



HUSH TEA BAR

Introduction



H U S H

Location: Singapore

Industry: Foodservice, social movement

Founded in 2014

Image Credit to Hush Tea Bar

Hush Tea Bar is a social project that creates a space for deaf tea servers—“TeaRistas” to visit workplaces and conduct silent tea rituals. Participants in each surrender their electronic devices in an effort to achieve mental peacefulness during each session. At the core of the Hush Tea Bar experience is a desire to bring the worlds of the hearing and deaf together for a blend of mindfulness, awareness, empowerment, and connection.

Unique characteristics of Hush Tea Bar include:

- Experiential Empathy
- Dignified Empowerment
- Customized Experience
- Authentic Connections
- Sustained Practice



Social Intervention and Impact Created

Hush Tea Bar was founded out of a desire to empower the deaf, improve their everyday experience and build awareness about what that experience is like. The following contextualizes Hush Tea Bar as a response to the social challenge the deaf face:

- 1 in every 1,000 babies in Singapore have severe or profound hearing loss.
- The deaf have difficulty finding job/will not be granted interview.
- The deaf are the first to go in economy recession.
- At Hush Teat Bar, 50% of the deaf TeaRistas we work with do not have a full-time employment.
- Hush Tea Bar is designed with our deaf TeaRistas at the core of the service experience.

At Hush, we unleash the potential of the non-hearing by empowering them integrate into main stream society through employment and educate the public about their experience in the space that each tea session creates. That is, Hush Tea Bar establishes an environment conducive to bridging the gap between those who are deaf and those who hear through interactive sign-language and engagement. The newly created physical space also doubles as an opportunity to slow down amidst the daily rush, encouraging mental wellness and healthy reflection. Finally, the involvement of the deaf in our social enterprise extends beyond the “pre-defined” job scope of simple data entry, administration, or “back kitchen”, but instead places the deaf at the core of each tea experience.

Current Marketing Efforts

- Social Media / Viral Marketing - Most effective are:
 - Facebook - (1684 likes), a place for adhoc marketing outreach
 - Instagram - @hushteabar (229 followers)
 - Youtube - (5 videos to date)
- Regular EDM to Database – particularly for Hush@Workplace packages and marketing of Hush@Community sessions.

Challenges Faced and Project Scope

Due to recent slowdown in global economic growth, many organizations have tightened their budget in employees’ wellness and CSR initiatives. Hush wishes to expand market outreach, generate leads and buy-in, and convert into actual sales by two-folds. The following are areas within our social business where students participating in Crossing the Chasm Challenge may help:

Hush@Workplace

The Hush experience is a carefully-crafted 4-zone journey to mindful awareness and peace, completely guided by our deaf TeaRistas, with a cup of tea. We bring the Hush experience to the workplace to craft out a space for busy and highly stressed professionals to slow-down and reflect. Thus far, we have brought the experience to 45 organizational leaders, including the likes of Google, DBS, DOW, Medtronics, US Embassy, MOE and others. In



Hush@Workplace, we hope to:

- generate leads and expand new market channels to bring the Hush experience to more organizations
- deepen relationships with existing clients in service offering
- collect new market information (trend, demand, price, knowledge) to create experiences that are highly sought after
- obtain client buy-in and convert their input to reality
- establish continuous engagement with participants who have gone through the Hush experience before, known to us as “Hushers”

Hush@Community

Hush@Community is a bi-monthly set of public installments where we break down walls of classes and disabilities for professionals to have a quiet session, sip tea and share personal stories with our everyday heroes—the cleaners, social workers, caregivers, security guards, ex-offenders that inspire us. These sessions also serve as pay-it-forward initiatives to encourage individuals and corporate organizations to show their appreciation for these unsung heroes who very much needed a space for themselves. In Hush@Community, we hope to:

- expand our database and acquire new partnerships for marketing outreach
- generate leads for event sign-ups
- attract, engage, and retain community members

#Young&Hush

Young&Hush is a customized Hush experience for youth to promote (mental) wellness, empathy and inclusion in the schools and in institutions of higher learning. As part of #Young&Hush, we hope to:

- collect new market information (trends, demands, prices) to create experiences that are highly sought after
- build new partnerships for outreach and launch
- develop new strategies for service enrollment
- attract, engage, and retain community members

Hush In A Box

Hush in a Box is an all-in-one Hush kit to listen to the quiet of your heart over and over again —anytime, anywhere. As part of our Hush in a Box efforts, we hope to:

- collect new market information (trends, demands, prices) to create a product experience that is highly sought after
- build new partnerships for outreach, marketing, and launch
- expand retail channels
- attract, engage, and retain community members (esp. those who have bought the box), as well as spread the movement beyond Singapore

We seek to create awareness and position Hush as an experience that is priceless—unparalleled, and not measured by dollars and cents.



Useful Links and Resources

Company Website: www.hushteabar.com

Facebook: www.facebook.com/hushteabar.com

Additional References

Behind the social movement Hush Tea Bar spreads is founder Anthea Ong. She is a business leader, strategy consultant, inclusive entrepreneur, impact investor, professional and life coach, and yoga and meditation instructor. Ms. Ong has served in a number of positions, including (but not limited to):

- Immediate Past President, WINGS
- Member, Social Service Innovation & Productivity Council (NCSS)
- Member, International Coach Federation (IFC)
- Mentor, Institute of Technical Education Singapore (ITE)
- Advisor, Make the Change
- Judge, DBS-NUS Social Venture Challenge 2015-2016
- Member, Steering Committee for ACE Capstone Program for Non-Profits (SSI)
- Member, Public Education & Stakeholder Engagement Workgroup, Diabetes Prevention & Care Taskforce (MOH)

Learn more about Anthea Ong at: <http://www.antheaong.com>

The Hush Tea Bar team is full of deeply passionate individuals collaborating under a common goal. A profile of each member can be found at <https://drive.google.com/drive/folders/0B34iYOjKgA11U1ZQMjE2dTRORUk>.

Hush in the News:

Global Entrepreneurship Summit | 22 June 2016 at Stanford University

Silicon Valley Anthea Ong, founder of HushTeaBar was selected for her Hush social impact initiative to be one of the 100 entrepreneurs from Asia to attend the by-invitation only Global Entrepreneurship Summit 2016 at Stanford University, Silicon Valley, hosted by President Barrack Obama.

The Straits Times, Impact Journalism Day | 25 June 2016:

<http://www.straitstimes.com/singapore/urbanites-sit-to-savour-silence-at-this-bar>

Sparksnews, Global Impact Journalism Day, 4th Edition | 25 June 2016

1 of the 100 concrete innovations and inspiring solutions in 110 countries. Hush impact story was picked up by international leading papers from Japan, Switzerland, Spain, Bolivia, India, Czech Republic, Luxembourg, Morocco, etc

The New Paper | June 2016 - "People with Disabilities Find Jobs":

http://www.tnp.sg/news/singapore-news/people-disabilities-find-jobs?utm_campaign=Echobox&utm_medium=Social&utm_source=Facebook#link_time=1465807108



Simply Her | October 2016 - "Take a step back and chill out with these 5 tips":

<http://www.herworldplus.com/solutions/solutions/5-tips-how-incorporate-mindfulness-your-daily-routine>

Hush Tea Bar has been featured by the following media outlets:

