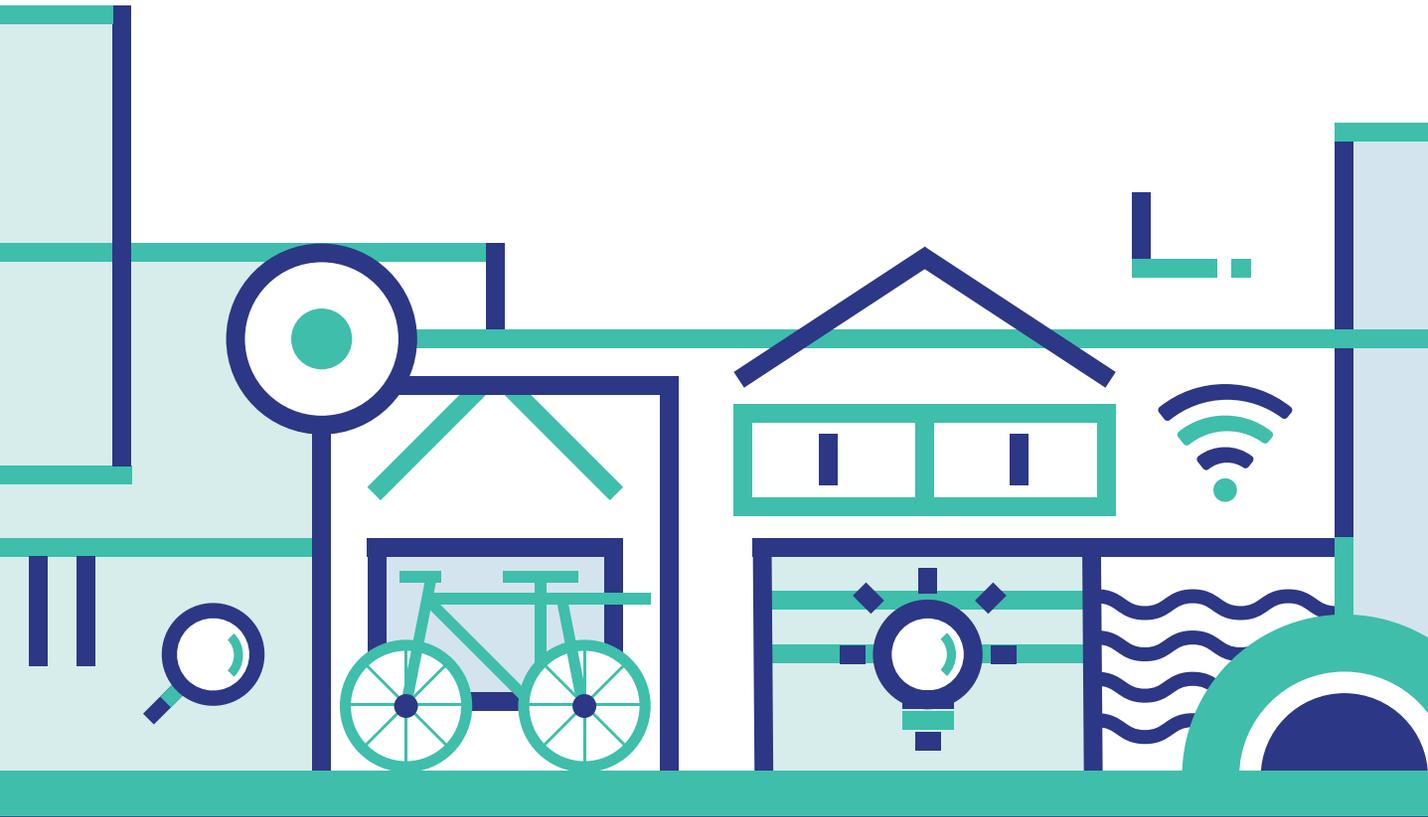
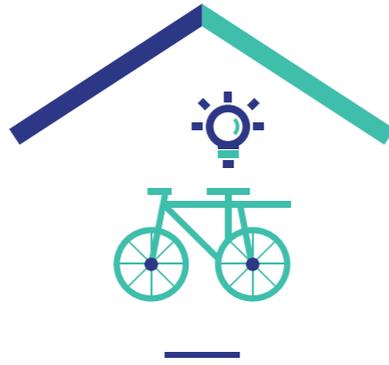


# 아산상회

ASAN SANGHOE





### ASAN SANGHOE (아산상회)

is a global team-entrepreneurship program for business teams led by North Korean resettlers, who, along with youth from South Korea and abroad with limited entrepreneurship opportunities, will be preparing future businesses for a world of united Koreas.

## ASAN SANGHOE



Providing open entrepreneurship opportunities ('Entrepreneurship for all'), regardless of who you are and where you come from.

