

SOCIAL IMPACTS

COMPANIES THAT FULFILL CSR
BY HIRING PWDS



01

Inclusive workforce

Diversify employment that do not discriminate

02

Social impact

Make a positive change for the society

03

Talent pool expansion

Looking at ability, not disability

04

Positive brand image

Meaningful CSR

KEY VALUE PROPOSITIONS

INDIVIDUALS WITH MOBILITY IMPAIRMENTS (*mild to moderate*)



Fast & Convenient

- Access learning & employment opportunities with a click of the mouse anytime, anywhere.
- Eliminating geographical barrier, the biggest challenge for people with mobility restrictions.



Diverse

- Diverse choices through API integration with many course providers and job boards:
 - Training: local/international, online/offline/hybrid, multiple languages...
 - Employment: local/global, on-site/online/hybrid, full-time/part-time/freelance/project based,...



Low or free cost

- TEA negotiates the best deals with service providers.
- TEA hunts for scholarship support.
- TEA aims for affordable training & employment services for disabled individuals.

KEY VALUE PROPOSITION

COMPANIES THAT FULFILL CSR BY HIRING PWDS



Access to a diverse talent pool

TEA offers a pool of talents that have been well trained and ready to devote.



Fulfill corporate social responsibility (CSR) goals

TEA assists businesses in their commitment to workforce inclusion and equality.



Cost - effective

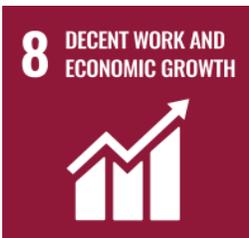
TEA provides well-trained talents with reasonable pay rate.

UN SUSTAINABLE DEVELOPMENT GOALS CONTRIBUTIONS



Target 4.5

Eliminate all discrimination in education: Ensure equal access to all levels of education and vocational training for the vulnerable, including persons with disabilities.



Target 8.5.2

Full employment & decent work with equal pay: Achieve full and productive employment and decent work for all women and men, including persons with disabilities, and equal pay for work of equal value.



Target 10.2.1

Empower and promote the social, economic and political inclusion of all, irrespective of disability.



Target 17.14

Enhance policy coherence for sustainable development.

THE UNIQUENESS OF OUR BUSINESS

CURRENT ORGANIZATIONS FOR PWDS IN VIETNAM

- Traditional
- Low-tech
- Limited options



THE UNIQUENESS OF OUR BUSINESS

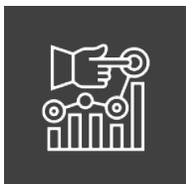
TEA VIETNAM – PIONEER IN TECHNOLOGICAL REVOLUTION



AI technology: collecting users' behavior to provide career guidance, suitable training & jobs.



API integration: providing diverse choices from many educational providers & job boards both locally & globally.



TEA will be the fastest, most diverse, and disability-focused platform for training and job placement in Vietnam.



THE FEASIBILITY OF OUR BUSINESS

PARTNERSHIP WITH TOP CENTERS FOR DISABILITIES IN VIETNAM

SUCCESS PARTNERSHIPS

- Collecting user database
- Market research
- Build brand awareness



Vocational Education Centre for the People with Disabilities and Orphans



*Maison Chance
Take Wing Center*

FEASIBILITY OF BUSINESS

TEA Vietnam visits Vocational Education Centre for the People with Disabilities and Orphans



THE FEASIBILITY OF OUR BUSINESS

PARTNERSHIP WITH TOP CENTERS FOR DISABILITIES IN VIETNAM

TEA Vietnam
visits Maison
Chance



THE FEASIBILITY OF OUR BUSINESS

PARTNERSHIP WITH GOVERNMENT AGENCIES

BUILDING & NURTURING RELATIONSHIPS

- Access to disability research database
- Guidance for navigating laws & regulations



*Department of Labour,
War invalids and Social affairs*



*Association for the Support of Vietnamese
Handicapped and Orphans*

THE FEASIBILITY OF OUR BUSINESS

SEEKING SUPPORT FROM **POTENTIAL PARTERS** (On-going)



EDUCATION PARTNERS



RECRUITMENT PARTNERS



IT PARTNERS



THE FEASIBILITY OF OUR BUSINESS

Activities that create social impacts (nice-to-have)



Free training workshops for PWDs:
build brand awareness
& gather user database.



