UNIVERSITY INNOVATION AND ENTERPRISE STRATEGY

14 August 2019

Innovation talents and develop innovation enterprises that transforming how Thais live, learn, and play.

Ronnakorn (Ronnie) Vaiyavuth, Ph.D.
Innovation Director, CU Innovation Hub
Faculty member, BASCii
Chulalongkorn University, Thailand
Thailand’s Entrepreneurial Universities Framework

Extended Roles of Higher Education
Educator, Knowledge creator, Societal problem-solvers, Innovators, Connectors, Agent of change (APRU 2016)

DIGITAL GLOBALIZATION & FOURTH INDUSTRIAL REVOLUTION
- Automation disrupts job market
- Technological advancement
- Speed of Change
- Value-based economy
- Global power shift to Asia

STUDENTS
- Individualized learning preferences
- Real-world experiences & skills
- Global exposure
- Life-long learning
CU Sandbox Outcomes?

1 Million Senior Citizens

Innovations that support the well-being of the 1 million elderly people

2020 Targets

1

10,000 Million Baht

New Enterprises that generate market valuation over 10,000 Million Baht and encourage cooperation among public private and international organizations

2

3

Smart City for Healthy Aging

University Technology Center (UTC) fueling Smart City for Healthy Aging
Market Valuation 14 Billion Baht and benefits more than 1 Million citizen (As of April 2019)
Chulalongkorn University Campus

Missions:
1) International Colleges
   Talent building
2) University Technology Center
   Research, Technology, & Innovation
   - Data Sciences & Artificial Intelligence
   - Bio-Medical & Medical Innovation
3) Siam Innovation District & CU Enterprise
   Entrepreneurs & Innovation Enterprises
School of Integrated Innovation, Chulalongkorn University

Transdisciplinary Relevant Global and Life-Long Learning
School of Integrated Innovation, Chulalongkorn University

Demand driven Research, Innovation, and Curriculum
CU INNOVATION HUB’S MISSIONS

Transforming how Thais **LIVE, LEARN, and PLAY**

- Entrepreneurship Development
- Research to Commercial Development
- Community Development

10,000 MB Valuation
Entrepreneurship Development
DEGREE STRUCTURE (126 Credits)

SPECIALIZATION (54 Credits - 4 Branches)
- Health & Wellbeing
- Inclusive Community and Smart City
- Sustainable Development
- Applied Digital Intelligence

CORE TECHNOLOGY (18 Credits)
- Digital / IT Technology
- Data Analysis & Data Structure
- Multi-Media, Communication and Visualization
- Computer Programming, Algorithm
- Applied Artificial Intelligence
- Cognitive Human Factor in Design

CORE BUSINESS (18 Credits)
- Entrepreneurship Management and Social Enterprise Digital Operation Management
- Financial and Accounting Management for Technology Business
- Technology and Innovation Management
- Marketing & Branding Sales Velocity
- Business Modeling and Digital Transformation
- Digital Operation Management

FOUNDATION (30 Credits)
21st century skills
- Globalization and Localization
- Communication
- Critical Thinking
- Creative Thinking
- Collaboration
- Liberal Arts

FREE ELECTIVE (6 Credits)
<table>
<thead>
<tr>
<th>1st semester</th>
<th>2nd semester</th>
<th>Types of Teacher</th>
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<tbody>
<tr>
<td><strong>1st year</strong></td>
<td><strong>2nd semester</strong></td>
<td><strong>Project-based by Startup Alumni</strong></td>
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<td>Foundation</td>
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<td>Core course</td>
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<td>Foundation</td>
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<td>Outcome</td>
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<td>Core course</td>
<td>Core course</td>
<td>95% product + company registration</td>
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<td>Design &amp; Build I</td>
<td>Design &amp; Build II</td>
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<td>Specialization</td>
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<td>Core course</td>
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<td>Outcome</td>
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<td>Senior Project II</td>
<td>Outcome</td>
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Integrated Innovation
Graduates

Innovation Entrepreneur

Technology Innovator

Social Transformer
Research to Commercial
4 Strategic Areas

Aging Society
- Policy and Social
- Aging Watch
- Health Innovation
- Area-based: Aged friendly community

Sustainable Development (Food, Energy, Water)
- Urban & rural smart farming
- Food safety & Food innovation
- Bio-Energy

Inclusive Community and Smart City
- Smart City
- Cultural & Fashion Design
- Creative Tourism
- ASEAN Lifestyles

Digital Economy & Robotics
- Digital:
  - Big data analytics/
  - IoT/AR/ Cyber Security
- Health Robotics
RESEARCH TO COMMERCIAL SUCCESS CASES
Aging and Human Capital

