



Self-confidence is the foundation of all great  
**SUCCESS** and **ACHIEVEMENT**

- Brian Tracy

*\*This illustration designed by Mewlin'*



Ever since high school, Thu Nguyễn dreamed of **being fluent in English**, but despite her efforts, self-study only improved her grammar and more vocabulary, but **fluency remained elusive**.



University life hit her hard with the reality of her **limitations**. English was everywhere: scientific conferences, instructional videos,...

The vital knowledge was just **out of her reach** because she **couldn't understand** the language.



Thu **felt upset** because she was **missing out** on a vast treasure of knowledge without English.

She wished she could build a strong foundation in English so she could **seize every opportunity** that came her way.

## THE STORY OF THU NGUYEN

(An Giang province, Vietnam)

Source: tuoitre.vn



## A. Social business description | A1. Social mantra one-liner

Our business mantra, which effectively communicated our key value proposition and intended impact, consistently receives **positive feedback** from **key stakeholders** and **others**.

# 75.14%

of key stakeholders think the social mantra impact on their work performance

Source: Mewlin' - Business mantra survey for key stakeholders (N = 178)

### Business Mantra:

Edu-healing English communication mobile app, workshops to improve **young adult** confidence for **self-development** and **self-healing**

### Feedback from key stakeholders:

(From Business mantra survey for key stakeholder, n = 145)

- “ I am attracted to the idea's novelty of the "Edu-healing" EC mobile app.
- “ I am very interested in the idea of combining EC learning & healing activities, and would like to collaborate.
- “ The more I work, the more I see the business direction clearly reflected in Mewlin's vision, mission, & core values.

### Feedback from others:

(From Business mantra and Exhibition feedback, n = 99)

- “ I choose to support this project because it addresses societal needs, particularly for those with limited opportunities to interact & learn.
- “ I appreciate innovative ideas, and I find the combination of learning English & mental healing intriguing & promising.
- “ I love this app because it targets social trends, particularly the Gen Z generation that values healing.



# A. Social business description | A2. Social impact clarity and significance

## Articulated target issues and root causes

We clearly articulated target issues through reliable secondary research.

A *Pearson* survey found that...

**68%**

of global businesses assess their employees' English language proficiency

**91%**

consider it beneficial to the company if employees speak English

(MacFarlane, 2020)

**92%**

employees worldwide value English proficiency as an important factor in career advancement.



**495 /800**

is the average EFI score of Vietnamese adults aged 18 - 25, classified as **LOW** proficiency (EF English Proficiency Index, 2023)

**1.4M**

**YOUTH UNEMPLOYED**  
(neither employed nor educated/trained) in Quarter I - 2024

(VNS, 2024)



The more limited the integration into international language, the further one falls behind in globalization.

# A. Social business description | A2. Social impact clarity and significance

## Articulated target issues and root causes

We continued to clearly **articulate target issues** and **root causes** using the **Iceberg Model** to analyze the difficulties faced by our target audience.

### EVENTS

Negative feelings such as pressure, fatigue, and frustration leading to English communication learning delay.

### ROOT CAUSES

Underlying cause such as shyness, lack of perseverance, and inconfidence.



**At the Event Level:** Young adults aim to develop English communication skills but consistently delay learning.

**At the Pattern Level:** Young adults often experience pressure, fatigue, and frustration during English communication learning process.

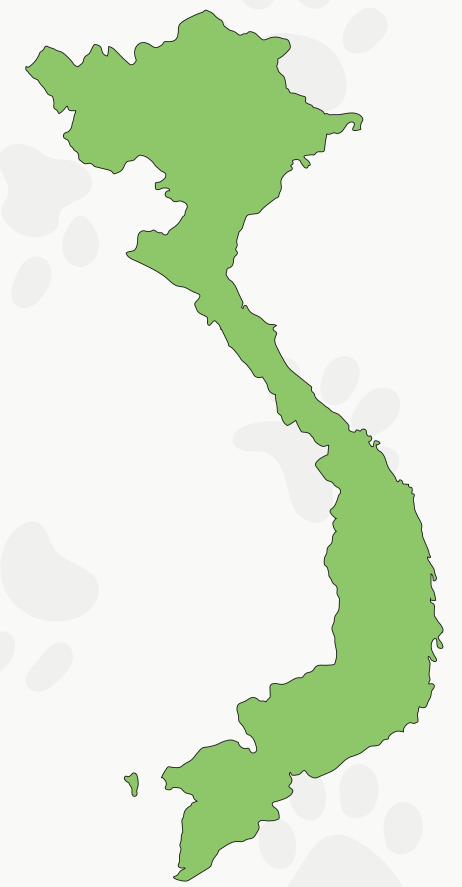
**At the Structure Level:** Young adults are influenced by the perception that learning requires long-term persistence and a significant lack of shyness, leading to exhaustion and depression.

**At the Mental Model Level:** The erroneous belief that they are incapable of mastering English communication leads young adults to **LACK CONFIDENCE** in their learning and practice endeavors.

THE ICEBERG MODEL

A. Social business description | A2. Social impact clarity and significance  
 Significant scale and scope of the target social/environmental issues

We identified the overall picture of the Vietnamese national English test performance through the relative frequency histograms of the scores in recent years.



**495/800** is the average EFL score of Vietnamese adults aged 18 - 25, classified as **LOW** proficiency (EF English Proficiency Index, 2023)

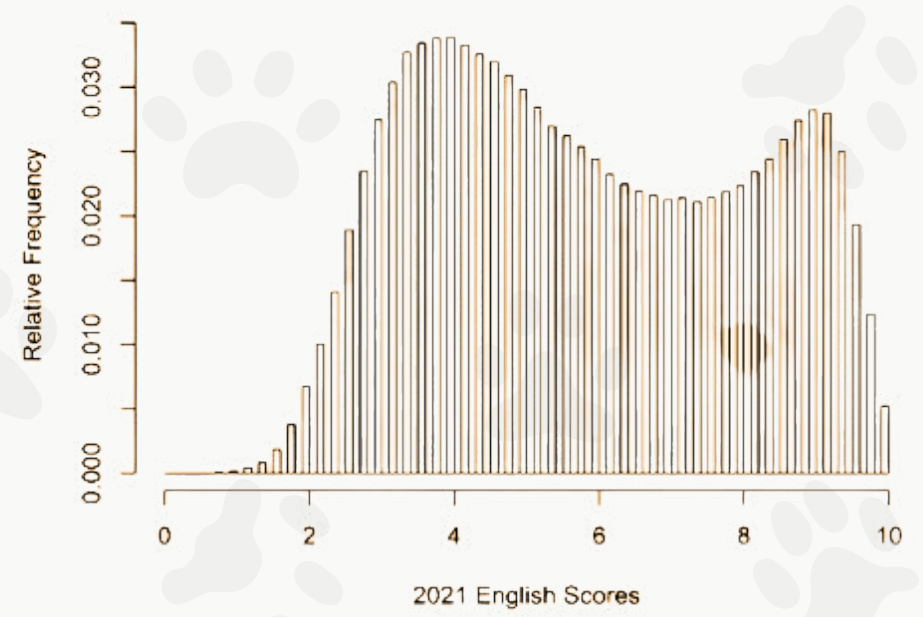
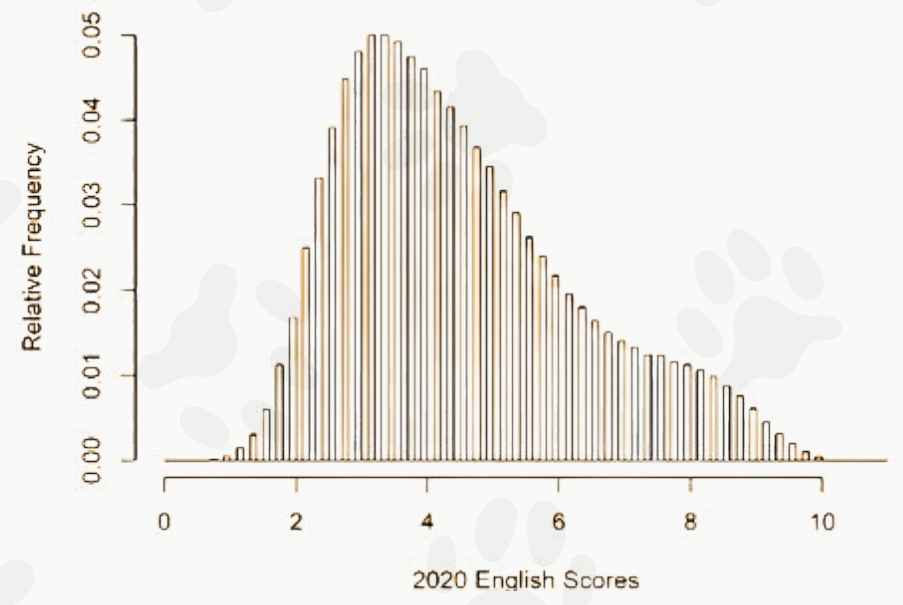
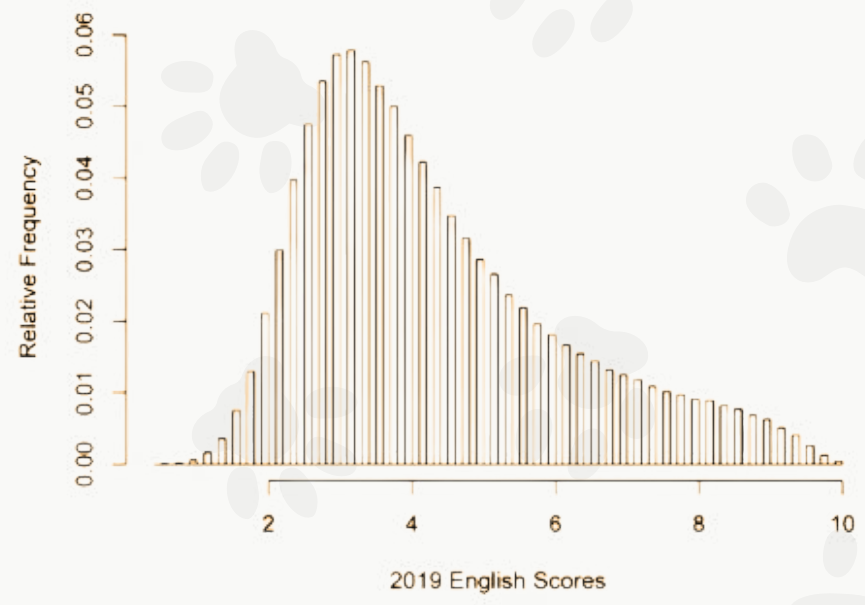
**1.4M** **>>>**

**YOUTH UNEMPLOYED**  
 (neither employed nor educated/trained)  
 in Quarter I - 2024  
 (VNS, 2024)

**3.8/10**

The English score distribution in Vietnam from 2019 to 2021 exhibited a bimodal pattern, with the highest peak occurring at approximately 3.8

(Duong et al., 2024)



# A. Social business description | A2. Social impact clarity and significance

## Valid data and references

Mewlin' applied a comprehensive method based on **valid data from statistics, interviews, observations,** and **references from reputable sources.**

### Secondary research

Qualified sources such as General Statistics Office of Vietnam, English Proficiency Index, journals, et cetera.



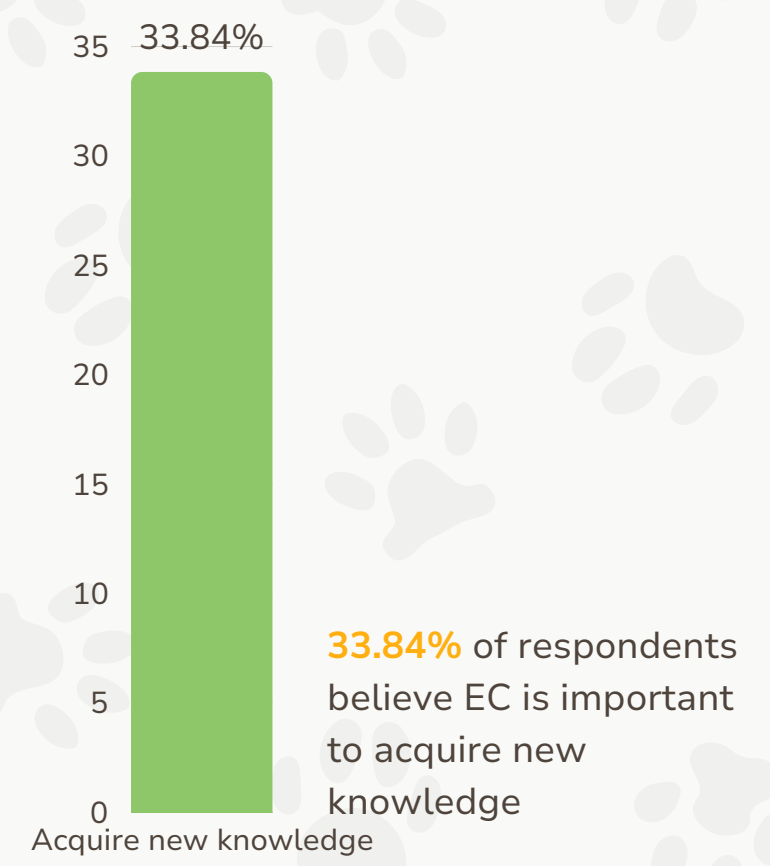
General Statistics Office of Vietnam



### Primary research

- **715** quantitative responses
- **18** qualitative interviews, including **13** target customers and **5** experts

*\*See the full qualitative report in Confidential Info*



- “ The current state of English communication learning in Vietnam is stereotypical and outdated.
- “ Many of us use English in communication with English native speakers or another foreign language speakers.
- “ English proficiency is good for research and learning, expanding relationships, and increasing job opportunities.



## A. Social business description | A2. Social impact clarity and significance

The motivation's alignment with the target UN goals

Mewlin' aligns **our goals** with the **SDGs**, motivating to the community through practical actions.

### Sustainable Development Goals

### Mewlin' Motivation

### Mewlin' Action

Target 4.7



Ensure that all learners acquire the knowledge and skills needed to promote sustainable development (SDGs, Target 4.7)

Assisting **60,000** young adults in enhancing their confidence in English communication by 2030.

Developing an **edu-healing mobile app, podcast** and **flashcards** to promote self-study in English communication learning.

Target 8.6



Substantially reduce the proportion of youth not in employment, education or training (SDGs, Target 8.6)

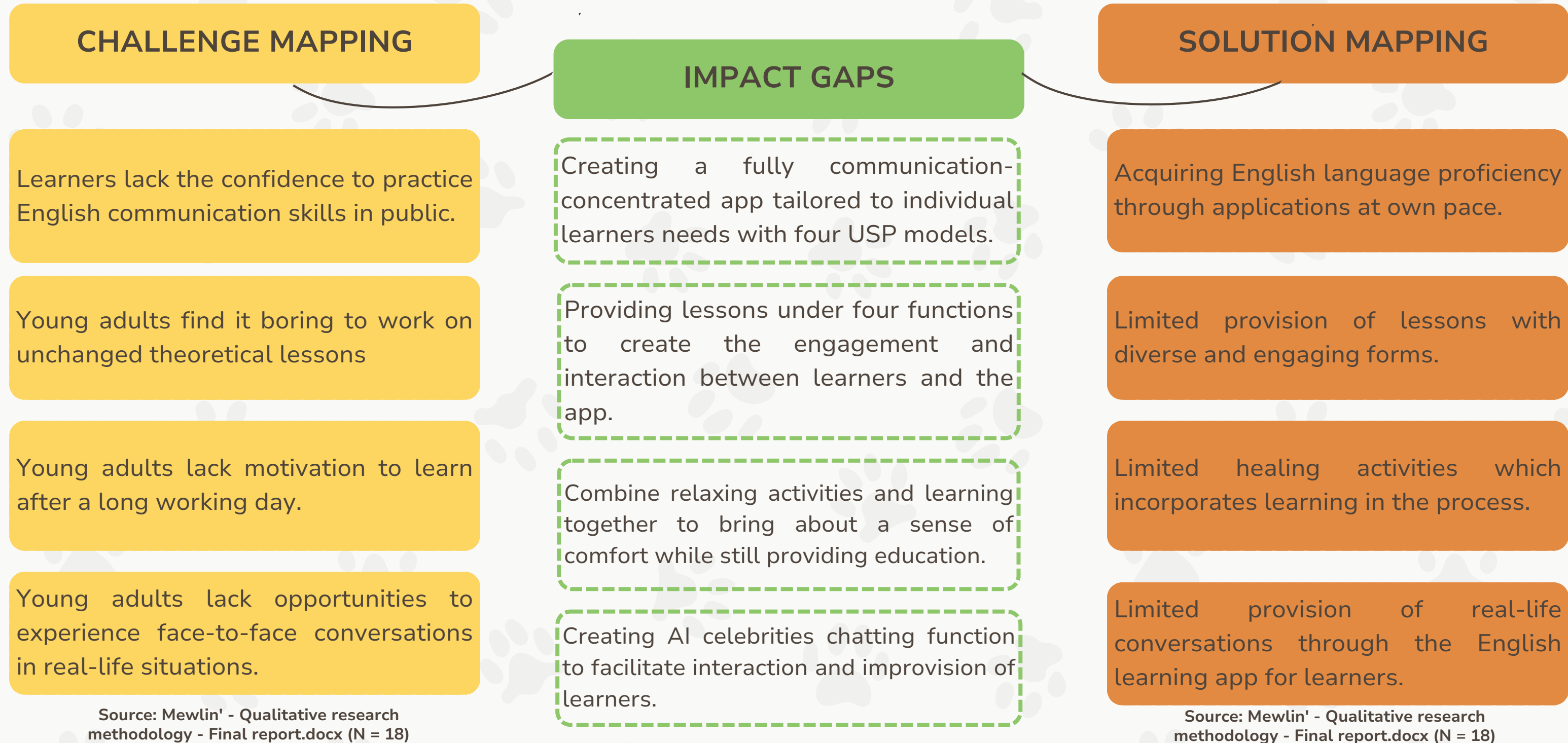
By 2030, **40%** of Mewlin' users will experience enhancement in their English speaking and listening proficiency.

