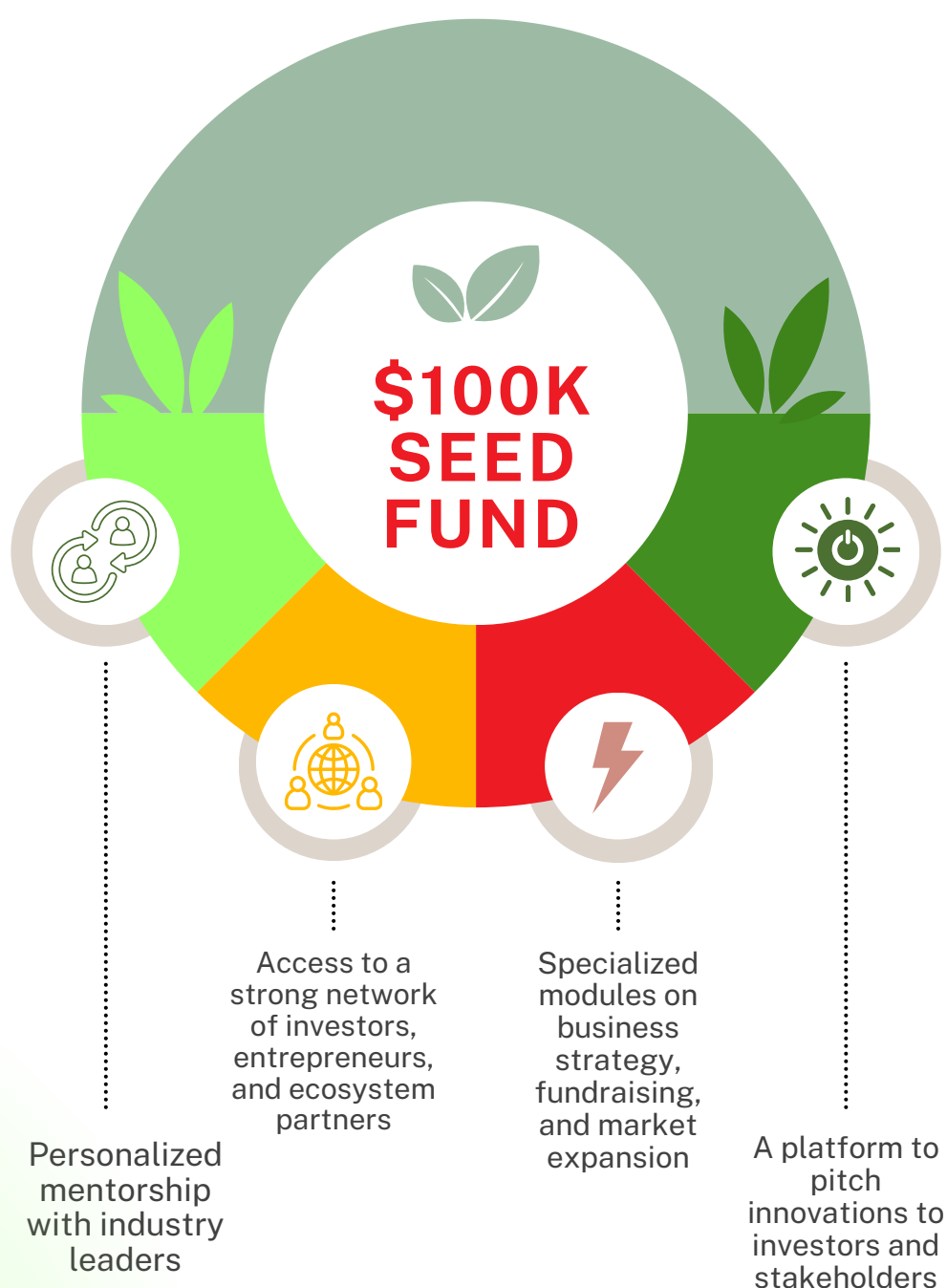


INNOGROW INCUBATOR PROGRAM

Empowering the Next Generation of Innovators

About InnoGrow

The InnoGrow Incubator Program is a premier initiative dedicated to nurturing high-potential early-stage startups with innovative solutions in the sustainability and impact-driven sectors. Designed to empower emerging entrepreneurs, InnoGrow provides tailored mentorship, funding support, and strategic networking opportunities to help startups scale and create meaningful impact in the region.



