

## **Annex A: Quotes from Winning Teams**

5 teams who will proceed to the 8-week Build for Good Accelerator from 24 July 2025

<a href="#"><u>CallBridge</u></a>	<p>“This idea came about during the research stage of the Hackathon, when our volunteering experience made us more aware of the gaps and problems faced by the deaf and hard of hearing community. From our interactions and communications with them, we could better understand their pain points and frustrations and were then able to develop a product that is beneficial to them. With the Accelerator and funding, we look forward to the mentorship provided by Open Government Products which will help us scale our product to even greater heights.”</p>
<p>Yeo Shi Age: 26</p>	
<a href="#"><u>LetterKey</u></a>	<p>“We are excited to launch LetterKey in the community. Our visit to the Senja Active Ageing Centre revealed that many seniors need help with daily tasks like reading letters, an issue stemming not just from language barrier but also from literacy and accessibility challenges.</p> <p>LetterKey is an audio-first solution, designed specifically because seniors often prefer listening to text. It enables them to understand their letters in four languages—English, Mandarin, Malay, and Tamil—as well as two dialects, Hokkien and Cantonese. In fact, one resident who tested LetterKey with a Cantonese summary of an insurance document realised it wasn't as daunting as she initially thought!</p> <p>We are looking forward to scaling LetterKey and integrating even more dialects.”</p>
<p>Cham Li Hui Age: 24</p>	

<a href="#"><u>Red Flags</u></a>	<p>“This Community Hackathon has created a good opportunity for youths like us to make an impact in the community and to apply the skills we’ve picked up in school and from being in the workforce to develop solutions for public good. We hope that through Red Flags, we will be able to see every single person experience a lower barrier to financial literacy.</p> <p>We’re also working closely with Geylang West CIT, whose feedback from user testing was very helpful in shaping the direction of Red Flags. Many current and even future features that we’re planning to build, like personalisation and comparison tools, came directly from the issues they highlighted to us.</p> <p>At the end of the day, every new version of Red Flags will be shaped by what users need. We hope that even the layman will recognise that financial literacy can be for everyone, and that they will be able to make informed decisions on their own and not be placed in risky situations.”</p>
<p>Jessica Olivia Pandjang</p> <p>Age: 22</p>	
<a href="#"><u>SeniorSays</u></a>	<p>“SeniorSays can help everyone across ages, because it creates a simpler journey for everyone when it streamlines senior outreach by auto-filling forms through conversation transcripts, which enables better, faster care—without adding extra steps. Personally, I also see my mum not being able to adapt to newer technologies, so I hope that SeniorSays can make it easier for senior volunteers to help fill up the forms for fellow seniors.”</p>
<p>Pradnya Nirgun</p> <p>Age: 29</p>	
<a href="#"><u>SeniorSync</u></a>	<p>“We’ve been working closely with Active Ageing Centres (AACs), Zhenghua CIT, and Open Government Products to iterate our product and</p>
<p>Lim Jitt Hing</p>	

Age: 23	<p>receive real user feedback such that it is tailored to the pain points they experience. SeniorSync is a result of the conversations we had with the AACs which made us realise a gap in the availability of a centralised data system to make caring for seniors more efficient.</p> <p>We're glad to be able to indirectly help the seniors by providing this solution to AACs, and to also provide the caretakers with more opportunities to spend quality time with seniors they care for. We're looking forward to being one step closer to the fruition of SeniorSync. ”</p>
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### Community Favourite Award Recipient

<a href="#"><u>Hawkify</u></a>	<p>“It’s a huge honour to be recognised for our product by the community, which we hope can help the hawkers in Singapore. Hawker culture is something that is in our lives every day as Singaporeans, yet little attention is given to how the hawker culture may slowly fade away, just because senior hawkers are not as savvy when it comes to doing publicity via social media. So far, we have worked with 40 hawkers, and onboarded a total of 123 hawkers across 3 hawker centres.</p> <p>We believe that Hawkify can solve this problem in an effective manner, and also bridge the gap between youths and hawkers as we lean into their behaviour of wanting a visual experience to find out more about their favourite hawker stores.”</p>
<p>Luar Shui Yan Age: 24</p>	

### **Annex: Quotes from PA's Community Innovation Taskforces (CITs)**

Four of the winning teams, LetterKey, Red Flags, SeniorSays, and SeniorSync, worked closely with the Community Innovation Taskforces (CITs) to come up with the problem statements. The CITs also facilitated solution testing with these teams.

<b>Geylang West CIT</b> (Supported Red Flags)	“Geylang West CIT is delighted to have supported the Red Flag team through feedback, discussions, and user testing sessions. The team's dedication and hard work were remarkable. We see this as an opportunity to utilise our 'Sparks' Community Innovation Space at Geylang West, where the team and partners can continue testing and developing their prototype into a solution for our community.”
Mr Wan Kwong Weng, BBM, Geylang West CIT Chairman Age: 54	
<b>Nee Soon South CIT</b> (Supported SeniorSays)	“Our CIT members and the SeniorSays team engaged in several discussions. We provided valuable feedback on ground sentiments and facilitated solution testing with seniors - and it was a success! We're delighted they emerged as one of the winning teams. Looking forward, we are eager to continue this collaboration to enhance our senior engagement efforts.”
Mr Alan Poh, Nee Soon South CIT Chairman Age: 51	
<b>Zhenghua CIT</b> (Supported LetterKey and SeniorSync)	“Through our discussions with LetterKey and SeniorSync teams, Zhenghua CIT and Fei Yue Active Ageing Centre helped identify core challenges facing seniors. Both teams demonstrated innovative thinking and willingly incorporated feedback to enhance their solutions. Their commitment to improving seniors' lives was evident, and we are excited to implement these solutions in our community with the teams.”
Mr Thomas Koo, Zhenghua CIT Chairman Age: 54	