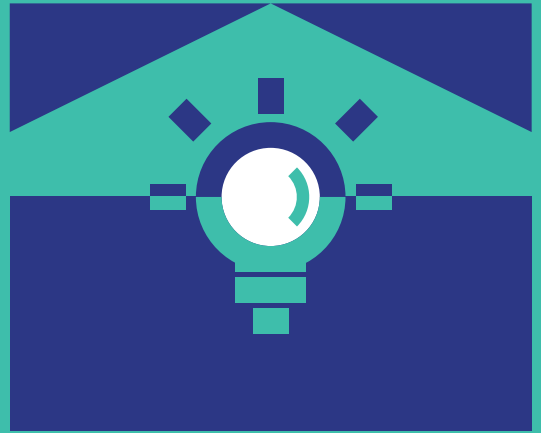
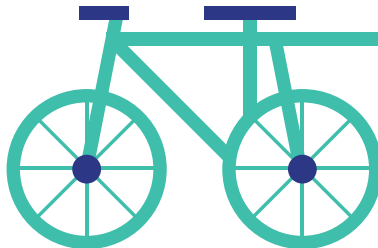


아산상회

ASAN SANGHOE



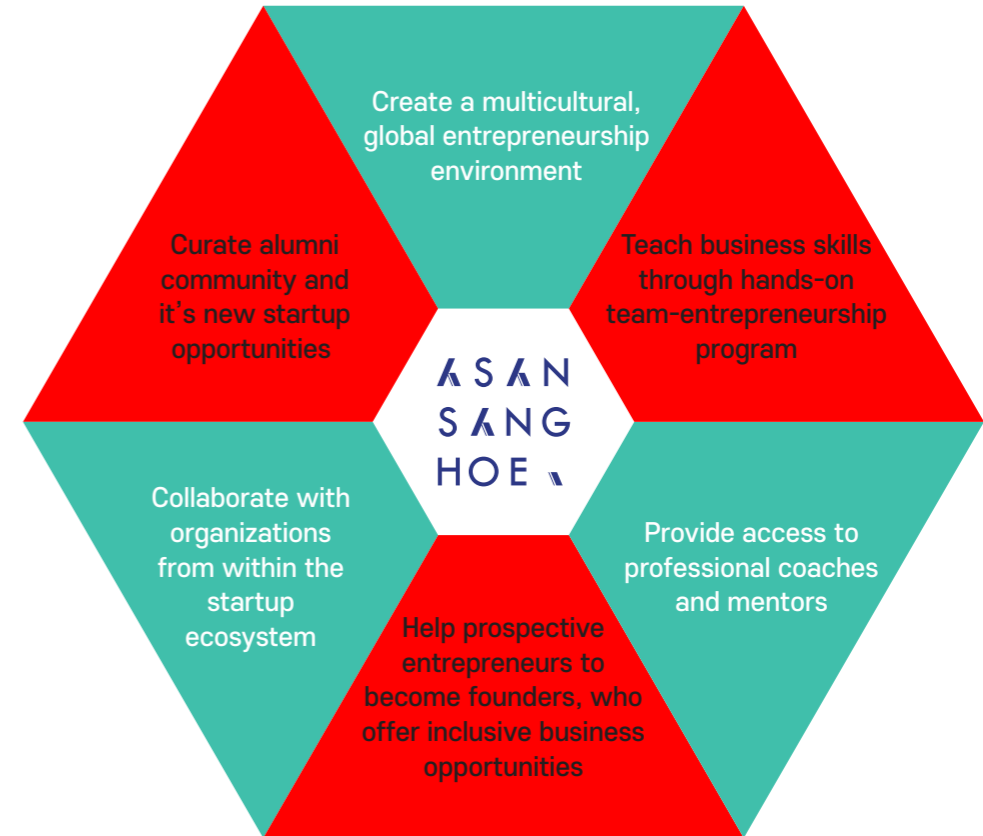
ASANSANGHOE

is a global team-entrepreneurship program for North Korean resettlers, South Korean and foreign youth, preparing them for the future of the united Korea.



