

APEC Sustainable Social Entrepreneurship Training (ASSET 2025): Establishing a Social Enterprise Startup Plan to Address Challenges in APEC Region

APEC Human Resources Development Working Group

July 2025



**Asia-Pacific
Economic Cooperation**



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APEC Sustainable Social Entrepreneurship Training (ASSET 2025): Establishing a Social Enterprise Startup Plan to Address Challenges in APEC Region

APEC Human Resources Development Working Group

July 2025

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Author:
Ms. Sumin Yoo
APEC Task Force Team, Ministry of Education, ROK

Ms. I-Sae Ryu
International Exchange Team 1, Institute of APEC Collaborative Education,
Korea

With Support from:

Ms. Yu-kyung Ha
Ministry of Education, ROK

Ms. Sujeong Kim
APEC Task Force Team, Ministry of Education, ROK

Amb. Dong Sun Park
Institute of APEC Collaborative Education

Dr. Chung-chan Cha
Institute of APEC Collaborative Education

For
Asia-Pacific Economic Cooperation Secretariat
35 Heng Mui Keng Terrace
Singapore 119616
Tel: (65) 68919 600
Fax: (65) 68919 690
Email: info@apec.org
Website: www.apec.org

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EXECUTIVE SUMMARY

The **APEC Sustainable Social Entrepreneurship Training (ASSET) 2025** was convened as a five-day capacity-building initiative designed to empower youth across the APEC region through employment readiness and entrepreneurship support, with a particular focus on social enterprise development. Bringing together young participants from diverse APEC member economies, the program provided structured mentorship from experienced entrepreneurs and mid-level professionals actively engaged in social ventures. The workshop format blended expert-led lectures, interactive sessions, and collaborative team-based activities to ensure practical, high-impact learning outcomes.

Notably, ASSET 2025 was held in conjunction with the **APEC Education Ministerial Meeting (AEMM)** and the **APEC Future Education Forum (AFEF)**, providing youth participants with valuable exposure to the broader policy discourse on future-oriented education. Participants engaged in discussions aligned with AEMM's theme, *"Bridging Educational Gaps and Promoting Sustainable Growth in the Era of Digital Transformation: Innovate, Connect, Prosper."* On the final day, all participating teams presented their ideas and solutions before global counterparts and officials from the APEC Human Resources Development Working Group (HRDWG), creating an authentic forum for peer-to-peer and intergenerational dialogue.

Through the ASSET 2025 program, participants enhanced their awareness of social entrepreneurship as a means to address pressing local and regional challenges while contributing to sustainable and inclusive economic growth. These objectives are fully aligned with the HRDWG's strategic priorities, including the integration of human resource development into the global economy and the promotion of inclusive well-being.

The program also strengthened people-to-people ties across the APEC region, consistent with the goals of the **APEC Connectivity Blueprint 2015–2025**, by fostering mutual understanding, collaboration, and a sense of regional community among youth. In doing so, ASSET 2025 supported APEC's collective vision as articulated in the **Putrajaya Vision 2040**—a vision of an open, dynamic, resilient and peaceful Asia-Pacific community by promoting innovative, inclusive, and sustainable human capital development.

Ms. Sumin Yoo,
Senior Deputy Director
Ministry of Education, ROK

INTRODUCTION

1. Objective

The APEC Sustainable Social Entrepreneurship Training (ASSET) 2025 is designed to create a foundation for transforming youth perceptions of social enterprises, empowering them to engage in entrepreneurship directly, particularly by developing plans for social enterprise startups that address societal issues. Through the workshop, it fostered sustainable growth and an inclusive spirit within the youth in the Asia Pacific region, and they could strengthen leadership and global network during the participation with several discussions.

2. Outcomes

Outcome 1: Increased knowledge and capacity for entrepreneurship

Participants demonstrated an increased understanding of APEC and capacity related with social entrepreneurship through their engagement in ASSET 2025, as evidenced by the results of pre- and post- surveys. An overall satisfaction rate of approximately 86.36% was achieved. Further quantitative details pertaining to this outcome are discussed in Category 3 of the “Results” section.

Outcome 2: Community Building

Participants strengthened their networks by connecting with one another through the LinkedIn platform, a global platform for professional networking and career development. In addition, a total of 10 posts were shared on LinkedIn, featuring personal reflections and experiences from ASSET 2025. These posts extended the program’s visibility beyond the direct participants, reaching a broader audience within each participant’s professional network. The 10 posts were contributed by participants from Chile (2); India (1);.Indonesia (2); Japan (1); Korea (2); Papua New Guinea (1); and Peru (1).

METHODOLOGY

1. Organization

The APEC Sustainable Social Entrepreneurship Training (ASSET) 2025 consisted of interconnected series of lectures, hands-on workshops, mentoring sessions, and final presentations, under the theme “Establishing a Social Enterprise Startup Plan to Address Challenges in APEC Regions”. The program was hosted by the Ministry of Education of the Republic of Korea and organized by the Institute of APEC Collaborative Education (IACE). The HRDWG and relevant APEC Secretariats also served as key facilitators throughout the process.

The ASSET 2025 was structured into two main phases: the online pre-training, and the onsite workshop in Jeju. Each phase was designed to progressively build participants' background knowledge of social enterprises and enhance their entrepreneurial skills through a series of well-prepared steps.

- Pre-training: The pre-training focused on enhancing participants' understanding of social enterprises. Through pre-recorded videos, they learned what a social enterprise is and reflected on social issues they are interested in solving by establishing their own enterprises within the APEC regions. Participants also created brief self-introductions accompanied by personal photos using an online Padlet page. This activity helped foster a sense of familiarity and connection among participants before the program began.
- Onsite workshop: As outlined in the Overview, the workshop comprised multiple sessions featuring diverse formats, including keynote lecture of social entrepreneur, expert lecture about preparing plans, hands-on workshops, and collaborative team exercises designed to enhance learning and retention. In addition, participants gained valuable insights by attending the APEC Future Education Forum (AFEF), a global event focused on future education. On the final day, they also presented the social enterprises they developed during the workshop to a panel of judges and the officials from the HRDWG. These activities were seamlessly integrated into the broader agenda of the APEC 2025 Education Ministerial Meeting (AEMM), allowing for enhanced visibility and engagement.

2. Evaluation

The evaluation process was conducted in two phases: an initial survey was administered as a pre-event assignment prior to the start of the event, and a final satisfaction survey was completed on the last day of the on-site workshop, just before the final presentations. By analyzing and comparing responses collected before and after the program, the evaluation enabled a systematic assessment of participants' development and learning outcomes. Moreover, the surveys provided meaningful insights into the overall effectiveness and impact of the ASSET initiative. In addition to quantitative data, open-ended questions were incorporated to elicit detailed qualitative feedback, particularly regarding areas for improvement. The findings derived from this feedback will inform the design and refinement of future iterations of the program.

3. Beneficiaries

The primary beneficiaries of the APEC Sustainable Social Entrepreneurship Training 2025 (ASSET) were the youth participants selected to engage in the program. Eleven participants from Korea were chosen through a competitive selection process, which involved an open call for applications disseminated via university websites and various outreach channels, followed by a rigorous review and screening procedure. The remaining fourteen participants were officially nominated by the relevant ministries of seven APEC member economies, with each nominating economy (excluding Korea) designating one male and one female participant.

In alignment with APEC's commitment to inclusivity and gender equity, the participant group demonstrated a balanced gender representation. The Korean delegation included six female and five male students, further underscoring the program's efforts to achieving gender balance.