Hosting **workshops** about English communication skills with healing content.





Solution design addressed the **root causes** by **bridging impact gaps** in the **current solution landscape**.



# A. Social business description | A3. Solution effectiveness and ESG integration

## Solution design for intended impacts

Solution design creates the **intended impacts** through main activities:



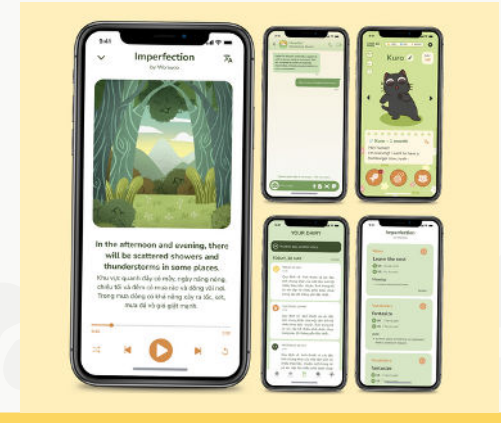
**Workshops**

Organize **workshops** on **learning EC** and **English-speaking sessions** focused on **self-development** and **self-healing topics**.



**Podcast, Flashcard & Quote**

Engage with **relaxing** and **healing topics** through well-designed motivating **podcasts, flashcards,** and **daily motivational cards** to study **vocabulary, pronunciation** and **grammar**.



**Edu-healing mobile app**

- Study vocabulary and structures through **motivating daily quotes** and **podcast**
- Writing **diary**
- **Interacting** with **AI celebrities**
- **Feeding** and **playing** with the given cat





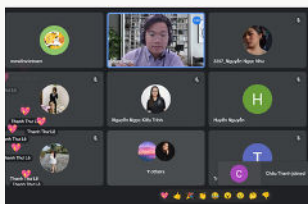

**Social activities**

- Sponsor **scholarships for disadvantaged students** who overcome difficulties and scholarships for **EC learning** in **partnership** with **social partner Your-E**.

# A. Social business description | A3. Solution effectiveness and ESG integration

## Positive outcome reporting

The **positive outcomes** of every activity have been **robustly and carefully recorded** since **the beginning of the project.**


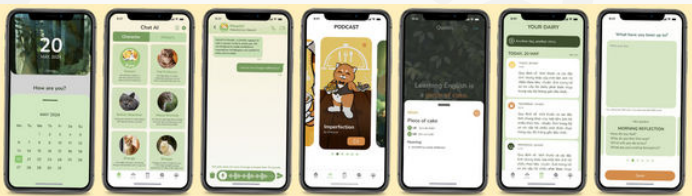


| ACTIVITIES  | RESULTS  | RECORD OF SUSTAINABLE POSITIVE OUTCOMES   |
|---|--|---|
|  <p><b>YOU#1: Painting your mood</b></p>   | <ul style="list-style-type: none"> <li>• <b>01</b> speaker (Graphic design lecturer)</li> <li>• <b>25</b> participants</li> <li>• Next workshop target: <b>35</b> participants</li> </ul>  | <ul style="list-style-type: none"> <li>• <b>68%</b> of attendees are interested in the workshop</li> <li>• <b>48%</b> of attendees believe the EC practices during the workshop are good</li> <li>• <b>88%</b> of attendees indicated a possibility of participating in Mewlin's future workshops</li> </ul> <p><i>(Report on feedback to the workshop YOU#1: Painting your mood, N = 25)</i></p>   |
|  <p><b>YOU#2: Know Yourself to Soar High</b></p>                                       | <ul style="list-style-type: none"> <li>• <b>06</b> speakers (HR director/head/manager)</li> <li>• <b>01</b> MC (IELTS teacher)</li> <li>• <b>01</b> pro performer (Dance lecturer)</li> <li>• <b>35</b> participants</li> <li>• Next talk show target: <b>50</b> participants</li> </ul> | <ul style="list-style-type: none"> <li>• <b>81%</b> of attendees are interested in the workshop</li> <li>• <b>72%</b> of attendees believe the EC practices during the workshop are good</li> <li>• <b>75%</b> of attendees indicated a possibility of participating in Mewlin's future workshops</li> </ul> <p><i>(Report on feedback to the talk show YOU#2: Know Yourself to Soar High, N = 35)</i></p>  |
|  <p><b>Become A Better Speaker [Online]</b></p>                                      | <ul style="list-style-type: none"> <li>• <b>01</b> speakers (IELTS teacher)</li> <li>• <b>29</b> participants</li> <li>• Next talk show target: <b>60</b> participants</li> </ul>  | <ul style="list-style-type: none"> <li>• <b>68.97%</b> of attendees are interested in the online workshop</li> <li>• <b>63.97%</b> of attendees evaluate the online workshop's impact on improving EC skills as highly effective.</li> <li>• <b>68.96%</b> of attendees indicated a possibility of participating in Mewlin's future online workshops</li> </ul> <p><i>( Report on feedback to the Online workshop: Become a Better Speaker, N = 29)</i></p>                                   |
|  <p><b>"English Mastery: From Vocabulary to Engaging Conversations" [Hybrid]</b></p> | <ul style="list-style-type: none"> <li>• <b>01</b> speaker (lecture at FPT Polytechnic)</li> <li>• <b>42</b> offline participants, <b>80</b> online participants</li> <li>• Next talk show target: <b>70</b> face-to-face attendees, <b>100</b> virtual participants</li> </ul>          | <ul style="list-style-type: none"> <li>• <b>68.96%</b> of attendees are interested in the hybrid workshop</li> <li>• <b>76.19%</b> of attendees evaluate the hybrid workshop's impact on improving EC skills as highly effective.</li> <li>• <b>90,95%</b> of attendees indicated a possibility of participating in Mewlin's future hybrid workshops</li> </ul> <p><i>Report on feedback to the Hybrid Workshop: English Mastery - From Vocabulary to Engaging Conversations, N = 42)</i></p> |

Workshops

# A. Social business description | A3. Solution effectiveness and ESG integration

## Positive outcome reporting

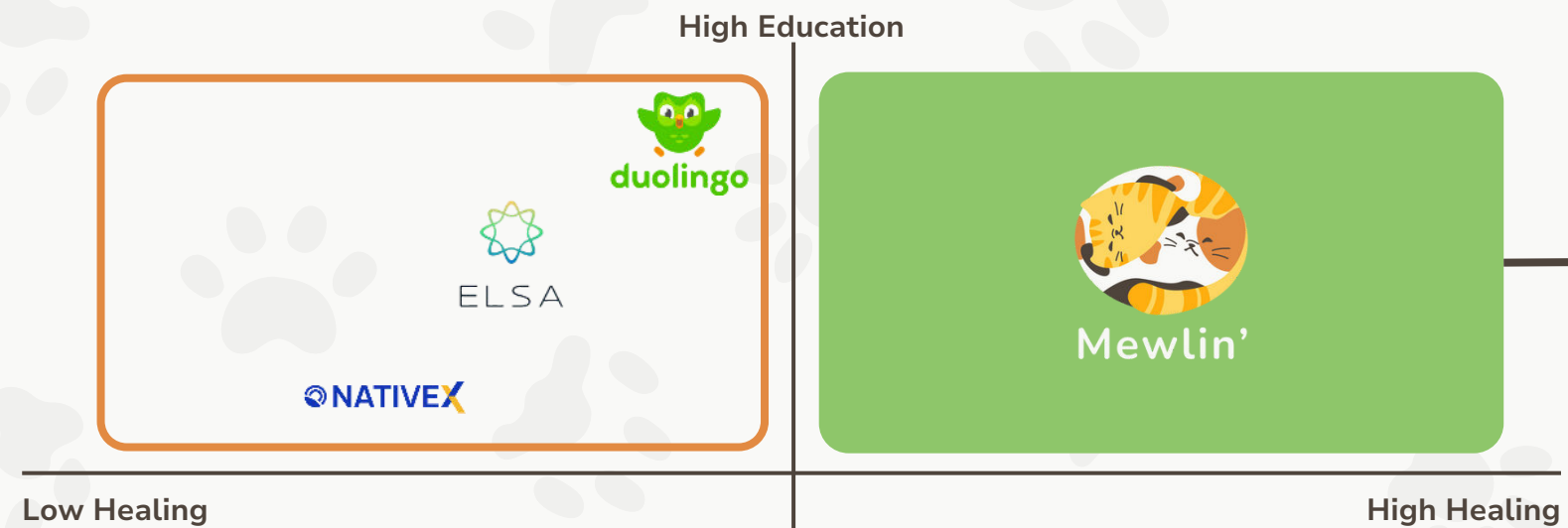
The **positive outcomes** of every activity have been **robustly** and **carefully recorded** since **the beginning of the project.**

|                      | ACTIVITIES  | RESULTS  | RECORD OF SUSTAINABLE POSITIVE OUTCOMES  |
|----------------------|---|--|--|
| Podcast & flashcards |  <p>Podcast series and flashcards</p>                    | <ul style="list-style-type: none"> <li>• <b>03</b> podcast episodes with relaxing content.</li> <li>• <b>15</b> flashcards designed for each podcast episode.</li> </ul>                       | <ul style="list-style-type: none"> <li>• <b>62.4%</b> of respondents like the <b>podcast</b> and <b>flashcard content</b>.</li> <li>• <b>64.4%</b> of respondents <b>share</b> or <b>recommend the podcast to friends after listening</b>.</li> </ul> <p>(Mewlin' - User Feedback and Product Experiences, N = 250)</p>  |
| App                  |  <p>Edu-healing mobile app</p>                           | <ul style="list-style-type: none"> <li>• Sitemap</li> <li>• User flow</li> <li>• UX/UI</li> <li>• Prototype</li> <li>• Testing for target customer feedback (n = 715)</li> </ul>               | <ul style="list-style-type: none"> <li>• <b>81%</b> of attendees are <b>interested</b> in the <b>workshop</b>.</li> <li>• <b>72%</b> of attendees believe the <b>EC practices during the workshop</b> are <b>good</b>.</li> <li>• <b>75%</b> of attendees indicated a <b>possibility of participating</b> in Mewlin's <b>future workshops</b>.</li> </ul> <p>(Mewlin' - App Concept Testing Quantitative Report, N = 715)</p>  |
| Social activities    |  <p>English scholarship for disadvantaged students</p> | <ul style="list-style-type: none"> <li>• <b>8-months English scholarships</b> for <b>02 poor students</b> in remote areas</li> <li>• Each scholarship is worth <b>3 million VND</b></li> </ul> | <ul style="list-style-type: none"> <li>• <b>67.65%</b> of stakeholders evaluate Mewlin's social activities as having an <b>effective impact on the community</b>.</li> <li>• <b>69.42%</b> of stakeholders believe Mewlin's scholarship program is <b>significant for disadvantaged students</b> with outstanding achievements.</li> <li>• <b>60.58%</b> of stakeholders evaluate Mewlin's social activities as <b>effectively promoting equal opportunities</b> in <b>education</b>.</li> <li>• <b>52.94%</b> of stakeholders evaluate Mewlin's social activities as <b>effectively promoting equal opportunities</b> in <b>career development</b>.</li> </ul> <p>(Mewlin' - Stakeholder's Social Activity feedback, N = 170)</p> |
|                      |  <p>Scholarship for disadvantaged students</p>         | <ul style="list-style-type: none"> <li>• <b>05 scholarships</b> for <b>05 poor students</b> who has excellent study records</li> <li>• Each scholarship is worth <b>500,000 VND</b></li> </ul> |  |

# A. Social business description | A3. Solution effectiveness and ESG integration

## Logical positioning in the solution landscape

Using **positioning mapping**, we logically analyze competitors' **strengths** and **weaknesses**, combining **VAK learning style** to identify our **USPs** in edu-healing content and promote mental well-being.



Mewlin' helps users **learn EC** while simultaneously **promoting mental well-being...**



**VISUAL**

Well-designed and own-style app's UX/UI



**AUDITORY**

Podcast, video call with AI idols



**KINESTHETIC**

Offline workshop with physical activities

...and offers **comprehensive learning activities** that cater to each criterion of the **VAK learning style**.

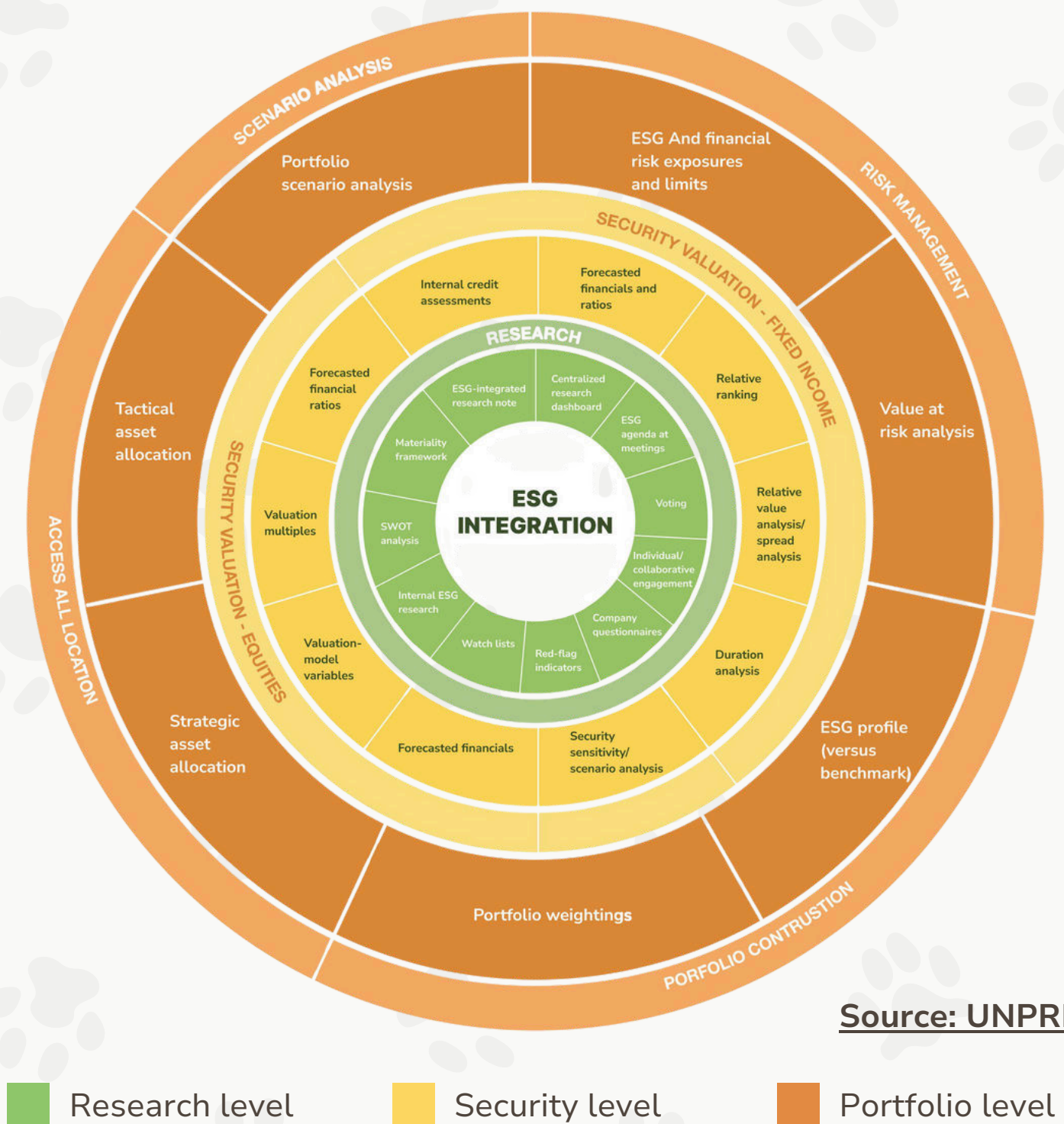
| COMPETITORS   | STRENGTHS  | WEAKNESSES  |
|---------------|--|---|
| Mewlin'       | Edu-healing content, low-price subscription      | Late market penetration, low brand awareness      |
| Duolingo      | Gamification, variety of languages               | Unable to create inner motivation for EC learning |
| ELSA Speaking | High quality of speaking and listening practices | No healing content<br>Price barriers              |
| NativeX       | High quality of EC practices                     | Inflexible study time<br>No healing content       |
| E-Space       | Diverse English courses                          | Unattractive UI design<br>No healing content      |



