
The 2nd KOREA-ASEAN Business Model Competition 2021 on Digital Economy for SDGs

1 Purpose and Outline

Purposes

- To advance Korea, Indonesia and ASEAN startups in Korea and ASEAN market and to spread SDGs in Korea and ASEAN by establishing a cooperative foundation for the support of startup ecosystems in Korea and ASEAN
- To provide startups the opportunities for the scaling up of business and the networking with investors in the SDGs sector in Korea and ASEAN

Outline

- **Title** : 2nd KOREA-ASEAN Business Model Competition 2021 on Digital Economy for SDGs
- **Sector** : Digital Economy sectors within the SDGs category
- **Schedule** : December 2, 2021 (Demoday)
- **Venue** : The event would be held online (via zoom)
- **Co-Host** : Ministry of SMEs and Startups Republic of Korea (MSS), Ministry of Cooperatives and SMEs Republic of Indonesia (KUKM), ASEM SMEs Eco-Innovation Center (ASEIC)
- **Organizer** : Green Business Center (GBC) and Shinhan Futures Lab

2 Eligibility and Evaluation

Eligibility Criteria

- All SMEs or Startups from Korea and ASEAN Countries (which have been legally authorized) are eligible to apply,
- Company should be within 5 years of its establishment,
- TOP 10 selected companies/teams from the 1st Korea-ASEAN Business Model Competition 2020 for SDGs, are not eligible to apply.

Privilege

Maximum 12 excellent companies from 5 countries that participated in the ECOTHON are given the privilege for passing the first document screening

* The 5 countries : Cambodia, Laos, Indonesia, Malaysia, and Philippines

(Support area)

Digital Economy sectors that have an effect on the 17 sustainable development goals

- Digital Economy : Internet-based businesses such as e-commerce, Internet shopping malls, and search services
- 17 SDGs Impact applications must be submitted in the application form.

Evaluation Process

- 1st Evaluation : **Select max. 30 participants**
(include max. 12 participants from ECOTHON)
- 2nd Evaluation : Select TOP 10 Participants and provide Mentoring Session
- Final Evaluation : Evaluate the business model on aspects of economic feasibility (quantitative) and SDG impact (qualitative)

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Benefits

Total Cash Prize USD 6,500 for Winners

- 1st Winner : USD 3,000
- 2nd Winner : USD 1,500
- 3rd Winner : USD 1,000
- Special category (2 Teams) : USD 500 (each team)

TOP 10 Selected Teams Benefits

- Opportunities to use co-working space in GBC or Shinhan Futures Lab
- Networking with VC (Venture Capital)
- Certificate of Recognition from Ministry of Cooperatives and SMEs Republic of Indonesia

Time Schedule is tentative due to situation and condition (in 2021)

- **Registration of Participants** : Sep 1~30 (30 days)
- **1st Document Screening** : Oct 1~15 (max. 30 participants selected)
- **2nd Online Screening** : Oct 26~ Nov 5 (TOP 10 participants selected)
- **Mentoring Session** : Nov 18 ~ 25 (Once a week, twice in total)
- **Demoday** : Dec 2, Thursday