



Past Projects

Past Projects

We have been privileged to support the delivery of many interesting and large-scale, design-intensive projects. These are some of the projects we were involved in:

No	Client	Project description and impact.
1.	<p>MBO Cinema MCAT Box Office</p> <p>Project Name: Customer Service SOP Project</p> <p>Scope of Work:</p> <ul style="list-style-type: none"> • Innovation Consultancy • Graphic Facilitation • Curriculum Design • Delivery • Publishing • Train The Trainer • Mentoring Trainers <p>PIC: Mariam El-Bacha Ex-Director of Operation MBO Cinemas 2014-2019</p>	<p>Overview: This project involved the personalized design and development of MBO Cinema's <i>Customer Service Standard Operating Procedures</i> (SOPs) intended to revamp the company's personalized customer service. We deployed design thinking processes throughout the 6-month project, using modules such as empathy field work, customer experience immersion, Mystery Shopper plug-ins, search for insights, idea storming prototype building for customer service SOPs and processes, and scripts. We also produced a user-friendly SOP Manual—a practical and effective tool for the operations team. The SOPs were completed in 2014 and are still used today in all MBO Cinemas.</p> <p>STAKEHOLDERS:</p> <ul style="list-style-type: none"> • Lim EngHee, CEO, MBO Cinema. • Mariam El-Bacha, Director of Operation, MBO Cinema. • MBO Crew, Assistant Cinema Supervisors, Assistant Cinema Managers, Cinema Managers. • Mystery Shoppers. • MBO guests. • MBO key management team members from Technical, Audit, Finance and Human Resource departments.
2.	<p>MBO Cinema MCAT Box Office</p> <p>Project Name: Visible & Conscious Leadership Development Program (VCLDP)</p> <p>Scope of Work:</p> <ul style="list-style-type: none"> • Curriculum Design • Delivery • Leadership Coaching <p>PIC: Mariam El-Bacha Ex-Director of Operation MBO Cinemas 2014-2019</p>	<p>Overview: The <i>Visible & Conscious Leadership Development Program</i> (VCLDP) was a personalized leadership and development program designed for MBO Cinema's operations team. The program involved a series of 5 training sessions with individual participants having a dedicated coach. The program ran for 2 and a half years and saw 100 participants successfully completing the VCLDP.</p> <p>STAKEHOLDERS:</p> <ul style="list-style-type: none"> • Lim EngHee, CEO, MBO Cinema. • Mariam El-Bacha, Director of Operation, MBO Cinema. • 100 MBO Crew, Assistant Cinema Supervisors, Assistant Cinema Managers, Cinema Managers from all branches. • 10 MBO key management team members from Technical, Audit, Finance and Human Resource departments.

Past Projects

No	Client	Project description and impact.
3.	<p>Employee Provident Fund (EPF) Malaysia</p> <p>Project name: Trailblazer Strategy and Innovation Program</p> <p>Scope of Work:</p> <ul style="list-style-type: none"> Curriculum Design Delivery Innovation Coaching <p>PIC: Aida Mustafa Manager Operation Transformation Team 2018</p>	<p>Overview: When EPF needed to equip its internal talents with strategy and innovation tools, they contracted to us to design a strategy and innovation program. The result was the <i>Trailblazer Strategy and Innovation Program</i> where we deployed the LUMA Method and Applied Scrum Practice to train 40 EPF internal talents over the period 4 months. The program also involved team coaching on prototype development for the identified EPF innovation projects.</p> <p>STAKEHOLDERS:</p> <ul style="list-style-type: none"> CEO and top management, EPF. Jabatan Transformasi Operasi(JTOP) / Operation Transformation Department. People Matters Department. EPF Learning Centre. 40 EPF internal talents across the organization. Some EPF contributors.
4.	<p>Cinepax Pakistan</p> <p>Project name: Customer Service SOP Project</p> <p>Scope of Work:</p> <ul style="list-style-type: none"> Curriculum Design Delivery Leadership Coaching <p>PIC: Mariam El-Bacha Ex-CEO Cinepax Pakistan 2019-2020</p>	<p>Overview: This was a project to design and develop Cinepax Pakistan's <i>Customer Service SOPs</i> for its operations team. It was estimated to take 1 to 2 years, with the use of design thinking processes such as empathy field work, customer experience immersion, search for insights and idea storming. The SOPs were designed with clarity of instruction and clear visual aids to support easy understanding.</p> <p>STAKEHOLDERS:</p> <ul style="list-style-type: none"> Mariam El-Bacha, CEO, Cinepax Pakistan . Amir Siddique, Director of Operation, Cinepax Pakistan. 30 key Assistant Cinema Supervisors, Assistant Cinema Managers, Cinema Managers from all the branches. Some key management team members from Human Resource, Training and F&B departments.
5.	<p>Malaysian Global Innovation & Creativity Centre (MaGIC) & UNDP Sri Lanka</p> <p>Project name: HackaDev Social Innovation Boot camp</p> <p>Scope of Work:</p> <ul style="list-style-type: none"> Curriculum Design Delivery <p>PIC: 1. Roslin Daud Currently in MRANTI 2. Kithmini Nissanka Currently in UNDP Sri Lanka</p>	<p>Overview: NeOOne was engaged by MaGIC to be their learning partner to design, develop and deliver <i>HackaDev</i>, a 5-day social innovation boot camping Sri Lanka. The initiative was spearheaded by UNDP Sri Lanka, with the support from the Sri Lanka Social Innovation ecosystem. Opportunity we trained 400 participants in 6 locations all over Sri Lanka—Kandy, Habarana, Beruwala, Dambulla, Jaffna and Negombo. The key modules in this camp were personal mastery, design thinking and the business model canvas.</p> <p>STAKEHOLDERS:</p> <ul style="list-style-type: none"> UNDP Sri Lanka. Malaysian Global Innovation & Creativity Center (MaGIC). National Youth Services Council. Ministry of Digital Infrastructure and Information Technology. ICTA. WHO.

