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# CHANGING LIVES ONE CARD AT A TIME



Sunday Star, Malaysia

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**Lee Mei Yan**  
Valedictorian  
BA (Hons) in Accounting  
Business consultant, EY

Lee Mei Yan stands out as a model student, a young entrepreneur and a seed planter who wants to bring out the best in others. Pretty much an all-rounder, Mei Yan excels at everything she sets her heart on. And she now seeks to redefine educational outcomes for students through The EduLab – a social enterprise she co-founded with four other like-minded changemakers.

Mei Yan serves as The EduLab chief marketing officer and their first product, ZING! – an English card game – is gaining traction for improving English literacy amongst students. Aligned with the Common European Framework of Reference for Languages (CEFR) standards, ZING! is adopted by more than 25 schools, tuition centres and NGOs.

The results are impressive. According to calibrated pre-game and post-game test results, around 74% of ZING! players improved their sentence structure abilities and their usage of tenses. Over 800 students at schools and orphanages were more interested in English lessons. According to teachers, English is used 43% more in daily conversations a fortnight after students play ZING!

The EduLab pledges to channel 70% of its sales to children from marginalised communities. And with its "Buy two, donate one" sales model, it creates a platform for the community to contribute ZING! decks to schools in rural areas. The objective of this move is to empower students in B40 communities who may lack

the means to purchase decks. Schools in Sabah have already benefited from the initiative and Mei Yan was almost moved to tears when she heard their positive feedback.

"I remember vividly how the Sabahan students were thanking The EduLab," enthuses Mei Yan. "They spoke from the heart and it was an immensely touching experience. My eyes welled up. I'm encouraged that the cards have benefited students and our influence is growing. We now engage over 1,000 students and we hope to impact more schools nationwide." Mei Yan adds that ZING! has great potential and efforts are in the pipeline to roll out decks that will generate interest in math and science.

Looking back, Mei Yan is heartened that her years at UCSI have moulded her into the woman she is today. "I am genuinely astonished by my transformation and growth," she continues. "It's not something I could envision then as I was a reserved young girl who always played it safe. But I discovered my capacity and appetite for innovation and I was encouraged to drive social change. UCSI's wide industry network also enabled me to experience internships at PWC and EY – two of the world's Big Four professional service networks."

Now a business consultant with EY, Mei Yan wants to empower others the same way her parents empowered her. And with ZING!, she enjoys a platform to achieve far-reaching impact. Congratulations, Mei Yan. All of us at UCSI could not be prouder of you. Continue achieving in the UCSI spirit. And we will watch this space.



**SHOWING THE WAY** : Ever passionate about children, Mei Yan visits schools to demonstrate how ZING! is played.



**A WINNING EFFORT** : Mei Yan (left) and her fellow EduLab co-founders have made great headway with their social enterprise.



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### SUMMARIES

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