# A. Social business description | A3. Solution effectiveness and ESG integration

## Logical positioning in the solution landscape

We implemented the **United Nations Principles for Responsible Investment (UNPRI)'s ESG Integration Framework** to effectively adopt ESG practices and measurement in our the solution strategy



Source: UNPRI

Research level

**Individual/Collaborative Engagement**  
 Mewlin' collaborated with experts from various fields to host **workshops, talk shows**. We identified key stakeholders through personal networks and online resources, then created **customized proposals** to secure their support.  
*\*Please see more Proposal in Confidential Info*

Security level

**Internal ESG research**  
 Using data from stakeholders and specialists, Mewlin' conducted **proprietary internal ESG research** covering financial transparency, information security, and aspects of our app, website, and functions.  
*(Source: Mewlin' - Stakeholder's ESGs feedback, N = 380)*

**Forecasted Financials**  
 We carefully oversaw our **financial plan** to ensure long-term success, spanning from the project's start to **break-even** in **2028**, and aimed for **market leadership** by 2030 through **diligent budgeting** and **strategic growth initiatives**.  
*Source: Mewlin' - Financial Report (Scenario A); Mewlin' - Financial Report (Scenario B)*

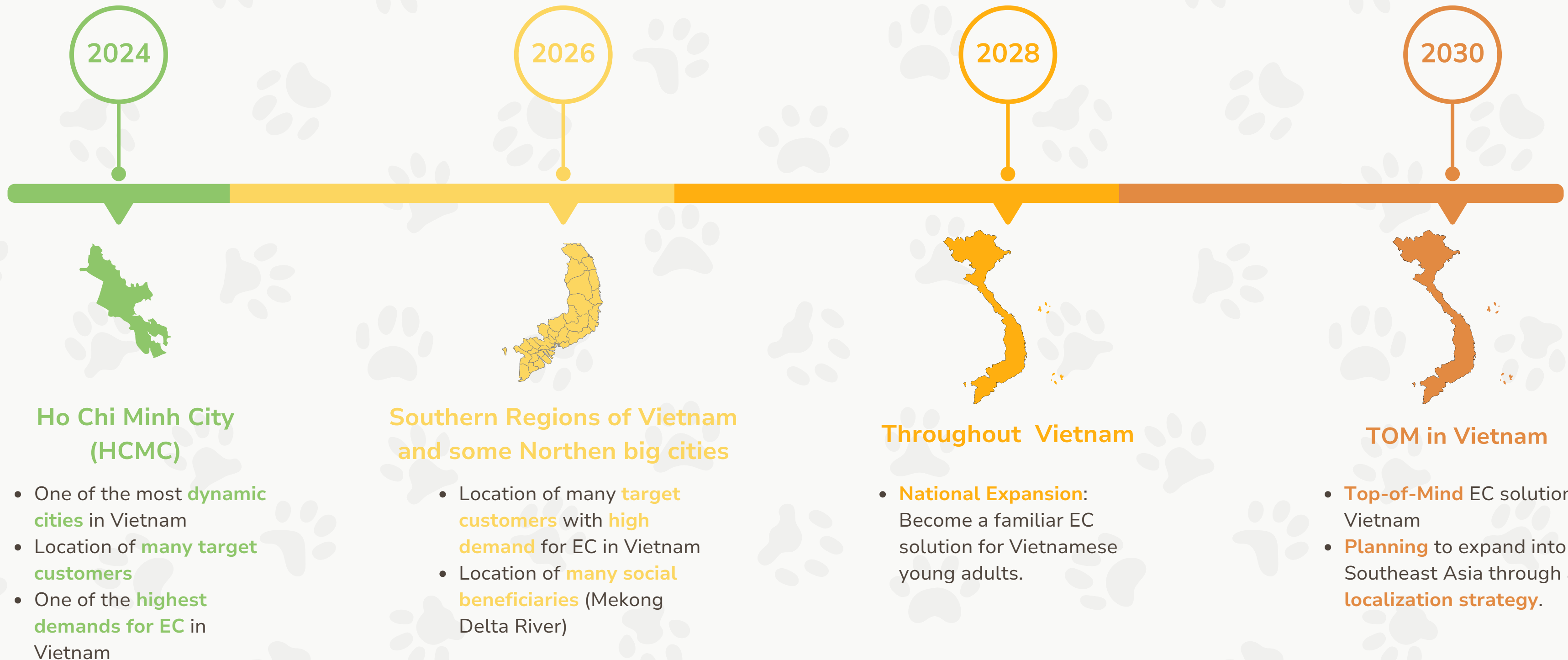
Portfolio level

**Risk Management**  
 Using the **Operational Risk Management Framework (ORM)**, Mewlin' identified **external** and **internal risks** and **their triggers**. These risks were classified by **probability** and **impact**, allowing for **effective solutions**.  
*\*Please see more details in slide 24 - 26*

## B. Social impact acceleration | B1. Mechanisms to accelerate impacts

### Scale-up strategy in terms of geographic reach

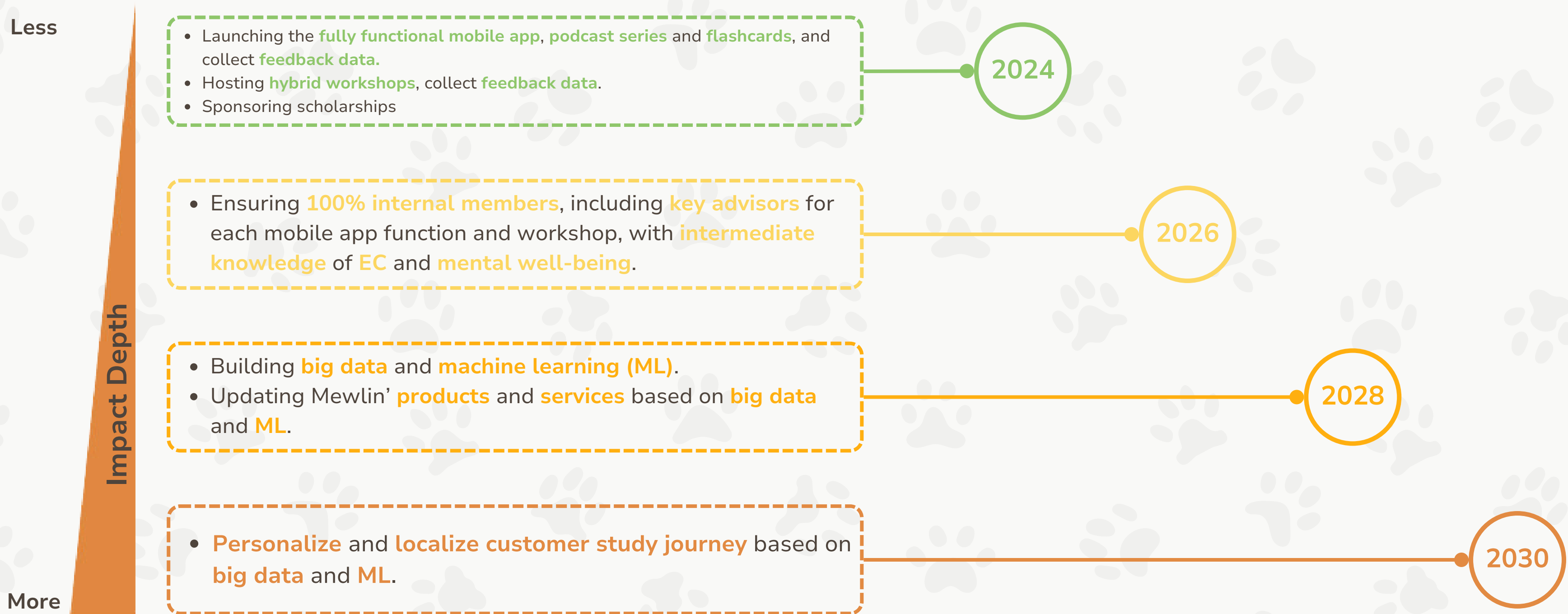
Mewlin' is **expanding development strategy** with a **focus** on **HCMC** (over 85% of project members are based there), aiming to grow throughout the **South** and then the **entire Vietnam** before reaching **Southeast Asia** by 2030.



## B. Social impact acceleration | B1. Mechanisms to accelerate impacts

### Scale-up strategy in terms of impact depth

Mewlin' has implemented an **impact depth development strategy** utilizing **big data** and **machine learning** to **personalize** and **localize** the **customer study journey** by 2030.

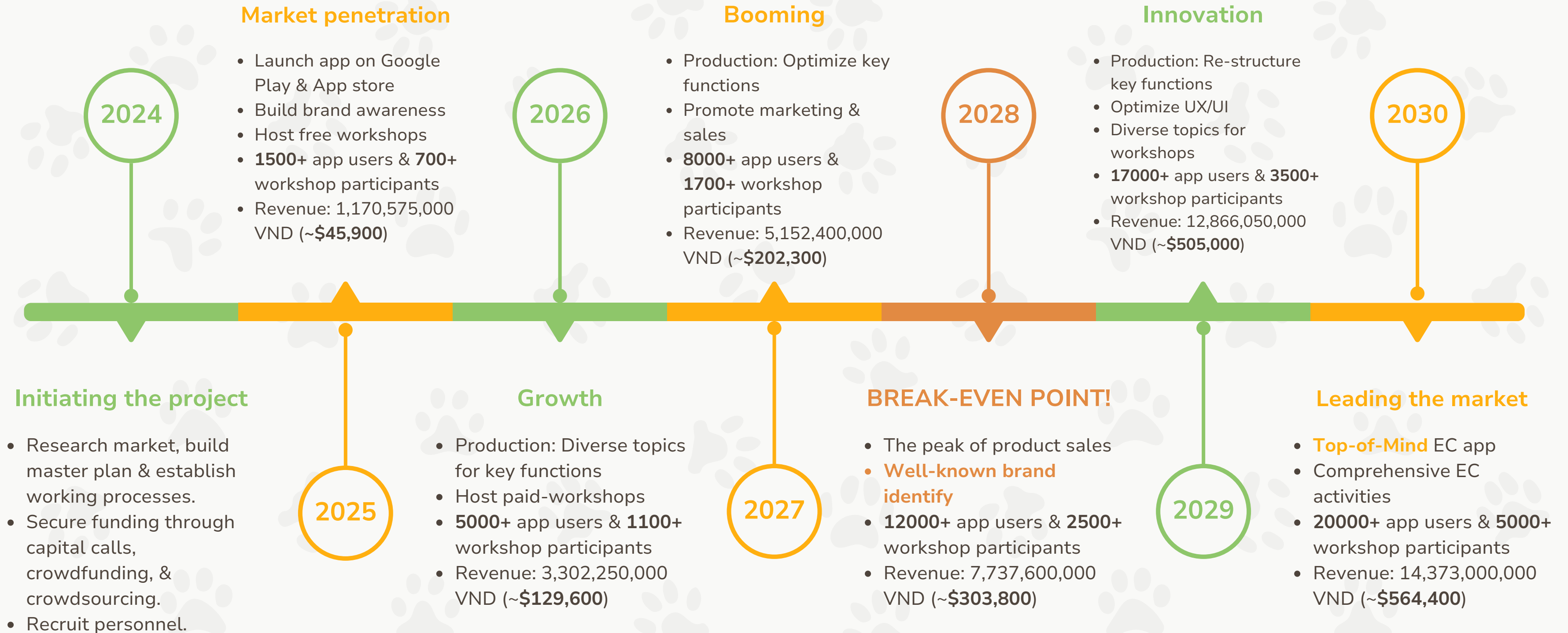




## B. Social impact acceleration | B1. Mechanisms to accelerate impacts

### Clear and logical roadmap

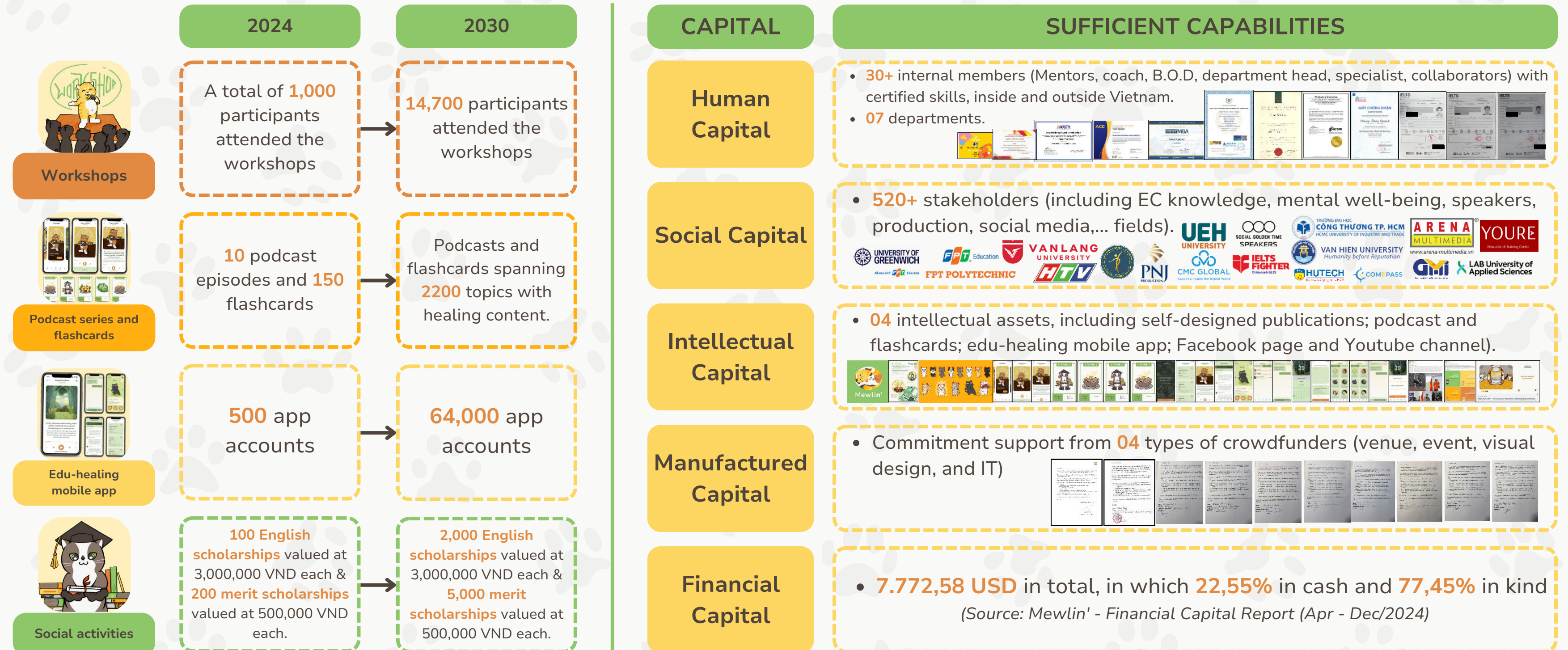
Mewlin's **roadmap** for the 2024-2030 period is logically determined based on **Cash Flow Forecasts**, aligned with the stages of the **Product Life Cycle (PLC)**. Consequently, our predicted **break-even point** is 2028.



