

# Asia Pacific Youth Startup Contest 2022



INSTITUT BISNIS  
& INFORMATIKA  
KESATUAN



# WHAT IS IT?

**Asia Pacific Youth Startup Contest 2022** is initiated by Seoul Campus Town & Dongguk University Campus Town, and cooperated with King Mongkuk's University of Technology Thonburi, Thailand, & Institut Bisnis & Informatika Kesatuan, Indonesia.

On this event there will be more than 15 selected teams or startups that will pitch their ideas to the reputable entrepreneurs and experts.

You can attend and watch how the pitching competition is and learning from it. We would love to have you on our event!

**COME & JOIN US!**





# GOALS

- To promote the global entrepreneurial mindset
- To validate the idea
- To support the idea to make it happen
- To develop the global network
- To Share knowledge, experiences & commitment



# AGENDA

- **Date**
  - Orientation & Forum: August 6 (Sat, 13:00 ~ 15:00, GMT +9)
  - The Preliminaries: August 20 (Sat, 13:00 ~ 17:00, GMT +9)
  - The Finals: August 27 (Sat, 13:00 ~ 15:00, GMT +9)
- **Participants**
  - Team which has startup idea has startup company less than 3 years recommended by Dongguk University Campus Town, King Mongkuk's University of Technology Thonburi & Institut Bisnis & Informatika Kesatuan
  - Each team has 2~5 members
- **Idea Category**

There is no specific limitation of startup idea
- **Co-hosts**

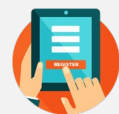
Seoul Startup Campus, Dongguk university Campus Town, King Mongkuk's University of Technology Thonburi & Institut Bisnis & Informatika Kesatuan



# PROGRAMS



**Orientation & Forum** August 6 (Sat, 13:00 ~ 15:00)



**Registration** August 8 (Mon) ~ 17 (Wed)



**The Preliminaries** August 20 (Sat, 13:00 ~ 17:00)



**The Finals** August 27 (Sat, 13:00 ~ 15:00)

(Time Zone : GMT +9)





# ORIENTATION & FORUM

- **Date**

August 6 (Sat, 13:00 ~ 15:00, GMT +9)

- **Schedules**

13:00 ~ 13:20

Welcome Messages  
: DGU, KMUTT & IBIK

13:20 ~ 14:20

**Forum: Innovation & Entrepreneurship**

- Ribin Seo (Prof, POSTECH, South Korea)
- Silea Pojono (CEO, Ansilea, Indonesia)
- Teerasak Wongpiya (CEO, Bold Group Thailand, Thailand)

14:20 ~ 15:00

Orientation / Q&A



# FORUM: Innovation & Entrepreneurship



**Ribin Seo**

Professor  
POSTECH

South Korea



**Silea Pojono**

CEO  
Ansilea

Indonesia



**Teerasak Wongpiya**

CEO  
Bold Group Thailand

Thailand





# REGISTRATION

- **Date**

August 8 (Mon) ~ 17 (Wed)

- **Registration**

[Http://bit.ly/AYSC2022](http://bit.ly/AYSC2022)







# THE PRELIMINARIES

- **Date**

August 20 (Sat, 13:00 ~ 17:00, GMT +9)

- **Presentation**

- 30 Seconds Marketing Video for Idea
- 3 Mins Presentation & 5 Mins Q&A

- **Selecting TOP 6**



# JUDGING CATEGORY

<b>Marketing Video</b> (30 Points)	<ol style="list-style-type: none"><li>1. Clear Marketing Message</li><li>2. Good Storyline</li></ol>	15 15
<b>Presentation</b> (70 Points)	<ol style="list-style-type: none"><li>1. Clear Problem Statement</li><li>2. Realistic/Creative Solution</li><li>3. Unfair Advantages</li><li>4. Presentation Skills</li></ol>	20 20 20 10



# JUDGES



**Thidawan  
Amjang**

Co Founder  
The Industrial  
Thinker

Thailand



**Suci  
Sutjipto**

CEO  
Adatu Indonesia

Indonesia



**Jin  
Kim**

Director  
Cowork  
Consulting

South Korea



**Fabien  
Martin**

Co Founder  
Founders Lair

France/China





# THE FINALS

- **Date**

August 27 (Sat, 13:00 ~ 15:00, GMT +9)

- **Presentation**

5 Mins Presentation & 10 Mins Q&A

- **Award Ceremony**



# JUDGING CATEGORY

## **Presentation (100 Points)**

- |                                |    |
|--------------------------------|----|
| 1. Clear Problem Statement     | 30 |
| 2. Realistic/Creative Solution | 30 |
| 3. Unfair Advantages           | 25 |
| 4. Presentation Skills         | 15 |



# JUDGES



**Siripong  
Junthawan**

CEO  
Doing Less  
Getting More

Thailand



**Antonius  
Barus**

CEO  
Krya

Indonesia



**Budher  
Song**

Director  
M Garage

South Korea



**David  
Kovacs**

Executive Director  
APEC-ECBA Digital  
Trade Innovation  
Committee

Hungary/China



# AWARDS

- **1<sup>st</sup> Winner** **\$1,000**
- **2<sup>nd</sup> Winner** **\$500**
- **3<sup>rd</sup> Winner** **\$250**



# CO HOSTS



INSTITUT BISNIS  
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KESATUAN





# PARTNERS



# CONTACT

If you have any questions,  
pleas don't hesitate to contact us.

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