Healthy Aging

- RUNSTER: Active Online Game
- Hextor Robotic
- Meticulo
- ALL ZEAL: Entrance
- Micro Needle
- Parkinson Glove
- Baiya Phytopharm
- Health at Home
- HealthStyle
Community Development
Siam Innovation District
Siam Innovation District will create distinctive ecosystem of start-ups, VCs, corporates and students in Thailand...
COMMUNITY DEVELOPMENT
SUCCESS CASES
COMMUNITY DEVELOPMENT
THAILAND 4.0 IN THE MAKING
CU Enterprise: Positioning & Framework for Success

Let CUE Be Your PADONE

P - Prior Experience
A - Accelerate Success
D - Diversify Risk
O - Omni Resources
N - Nurture Trust
E - Equity Partnership
A startup is a new business venture designed to effectively develop and validate a scalable business model.

A unicorn is a privately held startup company valued at over $1 billion.

Startup studio, or a venture builder, is a studio-like company that aims at building several companies in succession.
Chulalongkorn University is a world-class national university that generates the knowledge and innovation necessary for the creative and sustainable transformation of Thai society.
School of Integrated Innovation
Chulalongkorn University

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Facebook: cu innovation hub  Website: cuinnovationhub.com
AUN - UIE
By CHULALONGKORN UNIVERSITY
Direction: The ASEAN university Innovation Ecosystem platform.
Strategy: Co-create / Collaborate / Co-share
Goals:
• Number of ASEAN collaborative Innovation and Enterprise works:
  ✓ Number of startup that has a diversification in nationality of founders
  ✓ Number of startup collaboration in different countries
  ✓ Number of student / faculty / startup exchange and internship
  ✓ Number of trained ASEAN entrepreneurs
  ✓ Number of best practices sharing among ASEAN community
ACADEMY ACTIVITIES

- International workshop in different countries
- Online and virtual bootcamp (early stage)
- Physical bootcamp (validation and prototype)
- Student mobility in ASEAN
- Student Internship exchange program
- Startup competition in ASEAN level
- Co-create training module
- Startup exchange among AUN-UIE
INCUBATING ACTIVITIES

- Mentoring share among AUN-UIE
- Incubating program
- Monthly startup report
- Virtual incubating program
OUTREACH ACTIVITIES

• Industrial technical visit
• Digital platform for all startup to collaborate
• ASEAN university based platform for sharing idea, best practices, and startup networking
OUR PROPOSED ACTIVITIES

By CU Innovation Hub

1. Innovation and Entrepreneurship Winter Bootcamp 2019, 2\textsuperscript{nd} batch

2. ASEAN University Innovation and Entrepreneurship Platform

3. ASEAN University Startup League
INNOVATION & ENTREPRENEURSHIP

WINTER BOOTCAMP
2019, 2nd batch

Website
https://cuinnovationhub.com/wintercamp

Contact Us
Dr. Ronnie V.

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Phone: +662-218-3106-7
Learning with practical challenges

Education (A-shool Program)
- I. Discover
- II. Define
- III. Design
- IV. Develop
- V. Deploy

Training (Collaboration with Partner Companies)
- Mock up design
- Validation tools
- Perfect Pitch Deck
- Pitching Skill

Support (Networking Facilities)
- Mentoring
- Funding
- Incubation Facility
- CUTE
- SID Partners

Commercialisation

Diversification
A-School Program

7 Levels

Level 1: Pre-Idea
1. Intro to Finance
2. Intro to Marketing
3. Intro to Business Model
4. Intro to Design Thinking
5. Intro to Lean Startup
6. Intro to Fund Raising

Level 2: Idea/Research
1. Customer Validation*
2. Story telling
3. Creating the pitch deck
4. UX/UI design
5. BMC
6. Mock-up workshop
7. The rehearsal
8. Intro to Fund Raising

Level 3: Prototype
1. Iteration process
2. Vesting
3. Design Sprint (5 days)
4. Business Registration Process
5. Grant Raising
6. Tech talent

Level 4: Product
1. Prototype Validating
2. Prototype Development
3. Product Creating
4. Tech talent

Level 5: Go to Market
1. Digital marketing
2. Business matching
3. Recruiting skill
4. Networking session
5. Pitch
6. Company registration
7. Tax and Accounting

Level 6: Market Growth
1. Finance (Advance)
2. OD
3. HR + HRM
4. Pitch for Raise
5. International marketing

Level 7: Series A
1. Fund raising skill
2. How to enter to the stock market
3. Alliance management
<table>
<thead>
<tr>
<th>Objective</th>
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<tbody>
<tr>
<td>1. Experience practical design learning process to be able to set constructive objective and come up with innovative solutions for confronting social issues or corporates’ issues in a hosted country.</td>
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<tr>
<td>2. Learn and improve ability for team building. Those who would like to be entrepreneurs or make destructive innovations are often required to have team building ability with diversified people who have different background to come up with innovative solutions.</td>
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</table>
The following educational gains can be expected by cooperating group work with students from different origin, by trying to solve social issues or corporate’s issues in a host country.