Fund Raising Events:
build brand awareness
& raise funds

THE FEASIBILITY OF OUR BUSINESS

ACTIVITIES CARRY IN-HOUSE & REQUIRE PARTNERS

Activities carry in-house

SBC Round 1 & 2

- Internal activities with the guidance of our **coach, mentor, and advisor**.
 - Our diverse team: Personnel in **Marketing, IT, Finance, and Graphic design**.



Activities require partners

SBC Round 3 & 4

- We will negotiate partnership support with **course providers, career counsel, and job boards**.
- We will require financial support from **donors and investors**.

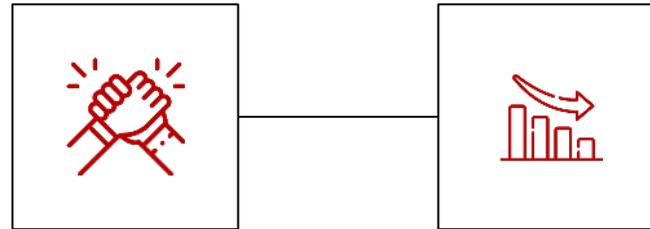


THE FEASIBILITY OF OUR BUSINESS

WHAT CAN FACILITATE & OBSTRUCT OUR ACTIVITIES?

Facilitators

- Having support from experienced **coaches, mentors, and advisors**
 - Effective **Marketing and Communication Strategy**



Obstructions

- Lack of **financial resources**
- Backers fail to uphold their **commitment to support**

PROFITABILITY

MARKET VALIDATION – POTENTIAL MARKET

B2B

MNCs have **been recruiting/implementing** PWDs
Global enterprises

TAM

B2C

The world has a total of **1.3 billion** PWDs (WHO, 2022)
Around **470 million** PWDs are of **working age** (ILO, 2022)
Over **238 million** PWDs are **in the Asia-Pacific region**

860,000 enterprises

Leading companies with CSR reports,
MNCs operating in Vietnam.

SAM

7 million PWDs in Vietnam, **61%** are in the working
age group, and **40% have the ability to work**
(Nhandan, 2023)

Approach ~ 300 of the total number of enterprises
(MNCs, SMEs, etc.) in 3 major cities: Ho Chi Minh
City, Hanoi, and Da Nang.

