

The Collaboration Forum on Persons with Disabilities in Asia & Pacific 2019

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# **ARUN**

## **Social Investment Platform**

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KONO, Satoko

ARUN

3 February 2019

# Agenda

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1. About ARUN
2. Case Studies
3. Challenges and potential of Social Investment

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**ARUN means dawn.**

it represent entrepreneurs'  
**hope and energy,**  
as a new day at dawn

# Cambodia from 1995 to 2005





# Social Investment Platform



ARUN is Japan's first platform which promotes social investments, supports value-up of investees' business and brings about social change

# ARUN's Vision & Mission

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We envision a society  
where all members live and enjoy  
the full range of  
their talents and abilities,  
regardless of background and  
economic status.

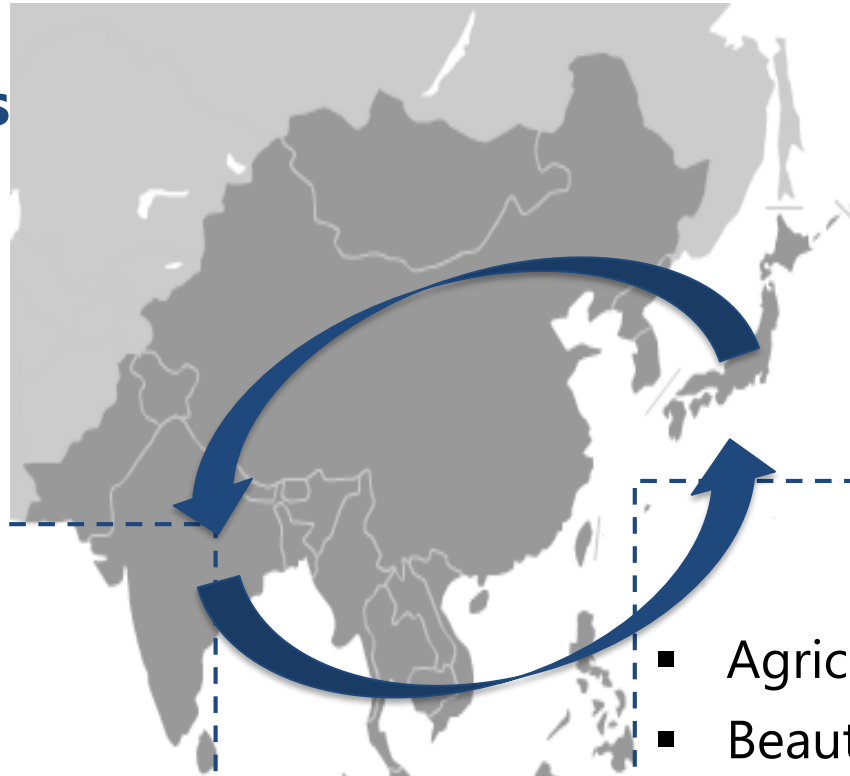
# Social Investment Platform

## Social Enterprises



### India

- Health Care/IT
- Water
- IoT Agriculture
- HR and domestic worker matching business



## Investors



### Cambodia

- Agriculture
- Beauty & Women empowerment
- IT/Education
- Ethical Tourism
- Solar Energy