## B. Social impact acceleration | B1. Mechanisms to accelerate impacts

### Scalability and capabilities to execute the growth strategy

We have a **scalability plan** and have prepared **sufficient capabilities** to execute our growth strategy.

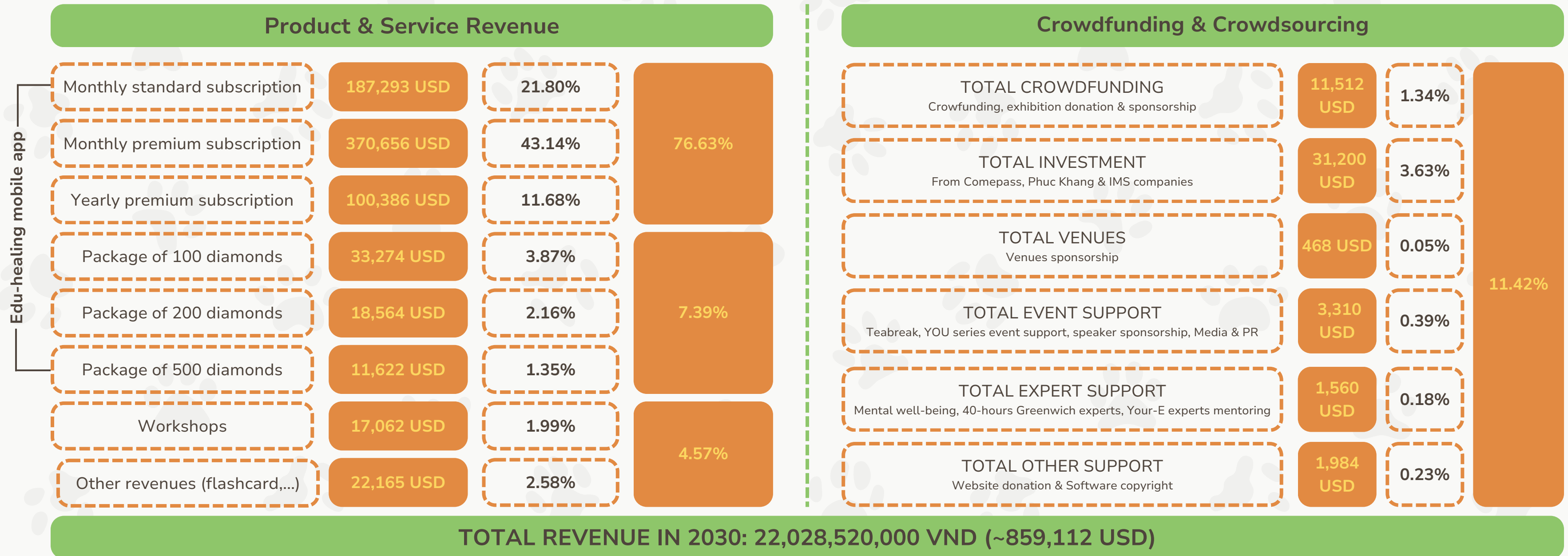


\*See Evidence in Confidential Info

## B. Social impact acceleration | B2. Financial stability and profitability (Scenario A)

### Solid business model

Mewlin' ensures **long-term financial stability** and **profitability** through a **solid economic model**, including effective management of production costs and revenues.

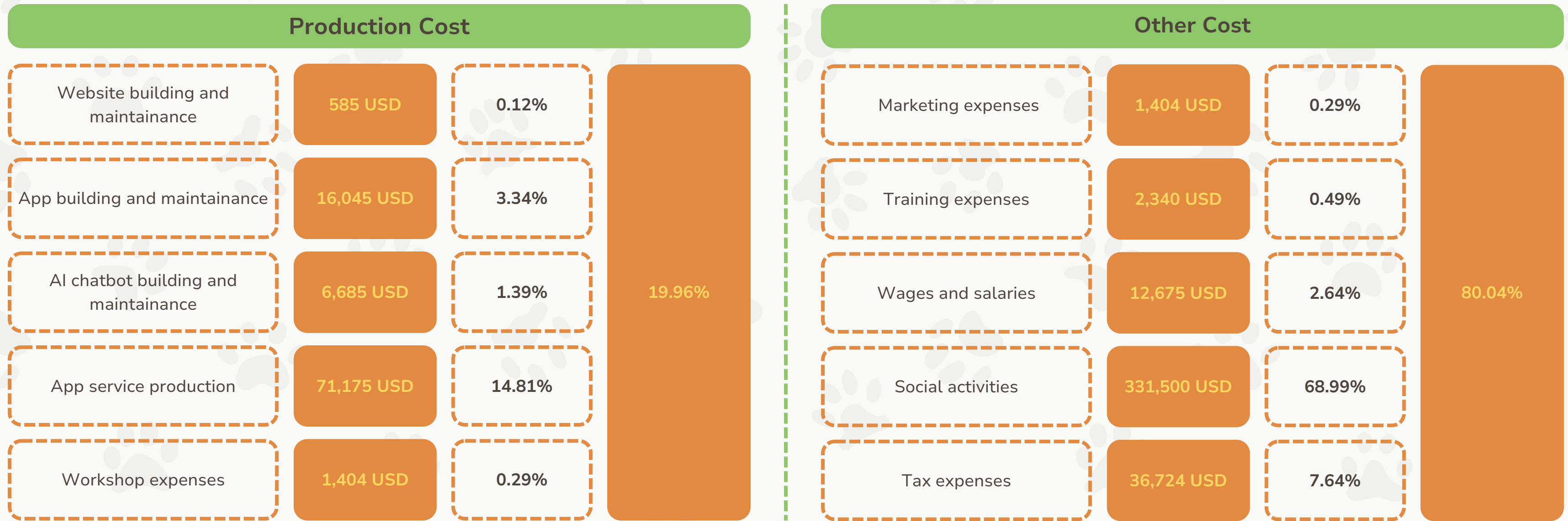


Source: Mewlin' - Financial Report (Scenario A)

## B. Social impact acceleration | B2. Financial stability and profitability (Scenario A)

### Solid business model and Returns on investment

After identifying production costs and revenues, we determine profit and return on investment (ROI) to evaluate the financial stability and profitability of our project.



**TOTAL COST IN 2030: 12,321,514,529 VND (~480,539 USD)**

**PROFIT = Total Revenue – Total Cost:**  
**378,573 USD**

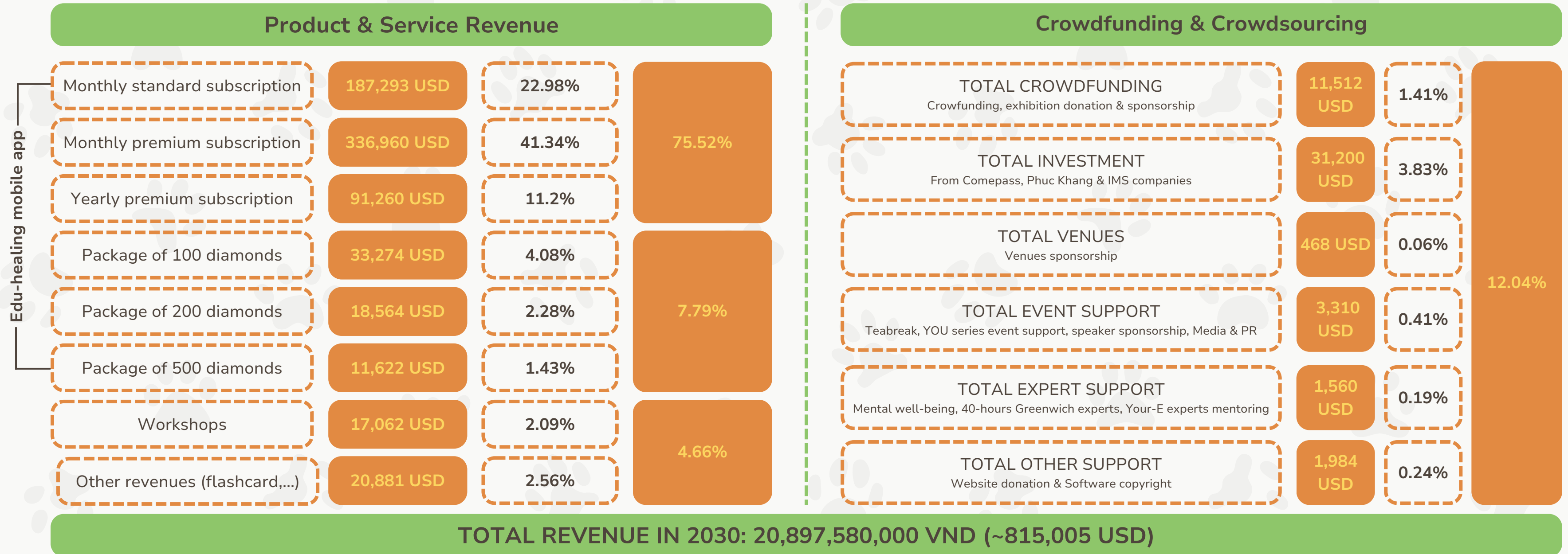
Source: Mewlin' - Financial Report (Scenario A)

**Returns on Investment (ROI) = Profit / Total Cost:**  
**0.788**

## B. Social impact acceleration | B2. Financial stability and profitability (Scenario B)

### Solid business model

To ensure financial stability and profitability, Mewlin' utilizes multi-scenario cash flow forecasts. Scenario A represents the ideal conditions, while Scenario B accounts for the possibility that the AI chatbot system cannot be developed.

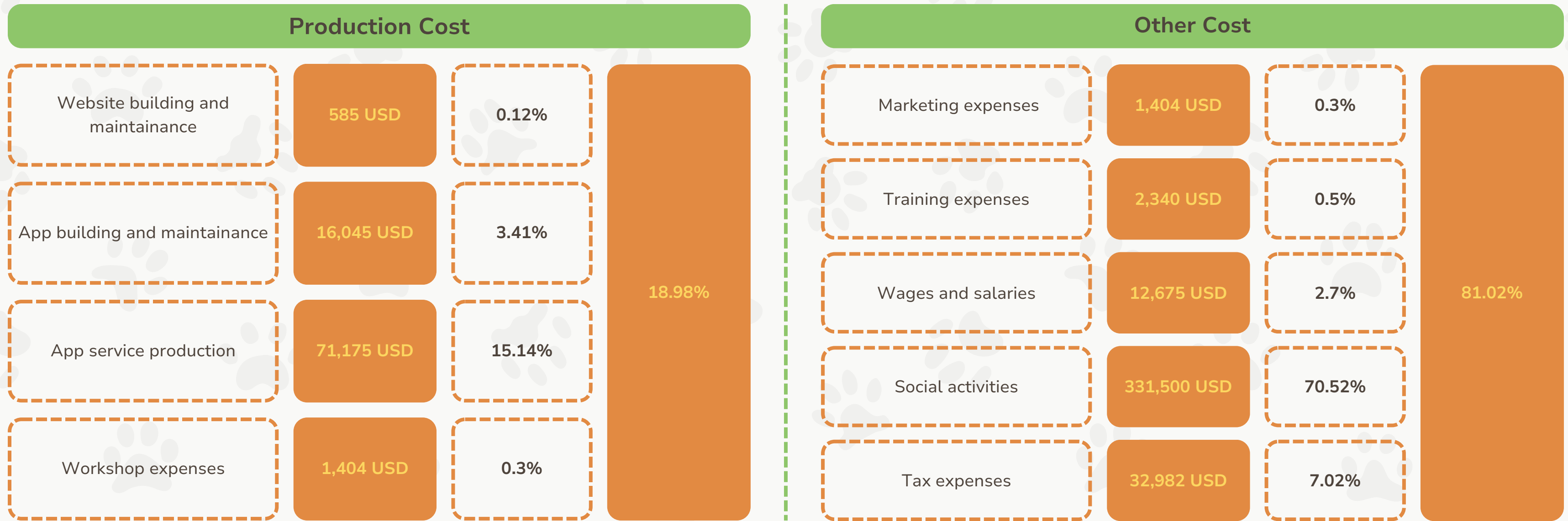


Source: Mewlin' - Financial Report (Scenario B)

## B. Social impact acceleration | B2. Financial stability and profitability (Scenario B)

### Solid business model and Returns on investment

In Scenario B, the revenue from the premium subscription is slightly lower, and there are no costs associated with AI chatbot development and maintenance. This impacts the net profit and ROI.



**TOTAL COST IN 2030: 12,054,134,814 VND (~470,111 USD)**

**PROFIT = Total Revenue – Total Cost:**  
**344,894 USD**

Source: Mewlin' - Financial Report (Scenario B)

**Returns on Investment (ROI) = Profit / Total Cost:**  
**0.733**

## B. Social impact acceleration | B2. Financial stability and profitability

### Critical risk management

Mewlin' identifies the **root causes** of **critical risks**, both external and internal, to devise **well-addressed solutions**.

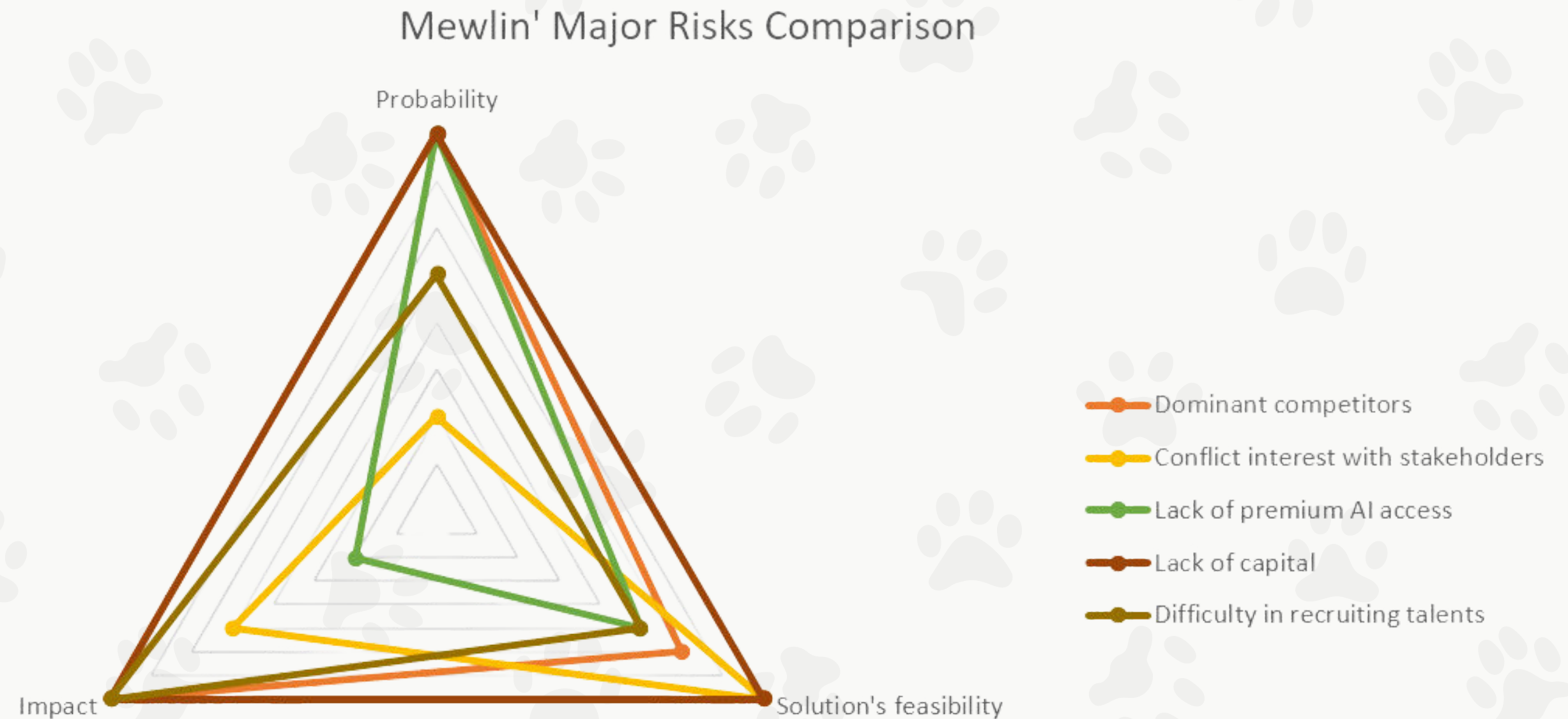
|          | Risk                                | Probability | Impact | Root causes   | Solution   | Solution's feasibility |
|----------|-------------------------------------|-------------|--------|---|--|------------------------|
| External | Dominant competitors                | HIGH        | HIGH   | Late market penetration, low brand awareness                                  | Promote edu-healing content to create a new market & establish Mewlin' as a pioneer.   | Upper Medium           |
|          | Conflict interest with stakeholders | Low         | Medium | Not communicating well, unclear agreements                                    | Maintain close communication, clarify the terms of the agreement during official meetings.   | HIGH                   |
|          | Lack of premium AI access           | HIGH        | Low    | Lack of capital   | Search for more AI-related stakeholders for free or low-price premium access   | Medium                 |
| Internal | Lack of capital                     | HIGH        | HIGH   | Unproven development potential, unattractive cash flow forecast for investors | Research potential stakeholder's insight to develop proposals tailored to each stakeholder's concerns & interests. Optimize costs & prioritize the development of key functions. | HIGH                   |
|          | Difficulty in recruiting talents    | Medium      | Medium | Low salary and bonus regime   | Create a personal & career path development for each employee, providing training programs & career opportunities.   | Medium                 |