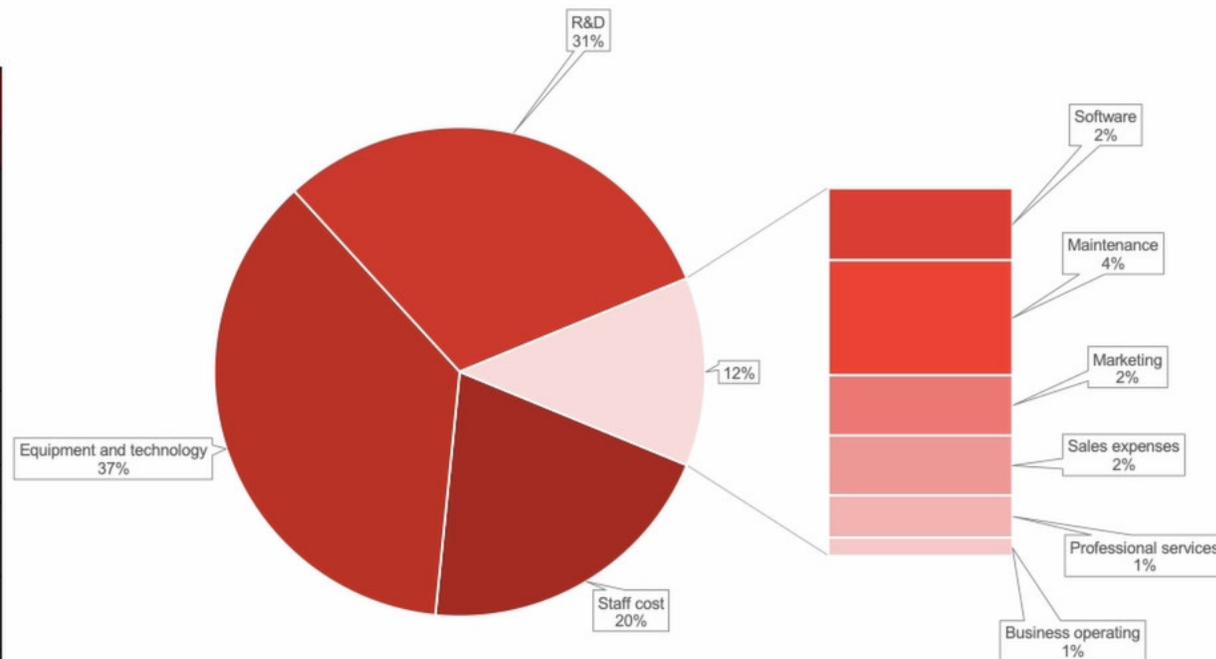
SOM

The potential for PWDs to access employment
opportunities is estimated approximately **100,000**
users, who have the **ability to work**

