



2018 Global ICT Startup Program

Invited training program for ICT global startup in Indonesia & Myanmar & Vietnam

August 2018 - December 2018



Global Inspiration
GyeongGi-Do



AJOU UNIVERSITY

ARCON

arts & community network

Table of Contents

I PROGRAM OVERVIEW

1. ICT Global Startup Program 2018	1
• Introduction	1
• Organizational System & Program Overview	3
2. Introduction to Organizations	4
• Principal Sponsor: Gyeonggi Province in South Korea	4
• Education Institute 1: GSICT of Ajou University	7
• Education Institute 2: ARCON in Pan-Gyo Startup Campus	10
3. Program Details (Curriculums & Schedules)	12
• Curriculum (Course Description) at GSICT of Ajou	12
• Curriculum (Course Description) at ARCON at Pangyo Startup Campus	14
• Extracurricular Course	16
• Program Schedule	17

II ADMISSION OVERVIEW

1. Application Schedule	18
2. Application Process	18
3. Qualifications	19
4. Requirements (Application Checklist)	19

III PROGRAM MANAGEMENT & Contact Info

1. Ajou University in Suwon at Gyeonggi-do	21
• GSICT of Ajou University	21
• Main Campus Facilities in Ajou Univ.	21
2. ARCON in Pan-Gyo Startup Campus	23
• Special Content: Would you want to know more what STARTUP & ARCON do?	23





I

PROGRAM OVERVIEW

1. ICT Global Startup Program 2018



Introduction

Part	Explanation
Name	<ul style="list-style-type: none"> ■ ICT Global Startup Program 2018 (Invited training program for ICT global startup in Indonesia, Myanmar and Vietnam)
Educational Goal	<ul style="list-style-type: none"> ■ To develop creative-thinking talent in ICT convergence and new technology in Indonesia and Myanmar ■ To lay the groundwork for the youth startups in ICT between Gyeonggi Province and Indonesia/Myanmar/Vietnam ■ To strengthen cooperative relationships and develop strategic partnership between Gyeonggi Province of South Korea and Government Institutes of Indonesia, Myanmar and Vietnam
What to Learn	<ul style="list-style-type: none"> ■ Professional Education at Ajou: Theory-based six in-class lectures on the latest ICT new technology by faculties who hold a phd (6 weeks) <ul style="list-style-type: none"> ◦ Advanced Android Programming ◦ Mobile Networks ◦ Mobile Web Application ◦ IoT (Internet of Things) I , II ◦ Machine Learning ◦ Special Lecture ■ Integrated Education at Pan-Gyo Global Startup Campus: To improve basic capacity for Global Startup linked with Theory (10 weeks) <ul style="list-style-type: none"> ◦ Theory-based class: Business problem solving, Marketing Branding Sales, Financial modeling for startups, Business model/ Growth strategy, Capital raise and etc. ◦ Practical training: Startup simulation, project coaching to make ideas ready to the market, on-site visit to corporations, final presentation and etc.(Group Study) ■ Refining and Industrializing startup ideas with real project, collaborating with Pangyo Startups campus' coaching staff ■ Korean language class (1 hour per everyday for ICT professional education at Ajou)



Part	Explanation
What to Learn	<ul style="list-style-type: none"> ■ Sharing the vision, Korea's economic development experience (including ICT development), and values of the Gyeonggi-do ■ Field trips to cultural heritages and student exchange activities
Duration	<ul style="list-style-type: none"> ■ 4 months (from 16 August 2018 to 20 December 2018)
Number of Participants	<ul style="list-style-type: none"> ■ A total of 20 (<i>* The number of participants in each country is subject to change upon the selection process</i>) ※ A total of 10(Korean Students) additionally for team-matching
Qualifications of Participants (*All must be met)	<ul style="list-style-type: none"> ■ More than IT-relevant Master's degree ■ More than 2 years of career in industry field; (Must be more than IT-relevant Bachelor's degree) * Already be a graduate in Winter 2018 for getting each degree <ul style="list-style-type: none"> ⦿ Have career in Startup-relevant field or, ⦿ Have plan to launch ICT-related startup business or, ⦿ Have career or experience as IT developer ⦿ Be interested in entering into the industry field in Korea with creative Startup idea ■ Be fluent in English to take classes and complete the entire program ■ Be passed by the selection process ■ Be in good health, both physically and mentally to undergo the program (*Test result of Tuberculosis (TB) MUST BE satisfactory according to the designated hospital in your each country.)
Benefits for Participants	<ul style="list-style-type: none"> ■ Tuition waived ■ Monthly stipend offered: 600,000 KRW (* Approximately 557 USD; Exchange rates are subject to change.) ■ On-campus accommodation offered (double occupancy) ■ Round-trip flight ticket offered from Indonesia/Myanmar/Vietnam to Korea



Organizational System & Program Overview



ICT Global Startup Program is Invitation Program initiated by Gyeonggi Province to realize sustainable development and Humanitarianism in developing countries.

This program aims to develop ICT global startups in developing countries.

In 2018, 16-week program will be provided by GSICT of Ajou University and ARCON in Pangyo Startup Campus.

At GSICT(Graduate School of Information and Communication Technology) of Ajou Univ., 20 invited Indonesian, Myanmar and Vietnamese ICT students will receive a special ICT training for six weeks.

At ARCON in Startup Campus, with promising Korean young trainees, Indonesian, Myanmar and Vietnamese ICT students will build a global team each other and receive startup business capacity building courses.

Through this program, Gyeonggi Province also could build ICT startup networks with Indonesia, Myanmar and Vietnam.

