APEC Forum on Entrepreneurship for the Future of Work: Accelerating Regional Economic Recovery and Digital Inclusion for Women and Youth in the Post-Pandemic Era

APEC Human Resources Development Working Group

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Asia-Pacific
Economic Cooperation

APEC Forum on Entrepreneurship for the Future of Work: Accelerating Regional Economic Recovery and Digital Inclusion for Women and Youth in the Post-Pandemic Era

FINAL REPORT

APEC Human Resources Development Working Group

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Produced by

Chinese Taipei

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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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INTRODUCTION

1. BACKGROUND

Chinese Taipei held a three-day hybrid event "APEC Forum on Entrepreneurship for the Future of Work: Accelerating Regional Economic Recovery and Digital Inclusion for Women and Youth in the Post Pandemic Era" from 16 to 18 November 2022.

The proposed project shared information and knowledge on innovative business solutions toward tackling COVID-19 and addresses post-pandemic era digital business and start-up trends. Furthermore, regional youth from other member economies that have maintained strong economic performance during the pandemic were invited to share with the participants their innovative ideas that have helped recover their economy. This project was therefore specifically beneficial to participants from developing member economies who are urgently in need of learning how to enhance economic recovery through digitally innovative approaches. Young people within the APEC region also had capacity building opportunities to obtain guidance on how to become successful future entrepreneurs, and the skills to establish businesses that will help with economic revival and prosperity.

The main objectives of this project were to serve as a regional incubation hub and to initiate a digitalized and collaborative entrepreneurship networking to empower women and young entrepreneurs. This was accomplished by focusing on COVID-19 and post-pandemic era digital business and start-ups, and showcasing the best practices across varies economies that have proven to be beneficial during the pandemic. We further aimed to provide innovative business solutions across digital fields that will accelerate the inclusive and sustainable economic recovery and advance digital inclusion for women and youth of the APEC region in the post-pandemic era.

2. EXPECTED OUTCOMES

The proposed project was expected to achieve the following outcomes:

1) As the hybrid forum showcased best practices of innovative business solutions in digital fields, especially in the post-pandemic context, it allowed both remote and on-site participants to acquire the knowledge and know-how on how to build their own businesses in the up-coming post-pandemic era.

2) The forum also addressed and discussed the business trends and the future of work of the post-pandemic era to aid in building up digital-related capacity for the youth and prepare them professionally for the ever-changing job market.

3) By incorporating forum sessions dedicated to female entrepreneurships, female participants had the chance to interact and communicate with female entrepreneurs or leading figures. This provided them with a clearer sense of how to become a female leader and the solutions to difficulties that arise along the way. The youth in the region, both male and female, also benefited from the female entrepreneurial sessions as they learned to improve and create a business or work environment that values inclusion.

4) The start-up contest incorporated in the project encouraged regional youth to visualize their start-up visions with digitally innovative approaches that can motivate regional economic recovery in the post-pandemic era. During the process, the feasibility of their business plans were also effectively improved through presenting and consulting with successful entrepreneurs and experienced judges.

5) The project outcomes, key findings, feedback, and the entrepreneurial experiences sharing were valuable points of reference for young entrepreneurs-to-be, innovative educators in the region to cope with the upcoming challenges of the post-pandemic era.

METHODOLOGY

1. RESEARCH METHOD

The project hosted a hybrid forum, inviting several speakers to share their experiences and knowledge to the target beneficiaries. After the forum, a post-event survey was conducted to verify the growth of the target beneficiaries and if the participants gain any knowledge from the event. The post-event survey consisted of two parts: basic information and event review. There were 14 questions in the event review part, and most of the questions were open-ended ones. With those questions, the project overseer could verify if the expected outcomes were fulfilled. We discussed the results in the conclusion part.

2. RESEARCH TARGET (BENEFICIARIES)

The target primary beneficiaries of this project were female and young entrepreneurs or entrepreneurs-to-be (aged 18-30) from different APEC economies, especially those who have taken courses related to entrepreneurship. We requested registration from educational sectors where related courses are provided, with references from their instructors. Through participating in the event, they were given the chance to make connections and learn key entrepreneurial knowledge to start their own companies in the post-pandemic era. Innovative business ideas, developing business trends for the future, entrepreneurship education implementation, inclusive economy and related policies were disseminated and shared throughout the event, which also benefited the secondary beneficiaries including the policy makers, educators, and business representatives from the APEC region. As for the start-up contest, the target group for the contestants were youth aged 18-30 who were interested in entrepreneurship, and they could form a group themselves and join the contest. Many universities offered courses on entrepreneurship, a response to this age bracket showing interest in entrepreneurial careers. We invited both local and overseas students to join the contest.