PROFITABILITY

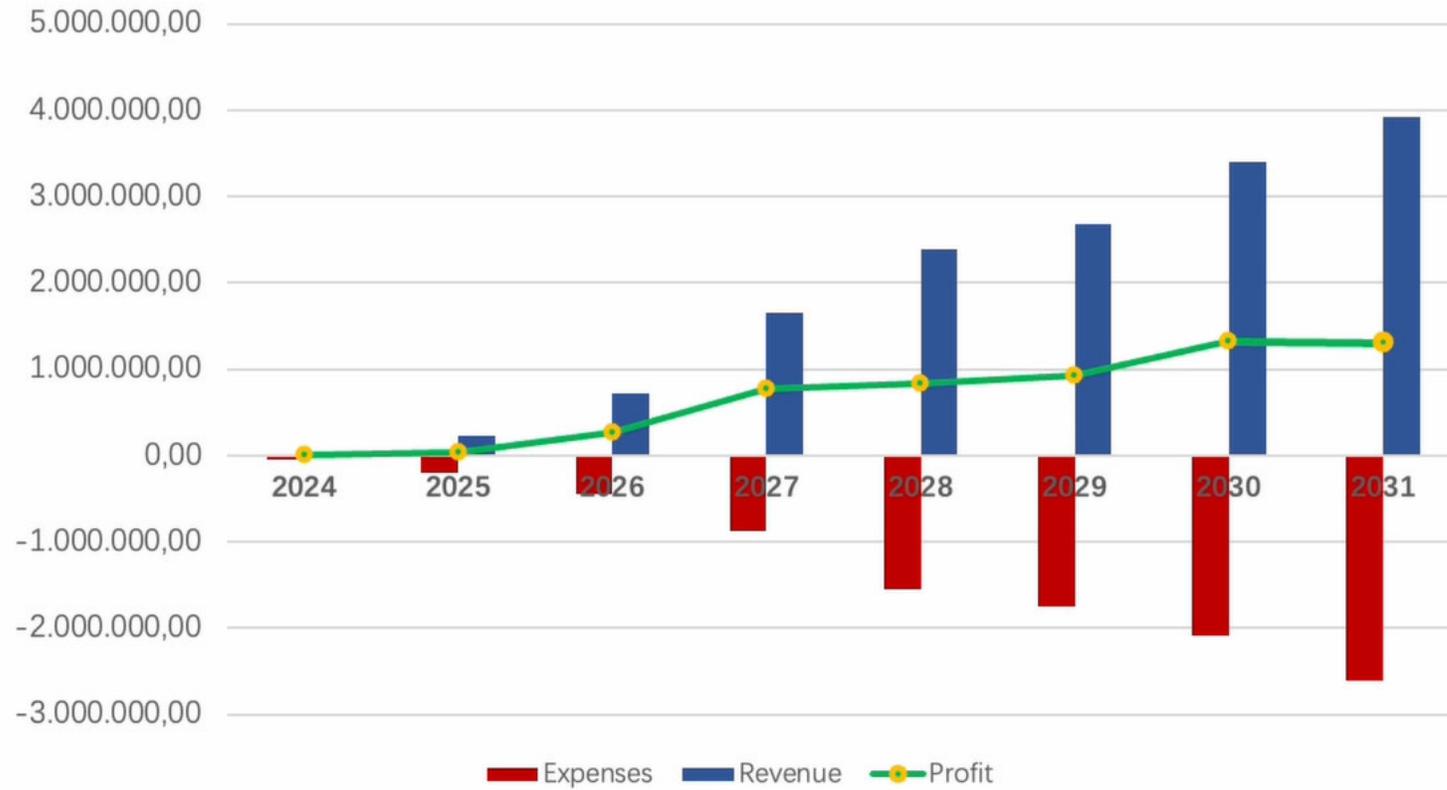
COST STRUCTURE

Cost breakdown			
Type	Expenses	Note	Out of total cost.
Variable-expenses	Equipment and technology	Servers, Hosting, Domain, Computer, Bandwirth, etc.	37%
	R&D	Product development, users testing, quality management, etc.	31%
	Software	Average approximately 100\$/months for all.	2%
	Maintenance	An average of 10 to 15% of the total system value	4%
Fixed-expenses	Staff cost	Salaries	20%
	Marketing	Marketing campaim, Market research, etc.	2%
	Sales expenses	Included the cost of goods sales, promotion, etc.	2%
	Business operating	Other costs	1%
	Professional services	Licenses, legal duties	1%