Selection Criteria

- Impact alignment with UN SDGs
- Potential for scalability, market demand, and innovation in the solution.
- Team Composition with diverse background
- Demonstrate at least a working prototype or minimum viable product (MVP) and a clear plan to scale or commercialize
- Commitment for 6 months full time

5 Teams ∴ **6** Months

MEET OUR COMMITTEE MEMBERS



Geer How Ho

Senior Assistant Director National University of Singapore

Geer How's professional career spanned over several industries, including Wafer Fabrication, Water Treatment, Software Localization, Fintech and Education. He has held engineering roles at Agilent Technologies and Wearnes Environmental and worked in business development and management across China, the U.S., and Southeast Asia. His leadership experience includes serving as General Manager at Wearnes Environmental (Suzhou), Managing Director at Moravia I.T. (Nanjing), COO at Hbonus Finance Services (Shanghai), and Regional Director for NUS Overseas Colleges in Asia. Geer How holds a First-Class Honours Bachelor's and a Master's in Mechanical Engineering from NUS, as well as a Global Executive MBA from CEIBS.

Sandeep Tiwari

**Co-Founder
Real Impact**

Dr Sandeep Tiwari holds a PhD in Materials Technology from NTU Singapore, and is trained and experienced in various industries spanning biomedical devices, textiles, sports goods and sustainability. He has over 14 years of experience, across geographies, in different capacities covering R&D, Business Development, stakeholder engagement, project management, training and capability development, to name a few.

Dr Tiwari is co-founder of Real Impact, a sustainability consultancy firm guiding companies on their sustainability journeys, including GHG accounting, decarbonization, ESG strategy, resource efficiency, sustainability reporting.

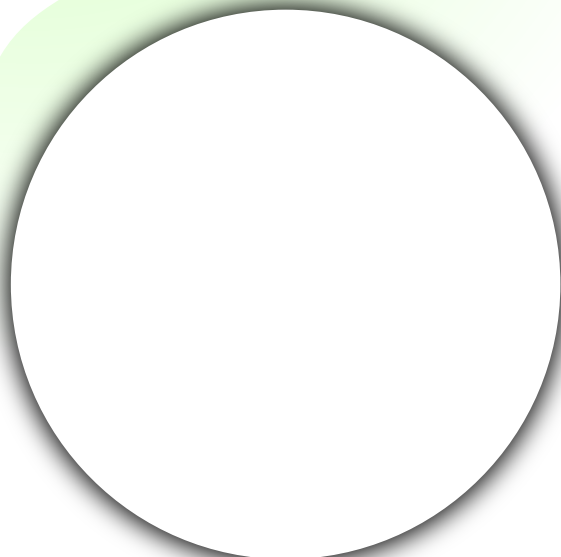
Dr. Sandeep has also published his research work on single-use plastics in the food service industry, along with a number of publications and patents in biomedical engineering and textile materials.



Member 3

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MEET OUR COMMITTEE MEMBERS

Elisha Yap

Founder & CFO of EBOS Cloud Accountants

With a strong foundation in finance, compliance, and strategic business advisory, Elisha Yap leads a team of professionals affiliated with SCTP, ICSA, ACCA, IIA, and CA. Previously serving as General Manager at S Foods Singapore (a Japanese F&B public-listed company), She has hands-on experience in restructuring operations and optimizing key business functions in mid-size enterprises.

As Aspire's Top 50 finance leaders in SEA and winners of multiple business awards, Elisha led successful transformations in business planning, accounting systems, sales processes, and inventory management to support M&A activities and business expansion.

Elisha Yap's entrepreneurial spirit was ignited by a blend of necessity and a deep-seated desire for autonomy. Her approach to business is deeply personal, driven by the ambition to enable parents to achieve professional success without compromising their family commitments.