2. Instruction to Organizations

 Principal Sponsor: Gyeonggi Province in South Korea

Part	Explanation
History	Gyeonggi Province, also called Gyeonggi-do, is located in the central western part of the Korean Peninsula. It surrounds the cities of Seoul and Incheon and borders with Hwanghae-do (North Korea) in the north, Gangwon-do in the east, Chungcheongnam-do in the south and the Yellow Sea in the west. Gyeonggi-do is the land where people have settled down since prehistoric times as it has a fertile plain along the Hangang River. Primarily, Gyeong meant “the capital city designated by the king” and Gi meant “393km of land in the four directions from the residence of the king.”
Slogan	We are living in a global era in which the ideas and inspiration of each country’s competitiveness are ceaselessly interconnecting. Against this backdrop, the Gyeonggi slogan – “Global Inspiration, GyeongGi-Do” – embodies the determination of the province to become the center of Northeast Asia as well as the world with its advanced knowledge, cutting-edge technology, creative thinking and innovative actions.
Administrative Districts	



Part	Explanation
Administrative Districts	<p>The current name for Gyeonggi-*do was first used in the 11th century (1026). The Gyeonggi area of the Korean Peninsula has served as the capital region for more than a thousand years. It now plays a vital role in the politics, economy, and culture of Korea.</p> <p>(*Note. 'Do' (pronounced as [doh]) from Gyeonggi-do means 'province' in Korean.)</p> <p>It is bordered to the north by the 38th parallel and to the west by the Yellow Sea. Gyeonggi-do is divided into northern and southern halves by the Han River, which flows through the province from east to west. The northeastern area is mountainous while the southwestern area consists of wide plains. The area of Gyeonggi-do is 10,189 km², accounting for approximately 10.2% of the total land area of South Korea.</p> <p>The total area of Gyeonggi-do is 10,175km² (northern part 4.266km², southern part 5,909km²). It is 17 times that of the area of Seoul Metropolitan City (605 km²). It occupies 10.1% of national territory measuring 100,341 km² and is the 5th largest in Korea. The cities and counties in Gyeonggi-do that are larger in area than Seoul Metropolitan City are Yangpyeong (877 km²), Gapyeong (843 km²), Pocheon (826 km²), Hwaseong (689 km²), Yeoncheon (675 km²), Paju (672 km²) and Yeosu (608 km²). The size of Gyeonggi-do is 15 times and 9 times that of Singapore and Hong Kong respectively.</p>
Budget	<p>Gyeonggi Province's 2017 total budget amounts to KRW 50.5498 trillion. The financial independence rate of Gyeonggi Province stands at 53.2%, which is higher than the national average of 44.5%.</p> <p>(Credited at http://english.gg.go.kr/budget)</p>
Population	<p>Seoul, the capital of Korea, is surrounded by Gyeonggi-do. The Seoul-Gyeonggi metropolitan area is home to 24 million people, accounting for approximately half of the total population of South Korea. Gyeonggi-do itself had a population exceeding 12 million people in 2010, with the vast majority of the population living in urban areas. Gyeonggi-do is the most populous local self-governing body in Korea.</p>



Part	Explanation																		
Population	<p>Population of Gyeonggi-do (as of June 2017): 13.15 million</p> <div><table><thead><tr><th>Category</th><th>Population (thousand)</th><th>Percentage (%)</th></tr></thead><tbody><tr><td>Total</td><td>1,315,1</td><td>100%</td></tr><tr><td>Aged 15-64</td><td>9,485</td><td>72.1%</td></tr><tr><td>Aged 0-14</td><td>187,3</td><td>14.2%</td></tr><tr><td>Aged 65 and above</td><td>1,426</td><td>10.8%</td></tr><tr><td>Foreign residents</td><td>367</td><td>2.8%</td></tr></tbody></table></div> <p>City populations of Gyeonggi Province including foreign residents (Unit: 10 thousand)</p> <ul style="list-style-type: none">- Over 1 million (3 cities): Suwon (123.4), Goyang (105.3), Yongin (101.3)- Over 0.5 million (6 cities): Seongnam (99.0), Bucheon (86.9), Ansan (73.8), Hwaseong (69.9), Namyangju (67.1), Anyang (60.3) <p>(Credited at http://english.gg.go.kr/population)</p>	Category	Population (thousand)	Percentage (%)	Total	1,315,1	100%	Aged 15-64	9,485	72.1%	Aged 0-14	187,3	14.2%	Aged 65 and above	1,426	10.8%	Foreign residents	367	2.8%
Category	Population (thousand)	Percentage (%)																	
Total	1,315,1	100%																	
Aged 15-64	9,485	72.1%																	
Aged 0-14	187,3	14.2%																	
Aged 65 and above	1,426	10.8%																	
Foreign residents	367	2.8%																	
Economy	<p>Gyeonggi-do includes the West Coast of Korea, an area whose importance is increasing with the expansion of the Northeast Asian economies. In addition, over one quarter of all Korea's small and medium-sized companies are situated in Gyeonggi-do. Among these, the high-tech industry has a particularly high level of importance, placing Gyeonggi-do at the heart of the Korean economy. Gyeonggi-do has devoted itself to attracting foreign investment. It is recognized as the premier investment destination in Korea, supporting the acclaim that foreign companies have accorded given to the considerable potential of Gyeonggi-do.</p> <p>Gyeonggi-do also offers immediate access to Incheon International Airport, Incheon Port and Pyeongtaek Port, which equip the region with the comprehensive infrastructure of a highly efficient logistics center. Incheon International Airport, recognized as the best airport in the world by Airports Council International, serves the Seoul-Gyeonggi metropolitan area with daily connections to and from the major cities of Europe, North America, Australasia, Southeast Asia and the Middle East. Its central location also makes itself a convenient hub for Northeast Asia. Once at Incheon International Airport, transit passengers are within a two-hour flight from Vladivostok to the north, Taipei to the south, Beijing and Shanghai to the west, and Tokyo and Osaka to the east. Passengers disembarking at Incheon International Airport can take advantage of the comfortable and economical coach services to quickly reach any of more than 50 destinations in the Seoul-Gyeonggi area.</p>																		