## B. Social impact acceleration | B2. Financial stability and profitability

### Critical risk management

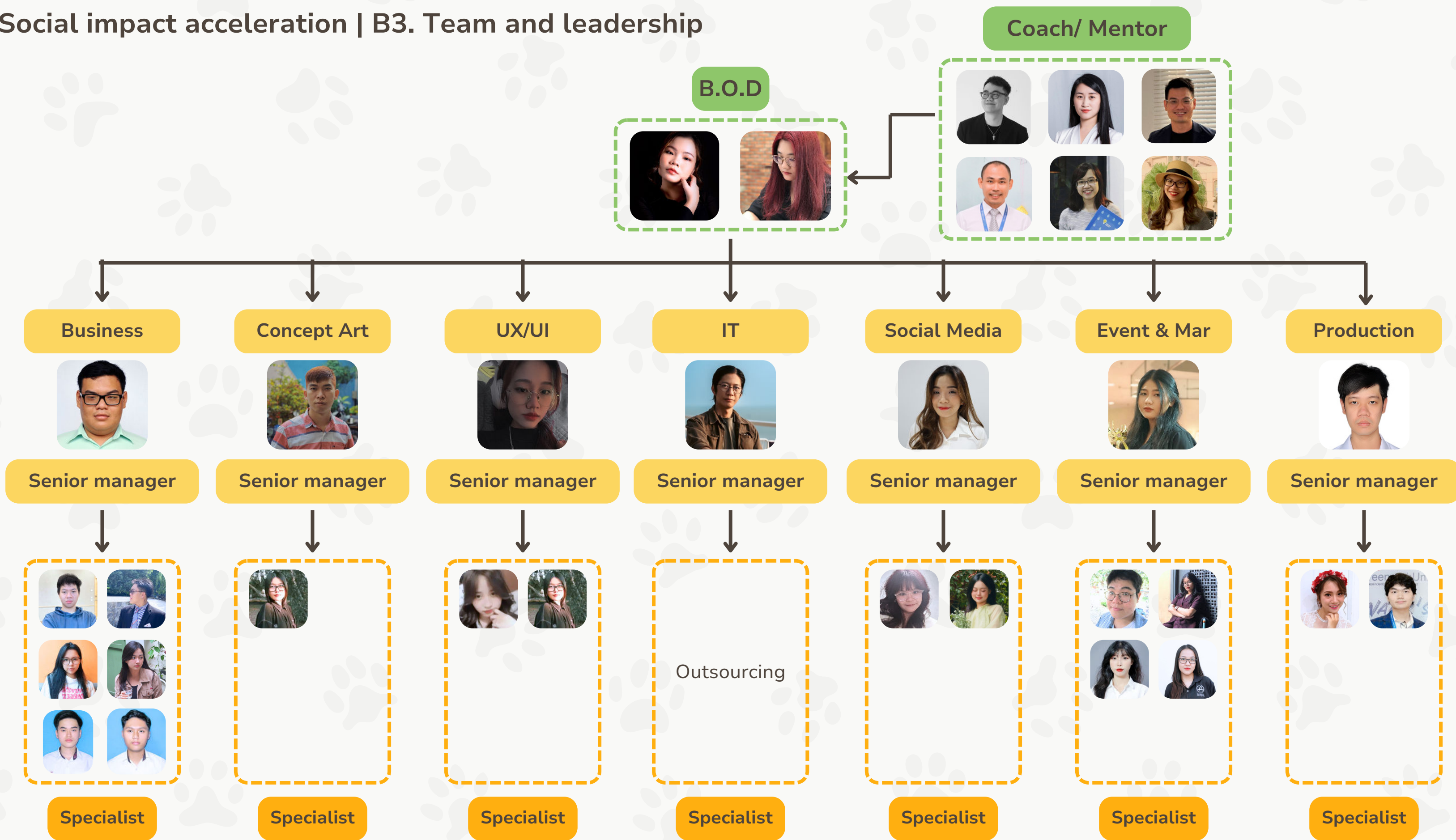
These critical risks are classified based on three main criteria: **Probability**, **Impact degree**, and **Solution Feasibility** for thorough analysis...

... and among these, Lack of Capital has a **high probability** and **impact**, but the **Solution's feasibility** for this risk are also **highly effective**.





# B. Social impact acceleration | B3. Team and leadership





## B. Social impact acceleration | B3. Team and leadership

### Team members' capacities

Mewlin' is mentored by **experts** with **extensive experience** and **capacities** in business, EC, well-being, and related fields to ensure **project development** aligns with our **strategic direction**.



**Master TRAN XUAN LINH**  
Coach

**Experience:**

Lecturer at University of Greenwich and other universities in Canada.  
Extensive industry experience in Marketing management, E-commerce management, and New Product Development roles with PepsiCo, Perfetti Van Melle, and Food Empire Singapore, leading the launch of more than 15 products and services in different international markets.

**Reward:**

- Certified expert-level trainer in social business, coached over 20 social business start-ups.
- Achieved Most Impactful Educator Award, and Outstanding Business Evaluator Award at HEC Montréal University for Social Business Creation competition.



**Master NGUYEN THI THUY TRANG**  
Coach

**Experience:**

3+ years in teaching, coaching and consulting at Greenwich University as a Business Lecturer and a coach for Entrepreneurship projects  
7+ years in hospitality, communication, education management and customer experience, marketing growth-hacking development.

**Education:**

DBA candidate at ESGCI, School of Management Paris  
International MBA at University of South Australia



**EMBA Nguyen Anh Tuan**  
Mental well-being coach

**Experience:**

13+ years of in-depth human resource management in talent & leadership development, culture, competency framework, performance management with Savimex, HRDC, Concentrix, ConCung, Propzy, Transcosmos Vietnam

**Education:**

EMBA at Solvay Brussels School of Economics & Management  
Professional Certified Coach of ICF



**Master PHAN CHI TRU**  
English Mentor

**Experience:**

- 10+ years teaching English at Greenwich University Vietnam.
- Trainer of international certificates TOEFL iBT, IELTS and TOEIC.
- Trainer of the Reflex Method (The Outerspace Language School)

**Reward:**

Master of Arts (Applied Linguistics), Curtin University of Technology, Australia



**Master TRAN KHANH AN**  
English Mentor

**Experience:**

7+ years in teaching English communication and IELTS preparation

**Education:**

Master of Arts in TESOL from Te Herenga Waka—Victoria University of Wellington, New Zealand



**Master NGUYEN LAM ANH DUONG**  
English Mentor

**Experience:**

10+ years in teaching English communication and IELTS preparation  
Judge of the English Olympics of Vietnam 2023 (EOV 2023)  
Presenter at the VietTesol International Convention 2023  
Speaker at The 20th AsiaCALL 2023 International Conference

**Education:**

Masters of Arts (M.A) in Applied Linguistics at Curtin University



## B. Social impact acceleration | B3. Team and leadership

### Team members' capacities

Mewlin's B.O.D. provides **strategic direction, appropriate leadership style, and fosters a DEI culture in both business acumen and social impacts**, while department heads **manage progress and task completion to meet the project's requirements**.

#### Board of Director



#### PHAM NGOC THUY DIEM Leader

**Education:**

PR & Communications Management - Greenwich Vietnam  
Valedictorian of Arena Multimedia 2017 (The No.1 Multimedia Art Specialist training brand in Asia)

**Reward:**

The Best Student Semester Summer 2023  
Top 16 SBC 2023  
Delegate of Vietnam National Model ASEAN Meeting 2018



#### NGUYEN DANG QUYNH TRAM Vice Leader

**Education:**

Multimedia at HCMC University of Technology

**Reward:**

Top 18 HTV Short Film Awards 2018  
Top 30 - 3,2,1 Action 2018

#### Senior Management



#### NGUYEN NHAT NGUYEN Head of IT

**Experience:**

HR Training & Development Consultant at CMC Global  
Former Learning & Development Specialist at gumi Vietnam  
Former Technical Team Lead at AENCO



#### VO TRONG KHOI Head of Business

**Education:**

LAB University of Applied Sciences, Finland

**Reward:**

50% University Scholarship (2023, 2024)



#### UNG GIA LAM Head of Production

**Education:**

TEFL/ TESOL Teacher Training Certificate  
F&B Management at George Brown College



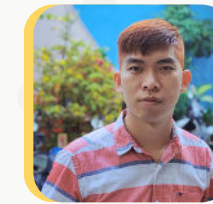
#### NGUYEN NGOC NHU Head of Event & Marketing

**Experience:**

The former Vice Captain of the H-Event Club (2022 HUTECH)

**Reward:**

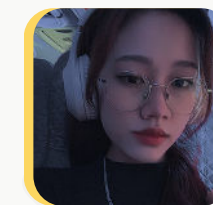
Best Outstanding PR Project - Students (The 4th ASEAN PR Excellence Awards in 2023)



#### NGUYEN PHUC THANH Head of Concept Art & Design

**Experience:**

Co-founder, key illustrator at Giao Ly Sketching  
Founder at Ku Meo  
Co-founder, creative director at Little Flock Vietnam



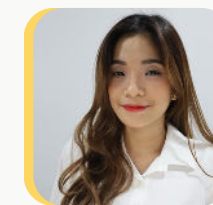
#### NGUYEN DANG QUYNH THU Head of UX/UI

**Education:**

Arena Multimedia (The No.1 Multimedia Art Specialist training brand in Asia)

**Reward:**

The best project of semester Graphic Design and UX/UI semester



#### LAI TRUC LAM Head of Social Media

**Experience:**

Content marketing at "Open day: Let's paly the reggio way"  
Content creator at VEYM



## B. Social impact acceleration | B3. Team and leadership

### Team members' capacities

**Executive specialists** are dedicated members of Mewlin's operational departments, bringing forth innovative ideas and delivering high-performance results to meet the project's requirements.



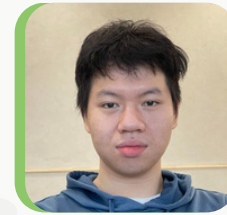
**BUI MINH KHANG**  
Partnership specialist

**Education:**  
BA at Greenwich University  
**Experience:**  
Vice president of The Gun cheerleading squad 2019.  
**Reward:**  
3rd place in Milo high school cheerleading competition



**VU THI ANH THU**  
Business specialist

**Education:**  
BA at Greenwich University  
**Reward:**  
30% scholarship Wollongong university (2021)



**NGUYEN HUYNH QUANG HUNG**  
Business specialist

**Education:**  
LAB University of Applied Sciences, Finland  
GPA: 4.67/5.0  
IELTS 7.5



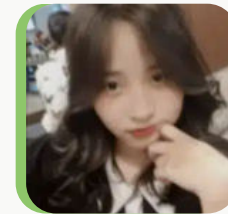
**LE THIEN PHONG**  
Business specialist

**Education:**  
Commercial English at University of Economics HCMC  
**Experience:**  
IELTS 7.5



**BACH THI THUY HIEN**  
Concept art specialist

**Education:**  
Arena Multimedia (The No.1 Multimedia Art Specialist training brand in Asia)  
**Reward:**  
The best project of semester Graphic Design and UX/UI semester



**VU GIA HUE**  
UX/UI specialist

**Education:**  
Arena Multimedia (The No.1 Multimedia Art Specialist training brand in Asia)  
**Reward:**  
The best project of semester Graphic Design and UX/UI semester



**DONG KIEN TAI**  
Event & Marketing specialist

**Education:**  
HCMC University of Industry and Trade  
**Experience:**  
Former member at RED HEART HUNG VUONG  
Event specialist at premiere short-film "Nguoi Tren Song" 2023



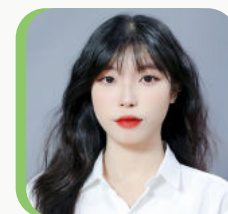
**HO VAN KHANH NGUYEN**  
Business specialist

**Education:**  
Logistics and Supply Chain Management at International University  
**Experience:**  
IELTS 7.5



**NGUYEN VO HONG NGAN**  
Event & Marketing specialist

**Experience:**  
Event specialist at premiere short-film "Nguoi Tren Song" 2023



**NGUYEN KHANH LINH**  
Event & Marketing specialist

**Education:**  
Marketing at Van Lang University  
**Experience:**  
Event specialist at premiere short-film "Nguoi Tren Song" 2023



**NGUYEN NGOC KIEU TRINH**  
Event & Marketing specialist

**Education:**  
Marketing at Van Hien University  
**Experience:**  
Event specialist at premiere short-film "Nguoi Tren Song" 2023



**NGUYEN MINH KHANG**  
Production specialist

**Education:**  
Management Marketing at Greenwich Vietnam  
**Experience:**  
- IELTS 8.5  
- 12 gold and 22 silver medals across 6 rounds of The World Scholars Cup, two of the rounds were hosted in Yale University, Connecticut, USA.  
- 1 Silver cup, 1 gold medal and 1 silver medal awarded in the Teeneagle English competition which took place in Cambridge University.  
- Awarded over 3 billion VND in scholarships which includes the higher scholarships in University of Connecticut, Arizona State University, University of South Carolina and 2 other universities in Vietnam  
- Top 20 in the German Business Association startup competition



**NGUYEN DANG NGOC ANH**  
Partnership specialist

**Education:**  
BA at Greenwich University  
**Experience:**  
30% Scholarship of UoG



**TRAN BOI THU**  
Social Media specialist

**Education:**  
Marketing at Van Lang University  
**Experience:**  
Collaborator of the Social Work Team at Van Lang University & non-profit community events/activities.