Member 5

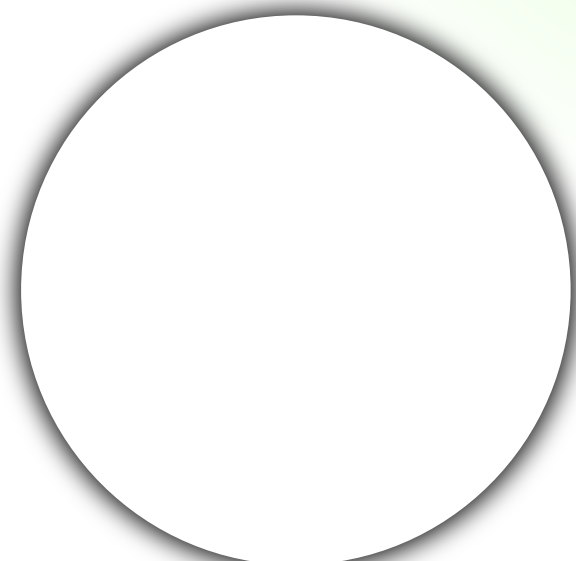
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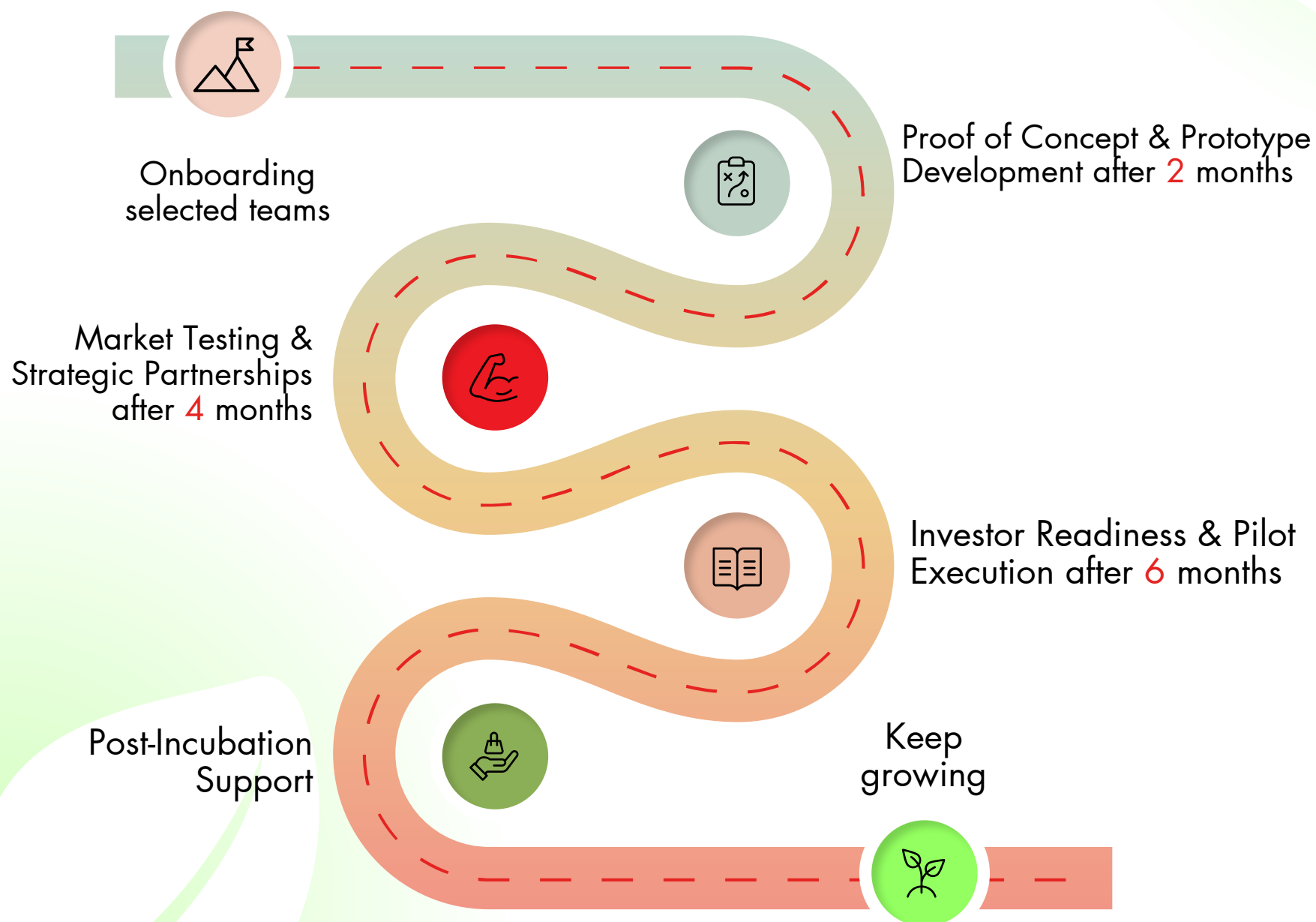
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PROGRAM MAP



- **Proof of Concept & Prototype Development** includes Prototype, business model canvas, customer feedback report
- **Market Testing & Strategic Partnerships** includes Market test results, partnership agreements (if applicable), updated pitch deck
- **Investor Readiness & Pilot Execution** includes Pilot results (if any), investment pitch deck, financial plan, and investor meetings
- **Post-Incubation Support** includes alumni network, investment matching, access to resources (co-working spaces, administrative tasks, development tools), showcase opportunities and follow up programs

INCUBATEES & THEIR INNOVATIONS

Team Callin'

"Market Whee" introduces a portable and foldable small shop designed to empower local vendors and small-scale entrepreneurs. This innovative, compact setup allows users to easily transport and set up their businesses anywhere, from bustling marketplaces to community events. Lightweight, durable, and customizable, the Market Whee shop enhances mobility and flexibility, enabling vendors to reach more customers while reducing operational costs. It's the perfect solution for modern, on-the-go commerce!