Education Institute 1: GSICT of Ajou University

Part	Explanation
Introduction	<p>The Graduate School of Information and Communication Technology (GSICT) at the Ajou University was established in 1998 as a pioneer of professional ICT study programs in Korea. The educational goal of Ajou GSICT is to provide well-educated ICT professionals in the industry and academia. Ajou GSICT has over 2,000 alumni as of February 2017, who are working at army, government agencies, and global enterprises and playing an important role in their positions. Under the sole department, Engineering of Information Communications, Ajou GSICT has 8 majors, over 50 faculties(full-time, adjunct, distinguished, and invited), and 6 remote educational centers. Through the unique e-learning system, students are able to take classes and repeat their class VOD over and over through PC and mobile. Ajou GSICT encourages you to explore the very best out of your time and talents as the very potential ICT leader of the coming world. Ajou GSICT also contributes to educating the well-prepared professionals with high-qualified faculties for a growing ICT industry. You will have a specialty and an interdisciplinary focus that will help you develop your communication, technology, decision making, and teamwork skills as you prepare for a career in the ICT field.</p>
Majors	<ul style="list-style-type: none"> ■ Information Communication ■ Cyber Security ■ C⁴ISR** ■ Software Architecture ■ Information Communication & C⁴I* ■ Cyber Security & C⁴I ■ IoT (Internet of Things) ■ Intelligent Software <p>(*Note1. C⁴I stands for Command, Control, Communications, Computers, and Intelligence) (**Note2. C⁴ISR stands for Command, Control, Communications, Computers, Intelligence, Surveillance and Reconnaissance)</p>



GSICT belongs to **Ajou University (Suwon in Gyeonggi-do) Campus**, which is the one of the mainly **famous and excellent University in Korea**.



Ajou University

Part	Explanation
Ajou Univ. History	<p>Ajou University, established in 1973 under the motto of “Asia’s best university for the 21st century”, is a leading research university with 10 colleges in Korea. Located in Suwon, about 30km south of Seoul, Ajou has about 14,000 students (9,000 undergraduate, 3,500 graduate, and 1,500 in other courses) and 11 colleges, 1 graduate school, 2 professional graduate schools, 11 special graduate schools, 9 affiliated institutes, 49 research institutes, 28 supportive institutes, and 1 university hospital.</p> <p><u>The strength in Ajou’s academic programs and research lies in Engineering, IT, BT, NT, Medical Science, Business and International Studies.</u> Ajou is widely recognized for its innovative international programs and strong support for international students and has collaborative partnership with over 200 universities in 58 countries. There is a wide range of international programs at Ajou including student and faculty exchanges, international summer school, Korean language</p>



Part	Explanation						
Ajou Univ. History	program, etc. International students are taking courses offered in English by various majors. Today Ajou is welcoming about 750 international students a year.						
Motto	<p>Ajou University’s name bears an ambition to become <i>‘The best university in Asia in the 21st century when Asia becomes the center of the world.’</i></p> <p>Since its foundation, Ajou has pursued the following three virtues as guiding principles:</p> <p>1. Respect for Humans (In-gan-jon-jung)</p> <p>This means high self-esteem with the respect for others. It is the first principle that Ajou pursues through its research, education, and public service. It teaches us to connect ourselves to our neighborhoods, nation and to the world through respect and understanding, regarding a human being not as a tool, but as an ultimate goal or a value.</p> <p>2. Seeking Truth from Fact (Sil-sa-gu-si)</p> <p>Seeking truth from fact conveys the meaning that academic results should be useful in practice. It is Ajou’s most fundamental philosophy that seeking truth and academic research must be based on facts and their results should contribute to people’s welfare.</p> <p>3. One World, One Family (Se-gye-il-ga)</p> <p>This is a spirit that emphasizes that the entire world should move in harmony. We must break through the small barrier of the Korean Peninsula and advance to the world, and at the same time accept what’s coming from the outside. This is Ajou’s foremost principle in educating the youth.</p>						
Organizational Chart (Main Schools)	<div><div>Undergraduate / Graduate School</div><table><thead><tr><th>College</th><th>Graduate School</th><th>Individual Division</th></tr></thead><tbody><tr><td><ul style="list-style-type: none">• College of Engineering• College of Information Technology• College of Natural Sciences• School of Business Administration• College of Humanities• College of Social Sciences• College of Law• School of Medicine• College of Nursing</td><td><ul style="list-style-type: none">• Graduate School</td><td><ul style="list-style-type: none">• Division of General Education• Division of International Studies</td></tr></tbody></table><div>Professional / Special Graduate School</div><div><ul style="list-style-type: none">• Graduate School of Information and Communication• Graduate School of Industry• Graduate School of Business Administration• Graduate School of International Studies• Graduate School of Education• Graduate School of Public Affairs• Graduate School of Information Communication & Technology• Graduate School of Intelligent Transport Systems• Graduate School of Public Health</div></div>	College	Graduate School	Individual Division	<ul style="list-style-type: none">• College of Engineering• College of Information Technology• College of Natural Sciences• School of Business Administration• College of Humanities• College of Social Sciences• College of Law• School of Medicine• College of Nursing	<ul style="list-style-type: none">• Graduate School	<ul style="list-style-type: none">• Division of General Education• Division of International Studies
College	Graduate School	Individual Division					
<ul style="list-style-type: none">• College of Engineering• College of Information Technology• College of Natural Sciences• School of Business Administration• College of Humanities• College of Social Sciences• College of Law• School of Medicine• College of Nursing	<ul style="list-style-type: none">• Graduate School	<ul style="list-style-type: none">• Division of General Education• Division of International Studies					



Part

Explanation

Population

• Students

(As of April 1, 2017, Unit: Number of Persons)

Undergraduate	Master's	Doctoral (including integrated program)	Total
9,543	3,653	545	13,741

• International Students

(As of April 1, 2017, Unit: Number of Persons)

Undergraduate	Graduate	Non-degrees		Total
		Exchange Students	Korean Language	
156	355	140	146	797

• Professors

(As of April 1, 2017, Unit: Number of Persons)

Professor	Associate Prof.	Assistant Prof.	Total
404	176	123	703

(Credited at <http://www.ajou.ac.kr/en/about/about08.jsp>)