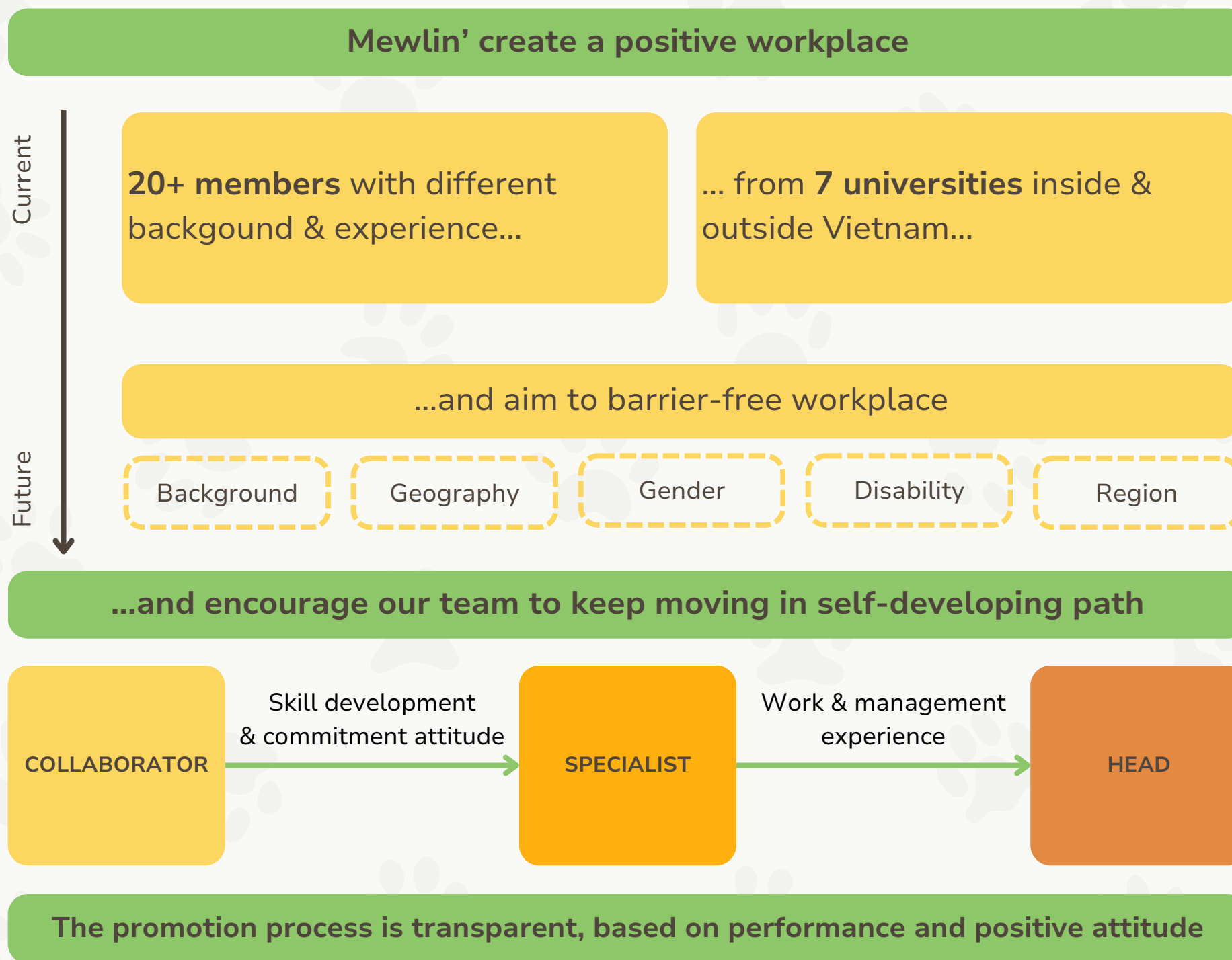
**NGUYEN THI XUAN HUONG**  
Social Media specialist

**Education:**  
Marketing at Van Lang University  
**Experience:**  
Participation in organizing non-profit community events/activities.

## B. Social impact acceleration | B3. Team and leadership

### Team members' capacities

Our workforce continually develops and hones their **competencies** to ensure they can **effectively undertake project positions & roles**.



Mewlin' team members have achieved various certifications relevant to their roles and tasks, including:

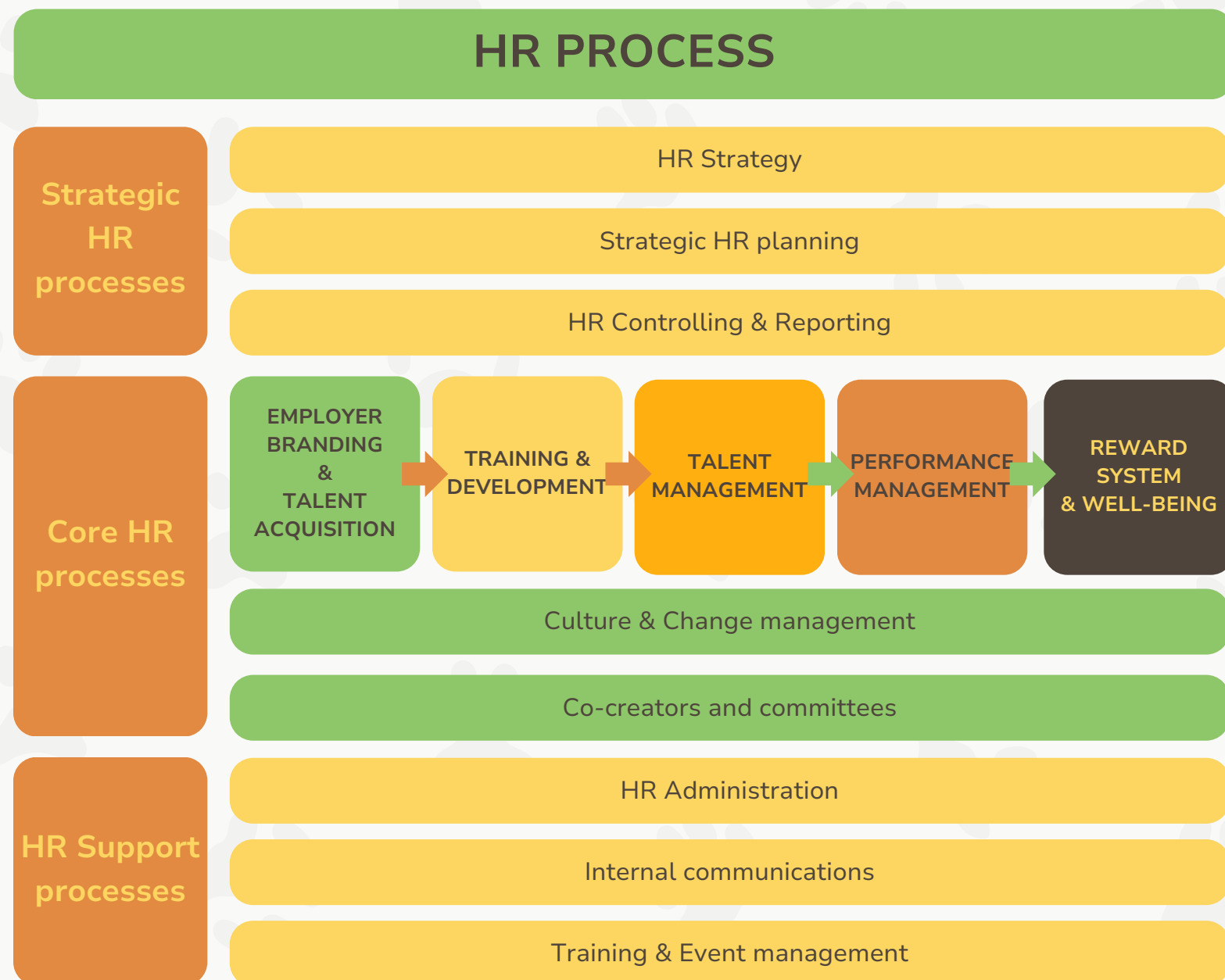
- 1 IELTS 8.5 certificate
- 3 IELTS 7.5 certificates
- TESOL certificates
- Master's degrees in Applied Linguistics
- Certifications related to life coaching and mental well-being from the International Coaching Federation (ICF) and other centers
- Certifications in Graphic Design, UX/UI, Content, etc.



# B. Social impact acceleration | B3. Team and leadership

## Human resource strategy

Mewlin' develops **strategic, core, and support HR processes** to recruit and retain talent by D.E.I. model



(SAP Community)

## We recruit personnel through five main steps...



## ...and apply D.E.I. model to retain them



## B. Social impact acceleration | B4. Partnership and collaboration

### Partners' strong capacities

Mewlin' has connected with **520 stakeholders** to jointly create economic & social values.

|   |  |   |
|---|--|---|
| English knowledge   | Social strategic partner   | Production partners   |
|    |    |  |
| Event resources<br>(Companies, universities, communities, etc.)                     | Communication partners   |   |
|  |  |   |

Mewlin' has key social individuals who provide valuable advice for the app's key functions.

| KEY SOCIAL INDIVIDUALS    |   |   |
|---------------------------|---|---|
| Daily Quote               |    | <p><b>Master PHAN CHI TRU</b><br/>Master Arts in Applied Linguistics<br/>10+ years in English lecturing at University of Greenwich</p>  |
| Podcast                   |    | <p><b>Mr. UNG GIA LAM</b><br/>TELF/TESOL in English Teaching</p>  |
| Diary                     |  | <p><b>Master TRAN KHANH AN</b><br/>7+ years in teaching English communication &amp; IELTS preparation<br/>Master of Arts in TESOL from Te Herenga Waka—Victoria University of Wellington, New Zealand</p>   |
| Interaction with AI idols |  | <p><b>Master NGUYEN LAM ANH DUONG</b><br/>Masters of Arts (M.A) in Applied Linguistics at Curtin University<br/>10+ years in teaching English communication and IELTS preparation<br/>Judge of the English Olympics of Vietnam 2023 (EOV 2023)<br/>Presenter at the VietTesol International Convention 2023</p> |
| Mental well-being         |  | <p><b>EMBA NGUYEN ANH TUAN</b><br/>EMBA at Solvay Brussels School of Economics &amp; Management<br/>Professional Certified Coach of ICF<br/>13+ years of in-depth HRM at Savimex, HRDC, ConCung, etc.</p>   |

## B. Social impact acceleration | B4. Partnership and collaboration

### Stakeholders engagement, feedback collection, and lessons integration

Mewlin' applied **proactive approaches** in **stakeholders engagement, feedback collection, and lessons integration.**

#### HOW DID MEWLIN' PROACTIVE APPROACH TO ENGAGE STAKEHOLDERS?

Building project proposals, aligned each partner's interest & concern

Research partners from LinkedIn & HR network

Sending proposal via email, messages

Online/ offline official meeting

Official agreements

#### HOW DID MEWLIN' PROACTIVE COLLECT FEEDBACK AND INTEGRATE THE LESSONS?

Creating quantitative surveys/ qualitative question list

Sending quantitative surveys to stakeholders via email, messages/ setting online or office interviews

Receiving and analyzing collected data information

Reporting results to identify learned lessons

Adjusting and integrating lessons into business operations

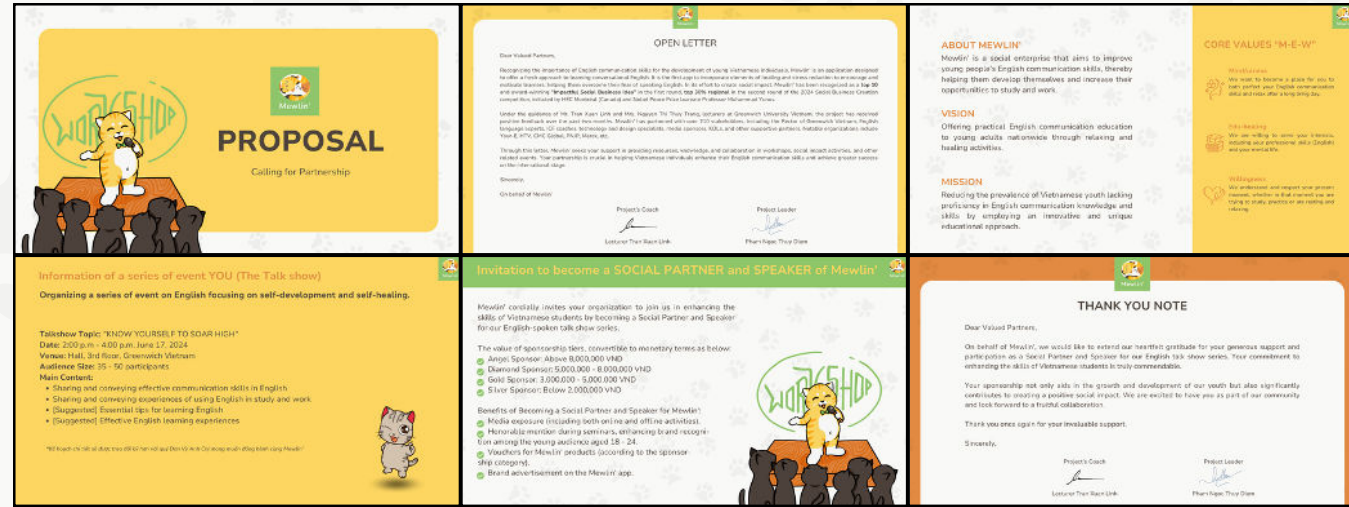


# B. Social impact acceleration | B4. Partnership and collaboration

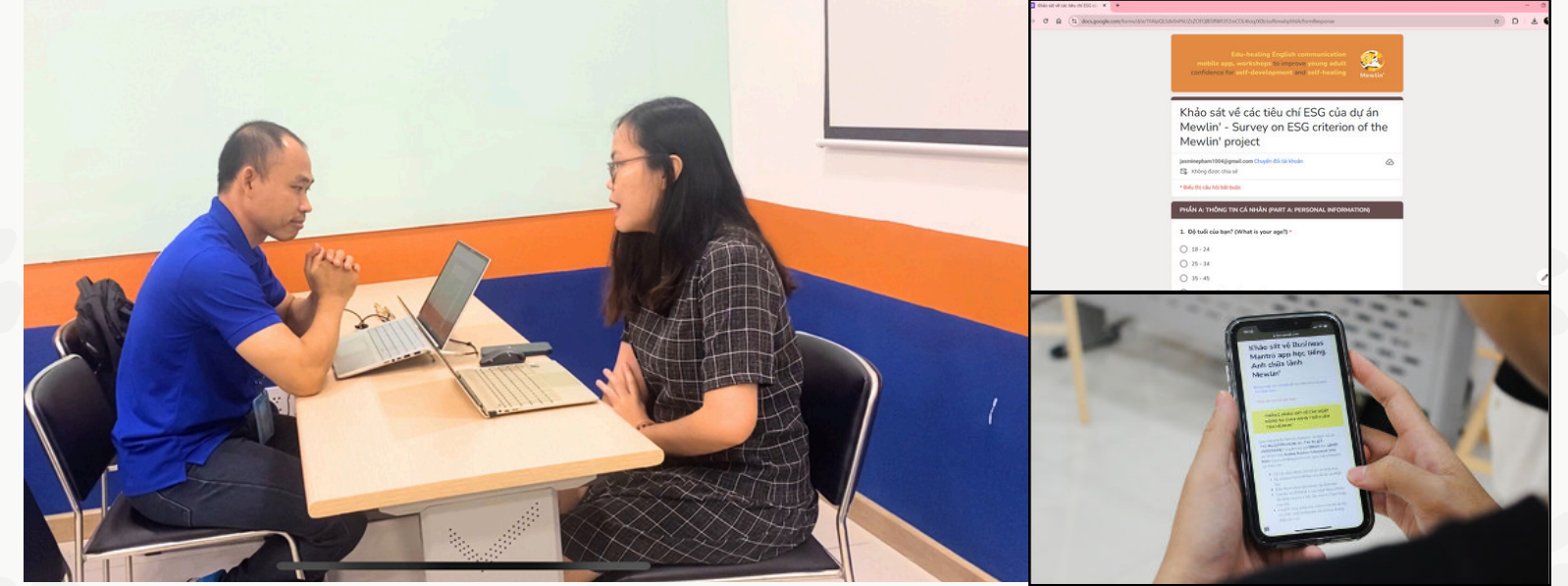
## Stakeholders engagement, feedback collection, and lessons integration

Due to **proactive approaches**, Mewlin' received **positive responses** from **520 key potential partners** and secured **quality collaboration pledges** through **long-term support agreements**.

