

아산상회

ASAN SANGHOE



by The Asan Nanum Foundation

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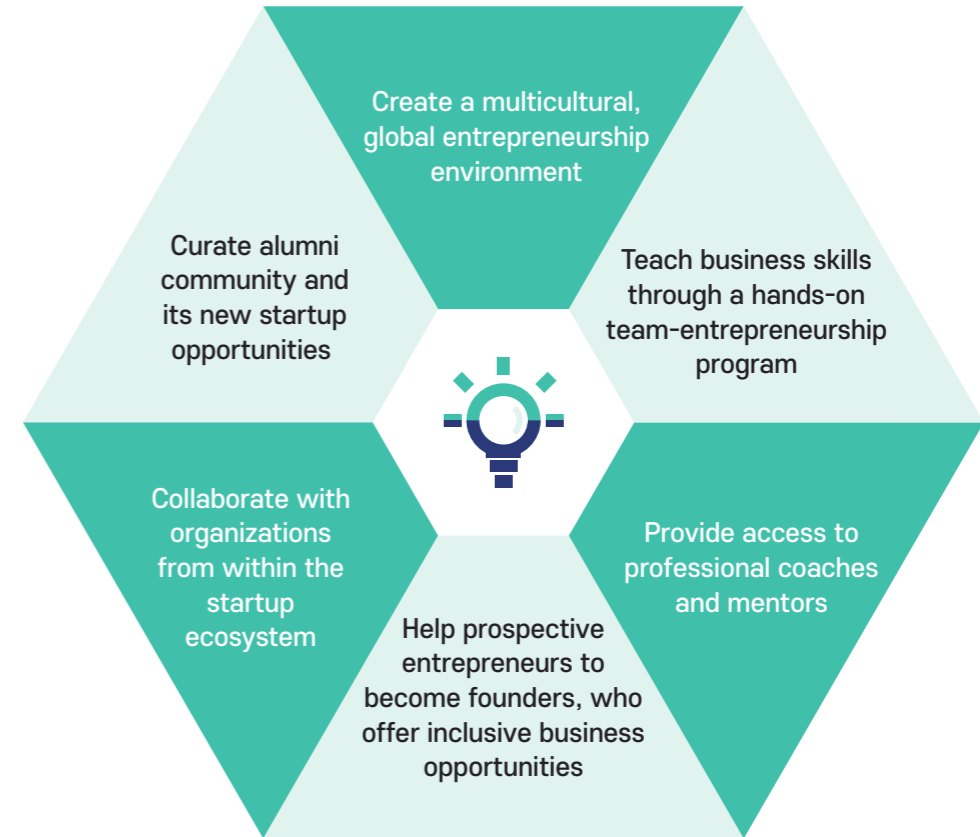
ASAN SANGHOE

ASAN SANGHOE

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 program aims are to help curate a new generation of inclusive founders, through a support program that includes entrepreneurship education, acceleration program, and connection to investment opportunities.

Entrepreneurship Education (5 months)	Business Model Development and Team-entrepreneurship in practice (9 weeks)	Expert Mentoring and Business Strategy Camp (11 weeks)
Startup Acceleration (4 months)	Startup Consulting and Mentoring with Accelerators, an Early-stage Seed Fund	
Connecting with Investment Opportunities & Follow-Up Support	The Asan Nanum Foundation Matching Grant & MARU Benefits	

- The program is fully supported by The Asan Nanum Foundation

	Program		Wednesday (Online Lecture)	Friday (On-site Workshop)
			19:00~21:00 (2h)	14:00~19:00 (5h)
Entrepreneurship Education (5 months)	1st Stage (9 weeks)	Business Model Development	<ul style="list-style-type: none"> · Admission Ceremony & Orientation Workshop · Business Model Development Workshop · Basic Knowledge about Impact Business & Team-entrepreneurship 	
		Team-entrepreneurship in practice	<ul style="list-style-type: none"> · Startup Business Strategy Lectures · Team-entrepreneurship in Practice · Mid-term Pitching (*Decision to go to next stage) 	
	2nd Stage (11 weeks)	Mentoring & Business Strategy Camp	<ul style="list-style-type: none"> · Experts Mentoring · MVP (Minimum Viable Product) Test · Market Research · Pitching & Networking Event 	
		Showcase	<ul style="list-style-type: none"> · Showcase · Evaluation Workshop & Graduation Ceremony 	
Startup Acceleration (4 months)	1st Stage (6 times)		<ul style="list-style-type: none"> · Acceleration Program (*only for teams selected from accelerators) 	
	2nd Stage (6 times)		<ul style="list-style-type: none"> · Acceleration Program · Startup Consulting and Mentoring with Specialists · Early-stage Seed Fund (KRW 3 million) 	
Connecting with Investment Opportunities	Demo Day		<ul style="list-style-type: none"> · Business Pitching 	

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.