Past Projects

No	Client	Project description and impact.
6.	<p>Malaysian Global Innovation & Creativity Centre (MaGIC) & UNDP Sri Lanka</p> <p>Project name: ToT for Hackadev</p> <p>Scope of Work:</p> <ul style="list-style-type: none"> Curriculum Design Delivery Train The Trainer Mentoring Trainers <p>PIC: Kithmini Nissanka Currently in UNDP Sri Lanka</p>	<p>Overview: Following the successful delivery of HackaDev, we were contracted to the design and delivery of a <i>Training of Trainers (TOT) for HackaDev</i>. This was to develop the capacity of facilitative trainers who could deliver the HackaDev camp in Sri Lanka. The deliverables involved developing the HackaDev Training Manual, a book of icebreakers and a facilitator's guide.</p> <p>STAKEHOLDERS:</p> <ul style="list-style-type: none"> UNDP Sri Lanka. Malaysian Global Innovation & Creativity Center (MaGIC). National Youth Services Council. Ministry of Digital Infrastructure and Information Technology. ICTA. WHO.
7.	<p>Malaysian Global Innovation & Creativity Centre (MaGIC)</p> <p>Project name: MaGIC Ecosystem Builder Program (MEBP)</p> <p>Scope of Work:</p> <ul style="list-style-type: none"> Curriculum Design Delivery Train The Trainer <p>PIC: Vivianti Sarjuni Currently with SCENIC</p>	<p>Overview: We personalized the design and delivery of the MaGICEcosystem Builder Program. The program was created by MaGIC to build the capacity of community leaders in applying design thinking and the business model canvas in their communities.</p> <p>STAKEHOLDERS:</p> <ul style="list-style-type: none"> Malaysian Global Innovation & Creativity Center (MaGIC). Local community builders (NGOs' and universities).
8.	<p>Malaysian Global Innovation & Creativity Centre (MaGIC) & UNDP Malaysia</p> <p>Project name: Youth collab</p> <p>Scope of Work:</p> <ul style="list-style-type: none"> Curriculum Design Delivery <p>PIC Yusnee Yusof</p> <p>Note: Left MRANTI in 2023</p>	<p>Overview: Youth Collab was a program to engage youth to solve thematic social issues and equip them with the knowledge of design thinking and the business model canvas. It was a project that we were proud to have designed and delivered.</p> <p>STAKEHOLDERS:</p> <ul style="list-style-type: none"> UNDP Malaysia. Malaysian Global Innovation & Creativity Center (MaGIC).