1. Participants can learn more about various issues in Thailand through experiences, which will become the common issues in the world, in near future.

2. Participants gain problem-solving skills and team-building know-how through team discussions to finalize the proposal to solve the problem.

3. Participants will be exposed to different culture and people and learn importance of diversity. Also participants will gain their knowledge to think globally.
5 days learning
5 days training
Longterm support

Registration (Attendees Selected)
Education (A-shcool Program)
Training (Collaboration with Partner Companies)
Support (Networking Facilities)

60 days registration
5 days learning
5 days training

Training Fees: 100,000 Bath (3,200 USD) per person
Offering 40 scholarship subsidised by Chulalongkorn University to Oversea students

Demo day
REGISTRATION

Candidate qualification

1. AUN +3 universities' student
2. All faculties and All years and All level
3. Entrepreneurship Mindset
4. 100% attendant required (2 weeks in Bangkok, Thailand)
# A-SCHOOL PROGRAM

<table>
<thead>
<tr>
<th>Day</th>
<th>Theme</th>
<th>Topic</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction</td>
<td>Orientation</td>
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<td>Inspire by the unicon</td>
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<td>Entrepreneurship Spirit Builder</td>
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<tr>
<td>2</td>
<td>Discover</td>
<td>Need Seeker / Market Reader / Technology Driver</td>
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<td>Idea Generation</td>
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<tr>
<td>3</td>
<td>Define</td>
<td>Immortal TEAM</td>
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<td>Lean Startup tool</td>
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<tr>
<td>4</td>
<td>Design</td>
<td>Design Thinking</td>
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<tr>
<td>5</td>
<td>Develop&amp;Deploy</td>
<td>Business Models</td>
</tr>
</tbody>
</table>
## A-SCHOOL TRAINING

<table>
<thead>
<tr>
<th>Day</th>
<th>Theme</th>
<th>Topic</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Mock up design</td>
<td>UX/UI</td>
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<td>Infrastructure Design</td>
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<td>Full Stack</td>
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<tr>
<td>2</td>
<td>Validation tools</td>
<td>Prototype</td>
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<tr>
<td>3</td>
<td>Validation tools</td>
<td>Prototype Testing</td>
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<tr>
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<td></td>
<td>UX/UI Testing</td>
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<tr>
<td>4</td>
<td>Perfect Pitch Deck</td>
<td>Pitch Deck components</td>
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<td></td>
<td>Pitch Deck Tips&amp;Tools</td>
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<tr>
<td>5</td>
<td>Pitching Skill</td>
<td>Storytelling</td>
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DEMO DAY

Demo day details:

1. Venue will be at SID or CU Innovation Hub

2. At least workable prototype is required.

3. Audience will be Corporate, CVC, VC, Fund manager, and CU Innovation Hub partners

4. Selected teams will be further incubated by CU Innovation Hub Incubator program
SUPPORT

Support details:

1. During and after the program, all teams can get a mentorship from our mentors in CUiHUB / SID partner / CUTE and Chulalongkorn University’s researcher and faculty members.

2. All teams can use our facilities (SID and CU Innovation Hub)
Collaboration Relationship

Partner Companies

Winter camp

Start-ups

Go to market

Initial Supports
(Funding, Resources, etc.)

Merge and Acquisition

Capital Gain

Students

Go to market

Collaboration Relationship

Partner Companies

Winter camp

Start-ups

Go to market

Initial Supports
(Funding, Resources, etc.)