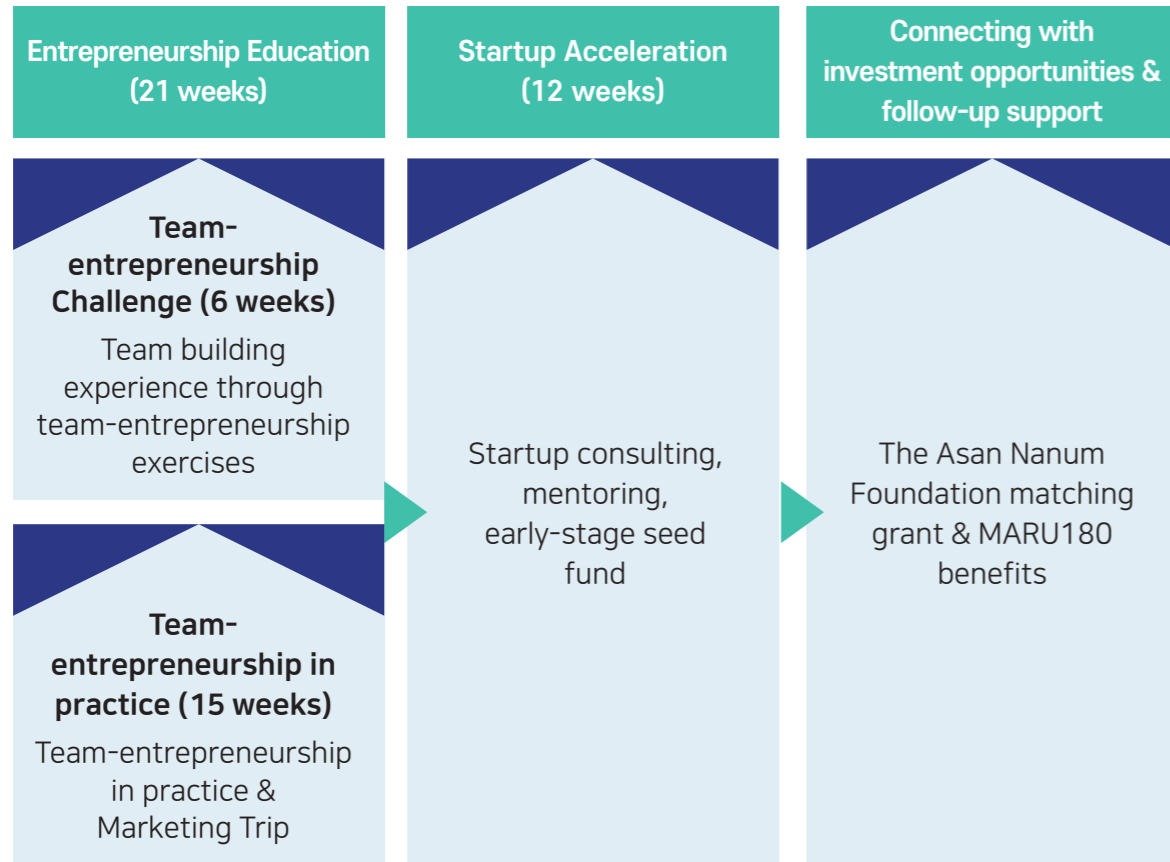
ASAN SANGHOE is

about 'Entrepreneurship for all', providing accessible opportunities for prospective entrepreneurs regardless of who they are and where they come from.



ASAN SANGHOE Entrepreneurship Support Process

The aim of the program is to help curate a new generation of inclusive founders, through a support program that includes entrepreneurship education, acceleration program and connection to investment opportunities.