PROFITABILITY

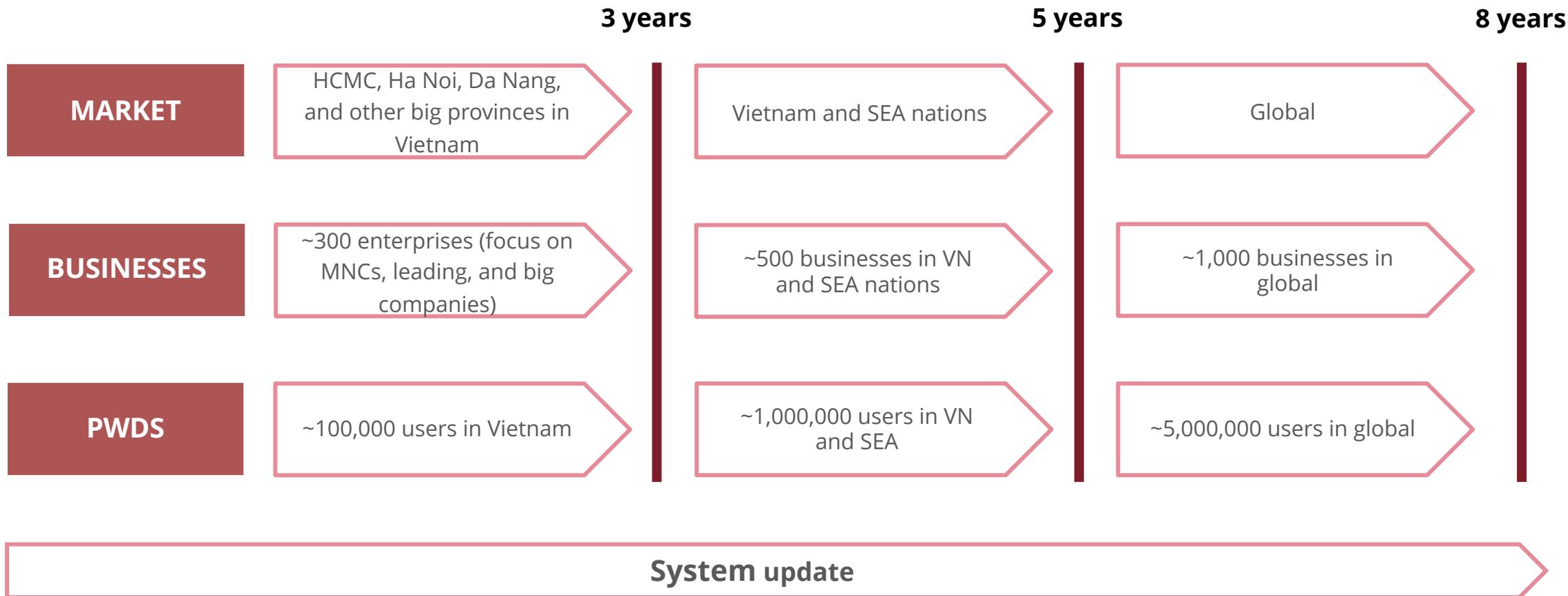
8-YEAR FINANCIAL FORECAST



- Revenue stream:**
- Career coach
 - Courses
 - Job placement fee
 - Donation (nice- to-have)

PROFITABILITY

LONG-TERM MILESTONES



CROWDFUNDING & CROWDSOURCING CAMPAIGN



BUSINESS EXHIBITION & FUNDRAISING EVENT

- Brand awareness building: Introducing TEA & intended social impacts to event participants.
- Product testing: Career coach services.
- Fundraising: Selling products made by PWDs.



WORKSHOP

HOW TO PREPARE YOURSELF FOR SUCCESS?

Product testing: Career coaching & Career advice

Helping participants see the link between personal development, quality training and job prospects.



TEA VIETNAM CALL FOR CROWDFUNDING

TEA Vietnam
May 25 at 6:00 PM · 🌐

TEA VIETNAM KÊU GỌI VỐN TỬ CỘNG ĐỒNG

Hãy đứng một chút và nhìn xung quanh! Trong xã hội này, có những người khuyết tật vẫn đang kiên cường đấu tranh về một xã hội công bằng hơn. Và giờ đây, họ không còn đơn độc trên hành trình này. TEA Vietnam tìm kiếm các nhà tài trợ cùng đồng hành trên bước đường khai phá tiềm năng và kiến tạo một sân chơi bình đẳng hơn cho những người khuyết tật!

TEA - The Enabling Agency là tổ chức được thành lập nhằm đưa ra giải pháp toàn diện về đào tạo và việc làm 4.0 cho người khuyết tật tại Việt Nam. Sứ mệnh của chúng tôi là trao quyền cho người khuyết tật để tiềm năng của họ được tối đa hoá và mở ra một tương lai thành công hơn. Cụ thể, chúng tôi sẽ tư vấn định hướng nghề nghiệp, cung cấp các khóa học 4.0 về kỹ năng cần thiết, kết nối việc làm trong các lĩnh vực công nghệ giữa người khuyết tật và nhà tuyển dụng.

Nhưng TEA biết rằng, chúng tôi không thể tiến xa một mình. Chúng tôi cần bạn - những nhà hảo tâm, những doanh nhân và tổ chức có trái tim rộng lớn, sẵn lòng đồng hành và đóng góp để xây dựng một tương lai tươi sáng cho người khuyết tật.

