



HUMAN CAPITAL × AI

The UNSDG Sustainable Business Challenge

Powered by SEL. Co - created by AI. Designing human-centered solutions for global sustainability

G-BRIDGE

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G-BRIDGE

Building Workplace Connection & Emotional Resilience for Young Workers



SEL
Self-Awareness
Relationship Skills

G-BRIDGE aims to support SDG 3 by building emotional awareness and help-seeking skills at work (intended contribution)



G- Bridge Website

I Human Crisis + UNSDG

The Human Problem

Young workers (18–28) carry heavy stress into their jobs but in our survey of 43 young workers, only 7% turn to a manager for support. Without support, stress quietly builds into exhaustion and disengagement.

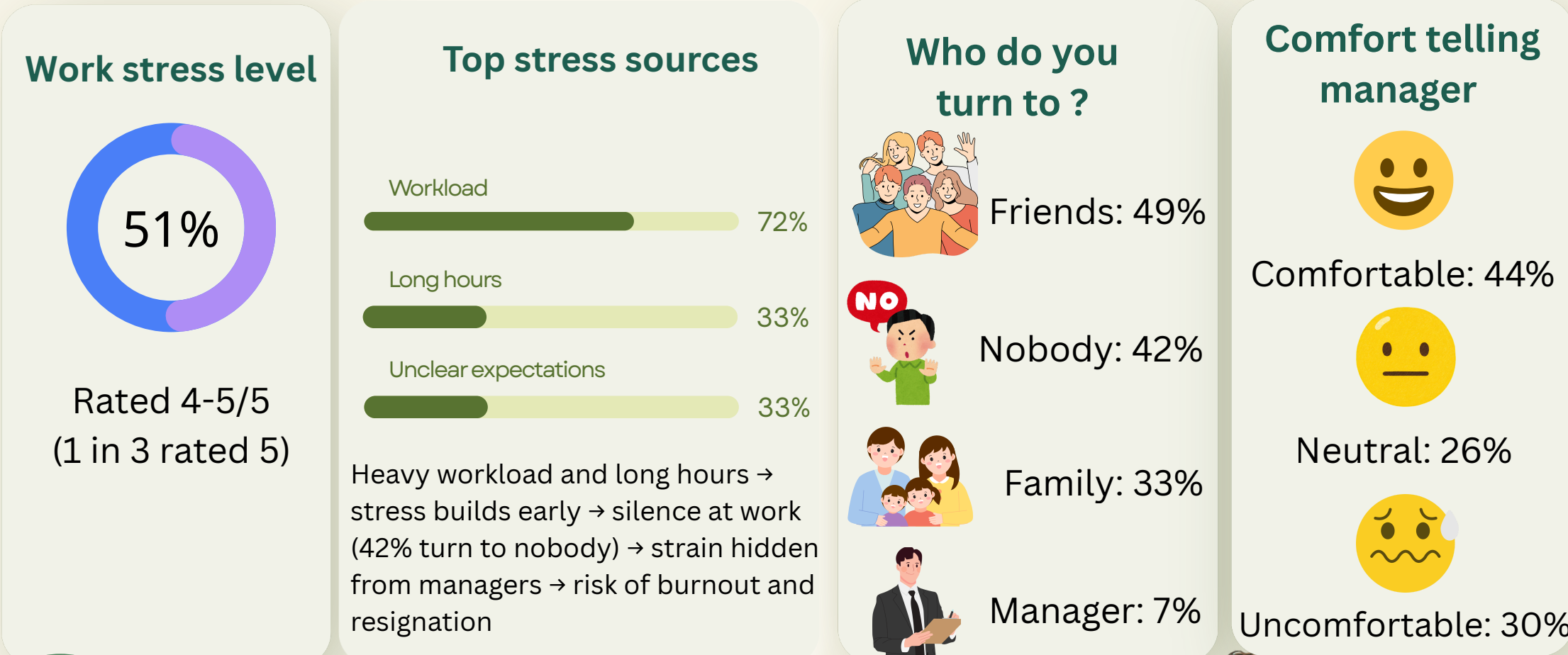


CONTEXT

- A psychiatrist at Vietnam's Institute of Mental Health (Bach Mai) says it sees about 8,000 mental health matters, about 30% aged 18–35, many involving burnout (Phan, 2024).
- Among 602 Gen Z workers in Vietnamese cities, emotional exhaustion was significantly associated with intention to leave a job (Do et al., 2023).

