

ANNUAL REPORT · FY2025/26

Impact Colliders

IGNITING SPARKS WHEN IDEAS COLLIDE



Commemorating Our First Year,



Anniversary Edition

Empowering seniors through play.

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Words from Leadership

A message from our CEO, on what made the first year possible.

At Impact Colliders, we believe that technology should empower, not exclude. Through games and community-driven learning, we are helping seniors build confidence in the digital world in a way that is safe, engaging, and meaningful.

"Each card laid down on the table is a small, visible act of confidence — a senior choosing to engage rather than avoid."

This year, we welcomed 723 seniors into our workshops, ran 37 sessions across community spaces, and were supported by 59 volunteers who showed up week after week.

Thank you to everyone who has supported us on this journey. To our partners, our volunteers, and the seniors themselves: this report is yours. We are excited for what lies ahead.

Warmly,

Avin Teo

Chief Executive Officer, Impact Colliders



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About Impact Colliders

Who we are, in one line.

We're a social enterprise that
CREATES
EDUCATIONAL
GAMES for **SENIORS**

designed to
nurture wellbeing,
scam awareness and
digital fluency.

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Our Product

Eh How Ah? — an integrated two-part physical and digital game.



The Physical Component • Card Game

The physical component is a card game that eases seniors into the world of digital applications on their phones, helping them gain interest and confidence in using digital applications such as Grab and WhatsApp to engage in digital services that improve their wellbeing.

The Digital Component • Pseudo Apps & Eh Let's Play

The digital component introduces pseudo apps, which are simulated real-world apps in a safe environment where seniors can learn through practice. In addition, it integrates with a digital version of the physical card game called Eh Let's Play.

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Year in Numbers

Our first year, by the numbers.



*Third-party workshops refer to workshops not conducted directly by Impact Colliders.

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Moments that defined our first year.

Highlights of the Year

River Hongbao 2025



Singapore's largest and longest-running Chinese New Year celebration event, which attracted over 1 million visitors. We worked with RSVP Singapore's senior volunteers to facilitate mini workshops for visitors who were interested in learning more about digital literacy and the game.

Notable VIPs who visited our booth:

PM Lawrence Wong, Minister Edwin Tong, Minister Chee Hong Tat, MOS Rahayu Mahzam, MOS Baey Yam Keng, SMS Koh Poh Koon, SMS Tan Kiat How, SPS Eric Chua, and SMS Sim Ann.

Mapletree August Community Month Workshop



Volunteers facilitated the workshop alongside the seniors, engaging meaningfully with seniors while sharing practical knowledge on digital literacy and scam prevention. The workshop was tailored to Mapletree's needs, creating an engaging experience for both their volunteers and the seniors as part of their CSR Community Month initiative.

- 60 seniors from Adventist Active Ageing Centre
- 30 volunteers from Mapletree

*SCAPE Re:Play Festival 2025



Re:Play is a dynamic 3-day festival that empowers youths to explore and connect with opportunities in the G.A.M.E (Gaming, Art, Media, and Entertainment/Esports) industry.

We debuted our digital game, and although it's designed for seniors, it drew strong interest from youths eager to playtest — a sign that good design transcends age.

Digital for Life Festival @ VivoCity



YouTube video feature by IMDA: <https://youtu.be/-EqCmRcozyE?si=3Zjaho0VoqQJ0Qdo&t=31>

We were invited by IMDA to be part of the Digital for Life Festival @ VivoCity as one of their partners to create an interactive workshop experience for participants around the area.

- **10 volunteers** activated to engage senior passersby
- **Modified 5-minute version of our game** turned into a fun, fast-paced digital clinic for seniors

Year Long Workshops



As part of our community contribution efforts, we conducted over 25 workshops across Active Ageing Centres island-wide, reaching more than 370 seniors through engaging, gamified sessions on digital literacy and scam awareness. These programmes were made possible through the support of our volunteers and in partnership with students from Nanyang Technological University–NIE.

- **Activated 27 volunteers** to engage and support seniors across the workshops
- **Partnered with Active Ageing Centres** such as NTUC Health, Touch Community Services, and Adventist Active Ageing Centre across Singapore

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Connecting play to practice.

Product Innovation

Partnership Highlights & Collaborative Content

We created static content to showcase collaborations and partnerships with organisations and brands aligned with our mission, such as The Mind Cafe.

These posts helped expand brand awareness by introducing Impact Colliders to new audiences while strengthening credibility through association with recognised community and lifestyle partners. By highlighting collaborative initiatives, and workshops, the content also reinforces our position as a growing impact-driven organisation within the community space.



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Connecting play to practice.

Product Innovation

Digital Game Integration with Pseudo Apps

We integrated our digital game with our pseudo apps to create a connected learning experience. Once players complete the game, they have the opportunity to practise using the apps in a safe environment. Doing so contributes to their game achievement progress, creating a system that encourages players to continue progressing, playing, and learning.

Eh How Ah to pseudo apps integration loop



<https://www.impactcolliders.com/ehhowah>

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Marketing

Connecting play to practice.

Newsletter

We launched and continuously improved our community newsletter to strengthen engagement with our partners and supporters. Through workshop recaps, community stories, product highlights and engagement segment; the newsletter helped extend our impact beyond physical sessions while reinforcing Impact Colliders' mission of building digital confidence and connection through play. It also served as a platform to showcase milestones and real-world stories from the seniors and communities we worked with.

Past Newsletters

Volunteer POV 🙈🙈

Let's hear from Dylan and Reyes as they share their experience volunteering with Impact Colliders.

Watch Here!



Marketing

Connecting play to practice.

Video Content & Storytelling

We leveraged short-form videos and visual storytelling to document workshops, share seniors' experiences, and showcase the real-world impact of our programmes. Through the content, we were able to make our mission more accessible and relatable across digital platforms. It also supported brand credibility by highlighting the interactions between volunteers and seniors during workshops and gameplay sessions.

Brand & Digital Presence

We strengthened Impact Colliders' online presence through consistent branding and community-focused content across our digital platforms. This helped improve awareness, reinforce credibility, and create a more cohesive identity as a growing impact-driven organisation.



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What's next for Impact Colliders.

Looking Ahead

Corporate Partnerships for Workshops

Building on our work with partners like Mapletree, we design and run tailored CSR workshops that bring corporate volunteers and seniors together for meaningful, hands-on learning. We're now expanding this offering to corporates seeking high-impact community engagement for their teams.

Brand Partnerships for Pseudo Apps

Our pseudo apps give seniors a safe, simulated environment to learn how to use real-world apps with confidence. We partner with brands to feature their apps on this platform; turning Eh How Ah? into a discovery channel that introduces seniors to services they'd genuinely use, while giving partners trusted access to an audience that's notoriously hard to reach.

PARTNER WITH US

Interested in running a tailored CSR workshop, or featuring your app on our pseudo apps platform? We'd love to hear from you.

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Special Thanks

Impact Colliders would not be possible without the dedication of our team.

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PRODUCT

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And to every senior, volunteer, and partner who showed up this year —

thank you.