

Diamond Cab

Creating a barrier-free city

Hong Kong's first barrier-free 24-hour point-to-point taxi service for wheelchair users.



Social Impact (as of September 2016)



Barrier-free taxis
in operation



Wheelchair orders
completed





Self-employed drivers
under management



Diamond Leisure
trips

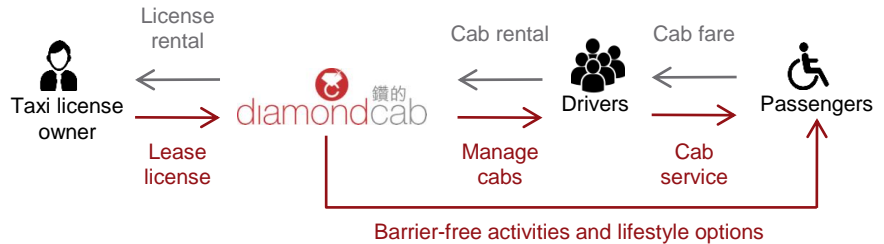
Quick Facts

- Year established: 2011
- Entrepreneur: Ms. Doris Leung
- SVhk roles:
 - Idea Inception
 - Investor
 - Incubator
 - Professional Service Support

 www.diamondcab.com.hk
 Diamond Cab 鑽的

Business Model

Diamond Cab retains a proportion of the rental income from drivers for the management of the barrier-free taxi fleet.




? Social Issue

- Lack of safe, point-to-point barrier-free transportation options for the over 100,000 wheelchair users in Hong Kong

! Social Innovation

- Ground-breaking inclusive business for wheelchair users
- Breakeven within its second year of operation
- Diversifying business with a single mission to build a barrier-free city

🏆 Selected Awards

 2015 Hong Kong Winner
Top 16 Global Finalist

 2013 Finalist
Asia-Pacific Region

 2012 Highly Commended
International Social Enterprise

Activities



Management of barrier-free taxi fleet

Facilitating marketing, bookings, maintenance and repair to ensure smooth operation of fleet



Public events

Events to promote barrier-free culture e.g. Annual Diamond Sedan Competition



Diamond Leisure tours

Evening entertainment and sightseeing activities for underprivileged elderly beneficiaries living in nursing homes and their caretakers