- Chiến dịch "TEA VIETNAM - KÊU GỌI VỐN TỬ CỘNG ĐỒNG" đang được khởi động gồm 4 hạng mục tài trợ: **VIP, PREMIUM, PRIME & BRONZE**. TEA Vietnam sẽ trao tặng những món quà tri ân đặc biệt, là lời cảm ơn chân thành nhất từ chúng tôi đến với các nhà tài trợ.
- NHÀ TÀI TRỢ "VIP"**: đóng góp từ 1.000.000 VND trở lên
 - Giấy chứng nhận Nhà tài trợ
 - Một bức tranh gỗ mỹ nghệ điêu khắc tay do người khuyết tật sản xuất
- NHÀ TÀI TRỢ "PREMIUM"**: đóng góp từ 500.000 - 999.000 VND
 - Giấy chứng nhận Nhà tài trợ
 - Một bức tranh sơn dầu hoặc tranh màu nước do họa sĩ khuyết tật vẽ
- NHÀ TÀI TRỢ "PRIME"**: đóng góp từ 100.000 - 499.000 VND
 - Giấy chứng nhận Nhà tài trợ
 - Một sản phẩm thủ công mỹ nghệ do chính tay người khuyết tật sản xuất
- NHÀ TÀI TRỢ "BRONZE"**: đóng góp dưới 99.000 VND
 - Thư cảm ơn các nhà tài trợ

Đặc biệt, các món quà tri ân đều là các tác phẩm do chính người khuyết tật tại Trung tâm Giáo dục nghề nghiệp cho người khuyết tật và trẻ mồ côi tự sản xuất. Sự đóng góp từ bạn sẽ góp phần tạo thêm thu nhập cho các bạn người khuyết tật tại trung tâm.

⌚ Thời gian nhận quyền góp: Từ 25/05/2023 đến hết 08/06/2023.

📄 Hình thức: Chuyển khoản ngân hàng hoặc ví Momo

- + Chủ Tài Khoản: Phan Kiều Duyên
- + Số Tài Khoản: 1024019000
- + Ngân Hàng: VIETCOMBANK (PGD Etown)
- + Nội dung chuyển khoản: Họ và Tên - Số ĐT - Ủng hộ TEA VIETNAM

👉 Hướng dẫn hỗ trợ đóng góp cho chiến dịch "TEA VIETNAM - KÊU GỌI VỐN TỬ CỘNG ĐỒNG" tại đường link này: <https://forms.gle/snaQd6Thm8mVs2d7>



NHÀ TÀI TRỢ VIP
Quyền góp từ 1.000.000 VND trở lên

- + Giấy chứng nhận Nhà tài trợ
- + Một bức tranh gỗ mỹ nghệ điêu khắc tay do người khuyết tật sản xuất

NHÀ TÀI TRỢ PREMIUM
Quyền góp từ 500.000 - 999.000 VND

- + Giấy chứng nhận Nhà tài trợ
- + Một bức tranh sơn dầu hoặc tranh màu nước do họa sĩ khuyết tật vẽ

NHÀ TÀI TRỢ PRIME
Quyền góp từ 100.000 - 499.000 VND

- + Giấy chứng nhận Nhà tài trợ
- + Một sản phẩm thủ công mỹ nghệ do chính tay người khuyết tật sản xuất