Education Institute 2: ARCON in Pan-Gyo Startup Campus

Part	Explanation
Introduction	<p>ARCON, which stands for Arts & Community Network, is a non-profit, designated charity foundation that the Ministry of Finance and Strategy has designated and the Ministry of Culture, Sports, and Tourism has certified. ARCON provides cultural/arts programs and high-quality education opportunities for social under privileged, so they can heal, develop themselves, and make positive change in society.</p> <p>ARCON is a professional organization which performs PPP (Public Private Partnership) business with the distinguished enterprise and government. Startup Campus, a signature business program of ARCON, is an integrated startup/venture support, research platform which is located at Pan-Gyo Techno Valley. ARCON is responsible for education, resident management, and incubating business of the Startup Campus.</p> <p>Educational goals at ARCON are as follows:</p> <ul style="list-style-type: none"> ■ To improve basic capacity for global startup ■ To help students to think what a 'job' means to them and find the 'job' they truly want ■ To strengthen commercialization skills by group project, on-site visit to corporations, and business coaching ■ To settle down global startup ecosystem by understanding social, national needs, and the latest global trend
Location	<ul style="list-style-type: none"> ■ Address: 6F, 20, Pangyo-ro 289beon-gil, Bundang-gu, Seongnam-si, Gyeonggi-do, Republic of Korea (postal code: 13488) ■ Website: http://www.gstartupcampus.or.kr




ARCON is located in **Pan-Gyo Startup Campus**, which has really an important power in Korea Startup Environments(especially in IT Field.)



Pan-Gyo Startup Campus

Part	Explanation
Introduction	<p>The Startup Campus operates an open platform to support startup companies in the entire lifecycle. ICT-related associations and enterprises collaborate to foster and support startup companies.</p> <ul style="list-style-type: none"> ● Size of completed area: 5,3054 m² of 17,364 m² and 8 aboveground floors & 2 underground floors ● Construction period: Oct 2013—Dec 2015 ● Project cost: 160.9 billion KRW (*approximately 143.6 million USD) (Building cost 123.1 billion KRW & land cost 37.8 billion KRW) <p>(Credited at http://www.pangyotechnovalley.org/eng/support/sub_1.asp)</p>



Part	Explanation	
Tenant Companies/ Organizations by Floors	Floor	Information
	8F	STARTUP CAMPUS OZ Incubation Center
	7F	Intelligent ICT Research Center,
	6F	Big Data Center, Big-Fi Council (*Big-Fi is a compound word between Big Data and Free Information), ARCON* <i>(*Note. ARCON is where trainees will learn & practice)</i>
	5F	IoT Innovation Center, Open Innovation Lab for Next Generation Mobile Communication, Design-Based Industrial Research Center, Patent Firm, Law Firm, SAP App house
	4F	Cloud Innovation Center, SW-Convergent Cluster, Industrial Mathematics Innovation Center, Born2Global Center
	3F	STATUP CAMPUS Headquarter, K-ICT Device Lab, Fitness Center, Born2Global Center
	2F	K-ICT Device Lab, Seminar Room, Multi-purpose Room, Startup Education Rooms, Translation Service Center, Mentoring Center for Startups, Born2Global Center, Exhibition Room where the latest IT products startups developed are displayed
	1F	Conference Room, Cafeteria, Lounge, Global Boot camp
(Credited at http://www.pangyotechnovalley.org/html/tenant/startup.asp)		
Location	<ul style="list-style-type: none">■ Address: 20, Pangyo-ro 289beon-gil, Bundang-gu, Seongnam-si, Gyeonggi-do, Republic of Korea (postal code: 13488)■ Website: http://www.gstartupcampus.or.kr	
Landscape of Startup Campus		



3. Program Details



Curriculum (Course Description) at GSICT of Ajou:

* From 20 August(Mon) 2018 to 4 October(Thur) 2018 (6 weeks)

Course	Description	Type	Hrs
Advanced Android Programming	<p>This class is about developing advanced applications on Android platform. For the students who do not have enough experiences on Android platform, this class begins with the basic Android development including development environment and user interfaces, followed by topics to use JNI for C/C++ interface and real-time image processing.</p> <p>Topics to be studied include:</p> <ul style="list-style-type: none"> ✓ Android development & application life cycle ✓ UI & event handling and JNI & camera interface ✓ OpenCV & image processing ✓ Inertial sensors & face detection 	Lecture & Practice	24
Mobile Networks	<p>In this course, students learn basic technologies for various wireless networks as well as 4G/5G mobile networks while focusing on mobile network architecture, service, protocols and mobility management. This class also covers several IoT technologies making 5G applications possible, such as cellular IoT, V2X, healthcare, and smart factory.</p> <p>Topics to be learned include:</p> <ul style="list-style-type: none"> ✓ Basics of wireless networks ✓ Mobile network architecture ✓ Mobile network service ✓ Mobile protocols and mobile management ✓ Cellular IoT 	Lecture & Practice	24
Mobile Web App. (Web Service)	<p>This course aims to equip students with skills of web applications development. While this course focuses on the backend technologies like MEAN(MongoDB, ExpressJS, Angular2, Node.js), we will have a short crash course on HTML and DOM and Bootstrap for the front end.</p> <p>Topics of four sessions (pairs of a lecture and a lab) are as follows:</p> <ul style="list-style-type: none"> ✓ Overview of Web Application Architecture ✓ Crash course on HTML and DOM ✓ JavaScript and Bootstrap ✓ Node.js and ExpressJS ✓ REST Architecture and MVC 	Lecture & Practice	24