While the direct beneficiaries were the youth participants themselves, the program was also designed to enable broader dissemination of knowledge and insights within participants' academic and social networks. To facilitate this, participants were encouraged to utilize LinkedIn as a professional platform for outreach and peer engagement. Many participants actively shared their ASSET 2025 experiences online, thereby fostering increased awareness and interest in social entrepreneurship within their respective communities.

Additionally, follow-up activities are currently underway. Several participants are engaged in other entrepreneurship-related initiatives, building upon the ideas and collaborations developed during the program, thus contributing to sustained impact beyond the initial training period.

RESULTS

1. Workshop Summary

1.1. Day 1

Opening Ceremony

- **Opening Remarks – Dong-Sun Park**, *Chairman of the Institute of APEC Collaborative Education (IACE)*
- **Program Introduction – I-Sae Ryu**, *Program Specialist of the Institute of APEC Collaborative Education (IACE)*

The opening ceremony brought together all participants from diverse APEC member economies. The event began with welcoming remarks that encouraged participants to view the program not merely as an experience, but as a foundation for their development as future leaders. The ceremony also included an orientation session outlining the objectives of the overall program, highlighting key elements such as its connection to the AEMM and the use of APEC funding, as well as providing a detailed overview of the schedule and assignments.

Keynote Lecture: Building Impact through Innovation

- **(Keynote Speaker) Pankaj Agarwal**, *Founder & CEO of TagHive*

The keynote lecture, focused on real-world social enterprise case studies, encouraged participants to understand that social entrepreneurs begin not with products, but with empathy for social issues—and not with resources, but with determination. The sessions emphasized the importance of embracing failure, maintaining persistence, and adapting flexibly to market responses. Additionally, they highlighted the core value of having a clear and simple solution, driven by a strong sense of mission to create meaningful social change.

APEC Future Education Forum (along with ASSET promotion)

All participants had the opportunity to attend the APEC Future Education Forum (AFEFF), which was another side event of the AEMM. They gained firsthand exposure to the structure and flow of a global forum and obtained diverse insights on the future of education. In addition, the participants took time to promote the upcoming final presentation of the ASSET program to the officials attending AFEFF.

1.2. Day 2

Expert Lecture & Intensive Workshop

- **(Expert Speaker) Yeon-Ho Jeong**, *Startup Coach of Underdogs*

■ **1st session: Entrepreneurial Mindset and Problem Definition**

Participants were guided to identify the social issues they were personally motivated to address. Through in-depth discussions, they were encouraged to explore the root causes of these issues and refine their problem statements with greater clarity and focus.

■ **2nd session: User-Centered Problem Solving and Solution Development**

Participants were trained to identify the root causes of social issues and connect them to potential solutions. Following this, each team worked on developing customer personas and defining their Ideal Customer Profile (ICP). They then engaged in practical exercises using AI tools to refine and tailor their solutions with a customer-centered approach.

■ **3rd session: Team Activity & Initial Business Model presentation**

- ✓ Team 1: Inclusion4All

This team proposed a platform to support women facing barriers to re-employment and social connection, particularly those excluded from basic educational opportunities. The persona was based on a single mother who became a social minority due to teenage pregnancy. The solution aimed to enhance inclusivity and access to training for such marginalized groups.

- ✓ Team 2: Las Tres Mandarinas

Focused on helping women who have experienced career interruption, this team designed an AI-based platform that connects them with job opportunities. The solution includes linking users to corporate recruitment postings to support their reintegration into the workforce.

- ✓ Team 3: GaiaNauts

This team addressed the dual challenge of food and financial insecurity among small-scale farmers by proposing a climate-based microinsurance solution. Their idea focused on providing “dual security” and empowering farmers to plan for the future despite increasing environmental risks.

✓ Team 4: East

The team developed a platform to connect local governments in small and medium-sized cities with foreign enterprises. The solution enables regional governments to attract investment by showcasing their potential, while offering business location analysis and consulting prior to market entry.

✓ Team 5: Edu-Five

Edu-Five introduced an AI-powered emotional well-being solution for students. The team proposed a mobile app, *Feelie*, designed for parents and teachers to monitor students' emotional health through interactive tools such as drawing-based assessments, and to connect users with professional support when needed.

✓ Team 6: 3 Elements

This team proposed an eco-friendly DIY garden kit to address urban environmental challenges. The solution aimed to improve urban resilience by mitigating urban heat and water scarcity issues, offering a sustainable alternative to traditional landscaping methods.

✓ Team 7: Lucky 7

Focusing on the issue of child labor and limited access to education in Indonesia, this team envisioned an online learning platform providing both foundational and vocational education. The goal is to offer children a legitimate path for personal and professional growth.

1.3. Day 3

Mentoring Session 1 : Business Model Review

Mentors were assigned to their respective teams, providing tailored feedback and recommendations based on each team's initial business model. This guidance helped the participants further develop their ideas and transform them into more concrete and actionable solutions.

Mentoring Session 2 : Mentors' Lecture

- ***(Mentor/Group1) Eun-sil Lee, Founder & CEO of Doorihamkke***

The speaker shared strategies for commercializing content tailored to persons with disabilities as consumers. The presentation highlighted initiatives such as the creation of a GPS-based barrier-free tourism map, the development of a navigation system for individuals with mobility challenges, and job creation programs for people with developmental disabilities and the aging population. Emphasizing that travel is not merely a means of transportation but an opportunity to enhance quality of life, the speaker shared a personal vision of fostering a more inclusive society in which people with and without disabilities coexist harmoniously.

- ***(Mentor/Group2) Hye-min Bae, Account Manager of Amazon Webservice Korea***

The speaker emphasized the importance of viewing IT not as an end in itself, but as a tool for solving real-world problems. Rather than focusing solely on the technical excellence of a solution, the speaker stressed that the core of entrepreneurship lies in accurately identifying the problems customers face and delivering appropriate, effective solutions. The advice highlighted that what truly matters is not the technology itself, but the meaningful impact it creates.

- ***(Mentor/Group3) Yun-il (Michael) Song, CEO of ART IMPACT***

Drawing from personal experience operating a sustainable fashion brand, the speaker shared strategies for embedding eco-friendly values throughout the entire production and distribution process, beginning with the careful selection of sustainable materials. They emphasized that for a brand to grow and remain sustainable, it must be grounded in research-driven expertise, build consumer trust through certifications, and maintain a strong focus on its social mission. In particular, the speaker advised that new entrants to the market should clearly define and concentrate on their core competencies.

- ***(Mentor/Group4) Jihee Jeon, CEO of Printo***

The speaker identified key reasons for startup failure, including lack of funding, poor product-market fit, and team-related issues. As a solution, the speaker advocated for a hypothesis-driven approach involving rapid development and testing of MVPs (Minimum Viable Products) through iterative experimentation. Emphasis was placed on the importance of building a follower-based community via social media and actively engaging with users to refine ideas in real time. The speaker conveyed that failure should not be viewed as a personal fault or mistake; rather, it represents the failure of a hypothesis. The speaker underscored that learning through repeated experimentation, even amid setbacks, is fundamental to the entrepreneurial spirit.

- ***(Mentor/Group5) Arang Park, Manager of Enuma***

The speaker presented the story of Enuma, an edtech company committed to creating a learning environment accessible to every child. The company developed an offline-capable learning application designed to operate effectively even in regions with limited internet connectivity. The app features various accessibility enhancements, including multilingual support, sign language mode, and customizable settings for both left- and right-handed users. The speaker emphasized that a business's ability to grow and expand can be achieved through strategic partnerships, highlighting collaboration as a key driver of growth. They also underscored that a team's shared commitment to the company's mission fosters unity and deep engagement, which are essential for sustainable organizational development.