NHÀ TÀI TRỢ BRONZE
Quyền góp dưới 99.000 VND

- + Thư cảm ơn các nhà tài trợ

TEA Vietnam Send message

[See insights](#) Boost again

👍👍👍 Khôi Trương, Oanh Chi Nguyễn and 87 others 4 comments 21 shares

CROWDFUNDING & CROWDSOURCING CAMPAIGN

TEA'S BACKERS

LONG-TERM BACKERS



STRATEGIC PARTNERS



PUBLIC BACKERS

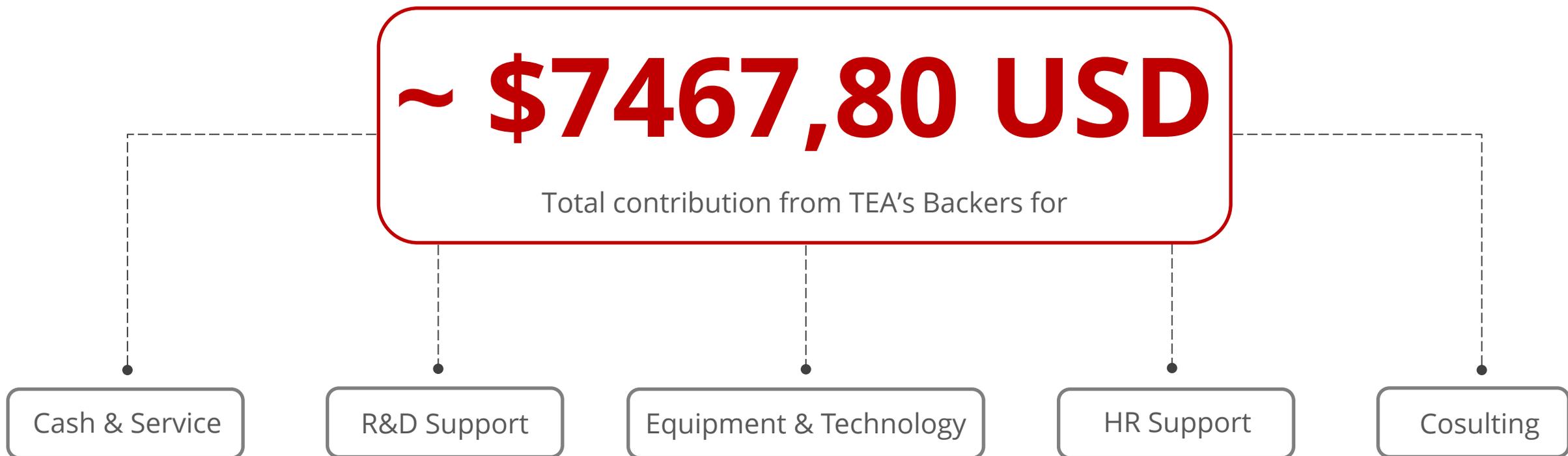


TEA'S BACKERS

HOW DO THEY **HELP US?**

CROWDFUNDING & CROWDSOURCING CAMPAIGN

TEA'S BACKERS



LESSON LEARNED



- SBC102 & case writing: UN SDGS,
- Value proposition

Market research guided us to our Strategic Partner. We identify the genuine needs and demands of people with disabilities, their behavior, and how they interact with technological devices in their daily lives



- Senior advisor Mrs. Ana Le My Nga: Business model, BMC.
- Coach Mrs. Nguyen Hanh Tam: Business connections, Social impacts.

MEMBERS

TEA Vietnam is privileged to have advisors who bring both practical expertise
and a strong dedication to creating social impact



Mrs. Ana Lê Mỹ Nga

Founder of Angel Investment Fund/Catalytic
investment/Startup advisor: Hermes Management
Founder & CEO: WeAngels Fund Management
Company



Mrs. Nguyễn Hạnh Tâm

Lecturer - University of Greenwich
Social Project Enthusiast
Entrepreneur

MEMBERS

The management team with more than 10 employees has the ambition to create social impact and lead the market



Phan Kieu Duyen
Leader



Phan Le Tran Chau
Marketing



Nguyen Tho
Engineering



Ho Le Khanh Dan
Research - Strategy



Nguyen Ngoc Phuong Hoang
Marketing



Nguyen Van Sang
Research - Finance

PLEASE SEE DETAILS ON OUR **LANDING PAGE**

A2.1

MVP Full Video

B1

Results of Crowdfunding
Campaign

C1

Landing Page

THANK YOU