RESULTS

1. EVENT SUMMARY

A 2-day hybrid forum (each day for 4 hours) and one-day start-up contest were held in November 2022 to bring together officials from related sectors, successful start-up founders, young entrepreneurs, start-up incubation centers or accelerators, and representatives from venture capital companies.

The overall purpose of the two-day forum and the one-day start-up contest was to serve as a regional incubation hub and to initiate a digitalized and collaborative network to empower women and young entrepreneurs. The beneficiaries of this event were the young entrepreneurs and entrepreneurs-to-be (18-30 years old).

Day 1 Topics
Digital Transformation on the Future of Work
Start-up Experience Sharing Focusing on Cross-Regional Recovery
Panel Discussion – Latest Trends of Entrepreneurship in the Post-pandemic Era

Day 2 Topics
Panel Discussion – Female Entrepreneurship | Resources and Special Supports
Best Practices of Entrepreneurship Programs Sharing in APEC Region
Regional Entrepreneurship Resources Sharing

Day 3 Start-up contest
Demo pitching with awards
Networking Session with Experts / Entrepreneurial Coaches
Messages for entrepreneurs – Additional prep for your adventures

The brochure of this contest was sent out (together with the pre-forum survey) to economies and contestants had at least 4 months to prepare for the contest. The contest itself had a preliminary review. Those who passed the review joined the contest and had a final presentation. In the final presentation, the contestants pitched their business plans to judges who then provided feedback as to whether the plans were feasible and whether any improvements needed to be made in order to turn the plans into actual start-ups. Our judges were from related businesses. They gave suggestions to contestants as to how they can implement their business plans.

2. DAY 1 FORUM

2.1 Digital Transformation on the Future of Work (Policies recommendation)

The forum started with the keynote speech by **Audrey Tang**, focusing on digital transformation on the future of work. MODA was established in response to the need to use

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digital tools to achieve resilience for all. As part of this commitment, MODA was advancing societal and industrial development, enhancing cybersecurity and promoting social inclusion so that MODA could do the digital transformation work with the people, not just for the people. And MODA had integrated the support from communications, cybersecurity, information, the Internet and media to enhance the economy's infrastructure and economic and economic transformation foundations. Indeed, many businesses face the choice of transformation or elimination, so sometimes the cost will be high, as it takes time to find the right path toward transformation. And different industry participants have unique operational needs and resources. As a result, each path toward digital transformation will differ. The assistance of an advisor or experts with an understanding of how to deploy digital tools to point a way for industrial partners that's invaluable.

TCloud platform

To that end, MODA's Administration for Digital Industries, the ADI, has established a *TCloud platform* which integrates the interagency processes of the Ministries, including Finance, Interior and Economic Affairs into a single platform. Medium, small, and micro enterprises can directly purchase a digital transformation solution from TCloud, reducing the threshold for such businesses to introduce digitalization. If the MSMEs do not know how to select suitable solutions, there will be also online experts who can provide real time assistance. The TCloud has rolled out 15 categories of cloud-based solutions ranging from opening online source, marketing, promotion, telecommuting, business management, customer service, market analysis and so on. The TCloud program officially went live on July 1 2021, and had been used by more than 3,200 enterprises by the end of September as of 2022.

New norm of working style

Indeed, the Pandemic made the people increasingly more comfortable with working and studying from home and from satellite offices. And this trend shows no sign of abating. A survey conducted by the International Professional Service Network Deloitte revealed that post-Pandemic, the number of employees working from home in the US. fell only slightly from 64% to 51%. So as telecommuting and online collaboration are the new norm, digital competence, not just literacy, competence will become a key requirement when looking for work in the future. A report by the global marketing intelligence firm the IDC and McKinsey Global Institute indicates that visual tools will be embedded in various different forms into the flow of the work and the various stages. For example, Robotic Process Automation (RPA) will take over routine work. As a result, a minimum of 30% of content will be automated in nearly 60% of professions. So, how to harness and apply technology so that people can focus more on other people and on decision making in the future? That will be a critical point of development for all entrepreneurs and economies to ponder.