- The program is fully supported by The Asan Nanum Foundation

| | | |
|----------------------------------------|-----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Entrepreneurship Education* (5 months) | Team-entrepreneurship Challenge | <ul style="list-style-type: none"> ASAN SANGHOE admission ceremony & orientation workshop Team-entrepreneurship practice exercises Basic knowledge about team-entrepreneurship Online marketplace |
| | Team-entrepreneurship in practice | <ul style="list-style-type: none"> ASAN SANGHOE team-hackathon Lean startup execution Lectures on specialized topics Business coaching & mentoring |
| | | Marketing Trip |
| | Showcase | <ul style="list-style-type: none"> Showcase * selecting teams for Startup Acceleration Graduation ceremony & evaluation workshop |
| Startup Acceleration (4 months) | Phase 1 (4 weeks) | <ul style="list-style-type: none"> Acceleration program |
| | Phase 2 (8 weeks) | <ul style="list-style-type: none"> Acceleration program Mentoring with specialists * early-stage seed fund of KRW 4 million |
| | Demo Day | <ul style="list-style-type: none"> Business Pitching |

* Entrepreneurship Education program will take place every Wednesday (online, 2h) and Friday (workshop, 7h). Depending on the circumstances, the above schedule may change

**For reference: in 2020 a total of 288 hours of Entrepreneurship Education took place, twice a week (Wednesday, Friday)

ASAN SANGHOE Partners & Roles

ASAN SANGHOE program is planned and prepared together with organizations specialized in various fields which together expand the inclusive entrepreneurs' ecosystem perspectives.

Korea Hana Foundation



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

HBM Cooperation Management Institute



HBM, trains team entrepreneurs to work together in creating real businesses. It operates MTA (Mondragon Team Academy) Korea - programs focused on building global business ecosystems for team entrepreneurs. HBM will be co-planning and operating Entrepreneurship Education part of the ASAN SANGHOE program.



KRYPTON

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



sopoong

sopoong is a social 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 (Merry Year Social Company)

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

ASAN SANGHOE Recruitment Overview

Where there's a will for entrepreneurship, there's a way.

- For whom?**
- North Korean, South Korean, foreign youth, willing to start a business venture
 - Very early-stage founders (less than 1 year from registration, based on official business registration date) or prospective entrepreneurs
 - Must meet one of 2 requirements related to entrepreneurship:
 - * Interest in unification impact businesses and will to start a venture with a young North Korean resettler
 - * Drive to solve social problems of the unprivileged, through business projects

Program Size · Total of around 30 participants

| | | |
|-----------------------------|--------------------------------------------|---------------------------------------------|
| Recruitment Schedule | Online Application | February 20 (Wed)- March 18 (Thu), 2021 5pm |
| | Announcement of first round results | March 19 (Fri) 6pm |
| | Interviews | March 23 (Tue) - March 24 (Wed) |
| | Final Participants' Announcement | March 26 (Fri) 6pm |

* Depending on the COVID-19 situation, the interviews may be conducted online

** Only successful candidates will be contacted directly

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. 02-3453-8937

Entrepreneurship Education Schedule & Locations

- **Entrepreneurship Education:** April 7 (Wed) - August 20 (Fri), 2021
 - * Twice a week (online: Wednesday 7~9pm, on-site workshop Friday 10am~6pm)
- **Startup Acceleration:** September 1 (Wed) - December 31 (Fri), 2021
 - * Only for teams selected in the Showcase.
- **Location:** The Asan Nanum Foundation (Yaksu office, MARU180), operation of a separate Entrepreneurship Education space