- ***(Mentor/Group6) Seonghwan Jeon, CEO of Sumlution***

As a young entrepreneur from Jeju, the speaker shared the development journey of "Mush Foam," a bioplastic made from mushroom mycelium. Although the business began with a focus on utilizing local resources, it later pivoted toward the global market to overcome the limitations of regional market size. The speaker emphasized that entrepreneurship aimed at solving social problems is not about perfect preparation, but rather a continuous process of action and execution. The speaker also underscored that persistence and a strong bias toward action are the most essential qualities for the entrepreneurs.

- ***(Mentor/Group7) Minkyu Jung & Kyungmi Lee, CEOs of Muwm***

The two speakers introduced Muwm, a fashion brand targeting women in their 20s and 30s, which integrates sustainability with an emotionally engaging brand experience. The brand employs a variety of eco-friendly materials, including deadstock fabrics and plant-based leather, while maintaining a consistent design identity to foster meaningful connections with customers. Its products are designed with durability and functionality in mind, promoting long-term use and incorporating a business model that considers sustainability beyond the point of consumption. The speakers also shared the brand's strategic plans for entering the Japanese market and developing proprietary sustainable materials, outlining a long-term vision for growth grounded in environmental responsibility.

Team Activity 2

Participants also had the opportunity to ask additional questions to the mentors, followed by dedicated team activity time to prepare for their presentations to the judges the next day.

1.4. Day 4

Team Activity 3

In preparation for the final presentations, each team refined their business models and presentation materials to incorporate anticipated feedback from the judges. Teams worked on further developing their products and services, and conducted user experience simulations to assess the feasibility and practicality of their business models.

Team Activity 4 (with Judges)

- ***(Judge1) Sung-jeong Do, Professor of Sungkyunkwan University***
- ***(Judge2) Wangjung Lee, Former Professor of George Mason University***

Two of the judges were assigned to each team to conduct an in-depth review of their presentation materials (PPT) and business model designs. Rather than offering general feedback, the judges provided targeted and detailed suggestions based on the official evaluation criteria. These discussions guided each team toward more refined and concrete outcomes through focused team dialogue and revision.

Team Activity 5

Guidelines and submission deadlines for the promotional videos were provided, and each team proceeded to produce their respective promotional videos.

1.5. Day 5

Final Presentation

- ***Congratulatory Remarks – Yu-Kyung Ha, Director General of the Global Education Planning Bureau of Korean Ministry of Education***

Participants were encouraged to view the program not as a one-time experience, but as a springboard for their growth as next-generation leaders. The program emphasized the importance of inclusive and creative problem-solving by bringing together young individuals from diverse cultural and academic backgrounds to collaborate, exchange ideas, and tackle shared challenges.

Closing Ceremony

- ***Closing Remarks – Dong-Sun Park, Chairman of the Institute of APEC Collaborative Education (IACE)***

The closing remarks celebrated the achievements made throughout the program and encouraged participants on their journeys ahead. The speaker emphasized that the participants' creative proposals—addressing a wide range of topics such as disability inclusion, digital innovation, environmental sustainability, and education—embodied a form of social leadership grounded in empathy and action.

- ***Congratulatory Remarks – Siti Harlena Harris Lee, Program Specialist of the Institute of APEC Collaborative Education (IACE)***

Participants were reminded that this was a meaningful opportunity to reflect on social values and explore solutions to complex societal issues. The remark concluded with encouragement for each participant to carry this experience forward, with the hope that it will empower them to drive meaningful change in the future.

- ***Award Ceremony – Dong-Sun Park, Chairman of the Institute of APEC Collaborative Education (IACE)***

All teams were estimated based on a set of evaluation criteria. The top three teams, determined by the highest average scores given by the judges, were selected as outstanding teams and awarded prize money. The evaluation was based on the following seven criteria: adherence to quality of the business proposal, potential social impact, business model viability, budget planning, feasibility of implementation, stakeholder analysis (including competitors and collaborators), and overall teamwork.

2. Output of the Workshop

Over the course of the five-day workshop, participants developed and presented their own social enterprise proposals. Each team addressed a specific social issue within an APEC economy, applying the skills and knowledge gained through the program to propose innovative, sustainable solutions. The main components of each team's business plan included:

- Problem Definition & Solution
- Customer & Market Analysis
- Business Model
- Prototype Creation
- Growth & Sales Strategy

Group	Problem Definition & Solution	Customer & Market Analysis	Business model	Prototype Creation	Growth & Sales Strategy
Group 1 (Inclusion4All)	Social isolation of old people in ROK → Digital platform reconnecting retired seniors to society	O (Interview with Elder College in Seoul included)	O	O (Website Development)	O
Group 2 (Las Tres Mandarin)	Career gaps of midlife women in ROK → AI powered career redesign "HERa"	O (Interview with women experiencing career gap included)	O	O (Website Development)	O
Group 3 (GaiaNauts)	Unpredictable natural disaster, Lack of infrastructure and support systems in PNG → Micro, Index-based, and Agriculture Insurance	Δ	O	O (PPT)	O
Group 4 (EAST)	Unemployment of youth, and high % of cacao beans exported as raw materials in INA → Local value chain (Product as chocolate)	O	Δ	O (PPT)	O
Group 5 (Edu Five)	Academic-focused tendency (Neglect of students' emotional well-being) in ROK; JPN → AI powered integrative journaling APP (analyzing users' emotions through drawing, voice, and text)	O	O	O (PPT)	O

Group 6 (3 Elements)	Lack of organic waste management & accessible green educational/recreational space in CHL; ROK; CT → Smart garden, Soil producing kit, 'BloomBloc' APP	Δ	O	O (Product & APP in the PPT)	O
Group 7 (Lucky7)	Child labor crisis in INA → Platform partnering with companies to support education and quality work	O	O	O (Website Development)	O

- Note: O = Completed/Presented;
Δ = Partial development or pending enhancement
- The comprehensive business plan presentations for all seven teams are included in **Annex 1**.

3. Participants' Pre- and Post-Survey

To assess the program's effectiveness in enhancing participants' competencies in social entrepreneurship, pre- and post-program surveys were administered. The surveys evaluated changes in four key areas of knowledge, attitude, and satisfaction related to entrepreneurship and the ASSET 2025 experience.

Competency (Skills)	Pre-survey	Post-survey	Change
Background Knowledge & Business Theory (APEC, Social Enterprise, Entrepreneurship, Social Issues, Business Models)	3.300 / 5.00 ⇒	4.033 / 5.00	▲ 0.733
Entrepreneurial Orientation & Attitude (Innovation, Proactivity, Risk-taking)	4.004 / 5.00 ⇒	4.257 / 5.00	▲ 0.253
Entrepreneurial Competencies (Opportunity Recognition, Entrepreneurial Action, Interpersonal & Communication Skills, Networking & Global Capacity)	4.076 / 5.00 ⇒	4.412 / 5.00	▲ 0.336
Overall Satisfaction with the ASSET Program (Usefulness, Relevance, Recommendation, Innovativeness, Expectation Fulfillment)	4.540 / 5.00 ⇒	4.570 / 5.00	▲ 0.03

Key Findings

- The survey results clearly indicate that **ASSET 2025 effectively enhanced participants' entrepreneurial capacities**, particularly in terms of foundational knowledge and theoretical understanding
- The most significant improvement was observed in the **Background Knowledge & Business Theory** category, with an increase of **0.733 points**—from an initial average of 3.3 to 4.033 out of 5. This marked improvement highlights the program's success in addressing core educational goals, especially for participants who initially lacked prior exposure to APEC frameworks or business-related theories.
- Another noteworthy observation is the **consistently high score in Overall Satisfaction**. Participants entered the program with strong expectations (4.54/5.00), shaped in part by detailed pre-program materials such as the **GIC document** and **informative leaflet**, as well as by pre-event engagement activities—including a **Padlet page for self-introductions**, which helped foster rapport among participants.
- Despite this high baseline, the satisfaction score **rose slightly to 4.57**, indicating that the program not only met but slightly exceeded participants' expectations—an encouraging indicator of program quality and impact.