Course	Description	Type	Hrs
IoT (Internet of Things) I, II	<p>This course introduces students to a number of tools and techniques interesting applications in the IoT domain. Students are able to comprehend and practice software and hardware platforms that are widely used in the IoT domain, as well as to experience some of the state-of-the-art application systems using IoT technology. This course has two sessions, which are lectures and lab practices.</p> <p>Based on understanding and empirical experiences with the topics below, this course expects students to design a simple application system using various IoT devices and platforms. Ideally, this source suits the students that have experiences in C language, some type of scripting language (e.g., python, R) and Android programming (if possible).</p> <p>The followings are discussed in this course:</p> <ul style="list-style-type: none"> ✓ Applications of embedded IoT systems ✓ Embedded IoT SW platforms (TinyOS, Contiki, Arduino) ✓ Embedded IoT hardware platforms (Arduino, Raspberry Pi, Edison, TelosB) ✓ IoT service frameworks ✓ Data analytics tools for IoT 	Lecture & Practice	48
Machine Learning	<p>This course covers basic theories and implementation techniques for developing machine learning application systems.</p> <p>Students will learn various supervised/unsupervised machine learning algorithms for predictive modeling or knowledge discovery, and techniques for data exploration, preprocessing, evaluation and model selection.</p> <p>The latest deep learning models as well as traditional machine learning algorithms will be implemented and tested using python and pyTorch</p>	Lecture & Practice	24
Special Lectures	TBA: Topics would vary, for instance, the latest ICT trend, innovation management, (especially, related to Business) and etc..	Lecture	15
Team Study	Before Pangyo Startup Campus : Sharing information on startup ideas among Korean trainees	Discussion	12
Korean	Korean language class for beginners (1 hour per everyday for ICT professional education at Ajou)	Lecture	32
Total			203

**Curriculum (Course Description) at ARCON in Pangyo Startup Campus:**

* From 8 October(Mon) 2018 to 14 December(Fri) 2018 (10 weeks)

Subject	Description	Type	Hrs
Orientation & Membership Training	<p>Startup campus course schedule, educational curriculum, and final goal will be introduced to participant. They will also form a network with others by sharing information such as strength, weakness, and interests, etc.</p> <p>The followings will be included in this program:</p> <ul style="list-style-type: none"> ✓ Course orientation ✓ Coach self-introduction ✓ Special lecture (professionals from variety field, celebrity, author, youth entrepreneur, etc.) ✓ Participant self-presentation 	Activities & Workshop	18
Seeking Co-Founder	To compose startup project team, participants will have an opportunity to get to know each other in light of tendency, strength, weakness, ability, etc.	Project	7
Project Market	Participants will share their project idea through online/offline so they can actively join, recruit, provide feedback on other's project. After Project Market, each student finds their own team member and project.	Project	7
Business Problem Solving	<p>Students will have an opportunity to learn how to solve business problems by using logical and creative planning skills to help them with market entry and new business planning.</p> <p>The followings are discussed through this course:</p> <ul style="list-style-type: none"> ✓ Introduction to business problem solving ✓ Deducting business idea & problem solving ✓ Skills to manage teams/groups ✓ Business value checking & commercialization problem solving ✓ Group project, presentation & feedback 	Lecture & Practice	42
Marketing, Branding, and Sales	<p>This course is designed to teach how to effectively do marketing, branding, and sales for startups. By lecture and problem based workshop, students will be able to make their business idea more valuable.</p> <p>The followings are discussed through this course:</p> <ul style="list-style-type: none"> ✓ Group project topic selection/ effective branding and global marketing ✓ Prototype setting and hypothesis deduction/ global market test and expansion strategy 	Lecture & Practice	18



Subject	Description	Type	Hrs
Marketing, Branding, and Sales	<ul style="list-style-type: none"> ✓ Business potential check using branding, marketing, and channel ✓ Mini presentation and team coaching 	Lecture & Practice	18
Financial Modeling for Startups	<p>This course teaches financial skills which is very significant for pre-entrepreneur. Understanding financial statement and strategy for startups are different from regular enterprises. Students will learn how to do plan, manage, establish their finance to become a global startup.</p> <p>The followings are discussed through this course:</p> <ul style="list-style-type: none"> ✓ Introduction to finance/ financial statement for startups ✓ Understanding company finance using financial statement ✓ Financial strategy for enterprise ✓ Case study : Global company's financial management 	Lecture & Practice	15
Business Model/ Growth Strategy	<p>This course introduces students to basic understanding of all elements of business model. In this class, they will learn about what correct business model is, why most companies fall into a trap of slump or death valley, etc.</p> <p>The followings are discussed through this course:</p> <ul style="list-style-type: none"> ✓ About business model (product, sales, channel, marketing, etc.) ✓ Defining a correct business model ✓ Managing organization with exponential growth ✓ Pivoting a business model 	Lecture & Practice	15
Capital Raise/ Business Proposal	<p>The purpose of this course is to provide importance of effect ways of capital raise and growth as startup. Students will also learn about business strategies to successfully secure capital from venture capital, angel investor, enterprise, etc.</p> <p>The followings are discussed through this course:</p> <ul style="list-style-type: none"> ✓ Startup and capital ✓ Enterprise and capital (Korea and overseas country) ✓ Capital raise and growth for startups ✓ Effective business proposal ✓ Mini team project and workshop 	Lecture & Practice	12
Global Sustainable Development	<p>This course offers students to understand the global needs to efficiently distribute/use limited resources, sustainable development goals that should be considered to business entrepreneurs, understand successful cases of sustainable development, be aware of global society, ethnicity, environment, and</p>	Lecture & Practice	12



Subject	Description	Type	Hrs
Global Sustainable Development	<p>inequality problem, so they can expand social values by providing positive solution.</p> <p>The followings are discussed through this course:</p> <ul style="list-style-type: none"> ✓ Understanding of sustainable development ✓ Sustainable development & UN SDGs ✓ Social responsibility of enterprise ✓ Seriousness of global problem 	Lecture & Practice	12
Special Speech & Field Trips	<p>Students will have a chance to empathize/understand a variety of fields such as media, social, digital, arts, celebrity, etc. so they can learn and practice a new perspective about their occupation.</p> <p>Students are able to learn and experience company management skill, creative thinking/ solution deducting strategy by visiting global startup related conference, demo-day, and incubation center in Korea.</p>	Lecture & Field Trips	27/30
Project Coaching & Group Project	<p>Project coach will be assigned to each project team, and each team will discuss their project title & action plans. Each team will also set up weekly planning & project goal, and then discuss strategies for action plans. Each team will follow their weekly plan through research, survey, benchmarking, on-site visit to external organizations, participation for seminars, & etc. Each team project will be checked on a weekly basis, and coaching and mini presentation will be done.</p>	Project	163
Demoday	<p>Every team will present their project, and the best team will be selected based on on-site evaluations by experts. Finally, completion ceremony will be held.</p>	Project	6
Total			372

(*Note: Startup campus curriculum are subject to change.)