# Investment Criteria – ARUN's case

## Social / Environmental Criteria

Commitment of entrepreneurs to bring about social change

Degree in which social value is created

Employment

Community

Environment

+

## Business/ Management Criteria

Business Model

Financials

Governance

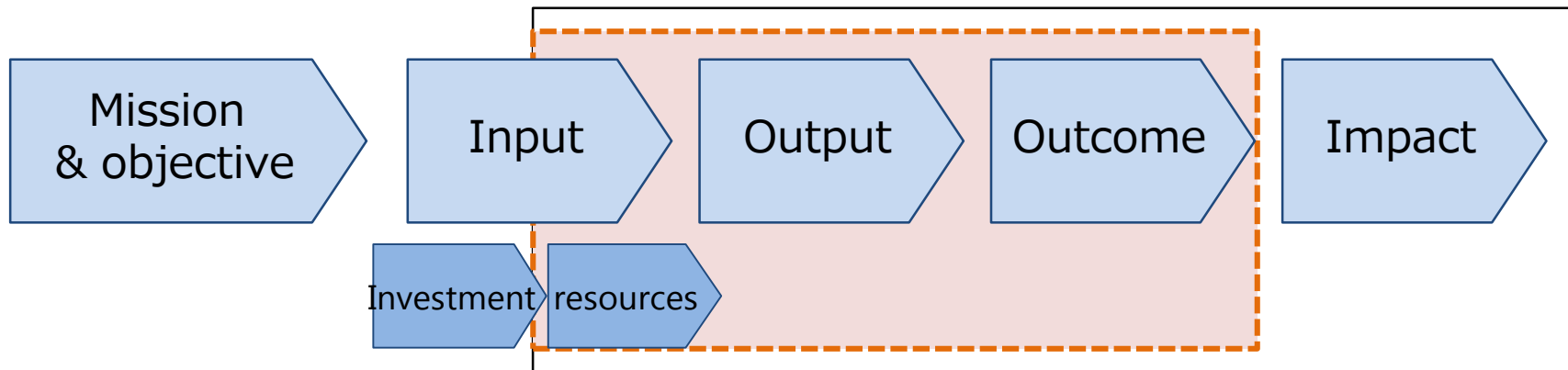
Leadership

Return on Investment

# Social Impact measurement

Measuring social impact requires evaluating the following three points:

1. Input <types of resources>
2. Output <results of resources used>
3. Outcome <social impact i.e. ripple effects generated>



**The most significant aspect  
of impact measurement**



India

Transform dairy sector using IoT

# IoT Solution

**SmartMoo™**: Applying IoT stack to dairy supply chain

生産

流通

冷却

集配

INTERNET OF THINGS (IoT) / BIG DATA ARCHITECTURE *powered by*

**SmartMoo™**



**SmartFarms™**



**smartAMCU™**



**ConTrak™**



**ConTrak™**

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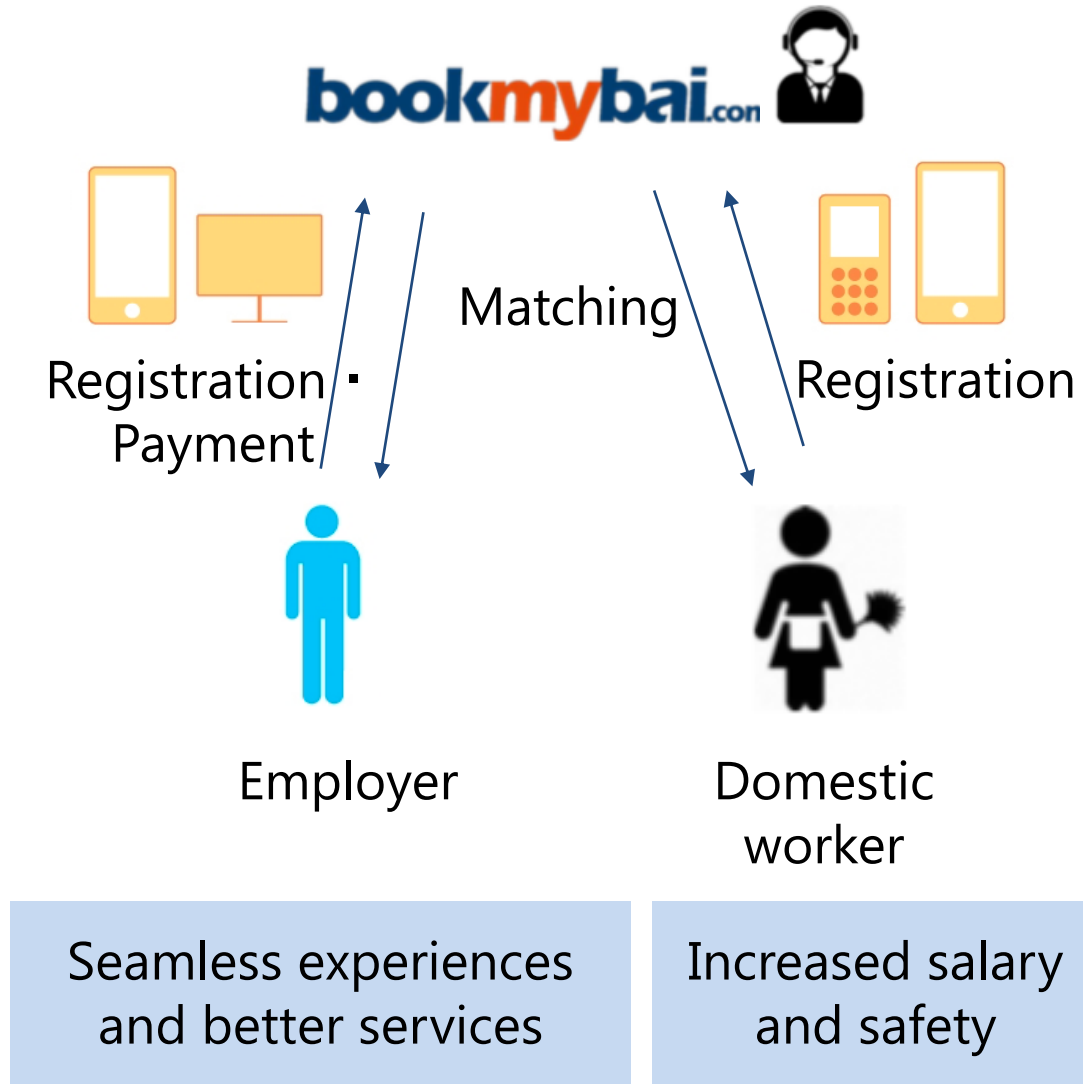