4. Participants' Reflection and Feedback

(Chile)

*My experience in Jeju, Korea, was incredibly enriching, allowing me to collaborate with students **from diverse academic disciplines and cultural backgrounds**.*

In particular, I had the opportunity to form an outstanding team and develop a proposal that leverages technology as a tool to address an urgent social issue—namely, the reintegration of women into the professional workforce. This proposal was recognized with the "Innovative Business Proposal" award, demonstrating the intensive work we dedicated throughout the program.

I am especially grateful for the chance to acquire new knowledge about social entrepreneurship, a field closely connected to the global stage and its potential for positive impact—an area I had not deeply explored during my undergraduate studies.

(Indonesia)

Throughout five intensive days of workshops, discussions, mentoring sessions, and cross-cultural collaboration, we were challenged to think creatively and act collaboratively.

*What I valued most from this experience was the chance to learn by working with people from different cultures and ways of thinking. It reminded me that impactful ideas often come from **being open, listening actively, and building something together**.*

(Japan)

*We proposed a business plan to restructure the cacao value chain by launching **locally owned chocolate brands**—an approach aimed at shifting more value-creation and employment opportunities to the local economy rather than to overseas processors. Our team was honored with the Team Excellence Award, recognizing our collaborative efforts and the impact of our business proposal.*

*Collaborating with such talented individuals also made me acutely aware of how much more I still have to grow. This experience has strengthened my determination to further develop my knowledge and expertise through university and my future career, so that I can make a **meaningful contribution to society**.*

(Korea)

I recently had one of the most intense but rewarding weeks of my life in Jeju, Korea! Our idea was a platform to support career-break women in the APEC region and to help them reconnect with opportunities and build sustainable careers.

I wasn't expecting to win because all teams were equally competitive and strong. However, we ended up winning 2nd place and received the "Innovative Business Proposal" award. The judges recognized our business model's potential and scalability, which meant a lot to us.

(Papua New Guinea)

As this was **PNG's first participation in ASSET**, I was proud that my team who was given the thematic area of environment designed a **fintech prototype addressing food security and climate change in rural PNG**. In brief, our enterprise prototype proposed providing insurance to subsistence farmers in exchange for agricultural data that could be sold to stakeholders, creating a sustainable business model. Despite the complexity of the concept, I was honoured to be one of two presenters, presenting our proposal to the panel, sharing our vision, and sharing the realities faced by PNG's rural communities. Remarkably, our prototype earned **the Feasibility Award and an honourable mention from the APEC Secretariat as a project aligning with this year's APEC Vision**.

Social entrepreneurship offers transformative potential for economies like PNG. By merging business strategies with a commitment to solving social issues, social enterprises can create jobs in rural and marginalized communities, promote financial inclusion, and offer sustainable alternatives to donor dependency. This, in turn, enhances community resilience, encourages local innovation, and contributes directly to the development goals and APEC's broader agenda of inclusive and sustainable growth.

(Peru)

The most important lesson I learned in ASSET was that a good business idea isn't enough on its own. **What truly matters is understanding your customer and building a value proposition that solves a real problem. And I learned to continuously iterate to improve.** I was highly satisfied with all activities

I am incredibly proud of our project, and deeply grateful for everything I have learned throughout this experience. It allowed me to gain a better understanding of (1) the impact of sustainable entrepreneurship in a global context, and (2) the implications involved in creating a viable business model.

(Chinese Taipei)

First of all, I gained lots of inspiration from our group's mentors. They shared **many** experiences and ideas **from when they first entered the market**. Product is a way to solve problems, which makes our lives easier. I aim to solve problems, too. **Hopefully, my creative ideas can be applied in the future products of my startup journey.** The program management and operation were great.

(Thailand)

I learned how to turn ideas into real projects. And nobody can succeed alone. I am very satisfied with the punctuality and kindness of the staff who were always there to help. I also really like the purpose of this activity, **which not only brings together people interested in social enterprises but also instills the mindset of doing business for social good.**

CONCLUSION

The APEC Sustainable Social Entrepreneurship Training (ASSET) 2025 brought together passionate 25 youth from seven APEC member economies to explore the transformative potential of social entrepreneurship. Through carefully designed sessions, including expert lectures, collaborative workshops, mentoring, and networking activities, participants developed practical startup ideas that aim to address social and economic challenges in their respective communities.

Held alongside the APEC Education Ministerial Meeting (AEMM), ASSET 2025 provided participants with a rare opportunity to engage with regional dialogue on future education and inclusive growth, aligning closely with the APEC Putrajaya Vision 2040 and the APEC Connectivity Blueprint. The program not only empowered youth with the knowledge and confidence to pursue social innovation but also fostered lasting networks across cultures and economies.

Participants expressed high levels of satisfaction with the program's structure, relevance, and impact, with many reflecting on the value of mentorship, teamwork, and the social mission of entrepreneurship. Their feedback has been instrumental in identifying areas for improvement, which will be incorporated into future iterations of the program to further enhance its effectiveness and reach.

Moving forward, the ASSET program will continue to monitor the entrepreneurial journeys of its alumni and evaluate long-term outcomes, with the aim of demonstrating tangible contributions to sustainable development within the APEC region. By expanding the network of beneficiaries and deepening engagement, we aspire to solidify ASSET's role as a meaningful platform for youth empowerment, innovation, and regional cooperation.


ANNEX I

Business Plan PPT

Group 1 _ Inclusion4All

1. Introduce & Motivation

APEC SUSTAINABLE SOCIAL ENTREPRENEURSHIP TRAINING 2025




➔ Digital platform
Reconnects retired seniors to society


2. Idea Map: How it works

APEC SUSTAINABLE SOCIAL ENTREPRENEURSHIP TRAINING 2025


Our Core Ideas



Skill Sharing
Seniors offer what they are already good at — like fixing, cooking, or mentoring



Open Access
Anyone can join - even without money, through Points or community support

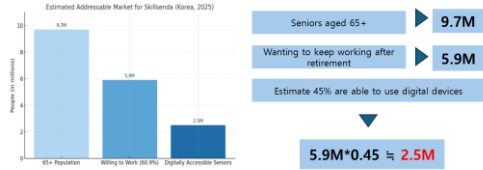


Meaningful Rewards
Help others, earn points, and use them — or donate them forward support

3. Market Opportunity

APEC SUSTAINABLE SOCIAL ENTREPRENEURSHIP TRAINING 2025

Market size



3. Market Opportunity

APEC SUSTAINABLE SOCIAL ENTREPRENEURSHIP TRAINING 2025

Market characteristics

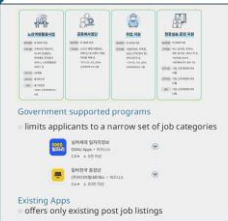
- Over 80% of senior jobs are government-led
- 90%+ smartphone ownership, but less than 10% use job apps
Most seniors own digital devices, but existing platforms are not designed for them.
- Most senior jobs require public funding to operate
Few private-sector models exist — most jobs rely on municipal or central government subsidies.