\*See more supporting commitment in Confidential Info



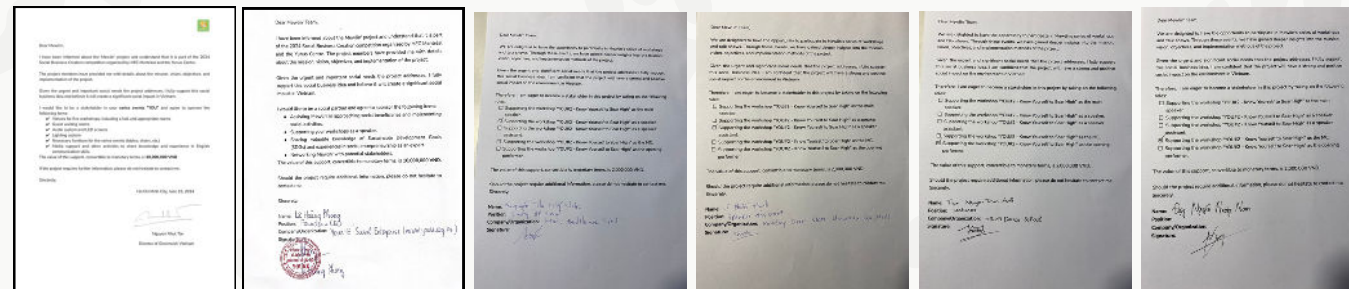
Source: Excerpt from Mewlin's partnership proposal



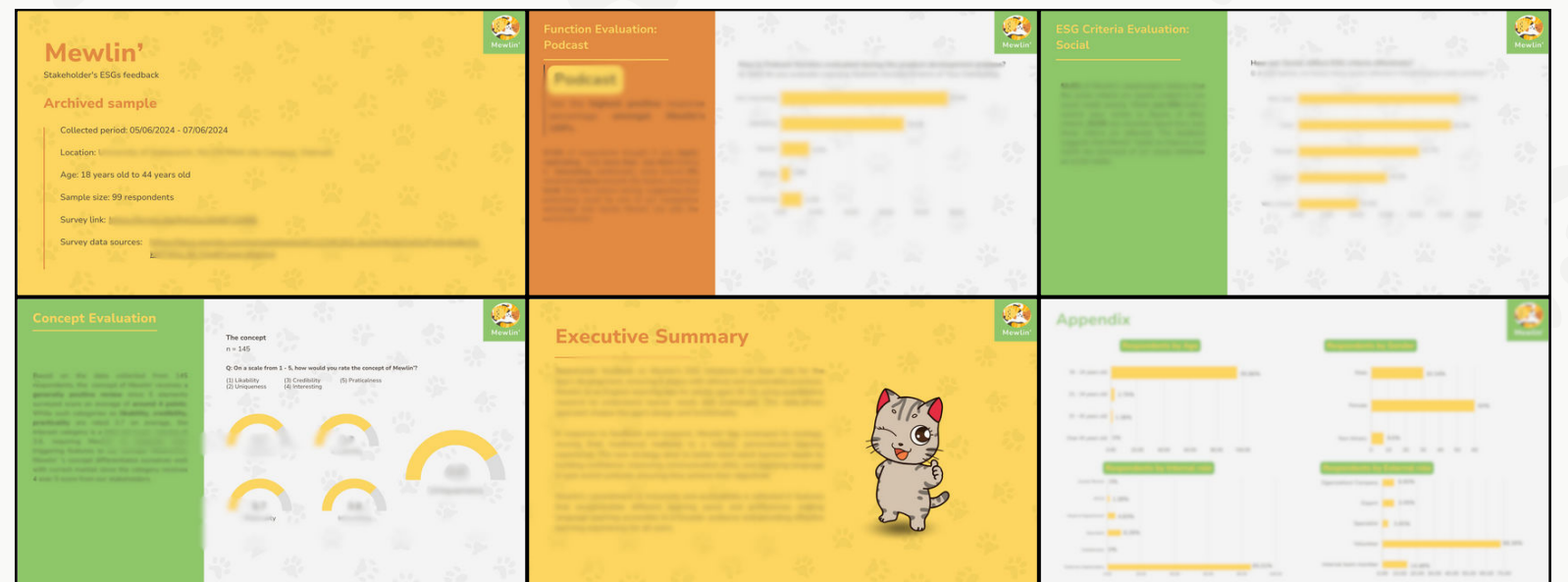
Mewlin's feedback collection process



Source: Mewlin's conversation with partners



Source: Examples of collaboration pledges from key partners

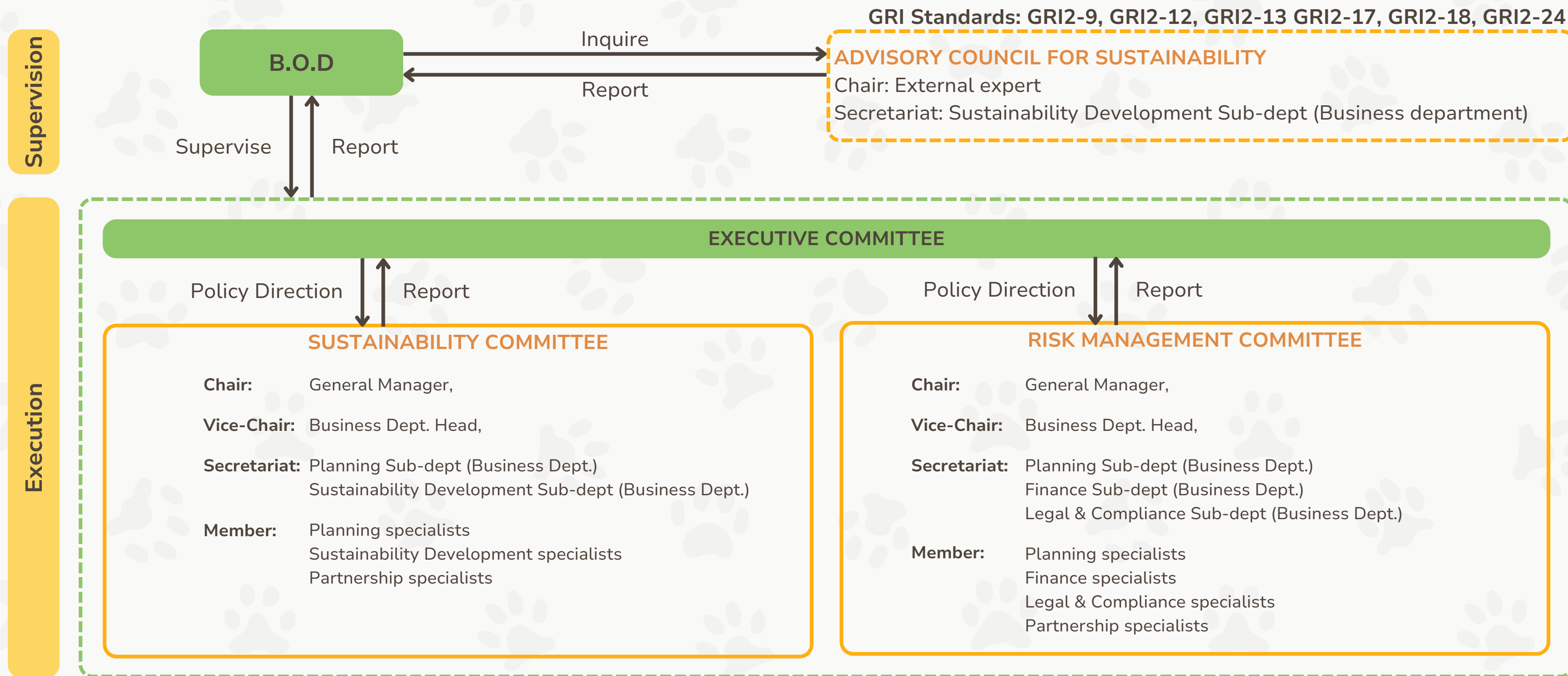


Source: Excerpt from a Mewlin' Stakeholder's Feedback Report

# C. ESG reporting | C1. Measurement and reporting

## ESG and Sustainability's Framework

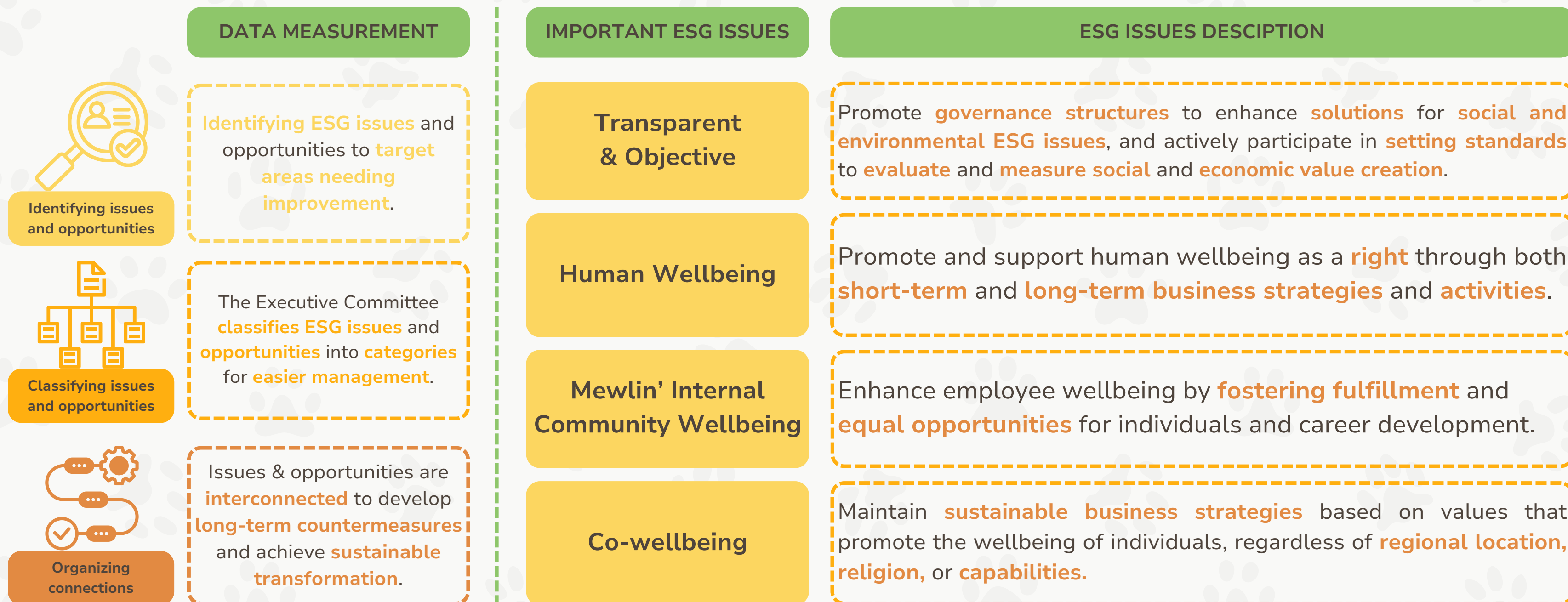
The **impact report** is conducted through a **rigorous data collection process** based on **GRI standards** to identify and focus on the **most important ESG issues**.



## C. ESG reporting | C1. Measurement and reporting

### ESG and Sustainability's Framework

Mewlin' implemented **strong measures** to ensure the accuracy of presented ESG data, enabling stakeholders to evaluate ESG performance and gain insights into trends and improvements.





## C. ESG reporting | C1. Measurement and reporting

### ESG issues, Initiatives, and Goals and KPIs

ESG data is disclosed with a high level of detail, openness and transparency, including KPIs for positive outcomes and goals for areas needing improvement.

| ESG ISSUES                           | INITIATIVES  | GOALS AND KPIS   |
|--------------------------------------|--|--|
| Transparent & Objective              | Enhance <b>adaptability</b> to <b>changes</b> in the <b>workplace environment</b> .  | <b>KPIs:</b> Identify <b>management risks</b> and <b>opportunities</b> , and <b>evaluate countermeasures</b> and <b>portfolio strategies</b> .<br><b>Goals:</b> Develop systems for <b>quality assurance</b> , <b>regulatory compliance</b> , <b>safety</b> , and <b>intellectual property</b> , and ensure <b>thorough assessments, audits, and inspections</b> .   |
|                                      | Improve <b>employee literacy</b>   | <b>KPIs:</b> Achieve <b>100%</b> collection of <b>ESG feedback</b> from <b>employees</b> and stakeholders.<br><b>Goals:</b> Implement <b>measures</b> to enhance <b>literacy</b> in <b>social activities, digital transformation, and human rights</b> among <b>employees</b> and <b>stakeholders</b> .  |
| Human Wellbeing                      | Contribute to developing EC learning solutions that <b>address individual needs</b> through <b>relaxing</b> and <b>healing activities</b> .  | <b>KPIs:</b> <b>Experienced key advisors</b> who provide <b>valuable guidance</b> for <b>each app's core function</b> .<br><b>Goals:</b> Provide a <b>comprehensive solution</b> in the <b>EC learning sector</b> , covering <b>vocabulary, pronunciation, grammar</b> , and more.   |
|                                      | Encourage the <b>joy</b> of EC learning to contribute to individuals' <b>emotional enrichment</b> and <b>mental well-being</b> .   | <b>KPIs:</b> Ensure <b>100% of content</b> is advised by <b>experienced mental well-being coaches</b> .<br><b>Goals:</b> <b>Quantify</b> the <b>impact</b> of <b>relaxing</b> and <b>healing activities</b> on <b>mental well-being</b> , study the relationship, and <b>promote products</b> that <b>significantly enhance mental well-being</b> .  |
| Mewlin' Internal Community Wellbeing | Promote <b>DEI initiatives</b> to enhance <b>employee well-being</b> by <b>fostering challenges</b> and <b>innovation</b> , serving as <b>role models</b> for <b>local communities</b> . | <b>KPIs:</b> Increase <b>diversity at the leadership level</b> from <b>25% (2024)</b> to <b>35% (2030)</b> .<br>Increase the <b>ratio of women in management</b> from <b>30% (2024)</b> to <b>40% (2030)</b> .<br>Increase the <b>well-being engagement score</b> from <b>60% (2024)</b> to <b>80% (2030)</b> .<br><b>Goals:</b> Improve <b>labor productivity</b> .<br>Optimize working hours.<br>Enhance the <b>engagement score</b> to better measure human resources and career development. |
| Co-wellbeing                         | Support the development of a <b>sustainable information</b> and <b>communications technology</b> (ICT) <b>society</b> .  | <b>KPIs:</b> <b>Optimize mobile app memory capacity</b> by <b>reducing</b> the <b>digital carbon footprint</b> to reach more <b>outdated</b> and <b>memory-limited smartphones</b> .<br><b>Goals:</b> Co-create a <b>sustainable business strategy</b> that <b>continuously innovates</b> to enhance <b>human and community well-being</b> .   |



# C. ESG reporting | C1. Measurement and reporting

## The data collection report of stakeholders

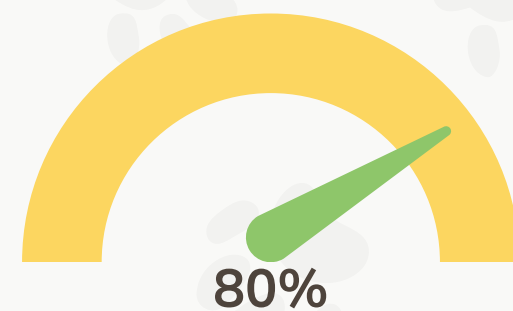
The data collection report provides ESG performance evaluations by stakeholders, offering insightful interpretations for future trends and improvements.

### SOCIAL CRITERIA

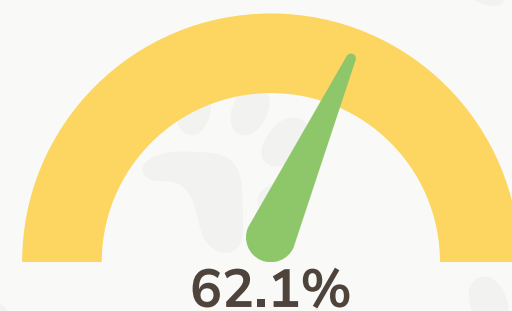
70% of stakeholders find Mewlin's On-the-Job Training (OJT) programs interesting.



80% of stakeholders show that Mewlin' demonstrates a D.E.I. culture in team collaboration.

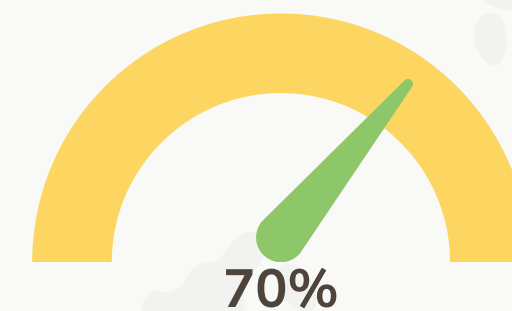


62.1% of stakeholders believe Mewlin's social media clearly reflects Social criteria.



