

- RICE INC & RICE IMPACT tackles wastage via deployment of sustainable agritech in SEA. Efforts have prevented 40k kg of rice from going to waste to date, equivalent to 1.8 million meals
- Selected for inaugural 50Next List by The World's 50 Best Restaurants: list of 50 people shaping the future of gastronomy, aged 35 and under across the wider food and drink scene, including producers, educators, tech creators, activists. Spans 34 countries, 6 continents

<https://www.linkedin.com/in/lincoln-lee/detail/recent-activity/>

2011-2013: IGCSE, Sri Garden International

	<ul style="list-style-type: none"> - Politics featured prominently growing up
Entrepreneurship	<ul style="list-style-type: none"> - From age 13, always trying entrepreneurship on/off <ul style="list-style-type: none"> - Lost money for parents? - Did a past year paper printing startup: <ul style="list-style-type: none"> - Secretly sneak into colleges & pretend to be a student, to get sales

2014 - 2015: IB, Anglo-Chinese School

	<p>After IB, before uni: Organised Pokemon Go Walkathon</p> <ul style="list-style-type: none"> - Spontaneous idea from friend: 3 weeks of our lives - Brought us to places we'd never imagined
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2016 - 2019: Bsc Biomedical Sciences, Life Sciences, UCL

- Jun - Sept 2017: Business Development Associate, SmartBuild Asia
- Feb 2017 - Feb 2018: Project Development & Initiatives Exe Director, InT Council of Malaysian Scholars & Associates

	<ul style="list-style-type: none"> • Why biomedical sciences? • By 2nd year, wanted to switch from life sciences to business/entrepreneurship - why?
Jun - Sept 2017: Business Development Associate, SmartBuild Asia	<p>= the only non-tech intern so they didn't have that clear of a job scope.</p> <ul style="list-style-type: none"> • Coordinate 50 over riders (some were gang members etc..) to sneak into construction sites for data collection.
Feb 2017 - Feb 2018: Project Development & Initiatives Exe Director, InT Council of Malaysian Scholars & Associates	<ul style="list-style-type: none"> • Organise a corporate event & finding out it was at a Playboy Bar <ul style="list-style-type: none"> ○ = where I learnt alot of the leadership skills before joining hult

Nov 2017: Co-Founder, RICE Inc

HULT Prize 2018 Winners. \$1M USD awarded by President Bill Clinton, United Nations Office of Partnerships and HULT Prize Foundation.

Hult Prize: World's largest start-up challenge for student entrepreneurs	<ul style="list-style-type: none"> - How did the idea to start, what is now known as RICE Inc, come about? - Official challenge: "Build a scalable, sustainable social enterprise that harnesses the power of energy to transform the lives of 10
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<ul style="list-style-type: none"> - 2.1 million college & uni students have competed - Over 200k social enterprises created 	<p>million people by 2025"</p> <ul style="list-style-type: none"> - Masha Samkova, UCL Hult Prize Campus Director <ul style="list-style-type: none"> - + Kisum: Running the Life Sciences Society - **Kisum called you - Idea: Hundreds of millions of tons of rice wasted each year. What happens if this wastage is reduced? More food to sell, empower farmers, potential solution to world hunger - How was team SunRice born? Found teammates at a social <ul style="list-style-type: none"> - Kisum Chan (HK) - Julia Vannaxay (Laos) - Vannie Koay (Malaysia) - Idea: Improve harvesting practices & make rice drying tech more accessible - Team SunRice had 8 days to prepare your campus round pitch. None of you had any agriculture or tech background. <ul style="list-style-type: none"> - You were considering things like solar-powered lamp post - Plan: Make fast, effective & affordable rice drying available to smallholder farmers who lack the tech (typically lose 20% of harvest in drying process)
<p>PROBLEM</p>	<ul style="list-style-type: none"> - Why RICE? What's the problem? - What is the rice production process? Most of us used to just seeing it appear in grocery stores in 1kg bags or in bowls served to us - Why Vietnam? <ul style="list-style-type: none"> - How about Malaysia? - None of you were from Vietnam/Myanmar, you're based in the UK as undergrads, access is hard - how did you breach that gap? <ul style="list-style-type: none"> - Make connections with people? <ul style="list-style-type: none"> - International Rice Institute - as knowledge partners - Mentor - Prof Dr Evangelos Markopoulos, lead partner of YNotLab at LoiZou&Co - Masha Samkova, UCL Hult Prize Campus Director - Dr Dave Chapman - UCL School of Management - Did you get doors slammed in your face? Why would anyone want to help you? - What did you learn? What were the main problems? <ul style="list-style-type: none"> - What were the farmers doing? - How did you discover that one of the critical issues was in the drying process? - Smallholder farmers lack tech - lose 20% of harvest - Initial plan: Sell innovative, affordable solar dryers
<p>Refining the pitch / trip to Myanmar</p> <p>Timeline:</p> <ul style="list-style-type: none"> - Dec 2017: Applications closed + campus events - March/April: London regionals - Summer: Hult Prize Global Accelerator 	<p>UCL Rounds</p> <ul style="list-style-type: none"> - 2 days before UCL round, you went to Bao Tieu, business advisor at UCL, with your "stunning" business plan - how did that go? <ul style="list-style-type: none"> - Ripped everything apart: for 2 nights, didn't sleep over 5 hours - Got through UCL rounds in Dec <ul style="list-style-type: none"> - Changed a lot after the UCL round: Moved pilot operations from Vietnam → Myanmar: why?? <ul style="list-style-type: none"> - Spoke to IRRI experts

