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The Arthur Guinness Fund in Singapore

November 27, 2012 | at 8:43 pm | by [SGE](#)

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The [Arthur Guinness Fund](#) is targeted at people with a business head and a social heart, who are committed to finding innovative solutions to address the social problems they see in the world. The Fund was recently launched in Singapore with a focus on empowering marginalised women to lead better lives; [Bettr Barista](#) Coffee Academy was selected as the first social enterprise to receive support.

[UP Singapore](#) and the Fund are working together to host the [first-ever Arthur Guinness Fund hackathon](#) with a specific focus on single mothers and ex-offenders. The hackathon will bring together like-minded people for a weekend of intensive collaboration, to develop solutions to help these marginalised women overcome the social and economic barriers making it difficult for them to support themselves and their family financially.

Guinness has allotted up to \$60,000 in investment to support the best ideas generated over the hackathon weekend, where teams will work under the guidance of expert mentors, with the money awarded to the teams judged to have the most innovative, and viable ideas. These winning ideas will

then be overseen by Guinness through a long-term commitment, to help develop them into real-world projects which can effect sustainable social change.

Channel NewsAsia had a feature on Bettr Barista & the Arthur Guinness Fund. Video below:

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