Past Projects

No	Client	Project description and impact.
9.	<p>Malaysian Global Innovation Malaysian Global Innovation & Creativity Centre (MaGIC)</p> <p>Project name: Impact Driven Enterprise Accelerator Program (IDEA)</p> <p>Scope of Work:</p> <ul style="list-style-type: none"> Curriculum Design Delivery Entrepreneurship Coaching <p>PIC: Wan Dazriq Wan Zulkifli Currently with Purpose Malaysia</p>	<p>Overview: We also designed and facilitated MaGIC'S <i>Impact Driven Enterprise Accelerator Program (IDEA)</i>. This was a 6-week accelerator program for Impact Driven Enterprises (IDEs) who wanted to use the social enterprise business model to create sustainable IDEs.</p> <p>STAKEHOLDERS:</p> <ul style="list-style-type: none"> Malaysian Global Innovation & Creativity Center (MaGIC). 50 Impact Driven Enterprises.
10.	<p>Presidential Secretariat for Sri Lanka</p> <p>Project Name: National Innovation Agency (NIA)</p> <p>Scope of Work:</p> <ul style="list-style-type: none"> Graphic Facilitation <p>PIC: Yasas Thalagala Strategic Engagement & Exploration Lead – Citra Lab</p>	<p>Overview: In 2019, the Cabinet of Ministers in Sri Lanka approved the establishment of the National Innovation Agency (NIA) as the apex body to align and guide all innovation efforts within the Government of Sri Lanka. However, before operationalizing the body, it was crucial to identify prevailing gaps between the current innovative initiatives in the country and the required role in coordinating and scaling up of these initiatives. This was achieved through collaborative co-design sessions facilitated by NeoOne Associates at the invitation of the Citra Social Innovation Lab. These sessions were instrumental in conceptualizing and designing the operational structure of the agency, and the NIA Act was drafted based on the insights gathered during this session, which was approved by the Parliament of Sri Lanka in 2019.</p> <p>Since its establishment, NIA has been working to ensure that Innovation becomes the accepted norm in ensuring that Sri Lanka's economy enters a growth trajectory and brings about a significant quality of life and standard of living.</p> <p>STAKEHOLDERS:</p> <ul style="list-style-type: none"> Presidential Secretariat. Citra Lab (Sri Lanka's first social innovation lab). UNDP Sri Lanka.

No	Client	Project description and impact.
11.	<p>Malaysian Global Innovation & Creativity Centre (MaGIC) & Standard Chartered</p> <p>Project Name: Social Enterprise Transformation, Innovation & Acceleration (SETIA)</p> <p>Scope of Work:</p> <ul style="list-style-type: none"> Curriculum Design Delivery Entrepreneurship Coaching <p>PIC: Secretary to Ex MRANTI CEO Puan Dzuleira</p>	<p>Overview: A 6-Month Accelerator Program for 30 Social Enterprises in Malaysia. Program include a 4 week capacity building on various topics in Social Enterprise Development such as Dual Track Social Enterprise Business Model, Theory of Change, Impact Measurement, Financial Literacy for Social Entrepreneurs, Marketing, Social Media, Growth Model and more. Upon completing the 4 weeks training, participants continued with coaching and mentoring for 6-months before ending with a Finale.</p> <p>Stakeholders:</p> <ul style="list-style-type: none"> MaGIC. Standard Chartered. 30 Social Enterprises.
12.	<p>Malaysian Global Innovation & Creativity Centre (MaGIC)</p> <p>Project Name: Project SESI –Social Enterprise Social Innovation</p> <p>Scope of Work:</p> <ul style="list-style-type: none"> Curriculum Design Publishing <p>PIC SESI Project Lead Rizalman</p>	<p>Overview: A 4-month project on imparting skills and knowledge to 200 lecturers in Malaysian public universities on how to teach the subject of Social Innovation(SI) and Social Enterprise (SE) effectively in university. We become the content partner to MaGIC alongside with LIENS Singapore. The deliverables include creating SESI content to be uploaded into a Learning Management Systems. Topics covered were Introduction to SE, SE Business Model, Impact Measurement, Funding and Financing Your SE, legal matters around SE, Impact Story telling and more.</p> <p>Stakeholders:</p> <ul style="list-style-type: none"> Malaysian Global Innovation & Creativity Centre (MaGIC). 200 lecturers from public universities in Malaysia.

