

# Light Be

Optimizing the value of properties for poverty alleviation

Light Be is an affordable housing initiative to alleviate poverty in Hong Kong. Its flagship "Light Home" program is a self-independence scheme that features up to 3 years of affordable rent and social support.



## Social Impact (as of September 2015)



30+

Light Home units



70+

Single mother families



170+

Mothers and Children

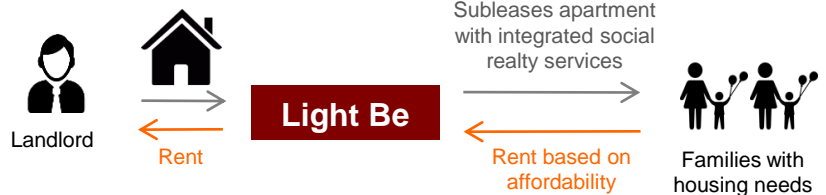
## Quick Facts

- Year Established: 2012
- Entrepreneur: Mr. Ricky Yu
- SVhk roles:
  - Investor
  - Incubator
  - Professional Service Support

[www.lightbe.hk](http://www.lightbe.hk)

## Business Model

Light Be retains a proportion of the rental income from tenant families for providing social realty services.



## ? Social Issue

- Over 1m people living under the poverty line in Hong Kong
- Over 170,000 people living in subdivided flats and caged homes

## ! Social Innovation

- Integrating affordable housing and empowerment support
- Creating asset-based impact investment platform
- Mobilizing under-utilized social resources

## 🏆 Selected Awards



2015 Lion Rock Entrepreneur Award

## Activities



### Provision of social realty services

A platform for socially conscious landlords to optimize their properties, with a self-independence scheme featuring up to 3 years of affordable rent and social support for underprivileged families with housing needs

### Family Empowerment Cycle

Prepare apartments

Family briefing

Regular support services

Exit planning

### Public-private partnerships



Collaboration with the Urban Renewal Authority on 6 Light Home units on Wing Lee Street since 2014



New Light Building leased by the Government in Sham Tseng with 45 units of affordable housing available (Expected: 2016)