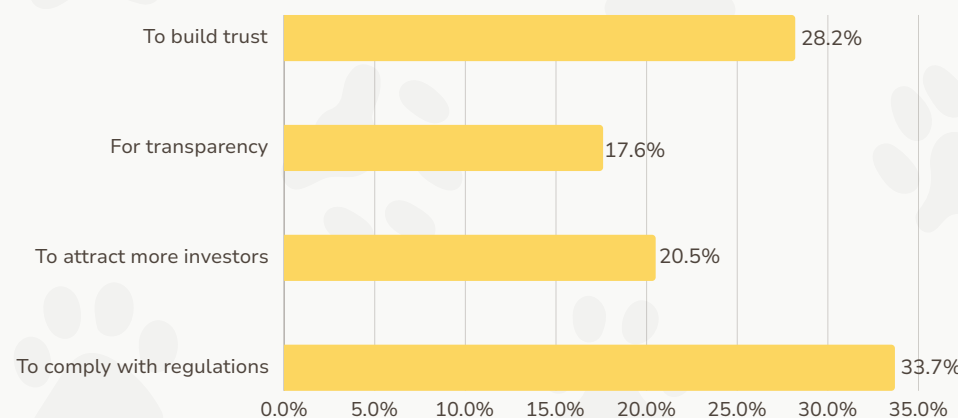
### ENVIRONMENTAL CRITERIA

70% of stakeholders believe Mewlin's social media clearly reflects Environmental criteria.

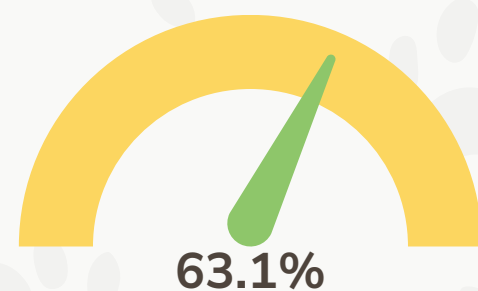


### GOVERNANCE CRITERIA

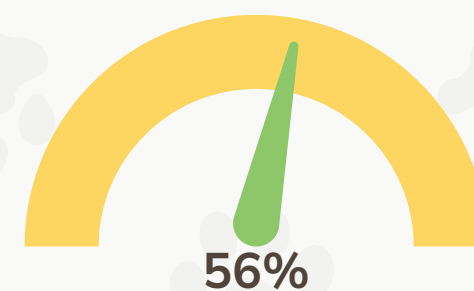
33.7% believe that clear financial reports are necessary for regulatory compliance, while 28.3% see them as essential for building trust.



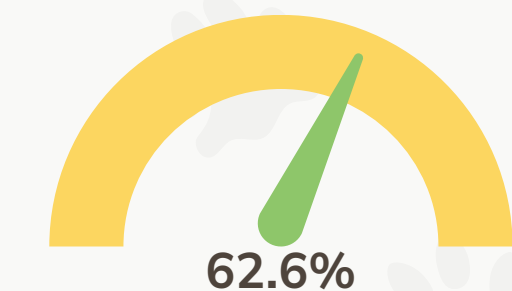
63.1% of stakeholders find Mewlin's business ethics demonstrated during the participation & collaboration process



56% of stakeholders highly evaluate Mewlin' information security and safety



62.6% of stakeholders believe Mewlin's social media clearly reflects Governance criteria.

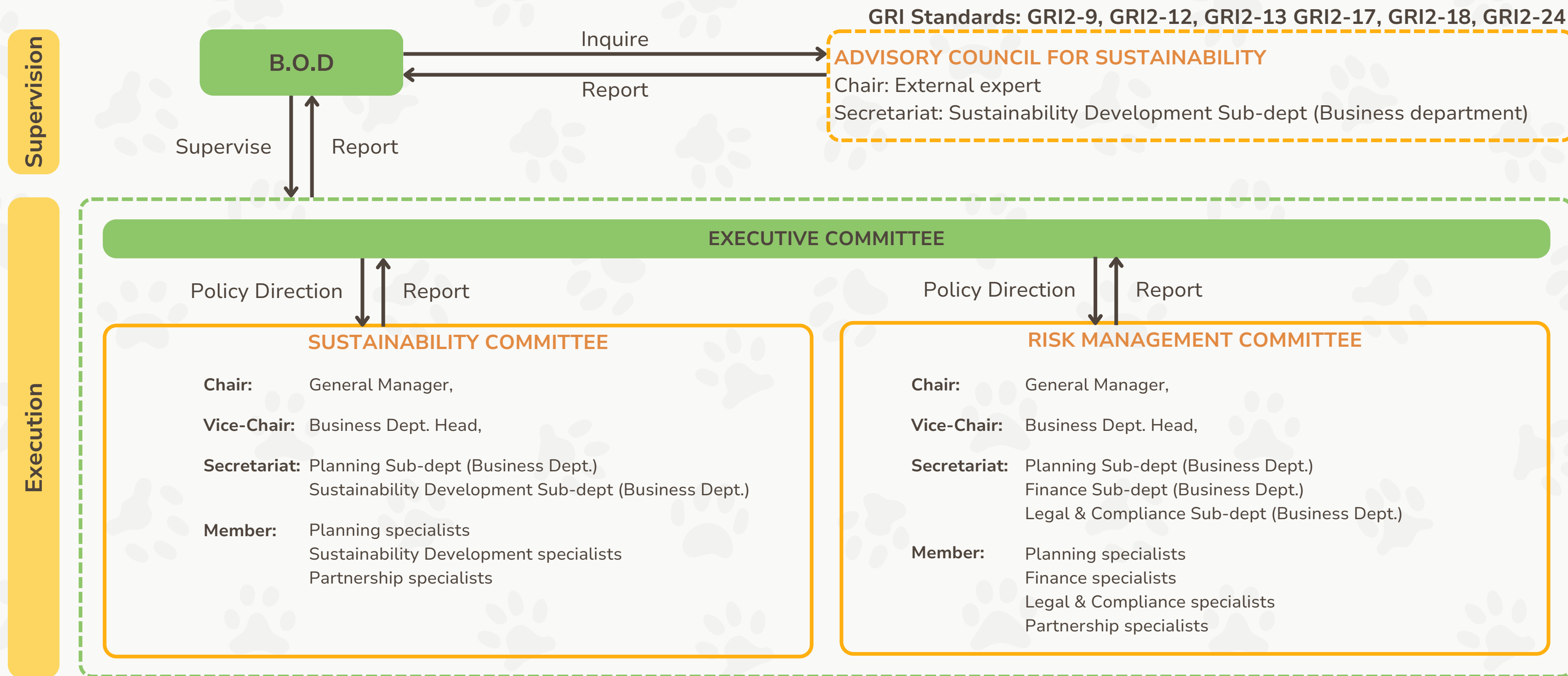


Source: Mewlin' - Stakeholder's ESGs feedback ( N = 380)

# C. ESG reporting | C2. Compliance with ESG standards and frameworks

## ESG Governance and Sustainability

ESG standards and frameworks are chosen based on the project's industry, operational footprint, and stakeholder expectations for governance and sustainability.



## C. ESG reporting | C2. Compliance with ESG standards and frameworks

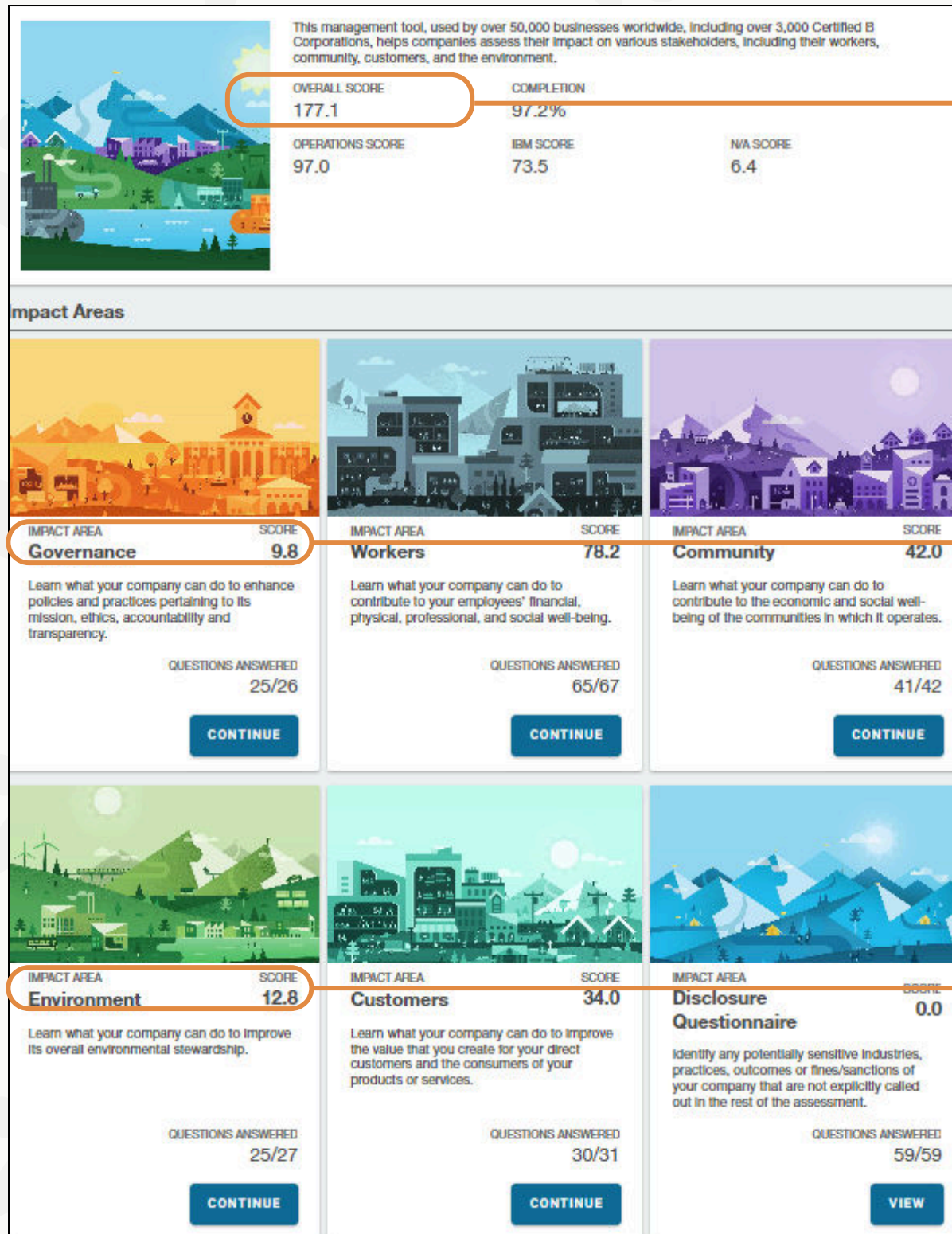
### ESG standards and frameworks

We apply the principle-based framework titled **The Ten Principles** of the **United Nations Global Compact** to analyze ESG risks and establish strategies to minimize negative externalities.

|                           | THE TEN PRINCIPLES   | MEWLIN'S METRIC   | MEWLIN' STRATEGY   |
|---------------------------|--|---|--|
| Principle 6 (Society)     | The elimination of discrimination in respect of employment and occupation.                             | Biased, untransparent recruitment   | Implement a <b>blind recruitment policy</b> within an <b>transparent recruitment process</b> .   |
|                           | Institute company policies & procedures that base recruitment on qualifications, skills, & experience. | Discrimination, sectarianism at all levels                                      | Apply <b>D.E.I culture</b> in workplace & business operations.   |
|                           | Be mindful of structures & cultural issues that may prevent employees from raising concerns.           | Misalignment of the training program with employees' needs & absorption ability | Deep listening & offering <b>appropriate L&amp;D methods</b> to improve employee ability.  |
| Principle 9 (Environment) | Encourage the development and diffusion of environmentally friendly technologies.                      | Misunderstanding/ miscommunicating with stakeholders                            | Maintain <b>close, two-way communication</b> & <b>clarify agreement terms</b> during official meetings.  |
|                           | Sharing environmental performance & benefits with stakeholders.  | Digital carbon footprint  | Reduce the digital carbon footprint by decreasing product size through <b>optimizing image &amp; sound capacity</b> , & <b>limiting the number of colors</b> . |
|                           | Refocusing R&D towards 'design for sustainability'   |   |  |

## C. ESG reporting | C2. Compliance with ESG standards and frameworks

Besides adhering to The Ten Principles, Mewlin' utilizes the **B Impact Assessment** by B Corporation to measure and enhance impact across five areas: **workers, community, customers, environment, and governance.**



**OVERALL SCORES: 177.1**

Mewlin's ESG performance align with five areas of the **B Impact Assessment**

However, the low results in **governance (9.8)** and **environment (12.8)** necessitate that Mewlin' implement appropriate **ESG policies for improvement.**



## D. Learning curve

### A case study of Social Impact Acceleration



#### WHAT WE OBSERVE

**Delayed adoption** of EC skills among **vocational students** at vocational-related social enterprises.

**Insufficient response** to regular English workshops.

#### WHAT WE RECOGNIZE

**Financial constraints** render EC learning a luxury for many young adults.

**Lack of interactive activities** in current programs.

#### WHAT WE DO

1. **Partner** with **vocational social enterprises** to organize EC workshops.
2. Provide two types of scholarships: **Encouragement scholarships** and **EC learning scholarships**.

Enhance **interactive activities** in **ALL** organized workshops.

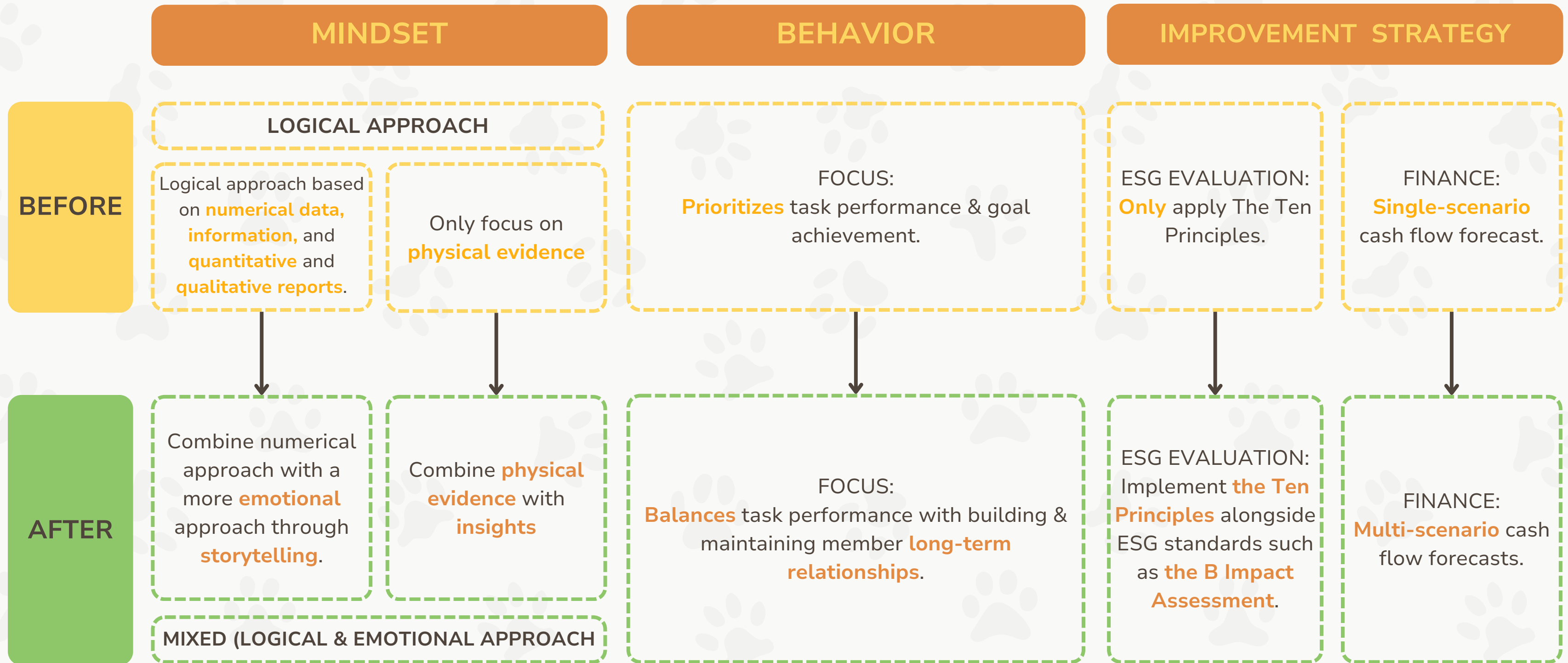
#### WHAT WE LEARN

Listen to the **expectations** of **social beneficiaries** NOT ONLY through **survey reports** BUT ALSO **directly** at the **locations** where Mewlin' conducts social activities.



### D. Learning curve

During the business execution and scale-up process, we have transformed our mindset, behavior, and strategy to enhance **operations**, particularly in **approach method, long-term relationship, ESG evaluation, and finance**.



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