IMPACT SQUARE



IMPACT SQUARE is a professional organization dedicated to 'Impact Business', conducting research with expertise about the mechanism between "Impact" and "Business" and implementing a variety of projects as practical businesses. IMPACT SQUARE will be supporting ASAN SANGHOE's acceleration 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, more sustainably and fundamentally. 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 resettler who is willing to start a business venture
 - South Korean and Foreign youth who has Interest in unification impact business and is willing to start a business venture with North Korean resettler
 - * In case of very early-stage founders: less than 3 years from registration, based on official business registration date

Program Size · Total of around 30 participants

Recruitment Schedule	Online Application	January 27 (Thu) - March 4 (Fri) 5pm
	First-round results' Announcement	March 8 (Tue) 6pm
	Interviews	March 15 (Tue) - March 16 (Wed)
	Final Participants' Announcement	March 25 (Fri) 6pm

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

* Only successful candidates will be contacted directly

Application · Fill out the application form on the Asan Nanum Foundation website. (www.asan-nanum.org)

Contact · E. asansanghoe@asan-nanum.org / P. 02-741-8218

- Schedule & Locations**
- **Entrepreneurship Education:** March 30 (Wed) - August 26 (Fri) [5 months]
* Twice a week (online lecture : Wed 7-9pm, on-site workshop : Friday 2-7pm)
 - **Startup Acceleration:** September 1 (Thu) - December 31 (Sat) [4 months]
* Only for teams selected from Accelerators
 - **Location:** The Asan Nanum Foundation (MARU180 & MARU360, 172, Yeoksam-ro, Gangnam-gu, Seoul, Korea)

Week	Wednesday: Online Lecture (7-9pm)		Friday: On-site Workshop (2-7pm)	
	Date	Subject	Date	Subject
1	March 30 (Wed) - Apr 2 (Sat)	Admission Ceremony & Orientation Workshop (4 days, 3 nights) - Introduction of the program, Understanding of team-entrepreneurship, Meeting with North Korean resettler founder, and Team-Hackathon		
2	Apr 6 (Wed)	Impact and Social Innovation	Apr 8 (Fri)	Business Model Development (1)
3	Apr 13 (Wed)	Unification Impact Business	Apr 15 (Fri)	Business Model Development (2)
4	Apr 20 (Wed)	Team-entrepreneurship	Apr 22 (Fri)	Business Model Development (3)
5	Apr 27 (Wed)	Understanding of the Lean Startup	Apr 29 (Fri)	Team-entrepreneurship in Practice (1)
6	May 4 (Wed)	Startup Competitive Strategy	May 6 (Fri)	Team-entrepreneurship in Practice (2)

Week	Wednesday: Online Lecture (7-9pm)		Friday: On-site Workshop (2-7pm)	
	Date	Subject	Date	Subject
7	May 11 (Wed)	Strategic Partnership	May 13 (Fri)	Team-entrepreneurship in Practice (3)
8	May 18 (Wed)	Startup Accounting in Practice	May 20 (Fri)	Mid-term Presentations
9	May 25 (Wed)	Accelerator Lecture (1)	May 27 (Fri) - May 28 (Sat)	Mid-term Presentations' Retrospective Session
10	Jun 1 (Wed)	Public Holiday	Jun 3 (Fri)	MVP Test Preparations
11	Jun 8 (Wed)	Accelerator Lecture (2)	Jun 10 (Fri)	MVP Test
12	Jun 15 (Wed)	Branding	Jun 17 (Fri)	Branding Workshop
13	Jun 18 (Sat) - Jul 5 (Tue)	Business Strategy Camp - MVP Test (within 5 days for each team)		
14	Jul 6 (Wed) - Jul 8 (Fri)	Retrospective Workshop for Business Strategy Camp (2 days & 3 nights in Jeju Island with whole participants)		
15	Jul 13 (Wed)	Specialist Mentoring for Teams (1)	Jul 15 (Fri)	Pitching Mentoring (1)
16	Jul 20 (Wed)	Specialist Mentoring for Teams (2)	Jul 22 (Fri)	Pitching Mentoring (2)

Week	Wednesday: Online Lecture (7-9pm)		Friday: On-site Workshop (2-7pm)	
	Date	Subject	Date	Subject
17	Jul 27 (Wed)	Specialist Mentoring for Teams (3)	Jul 29 (Fri)	Pitching Mentoring (3)
18	Aug 3 (Wed)	Specialist Mentoring for Teams (4)	Aug 5 (Fri)	Showcase Rehearsal
19	Aug 10 (Wed)	Specialist Mentoring for Teams (5)	Aug 12 (Fri)	Showcase
20	Aug 24 (Wed) - Aug 26 (Fri)	Evaluation Workshop & Graduation Ceremony		

ASAN SANGHOE Opportunities



The whole program including Business Strategy Camp 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 2nd Stage of Acceleration (KRW 3 million)



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



MARU 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.

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