

# Light Be

## Optimizing the value of properties for poverty alleviation

Light Be is an empowerment housing initiative to alleviate poverty in Hong Kong by creating a brand new approach to provide new and affordable living options to underprivileged families, while unleashing the social value of precious real estate resources in Hong Kong.



### Social Impact (as of September 2016)



50+

Empowerment housing units



90+

Families



230+

Individuals

### Quick Facts

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

[www.lightbe.hk](http://www.lightbe.hk)  
 Light Be – 要有光

### 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

#### R-I-C-H Empowerment Cycle

**R**eflect

Setting priorities for their new lives

**I**nitiate

Turn ideas into experimental baby steps

**C**onnect

Constructive social circles and positive work

**H**appiness

Confidence, dignity, inner strength and hope

#### Public-private partnerships



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



Sham Tseng Light Housing leased from the HKSAR Government with 45 units of empowerment housing units for working poor families