4. Problem & Solution

APEC SUSTAINABLE SOCIAL ENTREPRENEURSHIP TRAINING 2025

Problem

- People don't trust the ability of the elderly
- Elderlies want to do work related to their background experiences, but don't have much choice (socially discouraged)
- Need for networking among those with similar situations (feel social isolation)



Government supported programs
Limits applicants to a narrow set of job categories

Existing Apps
offers only existing post job listings

4. Problem & Solution

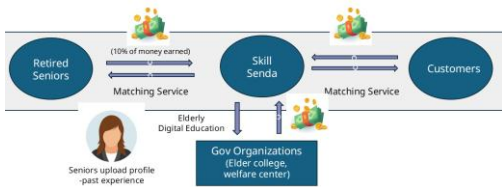
APEC SUSTAINABLE SOCIAL ENTREPRENEURSHIP TRAINING 2025

Skillsenda A digital platform where retired seniors share skills and hobbies as services

- Seniors create and offer services based on their own talents, past experience [profile creation]
⇒ Our app **verifies** that they are qualified, obtain experience with AI
- Build communities** within the app
⇒ Connection between the retired elderly
- Earn points** through helping, sharing videos, and getting good review
⇒ Use points to access services or donate points to others in need
⇒ Build a warm, connected community in the end

5. Business Model

APEC SUSTAINABLE SOCIAL ENTREPRENEURSHIP TRAINING 2025



5. Business Model

APEC SUSTAINABLE SOCIAL ENTREPRENEURSHIP TRAINING 2025

- B2C**
 - [From Customers] 3-10% service commission fees
 - [From elderly] Premium subscriptions for profile promotion
- B2G**
 - Partner with welfare centers/elderly schools for digital education
 - possible themes: 'how to use apps to get jobs'
 - Government-supported job creation and inclusion programs
- Others**
 - Senior-focused product partnerships
 - In-app ads of Vitamins for seniors

6. Performance- MVP

APEC SUSTAINABLE SOCIAL ENTREPRENEURSHIP TRAINING 2025

Point System (Basic)

- Manual tracking of "points" earned per service
- Could be a shared Google Sheet or shown in profile

Simple Reviews or Feedback




1-5 star rating or short written feedback

6. Performance & Growth

APEC SUSTAINABLE SOCIAL ENTREPRENEURSHIP TRAINING 2025

	Short-term (Year 1)	Mid-term (Years 2-3)	Long-term (Year 4+)
Pilot	Pilot in 2-3 local districts with partnerships	Economywide expansion	Expand to aging APEC Economies
Points	Point system launched	Introduce ranking & trust system	Develop AI-powered
	Earn points - Completing tasks - Writing reviews	Free services Donated to users in financial need	AI Matching & user trust scoring

Group 2 _ Las Tres Mandarinas

<p>Problem</p> <p>APEC SUSTAINABLE SOCIAL ENTREPRENEURSHIP TRAINING 2025</p> <p>#1</p> <p>"Women with career goals face negative evaluations and gender discrimination, leading to disadvantages in employment opportunities and pay, and addressing this requires <u>transforming career gaps into positive experiences</u>, along with <u>changes in hiring culture and educational support</u>"</p> <p>- Harvard Business Review (HBR) -</p>	<p>Customer</p> <p>APEC SUSTAINABLE SOCIAL ENTREPRENEURSHIP TRAINING 2025</p> <p>Who is this service for?</p> <p>Women living in Korea at the age of 30-50s</p> 																																								
<p>Data Overview</p> <p>APEC SUSTAINABLE SOCIAL ENTREPRENEURSHIP TRAINING 2025</p> <p>Career Break Rate - Women in 30s-40s (%)</p>  <p>Wage Recovery Post Career Break (%)</p> 	<p>Customer</p> <p>APEC SUSTAINABLE SOCIAL ENTREPRENEURSHIP TRAINING 2025</p> <p>Why Korea?</p> 																																								
<p>Market Opportunity</p> <p>APEC SUSTAINABLE SOCIAL ENTREPRENEURSHIP TRAINING 2025</p> <p>Career Development Market Comparison by Segment</p> 	<p>Market Opportunity</p> <p>APEC SUSTAINABLE SOCIAL ENTREPRENEURSHIP TRAINING 2025</p> <p>Global PaaS Market Size Forecast (USD Billion)</p>  <p>Global PaaS Market Share by Region (2024)</p> 																																								
<p>Competitors</p> <p>APEC SUSTAINABLE SOCIAL ENTREPRENEURSHIP TRAINING 2025</p> <table border="1"> <thead> <tr> <th></th> <th>HERa</th> <th>LinkedIn Learning</th> <th>Skill share</th> <th>Coursera +</th> </tr> </thead> <tbody> <tr> <td>Personalized AI Coach</td> <td>○</td> <td>×</td> <td>×</td> <td>▲</td> </tr> <tr> <td>Courses & Bootcamps</td> <td>○</td> <td>×</td> <td>×</td> <td>○</td> </tr> <tr> <td>Global Job Matching</td> <td>○</td> <td>×</td> <td>×</td> <td>×</td> </tr> <tr> <td>Women-focused</td> <td>○</td> <td>×</td> <td>×</td> <td>×</td> </tr> <tr> <td>Community Service</td> <td>○</td> <td>▲</td> <td>▲</td> <td>○</td> </tr> <tr> <td>PaaS Expandability</td> <td>▲</td> <td>×</td> <td>×</td> <td>×</td> </tr> <tr> <td>Cost (Monthly)</td> <td>\$9.99</td> <td>\$39.99</td> <td>\$19.99</td> <td>\$59.00 (annual)</td> </tr> </tbody> </table>		HERa	LinkedIn Learning	Skill share	Coursera +	Personalized AI Coach	○	×	×	▲	Courses & Bootcamps	○	×	×	○	Global Job Matching	○	×	×	×	Women-focused	○	×	×	×	Community Service	○	▲	▲	○	PaaS Expandability	▲	×	×	×	Cost (Monthly)	\$9.99	\$39.99	\$19.99	\$59.00 (annual)	<p>Market Opportunity</p> <p>APEC SUSTAINABLE SOCIAL ENTREPRENEURSHIP TRAINING 2025</p> <p>Market Share (%)</p> 
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<p>Seed Funding</p> <ul style="list-style-type: none"> Impact investors Government grants (e.g. Ministry of Gender Equality and Family) <p>Partnerships (B2B)</p> <ul style="list-style-type: none"> UN Women, LVMH, etc. <p>Mid/Long-Term Funding</p> <ul style="list-style-type: none"> Global ESG investors <p>Hera Platform AI Core</p> <ul style="list-style-type: none"> Personalized MBTI Matching Job Bidding System Real-Time Crawling & Alerts API Tracking <p>Revenue</p> <ul style="list-style-type: none"> Subscription Plans (Basic / Premium) B2B API Licensing Bootcamp Fees <p>Costs</p> <ul style="list-style-type: none"> External APIs (LinkedIn, etc.) AI Infrastructure/Cloud Operation & Marketing 	<p>HERa</p> <p>APEC SUSTAINABLE SOCIAL ENTREPRENEURSHIP TRAINING 2025</p>  <p>Discover new opportunities for you</p> <p>Register Login</p>																																								

