



# ELEV8LIVING

## Introduction



**Location:** Singapore  
**Impact Location:** Indonesia, Regional

**Industry:** Sustainable and affordable housing

**Founded in** 2015

**Image Credit to** Elev8living

Elev8Living is a social enterprise that provides affordable housing for lower middle-income residents in Southeast Asia so that poorer members of society still have the opportunity to financial stake in their community via home ownership.

## Social Problem

A growing gap between quality housing and affordable housing consistently lowers that standard of living for low to middle income residents of Southeast Asia and dismisses any financial stake they may hold in their communities. Following are some statistics that illustrate the profundity of the issue:

- About 60% of sub-standard housing is concentrated in 10 emerging market countries, where Indonesia, and the Philippines are both part of this group and two target nations of Elev8Living.
- 235 million households across developed and emerging markets are living in sub-standard housing. Over 96 million households are financially over-stretched.
- To meet the estimated affordable housing gap by 2025, between \$9 trillion to \$11 trillion of global construction and development is required to replace existing sub-standard housing with the new affordable units.

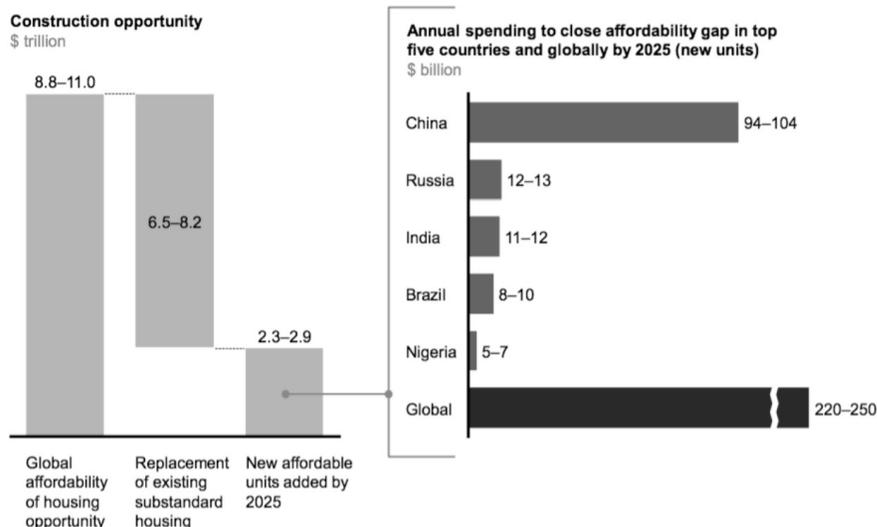


Image Credit to Elev8living

## Social Intervention and Impact Created

Our business model is similar to that of an affordable housing developer where we build and sell houses at a small profit. The profit is significant in demonstrating to our investors that the projects are financially sustainable and create lasting impact. In addition to providing proper housing and sanitation to lower income groups that are otherwise confined to perpetual renting in suburban areas, we also provide access to schooling, clinics and small retail facilities within all our developments. The convenience this creates for the residents creates business opportunities for some who choose to operate these facilities. The differentiating factor of Elev8 Living from other housing developers is the emphasis we place on a harmony between quality and affordability. Rather than build and sell cheap housing that eventually degenerates from lack of maintenance, we strive to create smart housing that fosters community and a high quality of living without compromising low costs and easy access.

Elev8Living also uses as much sustainable technologies as possible in our development, including solar power, water and waste recycling methods, and mobile group-share apps that enable residents to share anything from modes of transportation to tools, food and child care. These are designed to promote close neighborhood spirits otherwise lost on most big cities. After residents acclimate to their new environment, we begin building community by working with other NGOs and non-profits in the region. These NGOs also provide skill training for housewives to supplement their income through handicrafts or backyard farming, to name a few of the many actions we can take to encourage self and community improvement.

## Challenges Faced and Project Scope

We are currently in search of more capital to hire staff that will refine our projects and coordinate with the appropriate technical and financial partners that can implement them. Those qualified in for such may include professionals in architecture, engineering, finance, project management, social work, public relations, web designing and social media.

We are currently working on our first project in Sulawesi, Indonesia that consists of 7,000 houses. We are also negotiating with several other land owners in Laos, Cambodia, Vietnam and the Philippines to collaborate on joint community ventures.



Students participating in Crossing the Chasm Challenge can choose which aspect of our development projects they like to be involved in—be it visionary (concept planning and writing), market research or marketing collateral production, coordinating with partners, suppliers, banks and financiers, budgeting and detailed planning, or web design and social media strategizing.

## Useful Links and Resources

Co-Founder Hoay Beng Ooi on LinkedIn: <https://sg.linkedin.com/in/hbooi>

Co-Founder Ian Hally on LinkedIn: <https://www.linkedin.com/in/ian-hally-53154524/>

## Additional References

Interview with Co-Founder Hoay Beng Ooi: <https://www.youtube.com/watch?v=qnPSJ8wouGw>