Extracurricular Course

Cultural Visit & Student exchange	<p>Field trips to cultural heritages and student exchange activities with NUBI Ajou</p> <ul style="list-style-type: none"> - NUBI Ajou: It is volunteer community consisted of Korean undergrads who are willing to be friends with foreign graduate students from Graduate School of international Studies(GSIS) in Ajou Univ. and help them out of their college and social lives including registering classes, touring a campus, hanging out together, etc. since 2008.(Schedules: TBA) 	Over 4times
--	--	-------------



Program Schedule

Date	Details	Remarks
21May(Mon) -20Jun(Wed)	<u>Application Submission & Promotion the training program</u> by a flexible cooperative system with local Startup accelerator(Partner Institute)	
22Jun(Fri)	Announcement on Document Review Result	
27Jun(Wed) -03July(Tue)	On-Site Interview in Indonesia & Myanmar & Vietnam (from Ajou Univ. & Startup campus)	18p. (more detailed)
05July(Thur)	Admission Announcement (Final Result)	
05July(Thur) -15Aug(Wed)	Visa Process (for Immigration)	
16Aug(Thur)	Arrival to Korea	
16Aug(Thur) -17Aug(Fri)	Orientation & Welcoming Ceremony	
21Aug(Mon)	Program Kickoff	
21Aug(Mon) -23Aug(Thur)	Ajou: Advanced Android Programming & Korean	Weekdays
27Aug(Mon) -30Sep(Thur)	Ajou: Mobile Networks & Korean	Weekdays
03Sep(Mon) -12Sep(Wed)	Ajou: Mobile Web App (Web Service) & Korean	Mon & Wed Only
04Sep(Tue) -13Sep(Thur)	Ajou: IoT I & Korean	Tue & Thur Only
17Sep(Mon) -03Oct(Wed)	Ajou: IoT II & Korean	Mon & Wed Only
18Sep(Tue) -04Oct(Thur)	Ajou: Machine Learning & Korean	Tue & Thur Only
24Aug(Fri) -05Oct(Fri)	Special Lectures	Every Friday
TBA	Field Trips with NUBI Ajou	
24Sep(Mon) -27Sep(Thur)	Korean Thanksgiving & National Holidays	No Class
08Oct(Mon) -14Dec(Fri)	Pan-Gyo Startup Campus: Class & Practice	
17Dec(Mon)	Demoday & Completion Ceremony	
17Dec(Mon) -19Dec(Wed)	Preparation for Leaving	
20Dec(Thur)	Coming Back Home by Flight	

(*Note. Schedules are subject to change.)

II ADMISSION OVERVIEW

1. Application Schedule

Category	ICT Global Startup Program 2018 Admission
Available Program	Invited training program for ICT global startup in Indonesia & Myanmar & Vietnam
Application Period	21 May(Mon) – 20 Jun(Wed)
Document Review result	22 Jun(Fri)
*On-Site Interview	1. Indonesia(Jakarta): 28 Jun(Thur) 2. Vietnam(Hanoi): 30 Jun(Sat) 3. Myanmar(Yangon): 02 July(Mon)
Final Result	05 July(Thur)

(*Note: Schedules are subject to change)

2. Application Process

Document Submission	All required documents must arrive in one envelope at the local admissions office no later than on the deadline. <i>*Deadline is to be announced differently by each local office in detail"</i>
↓	
Document Review	If all required documents are submitted timely, they will be reviewed by the admission committee in local office. Evaluation Point: Contents of Startup Idea <i>*Please refer to SOP section in the application form</i>
↓	
On-site Interview	The persons who pass the document review will receive an On-site Interview in notified place in their countries. <i>(*The admission office of Ajou Univ. in Korea will notify you Place, Date & Time in detail for Interview via email or phone etc.)</i> Evaluation Point: PT Audition <i>*You have to prepare a Presentation for expressing your startup idea in SOP</i>
↓	
Final Result	The final result will be announced via email or phone by the admission office of Ajou Univ. in Korea
↓	
Program Entrance	The detailed schedule or preparation for immigration procedures (ex. Issuing Visa)to Korea will be provided to admitted participants



3. Qualifications

Qualifications of Participants (*All must be met)	<ul style="list-style-type: none"> ■ More than IT-relevant Master's degree ■ More than 2 years of career in industry field; (Must be more than IT-relevant Bachelor's degree) * Already be a graduate in winter 2018 for getting each degree <ul style="list-style-type: none"> ▶ Have career in Startup-relevant field or, ▶ Have plan to launch ICT-related startup business or, ▶ Have career or experience as IT developer ▶ Be interested in entering into the industry field in Korea with creative Startup idea ■ Be fluent in English to take classes and complete the entire program ■ Be passed by the selection process ■ Be in good health, both physically and mentally to undergo the program (*Test result of Tuberculosis (TB) MUST BE satisfactory according to the designated hospital in your each country.)
--	--

4. Requirements (Application Checklist)

Checklist	Document
<input type="checkbox"/>	1. Application Form & *Statement of Purpose (SOP) (*Questions are specified in application form)
<input type="checkbox"/>	2. Certified Copy of Academic Transcripts (*both undergrad and grad if you have a graduate degree)
<input type="checkbox"/>	3. Certified Copy of Degree Diploma or Graduate Certificate (*both undergrad and grad if you have a graduate degree)
<input type="checkbox"/>	4. Photocopy of Passport (*A passport MUST BE valid for at least 6 months beyond the holder's stay in Korea, and face MUST BE clearly recognized on the photocopy)
<input type="checkbox"/>	5. Two hard copies of ID Photo (*taken within last 6 months, full face without hat, front view, off-white background, 3.5cm(width)*4.5cm(height)) [for visa process]
<input type="checkbox"/>	*6. Certificate of Health for Tuberculosis Test <ul style="list-style-type: none"> - Indonesia: Certificate of Health issued from 12 hospitals - Myanmar: Certificate of Health issued from 2 hospitals - Vietnam: Certificate of Health issued from 1 hospital *All hospitals MUST BE designated by Korea Embassy <i>*Please, refer to notified websites of each Korea Embassy in next page</i>
<input type="checkbox"/>	7. (Strongly Recommended) Official TOEFL, IELTS or other English Proficiency Test Score
<input type="checkbox"/>	8. (if Applicable) Certificate of Working Experience/License/Program etc.