Mental Health Matters

Our Survey: Young Workers Voice (n=43) (Multiple responses allowed)



III Business + Revenue

Pricing

Fee per circle
1 circle = 1 cohort of 6–8 employees × 6 sessions
VND 13,500,000
(≈ NT\$16,600)

Variable cost per circle
VND 10,390,000
(≈ NT\$12,760)

Fixed cost per month
VND 7,860,000
(≈ NT\$9,650)

Break-even
31 circles/year to cover modelled costs

Circles per year

Revenue (Scenarios: untested assumption)

Result after fixed costs

12

VND 162M
(~NT\$ 199,000)

- VND 57M
(~NT\$ 70,000)

30

VND 405M
(~NT\$ 498,000)

Near break-even:
-VND 1.02M

48

VND 648M
(~NT\$ 796,000)

+ VND 55M
(~NT\$ 67,500)

Customer
HR and People teams at mid-sized companies in Ho Chi Minh City

Value Proposition
Structured peer support and help-seeking practice for young employees

Revenue Stream
Fixed fee per circle (6–8 participants, minimum 6); mentor training as add-on; quarterly package

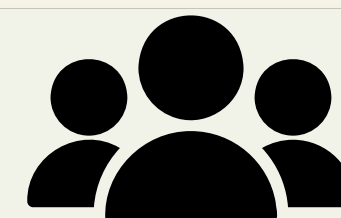
Why Customer Pay
Employer receives aggregate attendance and anonymous feedback only; no individual disclosures [5 online interviews]

II Human Centred Solution + SEL

Our Solution: The G-BRIDGE Circle

A 6-session, human-led peer circle where young employees practice speaking up with a trained Bridge Mentor (a senior colleague outside participants' reporting line, who joins only the practice phase)

Not an app: the value comes from people.



Participants
6–8 employees
(18–28, voluntary)



Format
90 minutes every 2 weeks



Facilitator
Leads & keeps safety rules

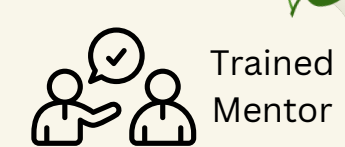


Bridge Mentor
Listens, shares, never evaluates

Inside Each Session

Step	What happens	SEL Skill Build
1. Check in (15 min, peers only)	Name today's stress with emotion cards	Self awareness: recognise & name stress signals
2. Peer sharing (30 min, peers only)	Share a real work situation; active listening, no quick advice	Relationship skills: listen & express needs
3. Bridge practice (30 min, mentor joins)	Role-play real scenarios (ex: ask for clarity / say no)	Relationship skills: ask for help across generations
4. Action commitment (15 min)	Choose one small step for next two weeks	Self-awareness: turn a feeling into action

Safety by Design



Voluntary. Not evaluated.
No individual reports to managers or HR.
Confidentiality has limits.
Referral if needed.
Non-clinical.

IV AI + Team Reflection



- AI use:** Claude helped us brainstorm and organise survey data. It rated our topic "Very High", with no sources.
- Our check:** We tested it against our survey (n=43): 44% feel comfortable telling a manager, only 7% do.
- Human judgement:** Safety cannot be automated. AI prepares; people build trust.



AI Blind Spot

- AI scored our topic "Very High" with no evidence behind the scores.
- The AI missed the gap between comfort and silence



Human Correction

- We checked it against Vietnamese studies and our own survey
- Our data (44% comfortable vs 7% who ask a manager) led us to design for silence



Research Part I + II
Concept + Design Analysis



Search + Evaluate Topic
Research Part III + IV
Analysis + Reconcile Data

We replaced statistics
We could not trace to a source with studies
We checked ourselves

Psychological safety cannot be automated. AI helps us prepare; trust comes from human presence, clear boundaries and active listening



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SCAN TO WATCH
Our 3-4 minute presentation