Group 3 _ GaiaNauts

<p>Rubric</p> <p>APEC SUSTAINABLE SOCIAL ENTREPRENEURSHIP TRAINING 2025</p> <p>Papua New Guinea</p> <ul style="list-style-type: none"> Number of floods have doubled in the last 20 years (1980 – 2000: 4 occurrences, 2000–2020: 8 occurrences) 54 reported disaster events resulting in 282,000 Internal Displacements 70% of the population rely on subsistence farming 16th out of 191 economies to be most vulnerable to climate change <p><small>Source: Orling & Belonging Institute at UC Berkeley</small></p>	<p>Problem & Solution</p> <p>APEC SUSTAINABLE SOCIAL ENTREPRENEURSHIP TRAINING 2025</p> <p>How to overcome?</p> <p>Unpredictable Natural Disaster</p> <p>Weak infrastructure</p> <p>Lack of support systems</p>
<p>Problem & Solution</p> <p>APEC SUSTAINABLE SOCIAL ENTREPRENEURSHIP TRAINING 2025</p> <p>What is Problem?</p> <ul style="list-style-type: none"> Climate change-induced weather unpredictability is threatening the livelihoods and food security of smallholder farmers in Papua New Guinea. Without access to financial safety nets like agricultural insurance, they remain highly vulnerable to crop losses and income instability 	<p>Problem & Solution</p> <p>APEC SUSTAINABLE SOCIAL ENTREPRENEURSHIP TRAINING 2025</p> <p>How to overcome?</p> <p>Micro Insurance</p> <p>Index-based Insurance</p> <p>Agriculture Insurance</p> <p>Limitation:</p> <p>Cheap</p> <p>Fast and Simple</p> <p>Cover crops for farmers</p>
<p>Business Model</p> <p>APEC SUSTAINABLE SOCIAL ENTREPRENEURSHIP TRAINING 2025</p> <p>STAKEHOLDER MAP</p> <p>MICRO FARMERS</p> <p>Affordable insurance fee</p> <p>Farming information</p> <p>Subscription fee for database</p> <p>Forecast & analyzed data based on provided data</p> <p>Insurance money</p> <p>RETAILERS</p> <p>SEED SUPPLIERS</p> <p>PRIVATE SECTOR</p> <p>GOV</p> <p>NGOs</p>	<p>Product Overview</p> <p>APEC SUSTAINABLE SOCIAL ENTREPRENEURSHIP TRAINING 2025</p> <p>Product Sales: Micro Insurance</p> <ul style="list-style-type: none"> Index Based Micro-Insurance focused on the occurrence of Natural Disasters ACRE Africa – 1.3 million active users PULA – 20 million active users, USD 120 million in payouts 56% increase in yields Initially targeting local small time staple plantations <ul style="list-style-type: none"> Phase I: Kaukau, Cassava, Plantains Phase II: Cacao, Vanilla, Bananas Swift payouts enabling quick relief
<p>Product Overview</p> <p>APEC SUSTAINABLE SOCIAL ENTREPRENEURSHIP TRAINING 2025</p>	<p>Product Overview</p> <p>APEC SUSTAINABLE SOCIAL ENTREPRENEURSHIP TRAINING 2025</p> <p>Product Market Fit: Micro Insurance</p> <p>Microinsurance Market Forecast</p> <p>Size, By Product Type, 2024-2033 (USD Billion)</p> <p>Global Micro Insurance Market (2025-2033)</p> <p>CAGR: 4.81%</p> <p>Source: imarc</p>
<p>Product Overview</p> <p>APEC SUSTAINABLE SOCIAL ENTREPRENEURSHIP TRAINING 2025</p> <p>Exposure and hazards</p> <p>Hazard metrics for each country's asset selected</p> <p>Vulnerability</p> <p>Damage function</p> <p>Translation of hazard metrics into the percentage of damage or disruption, depending on the sector and activities, and adjusted with country-specific adaptation and resilience measures</p> <p>Impact</p> <p>Financial quantification</p> <p>Asset value</p> <p>Asset losses and destruction</p> <p>Operational disruptions</p> <p>Revenue loss due to asset destruction</p> <p>Revenue loss due to productivity impact</p> <p>Recurring costs (business interruption)</p> <p>Exceptional operating costs (evacuation)</p> <p>Revenue and expenses</p> <p>Adaptation and resilience measures</p> <p>Adjustment of exposure, hazard and asset</p> <p>Adjustment of maximum damage</p>	<p>Plan for Future</p> <p>APEC SUSTAINABLE SOCIAL ENTREPRENEURSHIP TRAINING 2025</p> <p>SOM: 100,000 farming households and beyond</p> <p>SAM: 1.4 million households and beyond</p> <p>TAM: Households in need in the APEC region</p> <p>SOM: 1,000 MAU</p> <p>SOM: 10,000 MAU + Corporate Users</p> <p>TAM: Scholastic and Research Institutions</p>

Group 4 _ EAST

PROBLEM

APES SUSTAINABLE SOCIAL ENTREPRENEURSHIP TRAINING 2025

Over 50% of Indonesia's cacao beans are exported as raw materials

Targeted Customers

APES SUSTAINABLE SOCIAL ENTREPRENEURSHIP TRAINING 2025

Based on importance of purchasing sustainable and environmentally friendly products among consumers in Indonesia as of December 2023:

63% of Indonesians are concerned with sustainable consumption.

Marketing Strategy

APES SUSTAINABLE SOCIAL ENTREPRENEURSHIP TRAINING 2025

Core Marketing Strategy

Positioning Through Storytelling

Meet the people behind

Key Features

APES SUSTAINABLE SOCIAL ENTREPRENEURSHIP TRAINING 2025

Total Addressable Market: **TAM USD 3.7B**
Total Indonesian premium chocolate market

Serviceable Available Market: **SAM USD 1.71B**
Premium chocolate buyers who are sustainability-conscious

Serviceable Obtainable Market: **SOM USD 5M-10M**
top-tier conscious consumers used to online

Competitor Analysis

APES SUSTAINABLE SOCIAL ENTREPRENEURSHIP TRAINING 2025

	Pilipin Cacao	Pod Chocolate	ChocolatenDalem	Our Brand
Storytelling Focus	Single-origin, designed	Tourism & bean-to-bar	Javanesse heritage stories	Youth-led emotional stories
Target Market	Foodies, premium domestic consumers	Bali tourists	Local tourists, cultural buyers	Foreign tourists & eco-conscious Indonesians
Strengths	Stylish branding, café presence	Farm tour, experiential chocolate	Affordable, strong cultural identity	Personal storytelling via QR, local impact
Weakness	Expensive, low social value appeal	Limited to Bali, lacks deep brand philosophy	Not premium, low international potential	New brand – needs awareness building

Key Features

APES SUSTAINABLE SOCIAL ENTREPRENEURSHIP TRAINING 2025

Brand New Chocolate

Key Features

APES SUSTAINABLE SOCIAL ENTREPRENEURSHIP TRAINING 2025

- 100% Local Value Chain**
Every Value chain process only within Indonesia
- Authentic Local Flavours**
Flavors inspired by Indonesia's unique regions
- New job opportunities for younger generation**
Higher job opportunity as value chain innovation
- Limited-Edition Craft Quality**
Small-batch, premium chocolate with handmade care

Marketing Strategy

APES SUSTAINABLE SOCIAL ENTREPRENEURSHIP TRAINING 2025

Where to sell? How to ad?

Revive Villages - One bar at a time

Best sellers

- Best 10
- Yogyakarta 10
- Medan 10
- Bandung 10

Meet the Maker

"I've worked in cacao farming for over 20 years. Before, many young people left the village for work - but now, thanks to Nusachoco, they're coming back."