#### Creating Global Startup Ecosystem

In order to diversify the social capital, required in modern startups, the program offers a real multicultural and global entrepreneurship environment.

#### Team-entrepreneurship Method

Through the team entrepreneurship process, the program works to overcome individuals' shortcomings and reinforce synergizing joint strengths of a team as a whole.

#### Integrated Business Support

The program builds solid foundations for real business growth through integrated support, ranging from incubation, acceleration to investment.

#### Inclusive Entrepreneurship

By forming diverse startup teams consisting of those who are marginalized from actual opportunities to pursue business, the program creates a strong entrepreneurship spirit, founded on inclusivity.

#### Building a Community

Together with it's alumni, the program is building a strong global team-entrepreneurship community.

## Entrepreneurship Education Program

Entrepreneurship Incubation (4 months)	Basic Team Entrepreneurship Course	<ul style="list-style-type: none"> <li>· ASAN SANGHOE opening ceremony and orientation workshop</li> <li>· ASAN SANGHOE Hackathon</li> <li>· Lean startup methodology</li> <li>· Team company sessions</li> </ul>
	Global Marketing Trip (Europe)	<ul style="list-style-type: none"> <li>· Team projects' market research</li> <li>· Visits to entrepreneurship-related institutions</li> <li>· Global Pitching and networking event</li> </ul>
	Team Entrepreneurship Practical Course	<ul style="list-style-type: none"> <li>· Special lectures with experts</li> <li>· Practical business implementation</li> <li>· Team company sessions</li> <li>· Visits to startup-related organizations</li> </ul>
	Showcase	<ul style="list-style-type: none"> <li>· Showcase</li> <li>* Selection of teams for acceleration based on showcase presentations</li> <li>· Graduation &amp; evaluation workshop</li> </ul>

- Fully sponsored by the Asan Nanum Foundation

Startup Acceleration (3months)	Phase 1 (4 weeks)	<ul style="list-style-type: none"> <li>· Startup team building &amp; business model evaluation</li> </ul>
	Phase 2 (8 weeks)	<ul style="list-style-type: none"> <li>· Startup establishment &amp; product/service launch</li> <li>· Expert mentoring</li> <li>· Funding for project commercialization</li> </ul>
	Demo Day	<ul style="list-style-type: none"> <li>· Business Pitching</li> </ul>
Investment connection & further support	Investment Connection	<ul style="list-style-type: none"> <li>· Matching Grant, support for attracting investment</li> </ul>
	further support	<ul style="list-style-type: none"> <li>· MARU180 Benefit Offer</li> <li>· Support of alumni association of the Asan Nanum Foundation</li> </ul>

## Partners



**Korea Hana Foundation** helps North Korean resettlers gain economic independence and social integration in South Korea, will be providing education on united Korea's economy, organizing a tour of North Korean resettlers' businesses as well as supporting funding of the early stages of the North Korean resettlers' ventures.



**HBM**, which operates an MTA program that develops a global business ecosystem for team entrepreneurs and foster team-preneurship, will be planning and operating the entrepreneurial incubating for the ASAN SANGHOE program.

**weave**

**weave** is a collective of professionals, which specializes in creating organizational structures of the future, community designs, presentation skills development and is connected to various startup communities like Startup Weekend and Seoul Startups. weave will be behind global networking events, while also taking care of the global entrepreneur participants as well as organizing a hackathon and showcase portions of the program.



**Yovel** is a social venture that supports young North Korean resettlers' social-economic independence. During the program Yovel will seek out, recruit and support North Korean entrepreneurs.

ASANSANGHOE is organized and run together by specialized organizations.



**Krypton**, the longest-running social startup accelerator, that invests in ventures that can change the world, will be supporting ASAN SANGHOE's acceleration program.

**sopoong**

**sopoong** is an impact accelerator that supports impact-oriented investments and acceleration of social ventures and startups that solve social ventures faster, in a more sustainable and fundamental way. sopoong will be supporting ASAN SANGHOE's acceleration program.

**mysc**

**mysc(Merry Year Social Company)** is an organization that specializes in social innovation consulting and impact investment while seeking social innovation through business. With a 'founders for founders' mindset, mysc will be supporting ASAN SANGHOE's acceleration program.

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SANG  
HOE

## Recruitment Process

- For whom?**
- North Korean, South Korean, foreign youth, willing to start a business (no older than 39)
  - Interested in unification impact business ventures and willing to pursue a business project with North Korean resettlers
  - New business founder (less than 1 year from registration, based on Business Registration Form) or prospective entrepreneur
  - (foreigners) at least intermediate proficiency in Korean

**Program size**

- 30 participants

**Selection Timeline**

Online Application	March 9 (Mon) - April 23, 2020 (Thu) 5pm
Announcement of successful candidates after 1st round	April 25 (Fri) 6pm
2nd Round - Interviews	April 28 (Tue) ~ April 29 (Wed)
Final Participants' Announcement	May 6 (Wed) 6pm

\* We will contact you individually to inform your result.