| Week | Wednesday (online) 7pm - 9pm | | Friday (workshop) 10am - 6pm | |
|------|------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|-------------------------------------------------------------------------------------------------------|
| | Date | Subject | Date | Subject |
| 1 | Apr 7 (Wed) - Apr 9 (Fri) | Admission ceremony & orientation workshop - Introduction of ASAN SANGHOE & understanding of team-entrepreneurship (3 days, 2 nights) | | |
| 2 | Apr 14 (Wed) | North Korean Resettler Story | Apr 16 (Fri) | Team-entrepreneurship Challenge Planning |
| 3 | Apr 21 (Wed) | Team-entrepreneurship Challenge 1 | 04. 23. (금) | Team-entrepreneurship Challenge 2 Participating in Demo day for ASAN SANGHOE batchs 1 & 2 |
| 4 | Apr 28 (Wed) | Understanding Impact Business | Apr 30 (Fri) | Team-entrepreneurship Challenge 3 |
| 5 | May 3 (Mon) - May 8 (Fri) | Launching ASAN SANGHOE online marketplace | | |

| Week | Wednesday (online) 7pm - 9pm | | Friday (workshop) 10am - 6pm | |
|------|------------------------------|------------------------------------|------------------------------|-----------------------------------------------|
| | Date | Subject | Date | Subject |
| 6 | May 12 (Wed) | Startup accounting in practice | May 14 (Fri) | Retrospective on online marketplace |
| 7 | May 20 (Thu) - May (Fri) | ASAN SANGHOE Hackathon | | |
| 8 | May 26 (Wed) | Accelerator Lecture 1 | May 28 (Fri) | Design Thinking Workshop |
| 9 | June 2 (Wed) | Business Model Building Lecture | June 4 (Fri) | Business Model Building Workshop 1 |
| 10 | June 9 (Wed) | Business Model Building Workshop 2 | June 11 (Fri) | Business Model Building Workshop 3 |
| 11 | June 16 (Wed) | Business Model Feedback | June 18 (Fri) | Mid-term Presentations |
| 12 | June 23 (Wed) | Strategic Partnership Lecture | June 25 (Fri) | Mid-term Presentations' Retrospective Session |
| 13 | June 30 (Wed) | Accelerator Lecture 2 | Jul 2 (Fri) | MVP Test Preparations |
| 14 | Jul 7 (Wed) | Marketing Lecture | Jul 9 (Fri) | MVP Test |

| Week | Wednesday (online) 7pm - 9pm | | Friday (workshop) 10am - 6pm | |
|---------|------------------------------------|-------------------------------------------------------------------|------------------------------|----------------------|
| | Date | Subject | Date | Subject |
| 15 | Jul 3 (Sat) - Jul 18 (Sun) | Marketing Trip / MVP Test (within 10 days) | | |
| 16 | Jul 21 (Wed) | Specialist mentoring for teams 1 | Jul 23 (Fri) | Pitching Mentoring 1 |
| 17 | Jul 28 (Wed) | Specialist mentoring for teams 2 | Jul 30 (Fri) | Pitching Mentoring 2 |
| 18 | Aug 4 (Wed) | Specialist mentoring for teams 3 | Aug 6 (Fri) | Pitching Mentoring 3 |
| 19 | Aug 11 (Wed) | Specialist mentoring for teams 4 | Aug 13 (Fri) | Showcase Rehearsal |
| 20 | Aug 18 (Wed) | Specialist mentoring for teams 5 | Aug 20 (Fri) | Showcase |
| 21 | Sept 1 (Wed) - Sept 3 (Fri) | Evaluation workshop & Graduation ceremony | | |
| 22 - 31 | September - December | 12 week acceleration program (*only for selected teams) | | |

※Depending on occurring circumstances, the above schedule may change.

ASAN SANGHOE Opportunities



The whole program (including Marketing Trip) is covered and supported by The Asan Nanum Foundation



The Asan Nanum Foundation's official certificate of completion upon finishing the Entrepreneurship Education program



Early-stage seed fund upon advancing to phase 2 of Acceleration (KRW 4 million)



The Asan Nanum Foundation will support a matching grant upon securing an investment.



MARU180 benefits for teams that complete the whole 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.

H. www.asan-nanum.org

E. asansanghoe@asan-nanum.org

P. (+82) 2.3453.8937

