

Developing Financially Viable Business Model for Creating Social Impact: A Hands-On One-Day Workshop

Participants will learn how to use an enhanced business modelling tool – social purpose-driven business model canvas (SBMC) – to explicitly incorporate four generic types of social impact purposes, in addition to the profit purpose, into business model analysis. Using a series of case studies of actual social enterprises in Asia, this workshop will show how the SBMC can be used to analyse and design business models that achieve double bottom line outcomes – creating social impact while maintaining financial viability.

Workshop Facilitator



Prof. Wong Poh Kam

*Emeritus Professor,
NUS Business School,
National University of Singapore,
Professor,
School of Management, TWC*

Professor Wong Poh Kam is an emeritus professor at National University of Singapore (NUS) and a professor at School of Management, Tung Wah College (TWC). He is a well-known scholar in entrepreneurship and innovation in Asia, having been ranked among the top 2% most highly cited scholars in the world by Stanford/Elsevier from 2020 to 2024, and having consulted widely for international agencies such as the World Bank and OECD, government agencies in Singapore, and corporations in Asia. During much of his tenure as a full professor at the NUS Business School, he was also the director of the NUS Entrepreneurship Centre at NUS Enterprise.



27 August 2025 (Wed)



Session 1: 9:30 am – 12:30 pm
Session 2: 2:00 pm – 5:00 pm



Room 401, 4/F, Tung Wah College
(Tsim Sha Tsui Campus), 136A
Nathan Road, Tsim Sha Tsui

REGISTRATION FEE

HK\$1,200



For more details
and to register



Registration Deadline: 15 August 2025