**India**  
**Farmers bring milk and get its value**  
**(quality, quantity, price) right away**

# India The New Way to Hire a Trusted Maid

# Business Model

- A service based technology platform enabling underprivileged women to access jobs remotely free of cost.
- Solution to the problems experienced while finding a job by a domestic worker: unsafe relocation, exploitation, human trafficking, lack of legal & advocacy support, etc.
- Technology: aggregation, geo tagging, auto job-on phone



# India Using mobile phone







# India The system to protect Maids' Human Rights





A photograph of two men standing in a lush green garden in front of a modern, light-colored building with large windows. The man on the left is wearing a red t-shirt and glasses, while the man on the right is wearing a blue and white checkered button-down shirt with sunglasses hanging from the collar. The text 'Pakistan Providing cognitive and physical AR-based educational games to children with special needs' is overlaid in large white font across the center of the image.

**Pakistan**  
**Providing cognitive and physical**  
**AR-based educational games to**  
**children with special needs**



# Pakistan Augmented Reality Can Help Children With Autism Tap Into Their Imaginations



# Pakistan Effective for Physical Rehabilitation









# India Inclusion and accessibility for the deaf through innovation

# India Design and Technology Solution for the Needs of Deaf





zone  
STARTUPS

India ZEE  
5 Year



TALK TO MY HAND



citrus

Citrus

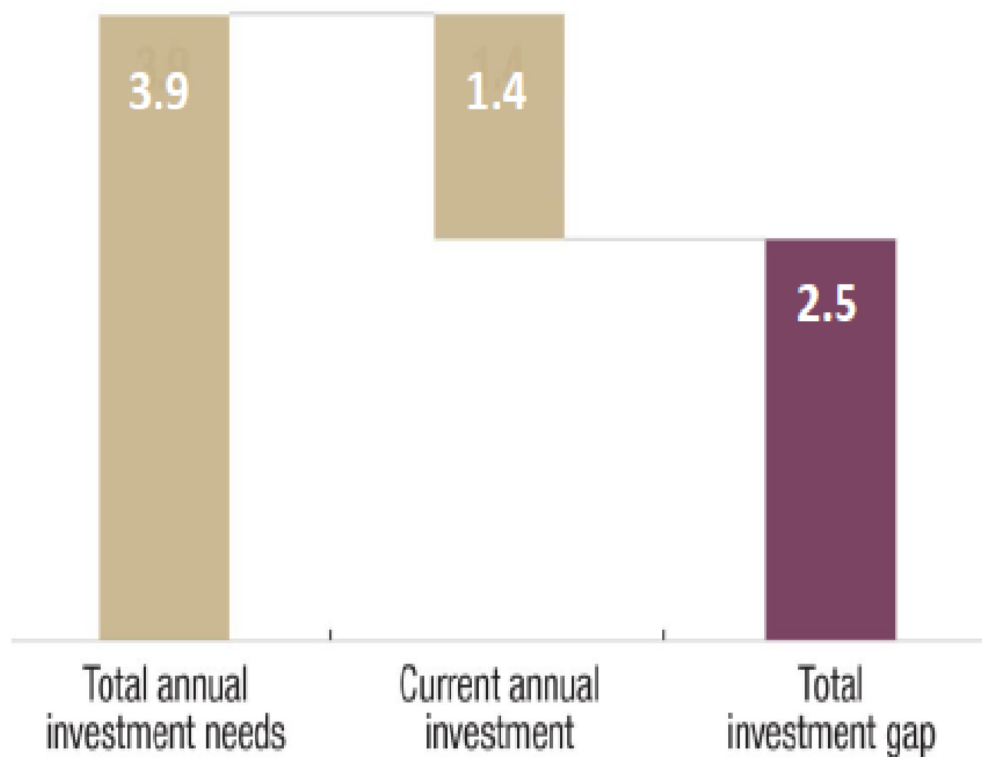
A JOURNEY OF A THOUSAND MILES with a SINGLE STEP