Behind-the-scenes (packaging, roasting)

Short Reels:

"This is my village"

Our Basic Financial Strategy(Short-Term)

APES SUSTAINABLE SOCIAL ENTREPRENEURSHIP TRAINING 2025

Our Goal: Dominant Premium Chocolate Market In Indonesia In 10 years

Nusa Choco Revenue Growth Prediction

Projected Revenue Growth of Nusa Choco

Year	Revenue (Million USD)
Year 1-2	~5
Year 3-5	~25
Year 6-10	~75

Cost Flow (Offline Channel Sales + Offline Channels Marketing)

- Hiring Cost** (Farmers, Cacao Producers, Business): **USD 253,800**
- Offline Channels Marketing** (on-Person Shop Distribution, Swift, Book Sales): **USD 12,600**
- Online Marketing** (Digital Marketing, Instagram, etc.): **USD 24,000**

Total Estimated Budget (1st Year Pilot): USD 370K

Optional HOOK SLIDE 3 (Quantify the Lost Value)

APES SUSTAINABLE SOCIAL ENTREPRENEURSHIP TRAINING 2025

Slide Visual:

Simple graphic comparing:
Raw cacao export: **USD 850 million**
Finished premium chocolate market value: **USD 6.8 billion**

Group 5 _ Edu-Five


Problem

Korea

- Academics come first, but emotions are often overlooked
- Psychiatric visits doubled in 4 years:
 - 133,235 (2020) → 270,625 (2024)
- Biggest jump in ages 7-12
 - Boys: 2.3x ↑ / Girls: 2.4x ↑

Japan


- Top in academics, but bottom in emotional connection
- Emotional expression discouraged by social and cultural norms



Solution

Feelie

"How was your feelie today?"




"An AI-powered integrative journaling app that helps young children express and understand their emotions through drawing, voice, and text while giving parents meaningful insights and prescriptions into supporting and educating the children's psychological wellbeing"

Solution

Beaie-Talk
(Chatbot Conversation Log)

Doodle Diary
(Extra Option for Text Available)




Solution

Reward System

Parent Report (AI-based)


Feelie Report For Your Child



SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> Child-centered user experience AI-based emotional analysis Integrated service model 	<ul style="list-style-type: none"> Limitations of AI interpretation Handling sensitive child data User retention challenges
Opportunities	Threats
<ul style="list-style-type: none"> Clear product differentiation Scalable to B2B and B2C models Research value 	<ul style="list-style-type: none"> Concerns about ads targeting children Misuse by parents Maintaining children's interest

Business Model



Finance: Target Economy Japan

Feelie Balance Sheet (Seed Stage – 12–18 months)


Category	Amount (JPY)
Cash & Cash Equivalents	JPY30,000,000
— Development (Product/AI/UX)	(JPY11,000,000)
— Content & Expert Consulting	(JPY4,000,000)
— Operations & Legal	(JPY2,500,000)
— Marketing & Distribution	(JPY4,000,000)
— Server & Maintenance	(JPY1,500,000)
Other Current Assets	JPY0
Fixed Assets	(JPY1,000,000)
Total Assets	JPY30,000,000

Growth & Sales Strategy

Initial Go-to-Market Approach (B2C)

- Promote through media
 - Blogs, YouTube, Instagram parents
 - Target working parents seeking emotional support tools for young children
- Offer free features with optional ad-based credit system for kids (ex. watch ad to unlock new character or sticker)
- Optional rewarded ads (child-friendly) for credit-based rewards


Parenting media



Growth & Sales Strategy

Monetization Strategy


- Freemium model with
 - Basic features free or Premium version with detailed reports, custom characters, and therapist-backed suggestions
- Banner ads within child-safe spaces
- In-app merchandising:
 - Physical Goods & Toys of Feelie bear and sell it in the app



Appendix B: Expected Impact

For Parents: Emotion Coaching, Education at Home

- Parental Education for Emotion Coaching based on real-time data
- Responsive and Authoritative Parenting = Good outcomes
 - Expert-recommended language and actions, parents model emotional coping strategies
- Intergenerational Transmission
 - shaping the child's emotional habits long-term



Group 6 _ 3 Elements

Problem Definition

In many densely populated cities, two growing urban challenges remain underserved...

Lack of organic waste management

Food loss and waste (FLW) significantly impact food security and sustainability in the Asia-Pacific region. Landfills are responsible for 20% of human-caused methane emissions, a potent greenhouse gas 86 times more effective than CO₂. Global food loss and waste (FLW) contribute to nearly 10% of greenhouse gas emissions and cost the global economy \$1 trillion annually.

Le Monde.fr, 4 July 2023

Lack of accessible green educational / recreational space

Satellite data indicates a global decline in urban green spaces, affecting cities in the Asia-Pacific region. Reduced access to green spaces is linked to increased health risks and diminished community resilience. Ecological literacy impacts understanding of environmental systems, exacerbating issues like biodiversity loss and climate change.

The Guardian, Tuesday 22 Oct 2024

Opportunity Window

How the Problems Feed Into Each Other:

PAIN POINT on the market

PAIN POINTS

Limited Flexibility in Existing Kits
Existing kit solutions bundle soil and seeds together, reducing user autonomy. Buy soil separately and replace it is not convenient.

No Predictive Notifications
Real-time sensing only, no proactive soil health alerts.

Lack of community connection
Most products are simply 'home grown', limited user experience especially for kids, preventing long-term use.

Easy soil replacement and independent selection of seeds, giving users full flexibility and convenience.

Users just watch the plants grow, and additional processes should be minimized to ensure long-term use.

Create elements that can be used for activities for potential primary target parents and children.

Social Purpose

APEC Trujillo Principles for Urban Governance

- Sustainability
- Inclusiveness
- Efficiency
- Transparency and Accountability
- Participatory Urban Governance

UN Sustainable Development Goals (SDGs)

- SDG 3 – Good Health and Well-being
- SDG 4 – Quality Education
- SDG 11 – Sustainable Cities and Communities
- SDG 12 – Responsible Consumption and Production
- SDG 13 – Climate Action
- SDG 15 – Life on Land

SMART GARDEN

SOIL PRODUCING KIT

Coffee ground itself cannot be used as soil in its raw form. It should be used in combination with materials such as oilseed cake, rice bran, granular stevia, spent mushroom substrate... the solution is...

SOIL PRODUCING KIT
EM (effective micro organisms) + Materials to mix (such as herbal medicine residue) +

Mixing / drying box to make soil from coffee ground is provided when you first purchase the smart garden.

BloomBloc App

Plant Manager

Care Smartly, Grow Confidently

Receive real-time alerts from embedded sensors that monitor your plant's environment—automatically notifying you when it's time to replace water container or replace soil.

Stay connected to your garden with one app that provides total care insights, from soil pH and moisture to light levels and growth trends—ensuring your plants thrive with minimal effort and maximum intelligence.

Comparison For Competitors

	BloomBloc	Gardyn	AeroGarden	Click & Grow
Community Integration (e.g., local city) Local Map Features	✓			
Use of Recycled Coffee Grounds for Soil	✓			
On-site Plant Offerings (Edible & Ornamental)	✓	✓	✓	✓
Soil-Based Automated Watering & Soil Health Monitoring	✓	✓	✓	
Predictive Soil Health Alerts (e.g., 2-week advance notification)	✓			
ESG-Focused In-App Content (Eds, Footprints, Events)	✓			
In-App Purchase + Educational Content for Children	✓			

BUSINESS MODEL 1(PERSONAL)

"BloomBloc is not a product. It's a culture."