- Sept: Global finals

- How did you get **International Rice Research Institute** as your knowledge partner?

- How important is that partnership?

- Realised farmers didn't want initial machinery + business model won't work

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- After London regionals, made 1ST TRIP TO MYANMAR to pilot your idea???

- How did you raise funds to get everyone there & run a pilot program?

- UCL's Innovation & Enterprise department
- Competitions: UCLE VC fund, Brazil InT competition = won everything

- **Competitions: How did you win, when you hadn't even gone to Myanmar to run your pilot project? Just a concept; no MVP!

- Purpose of MVP is to prove business is viable:
 - 1. Service works functionally
 - Tech has been proven by industry
 - 2. There are customers who want service
 - 3. You can make money
- Had IRRI as knowledge partners

IN MYANMAR

- Vannie first got involved?

- You sent FB message asking "do you want to plant paddy over summer?"

- Had a pilot running in Myanmar?

- Plan: After 1st harvest, finalise the model & replicate in other villages

- 23 farmers, 500 tonnes of rice ordered - HOW did you scale to this?

- What did you learn?

- Proposed selling affordable solar dryers, but farmers NOT enthusiastic

- It's slow compared to their preferred solution of biomass-fueled dryers

- What are biomass-fueled dryers?

- Burn biomass waste from rice production (e.g. rice husk) would have low carbon impact
- Dries up x24 faster, powered by rice husks

- BUT dryers cost \$6k! How did you purchase these machines & provide them to farmers at an affordable price?

- Crazier moments:

- Flying at 4am and jetlag,
- Find out we got into the Brazil comp the night before my final exam
- Stuck in the jungle story I mentioned
- How my co-founder had like throng of girls following him
- The wildlife we encountered etc

- Everything built around initial model - had to switch

Summer 2018 - Hult Prize
Global Accelerator

- Former residence of Henry VII, north London - purpose?