(*Note. Every document **MUST BE** written in English, NOT your native language.)

[About Designated Hospitals for Issuing Certificate of Health for Tuberculosis Test]

* You MUST Check designated Hospitals via below websites

1. Indonesia (12 Hospitals)

- ◆ Korea Embassy website : <http://overseas.mofa.go.kr/id-id/index.do>
- ◆ Posting location : [Konsulat/Visa] > [Pengumuman] > [2. '[PENGUMUMAN] Certificate of Health(TB) untuk pemohon visa(Long-term stay)]

2. Myanmar (2 Hospitals)

- ◆ Korea Embssy website : <http://overseas.mofa.go.kr/mm-ko/index.do>
- ◆ Posting location : [영사] > [여권/사증/공증] > [No.17]

3. Vietnam (1 Hospital)

- ◆ Korea Embassy website : <http://overseas.mofa.go.kr/vn-ko/index>
- ◆ Posting location : [영사] > [사증(비자)] > [사증업무안내] > No.28)

[Ex] Designated Form

(*please, keep these formal items when you get the certificate from designated hospitals.)

붙임1】 건강진단서

健康诊断书 Certificate of Health		照片 (Photo) 3cm×4cm ※ 钢印或骑缝章
姓名(Name)	性别(Sex) <input type="checkbox"/> M(男) <input type="checkbox"/> F(女)	
出生日期(Date of Birth)	电话号码(Phone Number)	
护照号码(Passport Number)	地址(Address)	

检 查 内 容
Physical examination and Chest X-ray

身高(Height) _____ cm	体重(Weight) _____ Kg	血压(Blood Pressure) _____ / _____ mmHg
------------------------	------------------------	--

胸部X射线检查日(Date of Chest X-ray) _____ / _____ / _____

I. 结果(1) (Result):

1. 非特异所见(Non-specific) ☐
2. 非活动性结核(Inactive TB) ☐
3. 活动性结核 (Active TB) ☐
 - 3-1. 传染性(Infective) ☐ , 非传染性(Non-infective) ☐
 - 3-2. 感受性结核(Drug-sensitive TB) ☐ , 多耐药性结核(MDR TB) ☐

II. 治疗结果(2) (Treatment Outcomes) - For person who has TB history

1. 治疗中(Under treatment) ☐ ,
2. 完治(Cured) ☐
3. 完了(Completed Treatment) ☐
4. 治疗失败 (Failed) ☐
5. 治疗脱落 (Defaulted) ☐

对上述项目进行了检查。
The examination was performed as above.




PROGRAM MANAGEMENT & Contact info

1. Ajou University in Suwon at Gyeonggi-do



GSICT of Ajou University



Part	Explanation
Location	<ul style="list-style-type: none"> ■ Address: Jonghap Hall #914, Ajou University, 206, Worldcup-ro, Yeongtong-gu, Suwon City, Gyeonggi-do, Republic of Korea (postal code: 16499) ■ Website: http://ict.ajou.ac.kr
Administrative Team	<ul style="list-style-type: none"> ■ Dr. Minkoo KIM (Dean of GSICT) ■ Ms. Dosub LEE (Head of Administration/Management) <ul style="list-style-type: none"> ✦ Email: dslee@ajou.ac.kr ■ Ms. Moa KIM (Administration Staff/Primary Contact/Management) <ul style="list-style-type: none"> ✦ Phone: +82-31-219-1832 ✦ Email: hymseel@ajou.ac.kr ■ Ms. Seoyun CHOI (Administration Staff/Budget) <ul style="list-style-type: none"> ✦ Email: seoyun@ajou.ac.kr ■ Ms. Soomin LEE (Administration Staff/Academic Support) <ul style="list-style-type: none"> ✦ Email: Sooly@ajou.ac.kr
Landscape of Jonghap Hall (*GSICT on 9F)	



Main Campus Facilities in Ajou Univ.

Part	Explanation
Dormitory Accommodation Facility of this Program	<p>Ajou University offers various types of accommodations for providing comfort and modern technology to residents. Ajou University Dormitory "Woncheon Dormitory Complex" houses over 2,500 domestic and international residents consisting of 5 buildings.</p> <p>At International Dormitory where participants will stay, over 400 international students can accommodate in two-people-shared room with Korean roommate. Facilities are following: Gym, meditation room, laundry room, electronic package concierge, fully-equipped kitchen, rest room, TV room, shower room, etc. We hope native Korean students and international students alike will be able to learn about cultures of each</p>



Part	Explanation
<p>Dormitory Accommodation Facility of this Program</p>	<p>other and broaden their sense of international perspective. Dormitory information is available in English at http://edorm.ajou.ac.kr/edorm</p>  <p>국제학사 전경</p>
<p>Central Library</p>	<p>Ajou University Central Library was founded on Mar 15th, 1973 to fulfill our education objectives clearly stated in our school regulations. Our goal is to contribute to the students and faculty's studies and research by collecting, arranging and providing academic information. At the beginning the total floor space of the library was only 876m² and there was a total of 120 seats in the reading room. It initiated its service on Apr 2nd, 1973 with 1272 books and 1 librarian.</p> <p>Ajou University Central Library was reformed as the school grew to university status, with the donation of 5 billion won in Korean currency from Woo Joong Kim, the ex-president of Daewoo conglomerate. It has Lending and Reading Room, Newly-Published Material Room, Reference Room, Reserve Book Room, Digital Library Develop Room, Multimedia Information Room and Information Support Room on the 1st floor, Periodicals Room on the 2nd floor, Liberal Arts/Social Science Room and Linguistics/Natural Science Room on the 3rd floor, and National Tests Information Room on the 4th floor with a floor space of 13,310m². There are 5 General Reading Rooms on each floor. Now we have approximately 880,000 books and 2,000 seats in the reading rooms.</p>  <p>http://www.ajou.ac.kr</p>