IT'S ALL

INSPIRATION IN YOUR HAND

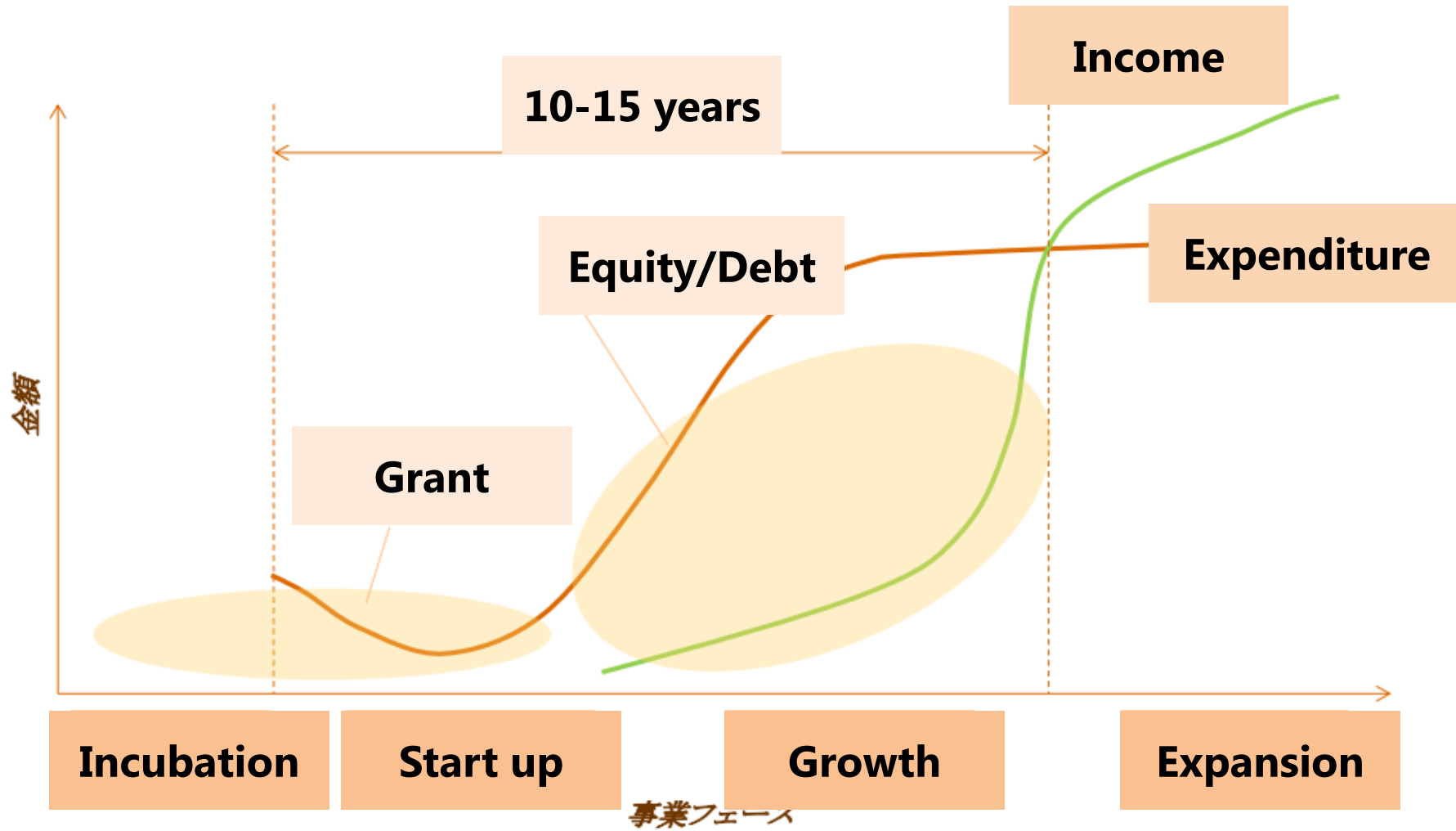
# Expected Contribution to SDGs

Estimated annual investment needs and potential private sector contribution  
(trillions of dollars)



Source: UNCTAD 2014

# Enterprises have dynamic process



# Support program for different stages

Concept / Business Plan Stage

**Startup**

Strategic  
buyer/ IPO

Venture  
capitalist

Angel  
investors/  
networks

Media,  
Forums,  
Awards

**Incubation**

Pre-  
incubation

Idea/  
Idea  
testing

**ARUN**

Start Up / Growth Stage

# Existing Challenges

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- Access to Finance
- Access to Talent/capacity building
- Policy and Regulation
- Regional Inclusiveness
- Impact Measurement
- Investment Exit



**Unknown Concept**

**Unlikely Alliance**

**Unleash Potential**

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# Thank you!

<http://www.arunllc.jp/en/>

<http://arunseed.jp/en/>

<https://www.facebook.com/ARUNLLC/>