- Spent living, working, learning etc. with 200 other student entrepreneurs

	<ul style="list-style-type: none"> - More work than play? <ul style="list-style-type: none"> - Wanted to prove to ppl we could work hard play hard so we threw a "too hard" party <p>CONNECTIONS</p> <ul style="list-style-type: none"> - Really putting yourself out there, scheduling meetings with anyone & everyone connected with rice - why? How? <ul style="list-style-type: none"> - Good contacts? - Your family was very supportive! - your granddad connected you with friends who were farmers, 30 years back?
<p>15 Sept 2018: Winner, 9th Annual UN Hult Prize Global Finals & Awards Gala - UN, NYC</p> <p>Judges:</p> <ul style="list-style-type: none"> - Arianna Huffington - Paul Polman - Global CEO, Unilever - Hans Vestberg - CEO, Verizon 	<ul style="list-style-type: none"> - 1st time you finished a drying cycle, which was the morning of the finals of the competition! <ul style="list-style-type: none"> - A farmer sent a photo of him with his dryer to Kisum - The finals & awards gala - what was it like? It was one of your "worst pitches"? <ul style="list-style-type: none"> - Against 5 other team, 1 of them also in the rice industry - Your mentors & everyone who assisted you were in the front row? - How did the security guard at the UN help you win the competition? <ul style="list-style-type: none"> - Dryers are powered by rice husks, which can be used as fertiliser (has X amount of potassium, that's proven to be good for soil) - Did you ever find the security guard after that? - Stuck in UN <ul style="list-style-type: none"> - After we won, had a couple hours of photo, went back to dressing room, fell asleep & place locked - Get USD 1 million. Age 19: aim to transform the lives of 49 million farmers by 2025 <ul style="list-style-type: none"> - Tell us about this vision - How did you intend to deploy your capital? - Farmers have been doing it the traditional way for hundreds of years - inertia/unwilling to switch! A problem? - Craziest story in Myanmar?
	<p>After winning, you still had your studies!</p> <ul style="list-style-type: none"> - How did you balance? Didn't want to drop out to pursue this?
	<ul style="list-style-type: none"> - Set up network of 40 smallholder farmers in Myanmar - Installed 1st Rice Inc hub in village of Letpaden in the Bago Region - Getting industrial dryers & storage facilities to the farmers <ul style="list-style-type: none"> - Process 2250 tons of rice - Prevent 500 tonnes of losses
<p>Storing rice is too expensive, so farmers:</p> <ul style="list-style-type: none"> - Sell wet rice for lower price; or - Leave rice outside to dry: takes lots of time & damage the crop 	<ul style="list-style-type: none"> • What is your business model - have to be sustainable? <ul style="list-style-type: none"> ○ 2 options for farmers <ul style="list-style-type: none"> ■ Pure drying: Farmer pays to lease dryer to dry rice & sell in open market ■ Dry & store: Rice doesn't charge for drying rice, but stored rice is sold by Rice on farmers' behalf when prices rise. Sold to open market/millers & Rice takes sales

	<p>commission</p> <ul style="list-style-type: none"> ○ Sell rice made by cooperatives around the world ● Why sell to the UK/Europe? Feel you have a unique advantage, leverage on UCL network?
	<ul style="list-style-type: none"> - When did your new co-founders join you? - How useful have your degrees been for you? <ul style="list-style-type: none"> - You & Kisum: Biomedical science - Zheyi: Economics - Jonathan: accounting & management - Looming prospect of Brexit must have an impact on you - how?
	<ul style="list-style-type: none"> - How did you get into the top 5 caterers distributors + get meetings with their boards? - Lost a £100k application as we requested "too little" money
2020: COVID	
<ul style="list-style-type: none"> - Jan 2020: Jonathan - June 2020: Zheyi 	<ul style="list-style-type: none"> - COVID Hit: Impact? <ul style="list-style-type: none"> - You were in London - how did you pivot? <ul style="list-style-type: none"> - Established Rice Up for London campaign: Every bag of rice bought, is matched & donated to a food bank/charity = address food insecurity in London - Pledge: Donate 500k meals
1 Feb 2021: Myanmar Coup	
	<ul style="list-style-type: none"> ● You've been working on RICE Inc relentlessly every day. End of January 2021, decided to take a break? <ul style="list-style-type: none"> ○ Myanmar coup ● Once you heard the news, what did you do? What <i>could</i> you do?
	<ul style="list-style-type: none"> - Plans now? Working with Sabahan farmers? - What keeps you going? <ul style="list-style-type: none"> - Touching moments: Myanmar woman they helped save 6 months of her salary - Best way to help you?

FINAL

1. Have you found your why?
2. Legacy you want to leave behind?
3. Important qualities of a successful person?
4. Where can people go to connect with you, follow what you're doing, support your work?
5. Anything else?

External Links:

- RICE Inc: [Website](#), [Instagram](#), [Facebook](#), [LinkedIn](#)
- [“Gamifying the Rice Industry: The ‘Riceville’ Paradigm”](#) - with Evangelos Markopoulos, Kisum Chan Ho Fung, Lincoln Lee Ming
- 2018 UN Awards & Gala - to watch the winning pitch by Sunrice