No	Client	Project description and impact.
13.	<p>The Financial Industry Collective Outreach (FINCO)</p> <p>Project Name: Good SENS –Social Entrepreneur Network for Schools https://www.finco.my/good-sens/</p> <p>Scope of Work:</p> <ul style="list-style-type: none"> Curriculum Design Delivery Publishing <p>PIC: Program Manager Anne Marie Tan</p>	<p>Overview: neOOne & Social Enterprise Academy are the delivery partner for FINCO 'Good SENS' – a Social Entrepreneur Network for Schools. This initiative uses Social Enterprise education as a vehicle for increasing students' financial literacy. This year-long initiative provides upper primary students (age 10-12) with the opportunity to apply financial literacy concepts in real-life situations to deepen and increase engagement in learning. The programme aligns with the Malaysian Ministry of Education National Curriculum and National Strategy for Financial Literacy.</p> <p>The program consist of various components of capacity building such as:</p> <ul style="list-style-type: none"> Student workshops. Regular facilitated enterprise meetings. Regional Dragon's Den. National Dragon's Den. International student meets. Teachers Continuous Professional Development workshop. Financial Industry Mentor Continuous Professional Development workshop. <p>We have completed the pilot in 2021 with a great success, and have secured a contract to continue the program in 2022-2024.</p> <p>Stakeholders:</p> <ul style="list-style-type: none"> FINCO. Ministry of Education. Schools in Selangor. Schools in Negeri Sembilan. Schools in Johor. Financial Industry players : Prudential, Maybank, RHB, OCBC, Ambank and more. 200+ student entrepreneurs.

Past Projects

No	Client	Project description and impact.
14.	<p>Asian Venture Philanthropy Network (AVPN)</p> <p>Project name: AVPN Moody's Stimulating Entrepreneurship & Business Growth</p> <p>Scope of Work:</p> <ul style="list-style-type: none"> • Curriculum Design • Delivery • Leadership Coaching <p>PIC: Jakira Khanam</p>	<p>Overview: Stimulating Entrepreneurship and Business Growth in Southeast Asia was a nine-month program that aims to support the COVID-19 response, recovery, and rebuilding efforts of impact-driven for-profit and non-profit organisations, with a focus on women-led enterprises in Indonesia, Philippines, Singapore, Malaysia and Vietnam. Moody's mission was to empower people with the knowledge, resources, and confidence they need to create a better future –for themselves and their communities. We were selected as one of the main partners in facilitating peer-to-peer connection sessions as well as imparting peer coaching and mentoring skills among the entrepreneurs. Supported by local Enterprise Support Organisations in each market, the programme aimed to create a community of practice to build peer-to-peer connection and support within the cohort and provide mentorship for the entrepreneurs.</p> <p>Stakeholders:</p> <ul style="list-style-type: none"> • AVPN • 150 Social Enterprises, Impact organisations, NGOs from 5 countries in the ASEAN region.
15.	<p>EPF Product Team</p> <p>Project name: Envisioning Employers 2023</p> <p>Scope of Work:</p> <ul style="list-style-type: none"> • Curriculum Design • Delivery • Innovation Coaching <p>PIC Nur Shahida</p>	<p>In this program neOOne trained EPF product team</p> <ul style="list-style-type: none"> • to apply the design thinking concept. • to understand the problems and realities of respondents' pain-points, needs and wants. • to learn how to ask the right questions to gain the real and honest answers. • to learn how analyse data and information to produce insights and solutions. • to ideate solutions to reduce the pain points and meet the need of respondents. • to develop a prototype (if necessary) and test it to ensure the practicality of the solutions. • to apply empathy techniques and tools to derive with solutions. <p>Stakeholders:</p> <ul style="list-style-type: none"> • EPF Product Team. • EPF Learning Centre.