Merge and Acquisition

Capital Gain

Students

Go to market
The program aims to extend the collaboration between Chulalongkorn University, SID Partner companies, and companies in Thailand and oversea with a view to strengthen our relationship, overcome the social and corporate issue, and develop a top-tier entrepreneur. The program will be organised in Bangkok, Thailand and will work on social issues or corporate issues to create innovative solutions together as a team.
CU Innovation hub Facilities
SID Facilities
CU innovation Hub one stop service
INNOVATION & ENTREPRENEURSHIP

WINTER BOOTCAMP 2019

Website
https://cuinnovationhub.com/wintercamp

Contact Us
Dr. Ronnie V.
Email: application.a.school@gmail.com
Phone: +662-218-3106-7
## Announcement of successful candidate with scholarship

### Region: BRUNEI
- **No. 1**: Abdul Hanif Iqbal Bin Abdul Manap

### Region: CHINA
- **No. 2**: Varat Vittayanuwat
- **No. 3**: Surakit Lekkla

### Region: INDONESIA
- **No. 4**: Rahmataan Ip
- **No. 5**: Lusy Pratiwi
- **No. 6**: Lsmail Abdullah
- **No. 7**: Sarah Setfla Maharani
- **No. 8**: Khalesa Okfaysa
- **No. 9**: Delta Rosiana
- **No. 10**: Yumna Aafah Hanifah
- **No. 11**: Lalu Alan
- **No. 12**: Ristaman Muhammad
- **No. 13**: Nada Sabila Luthfiah
- **No. 14**: Sapriila Putri Anindita
- **No. 15**: Carlo Emmanuel Charles
- **No. 16**: Orein Francis Jafter
- **No. 17**: Faiz Najmi
- **No. 18**: Mark Vincent Cabuag
- **No. 19**: Abdul Jhariel Osman
- **No. 20**: APISIT PRAOALONGSTAD

### Region: THAILAND
- **No. 21**: ชินิภานัส บัวหลี
- **No. 22**: Nitis Sirikhamjoon
- **No. 23**: ภูตะธิดา พิทักษ์วิริยะ
- **No. 24**: Prawpim Yongchayyudt
- **No. 25**: Narenrit Tepkasetkul
- **No. 26**: Natttaeek Wattanuyan
- **No. 27**: Sorawit Assarattana
- **No. 28**: Chanakarn Kobkuerkul
- **No. 29**: Bunchalit Euarpom
- **No. 30**: Tucksorn Suriyakan
- **No. 31**: Krisakorn Klongsungsorn
- **No. 32**: Por Puntat
- **No. 33**: Naawuti ยศพัน
- **No. 34**: Đỗ Rose
- **No. 35**: Trang Tran
- **No. 36**: Hung Nguyen
- **No. 37**: An Dang Nguyen Thu
- **No. 38**: Lam Cong
- **No. 39**: Nguyen Khanh Duy

### Region: VIETNAM
- **No. 35**: Trang Tran
- **No. 36**: Hung Nguyen
- **No. 37**: An Dang Nguyen Thu
- **No. 38**: Lam Cong
- **No. 39**: Nguyen Khanh Duy
Find local buddy to get authentic local experience.
2018 Plastic-Care Rahmatan
Baoi

Contact us for AEC happy deal!
We are here to help enterprises to recruit the right people for them unlike LinkedIn and Workventure, Bananaworks provide recruitment platform that focuses on screening candidate’s soft skills, hard skills and mental health. Moreover, We will help the newbie candidates to get the better job by providing the knowledge which is suitable for them.
For Wanderers/Backpackers in Thailand who have a little time and money, Sleep Space provide affordable place to sleep. Unlike Couchsurfing and Agoda, you can get the reasonable price based on per hours stay, in comfortable place.
Gadis Ini Ciptakan Aplikasi Ngirit Nginap di Hotel Buat Traveler
Instructors

WARODOM KHAMPHANCHAI
Ambassador at Bangkok.Ai

RONNAKORN VAIYAVUTH
Innovation Director, CU Innovation Hub

AUKRIT UNAHALEKHAKA
CEO & Co-Founder at Ricult
ASEAN UNIVERSITY INNOVATION AND ENTREPRENEURSHIP PLATFORM
PLATFOMP THAT INCLUDES

- Exchange student in related program
- Internship announcement in ASEAN startup
- ASEAN Innovation and Entrepreneurship program announcement among AUN +3 universities
- Dashboard to investigate or demonstrate progress or overall movement in ASEAN Innovation and Entrepreneurship activities
- Online Startup clinic and online innovation and entrepreneurship program
- ASEAN Mentoring lists
Find us on

https://www.facebook.com/cuihub/

Cuinnovationhub.com
ASEAN UNIVERSITY STARTUP LEAGUE 2020

WIN UP TO 100,000 THB FOR UNDERGRADUATE STUDENT
MORE DETAILS REVEALED SOON

FABRUARY, 2020
KBANK SIAM PIC-GANESHA, BANGKOK THAILAND
THANK YOU

CONTACT US
RONNAKORN (RONNIE) VAIYAVUTH, PHD

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