**Application**

- Click on the announcement button on the Asan Nanum Foundation website and fill out the application form.

**Contact**

- **E.** asansanghoe@asan-nanum.org
- **P.** 02-741-8238

## Entrepreneurship Course dates and locations

- **Entrepreneurship Incubation Period** : May 18 (Mon) - September 25 (Fri), 2020 total of 307 hours  
\* 2 times a week : Wednesday 4pm ~ 9pm, Friday 10am ~ 6pm
- **Startup Acceleration Period**: September - December 18, 2020 total 34 hours
- **Location**: The Asan Nanum Foundation (Yaksu office, MARU180)

Week	Wednesday 4pm ~ 9pm		Friday 10am ~ 6pm	
	Date	Subject	Date	Subject
1	May 18 (Mon) - May 20 (Wed)	Opening ceremony & orientation workshop - ASAN SANGHOE introduction and team-entrepreneurship explanation (3 days/2 nights)		
2	May 27 (Wed)	Lean Startup 1	May 29 (Fri)	Impact Business
3	June 3 (Wed) - June 5 (Fri)	ASAN SANGHOE Hackathon		
4	June 10 (Wed)	Global Market Research	June 12 (Fri)	Lean Startup 2
5	June 17 (Wed)	Product - Market Fit	June 19 (Fri)	Lean Startup 3

Week	Wednesday 4pm ~ 9pm		Friday 10am ~ 6pm	
	Date	Subject	Date	Subject
6	June 24 (Wed)	Lean Startup 4	June 26 (Fri)	Lean Startup 5
7	July 01 (Wed)	Lean Startup 6	July 03 (Fri)	Communication
8	July 08 (Wed)	Meeting with an Accelerator	July 10 (Fri)	Lean Startup 7
9	July 15 (Wed)	Business Strategy Workshop	July 17 (Fri)	Practical Business 1
10	July 22 (Wed)	Finance for Startups	July 24 (Fri)	Practical Business 2
11	July 29 (Wed)	PR & Marketing	July 31 (Fri)	Practical Business 3
12	August 05 (Wed)	Crowdfunding	August 07 (Fri)	Practical Business 4
13	August 12 (Wed)	Global Marketing Trip Orientation	August 14 (Fri)	Global Marketing Trip Preparation
14	August 16 (Sun) - August 25 (Tue)		Global Marketing Trip (10 days)	

Week	Wednesday 4pm ~ 9pm		Friday 10am ~ 6pm	
	Date	Subject	Date	Subject
15	-	-	August 28 (Fri)	Global Marketing Trip Reflection Session
16	Sep 02 (Wed)	Pitching 1	Sep 04 (Fri)	Practical Business 5
17	Sep 09 (Wed)	Pitching 2	Sep 11 (Fri)	Practical Business 6
18	Sep 16 (Wed)	Showcase Rehearsal	<b>Sep 18 (Fri)</b>	<b>Showcase</b>
19	Sep 23 (Wed) - Sep 25 (Fri)		Evaluation Workshop & Graduation	
20 - 31	Sep - Dec		12 week Acceleration Program 1 (*only for selected teams)	
32	<b>December 18 (Fri)</b>	<b>ASAN SANGHOE Demoday</b>		

※The schedule and program above may be changed due to various circumstances.

## Benefits



Fully supported and sponsored by the Asan Nanum Foundation.  
(including Global Marketing Trip)



The Asan Nanum Foundation graduation certificate upon completing  
ASAN SANGHOE incubation process.



Commercialization fund in 2nd phase of acceleration. (KRW3 million)



Matching grant from the Asan Nanum Foundation for investment.  
(up to KRW50 million)



MARU180 benefits for all teams that complete ASAN SANGHOE program.

We're supporting teams of young people  
who were not privileged with experiencing  
entrepreneurship.





**The Asan Nanum Foundation is a nonprofit foundation established in October 2011 to commemorate the 10th anniversary of the death of Hyundai founder Chung Ju-yung.**

Since its inception, the Asan Nanum Foundation is carrying out various programs throughout the society to spread the entrepreneurship that inherited Asan's creative spirit.

To foster the people and institutions that drive change into a better world, we want to create a foundation for young entrepreneurs and social innovators to challenge, grow and share under the vision of "A world where if you believe it, you can achieve it."

To that end, we are promoting diverse programs spreading entrepreneurship, supporting young entrepreneurship, and enhancing non-profit competency.

**VISION**

A world where if you believe it you can achieve it.

**MISSION**

Empowering entrepreneurs and social innovators to change the world by taking on challenges, learning by doing, and sharing their capabilities.

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