Part	Explanation
Gymnasium	<ul style="list-style-type: none"> Location: Gymnasium Task: To do exercise (fitness, squash, etc.) (*Extra charges and registration could be required depending on your exercises.) Office Hours: Mon-Sat 07:00-22:00
Others: Infirmary/ Post Office/ Standard Chartered Bank/ ATM/ Photo Studio/ Ajou Counsel & Support Center/ Sexual Harassment Counseling Center/ Global Lounge/ Ajou University Hospital International Health Care Center (IHCC)	

2. ARCON in Pan-Gyo Startup Campus

Part	Explanation
Location	<ul style="list-style-type: none"> Address: 6F, 20, Pangyo-ro 289beon-gil, Bundang-gu, Seongnam-si, Gyeonggi-do, Republic of Korea (postal code: 13488) Website: http://www.gstartupcampus.or.kr
Contact	<ul style="list-style-type: none"> Mr. Sam LEE (Director) (sam@gstartupcampus.or.kr) Mr. Jacob Kim (Administrative Staff/Primary Contact) ☎ +82-31-698-3081 / jacob0628@gstartupcampus.or.kr

[Special Content] Would you want to know more what StartupCampus & ARCON do?

STARTUP CAMPUS is a starting point for the business of 2030's youth, Entrepreneurial education and incubation integrated platform to raise talented ones to lead a new society.

STARTUP CAMPUS launched Global Lab program on October 2017.
12 Participants from Myanmar, 8 from Indonesia, and 5 from Korea joined the program.

They build international team and develop startup ideas, targeting Korea and ASEAN market.

So, Please, refer to below 6 outcomes from ICT Global Startup Program 2017!



■ Team Name: ACHATES

Let us help to create your romantic stress-free memories with us

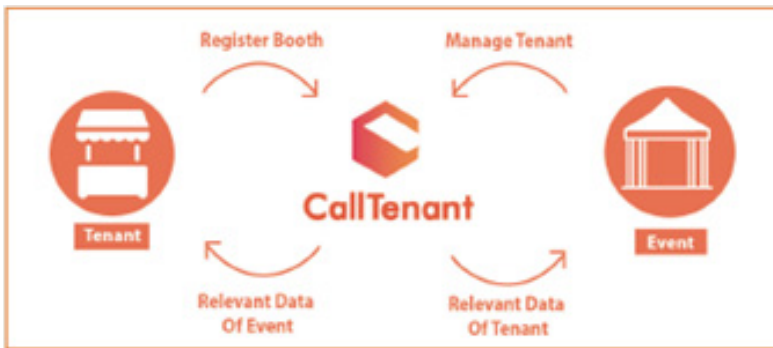
☎ Business Model



■ **Team Name: Call Tenant**

The easiest way to connect event and the small businesses in Indonesia

▷ **Business Model**



■ **Team Name: HeyCash**

The Cash based Payment Solution with convenience store
Buy online and pay cash at the nearest convenience store

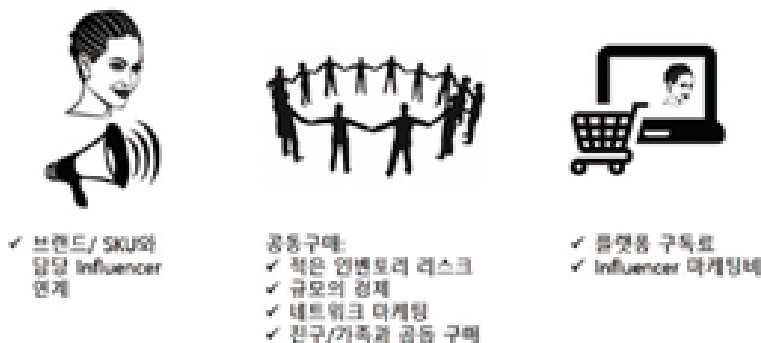
▷ **Business Model**



■ **Team Name: K-Road**

Group purchase the hottest K-Products
at the most affordable price

▷ **Business Model**





■ Team Name: LK Brown

LK Brown is an entertainment company.
Our focus is on providing a unique photography service.

◆ Business Model



<BEST OUTCOME of 2017 Projects>

■ Team Name: Rumar

Buy, rent and sell with our trustworthy agents

◆ Problem Trying to Solve

- In Indonesia, there is only 20% certified agents in property areas. It is not easy for buyers, sellers and renters to trust agents. Somehow, if the agent is not licensed yet, there are probability that they get lower average commission fee.

◆ Company's Solution

- We would like to provide listing platform for customer. All of data that listed there are from our certified agents, so all of data are verified and legal. In the other side, we also provide the new agents to be educated and certified. And then, we also provide them our PMA, in order to make them work more efficiently.



◆ Business Model



◆ Company Introduction

- Since 1992 Indonesian government make a new rule that every property agent has to be certified if they want to work as property agent. In order to get more credits from customer, we make a property listing platform only consisting property data that provided by every certified agent. So all of our customer are sure about the property legality, and property status. Besides, we also provide education and certification to our new recruit agent. So they also able to be part of our platform, and be professional property broker.



2018 Global ICT Startup Program

Invited training program for ICT global startup in Indonesia & Myanmar & Vietnam

August 2018 - December 2018



Global Inspiration
GyeongGi-Do



AJOU UNIVERSITY

ARCON
arts & community network