Market Size

TAM USD 7B — For APEC 21 economies
70,000 units/year × USD 100 × 1 year × 100 cities

SAM USD 20M — Realistic sales per year four city thanks to local government
50,000 units/year × USD 100 × 1 year × 4 city

SOM USD 1M — Realistic sales per year one city
10,000 units/year × USD 100 × 1 year

Fortune Business Insights: "Smart Agriculture Market Size, Share & COVID-19 Impact Analysis" "Smart Indoor Gardening Market - Global Forecast to 2028" IGD (International Coffee Organization) International Statistical Institute: households with children by country

Group 7 _ Lucky 7

1-1. Problem

The Child Labor Crisis in Indonesia
Problem

36% of children in East Papua are engaged in labor (=432,000 kids)

Only 72.7% attend primary school

Root causes:

- Poverty
- Limited school access
- Weak law enforcement

1-2. Solution

SOLUTION

A platform to end child labor by partnering with companies to support education and provide certification benefits for youth

2. Market Opportunity

MARKET OPPORTUNITY

WHY NOW?

- APEC ESG regulations are expanding
- Global demand for ethical labor is rising
- No platform yet connects education to verified youth labor

STRATEGIC OPPORTUNITY

- Indonesia: 4th largest youth population
- ESG-compliant youth workers boost supply chain credibility

3. Business Model(Overall Flow)

A Platform to End Child Labor

<This is How INDU Works>

Stakeholders

- Government: Issue certification
- NGO: Training delivery
- Companies: Hire certified youth

Education Pathway

- Age 10-13: Language & Basic literacy & numeracy
- Age 14-17: Vocational & soft skills
- Final: Certification + Job matching

Partnerships with Companies → **Children's Educational Rights Ensured** → **Certificate System**

Benefits for Companies → **Benefits for Children**

4-2. Performance(Funding Sources)

PROFIT MODEL STRUCTURE

Revenue Source	Description	Estimated Share (%)
Government Subsidies	Funding from Indonesian domestic ministries (e.g. MoL&CP, MoDA)	40%
International Grants	ILQ, UNICEF, World Bank, etc.	20%
Corporate Training & Certification	Fees from companies and farms for child labor prevention workshops and "child labor free" certification	15%
Fair Trade Marketplace Commission	Commission from sales of certified child labor-free service	10%
Sponsorship	Donations from voluntary individuals and socially responsible businesses	10%
Media & Campaign Partnerships	Revenue from educational media, awareness campaigns, and branded content collaborations	5%

4-3. Performance(MVP & Certification)

Minimum Viable Product & Certification Flow

MVP Components

- Worker ID & Age Verification
- Certification Module (with government)
- Online Learning Portal (for 14-17)
- Employer Dashboard & Compliance Tracker

Certification Output

- Co-issued by NGOs & government
- Verified by ethical labor partners (Fairtrade, etc.)
- Guarantees legal work, skill levels, and fair wages

5. Product Prototype

5. Product Prototype

6-1. Growth/Sales Strategy-Short Term

SHORT TERM STRATEGY

Pilot & Validation Phase

- Launch pilot in 1-2 regions of Indonesia
- Sign MOUs with ethical employers
- Partner with government for certification alignment
- Collect baseline data & start impact reporting

Goal: Validate the model and build trust with public and private stakeholders

6-2. Growth/Sales Strategy-Mid Term

MID TERM STRATEGY

- Enter new sectors: fishing, mining, manufacturing
- Integrate INDU with global supply chain platforms
- Onboard 10+ exporters and 100+ certified youth
- Launch premium model for verified exporters (B2B)

Revenue Model:
Platform subscription + verification fee

ANNEX II

Program Agenda

Day 1 (May 6, Tue) KAL Hotel Segwipo (Kristal Room, 1F),

International Convention Center Jeju (Samda Hall, 3F)

Time	Program	
08:30 - 09:00	Breakfast & Networking	
09:00 - 09:30	Registration & Material Distribution	
09:30 - 10:40	Opening Ceremony	(1) Opening Remarks
		(2) Introduction of the First-Place Team's Social Enterprise in 2024 (Video)
		(3) Group Photo
10:40 - 11:40	Keynote Lecture - Lecture by social entrepreneur (CEO of TagHive) - Q&A	
11:40 - 12:20	Move to ICC, Pick up an ID Badge	
12:20 - 13:30	Working Lunch & Networking	
13:30 - 17:30	The 20th APEC Future Education Forum	
17:30 - 18:30	Move back to KAL Hotel, Reflection	

2.2. Day 2 (May 7, Wed) KAL Hotel Seogwipo (Kristal Room, 1F)

Time	Program
08:30 - 09:00	Breakfast & Morning Briefing
09:00 - 09:30	Registration & Pre-Lecture Discussion
9:30 – 12:30	Expert Lecture - Lecture by social enterprise entrepreneurship specialist - Q&A
12:30 - 13:30	Power Lunch & Networking with the expert
13:30 - 16:00	Intensive Workshop - Hands-on Team Activities
16:00 - 17:30	Team Activity 1 - Market Analysis & BM (Product - Market Fit)
17:30 - 18:00	Wrap Up (Rapid Fire Pitch) - Key Takeaways & Next Steps

2.3. Day 3 (May 8, Thu) KAL Hotel Seogwipo (Kristal Room, 1F)

Time	Program
08:30 - 09:00	Breakfast & Morning Briefing
09:00 - 09:30	Registration & Last-minute Prep
09:30 - 12:30	Mentoring Session 1 (Disability, IT, Environment, Education, Sustainability) - Business Model Review
12:30 - 13:30	Lunch & Informal Peer Review
13:30 - 16:00	Mentoring Session 2 (Disability, IT, Environment, Education, Sustainability) - Mentors' Lecture - Deep-dive Strategy Session - Refining Business Model
16:00 - 17:30	Team Activity 2 - Business Model Development & Pitch Practice (Marketing, Branding)
17:30 - 18:30	Wrap Up (Roundtable Peer Feedback)

2.4. Day 4 (May 9, Fri) KAL Hotel Seogwipo (Kristal Room, 1F)

Time	Program
08:30 - 09:00	Breakfast & Morning Briefing
09:00 - 09:30	Registration & Quick Touch-base
09:30 - 12:30	Team Activity 3 - Prototype Creation & Preliminary Testing
12:30 - 13:30	Quick Lunch & Team Huddle
13:30 - 16:00	Team Activity 4 (with Judges) - Business Plan Finalization (based on feedback from the judges) - PPT Preparation
16:00 - 17:30	Team Activity 5 - Promotional Video Production
17:30 - 18:00	Wrap Up


2.5. Day 5 (May 10, Sat) International Convention Center Jeju (Samda Hall, 3F)


Time	Program	
09:00~10:20	Seogwipo Mael Olle Market	
10:20~12:30	Sage Beach & Lighthouse	
12:30~14:00	Lunch	
14:00 - 16:00	Final Team Activity - Preparation for the Final Presentation - Survey Conduction	
16:00 - 18:00	Final Presentation - 15 minutes per teams * 7 teams	
18:00 - 18:20	Closing Ceremony	(1) Closing Remarks
		(2) Award
		(3) Group Photo

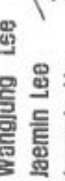
ANNEX III


Comprehensive Evaluation Summary Report

☐ Comprehensive Evaluation Summary Report
(Total Score-Based)

Sungjeong Do 

Wangjung Lee 

Signature : Jaemin Lee 

Jungmin Lim 

	Sungjeong Do	Wangjung Lee	Jaemin Lee	Jungmin Lim	Total
Group 1	65	100	98	80	85.75
Group 2	95	100	106	80	97.25
Group 3	58	99	85	79	80.25
Group 4	82	96	85	78	85.25
Group 5	106	109	109	100	106
Group 6	94	102	101	81	94.5
Group 7	88	95	90	79	88