Past Projects

No	Client	Project description and impact.
16.	<p>EKUINAS</p> <p>Project name: Ekuinas Catalyst Program 2023 & 2024</p> <p>Scope of Work:</p> <ul style="list-style-type: none"> • Selection • Curriculum Design • Delivery • Entrepreneurship & Leadership Coaching <p>PIC Program Manager Nur Muhammad Safwan Azman</p>	<ul style="list-style-type: none"> • Learners will be able to have effective communication with their peers and subordinates. • Able to define the problem to work on • Able to ideate effectively. • Able to create concept posters. • Know and understand what makes communication effective. • Able to listen generously and effectively. • Able to give quality feedback. <p>Stakeholders:</p> <ul style="list-style-type: none"> • EKUINAS. • 40 Companies.
17.	<p>MRANTI</p> <p>Project name: Global Market Fit Japan & Thailand 2023</p> <p>Scope of Work:</p> <ul style="list-style-type: none"> • Curriculum Design • Delivery <p>PIC: Head, Global Innovation Exchange Ng Kar Sin</p>	<p>In this program neOOne trained the start ups</p> <ul style="list-style-type: none"> • To penetrate the new market with product market strategy. • To iterate solutions that are feasible, desirable and viable for the new market. • Learn, understand & appreciate the process on how to develop their product market fit. • Learn how to use The Disciplined Entrepreneurship Canvas to develop their Product Market Fit Strategy. • Learn how to iterate solutions that are desirable, feasible and viable for the new market. <p>Stakeholders:</p> <ul style="list-style-type: none"> • MRANTI. • 40 Start-ups Founders.
18.	<p>EKUINAS</p> <p>Project name: EKUINAS: ARISE BORNEO</p> <p>Scope of Work:</p> <ul style="list-style-type: none"> • Process Facilitation • Curriculum Design • Delivery • Entrepreneurship & Leadership Coaching <p>PIC: Project Team Nur Imanina</p>	<p>Overview: This program aims to increase social entrepreneurs' leadership and business acumen with stable ventures.</p> <p>The anticipated impact of this program is to increase the sustainability of Impact-Driven Enterprises in the ecosystem. Participants will learn topics such as founder leadership, managing finance, business optimization, managing talent, coaching, and mentoring. Each founder is provided with a coach to support in their development throughout the program.</p> <p>Stakeholders:</p> <ul style="list-style-type: none"> • Four Social Enterprises from Sarawak. • Six Social Enterprises from Sabah. • Ekuinas CSR team. • Tabung Gagasan Anak Sarawak (TEGAS). • Sabah Creative Economy and Innovation Centre.

Past Projects

No	Client	Project description and impact.
19.	<p>EKUINAS</p> <p>Project name: Professional Development Program (PDP)</p> <p>Scope of Work:</p> <ul style="list-style-type: none"> • Curriculum Design • Learning Framework Design • Impact Measurement Framework Design • Delivery • Executive Coaching <p>PIC: Siti Aishah Redzuan Lu</p>	<p>Overview: This programme mentors and coaches graduates who have been unemployed for more than six months. It provides them with the opportunity to develop and learn professional skills, become highly marketable and employable, and improve their soft skills for career enhancement. The goal is for the participants to be employed and get a permanent job at the end of the program.</p> <p>Stakeholders:</p> <ul style="list-style-type: none"> • Ekuinas CSR Education Team. • Ekuinas Forty Strategic Partners. • Seventy-Five Graduate Associates. • Twelve coaches. • Six Trainers.
20.	<p>YAPEIM</p> <p>Project name: Sales Bootcamp - Boost Your Performance</p> <p>Scope of Work:</p> <ul style="list-style-type: none"> • Change Consultancy • Graphic Facilitation • Curriculum Design • Delivery • Innovation & Leadership Coaching <p>PIC: Parihah Hasan</p>	<p>Overview: This program will upskill the existing sales team in Yayasan Pembangunan Ekonomi Islam Malaysia.</p> <p>The participants were taught how to be great sales professionals. They learned about Sales Steps for easy closing, B2C and B2B customer personas, sales metrics, and sales planning.</p> <p>Stakeholders:</p> <ul style="list-style-type: none"> • Regional Sales Managers. • Sales team (twenty participants).

Past Projects

No	Client	Project description and impact.
21.	<p>LEADERSHIP INSTITUTE OF SARAWAK CIVIL SERVICE (LISCS)</p> <p>Project name: Training, Education, and Development Strategic Planning Retreat 2024</p> <p>Scope of Work:</p> <ul style="list-style-type: none"> • Pre-Retreat Preparation • 2 Retreat Sessions (3 Days) • Post-Retreat Follow-Up: <p>PIC: Noor Syafikha binti Bujan Hassim</p>	<p>Overview: The TED Strategic Planning Retreat is a three-day, high-level planning session designed to align training and development initiatives for 2025 within the Sarawak Civil Service. The retreat is a collaborative effort among three key entities:</p> <ol style="list-style-type: none"> 1. Leadership Institute of Sarawak Civil Service (LISCS) 2. Sarawak Centre of Performance Excellence (SCOPE) 3. Human Resource Development and Management (HRDM) <p>The primary purpose is to create a unified and actionable strategic plan for the professional development of civil servants, focusing on alignment, collaboration, and accountability.</p> <p>Stakeholders:</p> <ul style="list-style-type: none"> • Leadership Institute of Sarawak Civil Service (LISCS) • Sarawak Centre of Performance Excellence (SCOPE) • Human Resource Development and Management (HRDM)