Team Patch

Patch-Loomify is a SaaS tool for clothing sellers using social media platforms as their mode of business. We create opportunities for sellers to build their brand and enjoy sales across multiple platforms (e.g., IG, TikTok, etc.), by automating inventory, sales tracking, and delivery management, which makes online selling seamless and scalable.



Team Tagwifme

Ever wanted to grab a coffee, hit the gym, or go to an event but had no one to join you? Tagwifme (Tag) makes it easy to find like-minded people for any activity, all in one app. No more awkward planning or endless searching – just real connections, real fun, and a community that fits your vibe. Tag someone and make every moment more meaningful!

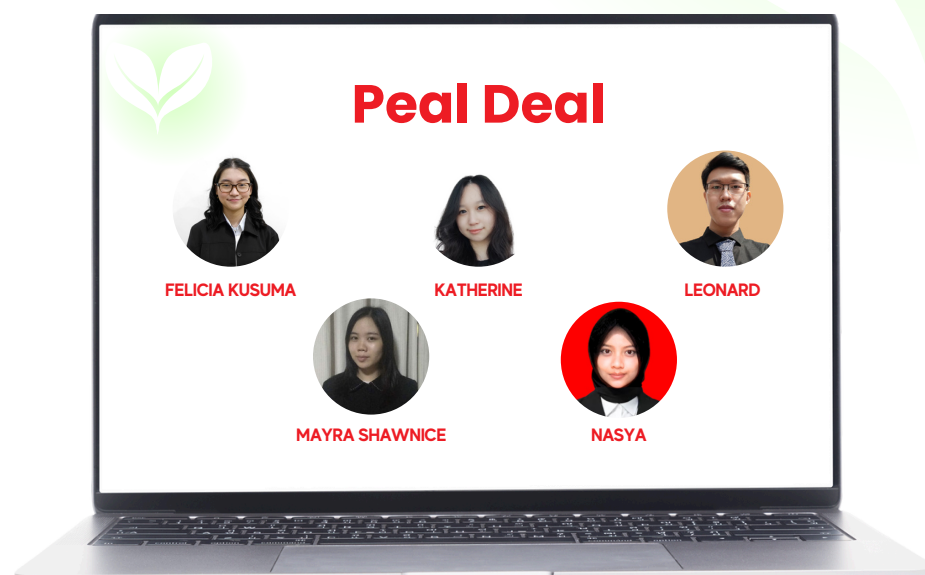
"These promising startups represent the next wave of innovation, tackling real-world challenges with scalable solutions. Through InnoGrow, they gain the resources, mentorship, and network needed to turn their vision into impact."



INCUBATEES & THEIR INNOVATIONS

Team Peal Deal

The Peal Deal is a sustainable concrete alternative that incorporates eggshells and melon peels as partial cement replacements. Eggshells, rich in calcium carbonate, enhance compressive strength, while silica-rich melon peels improve bonding through pozzolanic reactions. Our top sample reduces absorption by 45.16%, and had higher surface strength and acid resistance compared to the control. Our eco-friendly cement reduces food waste and cuts carbon emissions while improving traditional cement properties.



Team Hexaasus

HEXASUS is a mobile anaerobic digester that converts food waste into renewable electricity and organic fertilizer, addressing global food waste and emissions. It promotes sustainable waste management, reduces landfill methane, and enhances circular economy practices. The project supports SDGs by cutting CO₂ emissions, lowering energy costs, and fostering green innovation.

THEY



KEEP

GROWING

WHAT THEY WILL HAVE TO LEARN DURING THE TRAINING

1 Sustainable Business Model Design

How to align business goals with sustainability objectives.

2 Market Research and Customer Validation

Understanding the target market, customer pain points, and product-market fit.

3 Financial Literacy

Basics of startup finance, budgeting, and financial modeling.

4 Product Development & Prototyping

Refining product features based on customer feedback.

9 Legal and Compliance

Understanding intellectual property, incorporation, contracts, and compliance with sustainability standards.

5 Marketing and Branding:

Strategies for sustainable branding and communicating your impact to customers and investors.

6 Pitching and Investor Relations:

How to craft compelling pitches and present to angel investors and seed funds.

7 Revenue Strategies

Transitioning from pre-revenue to revenue-generating, including business models like B2B, B2C, or subscription-based services.

8 Sustainability Reporting

How to measure and communicate sustainability impact to stakeholders.