Future talent cultivation

McKinsey also states that the demand for various new skill sets will become increasingly pressing in the post-pandemic era. Individuals with interdisciplinary skills and knowledge will be an important focus for business in their global competition. As such, in the future, talented individuals will need to have the learning ability across disciplines. Because we understand

interdisciplinary talents are so key to digital transformation and innovation, MODA has drafted related policies and measures to cultivate talents. Digital transformation will differ depending on the size of enterprise, the industry's characteristics and the directions of development. MODA will keep abreast of all developments, utilizing the strengths of the public, private, academic and research and civic sectors to build a truly interdisciplinary employment matchmaking model. Indeed, in the fourth stage of our *Advanced Forward-looking Infrastructure Program*, two elements involve the developments of digital talents. One addresses the training of digital talent and focus on cultivating AI application talents across industries. And the other is a *Digital and Special Technician Talent Development Program* seeking to promote the circulation the Talent Securation, the International Exchange of Related Talent.

T-Ambassador program

This year, we collaboratively launched a *T-Ambassador Program*, inviting industry practitioners to provide a younger generation with practical work experience in companies, as well as encouraging the involvement of those not previously involved in digital related departments into constructional transformation. We set up such courses for a minimum of 230 hours over 20 weeks, utilizing this ideation brainstorming between different disciplines to assist enterprises to innovate and optimize their business models. We also choose the practical learning skills to nurture these digital skills. The integration, cross-discipline integration ability and workspace collaboration capabilities are cultivated and these young people, the rising stars, the digital natives become seeds for digital transformation in various industries. Since the launch of the T-Ambassador Program in 2020, we have trained more than 1300 young people as digital talent for enterprises. The latest program data indicates that after completing the training, the T-Ambassadors earned an average monthly salary of around US 1,200, which is significantly above the average when a person freshly graduated from undergrad.

Cross-regional talent circulation

MODA promotes, in addition to talents, international circulation and exchange of such talents. The domestic industry, the overseas digital economy industries, developing inbound and outbound exchanges and talent matchmaking are all our business. We also continue to promote programs involving foreign students taking up digital related internships in the local industrial sectors, and also local students undertaking remote internships at overseas companies.

2.2 Start-up Experience Sharing Focusing on Cross-Regional Recovery

In the second session, we put emphasis on cross-regional recovery, inviting two speakers from related sectors. The first one was **Jeff Hu**, the Founder & CEO of Turing Certs. The business model of Turing Certs is to provide certificate issuing units including schools with a cloud platform using blockchain as the underlying technology. Turing Certs' technology complies with EU GDPR specifications and ISO 27001 Information Security Standard. Users do not need IT background. As long as they can log in to the platform and enter the information of the

issuing object, they can generate a unique and unforgeable digital certificate. In addition to saving manpower, time, and printing and mailing costs for the issuing unit, this is also a great boon for any certificate holder in the process of applying for schools, job-hunting and sending resumes, because digitized personal academic certificates or professional certificates that are credibly encrypted with technology are not only more convenient to obtain and save but also help save a lot of time and money.

Because of the relatively conservative and closed nature of the education market, Jeff Hu admitted that Turing Certs did not promote its business to local universities and colleges so smoothly at the beginning. They have won the favor of many international schools and related research institutions. In addition to certification for the education market, Turing Certs also maintains technology neutrality and can provide certifications for corporate sustainability reports or other items such as automobiles, real estate, art, and agriculture. In fact, in this year, Turing Certification also cooperated with multiple institutions including Dun & Bradstreet (ESG & Sustainability Report) and MODA on the digital certificate projects. In the future, Turing Certs even plans to enter the metaverse world to provide virtual identity certification. In addition to continuing to improve technically – including passing the ISO 27701 standard and compatibility with many more other systems. Turing Certs will also actively participate in the formulation of international standards (such as W3C DID), to gain a firm foothold in the global market. Now Jeff is working with Japanese for several projects and this shows the growth for cross-regional recovery.

The second speaker was **CC Cheng**. She is the co-founder and COO of BSOS, also the woman in Web3. "Real-World Assets Financing with DeFi is the future." Founded in 2018, BSOS is a Web3 company solving the supply chain financing problem by blockchain. BSOS is dedicated to bridging real-world assets like invoice financing with DeFi, which democratizes the global capital market and optimizes payment terms within the supply chain. Also, BSOS is the core

spec member of Enterprise Ethereum (EE), J.P. Morgan Quorum's first Technical Partner in Asia and the Best Blockchain Development Company rated by GoodFirms.

In 2022, BSOS completed the first USDC accounts receivable financing in the global textile industry. Currently, there are more than 300 companies participating and the business is just getting started; BSOS will continue liquidizing Real-World Assets with DeFi to solve the financing problem encountered by corporations on a daily basis, along with contributing to the world economy using Web3.

2.3 Latest Trends of Entrepreneurship in the Post-pandemic Era

In this session, we invited 4 panelists to discuss the latest trends of entrepreneurship in the post-pandemic era.

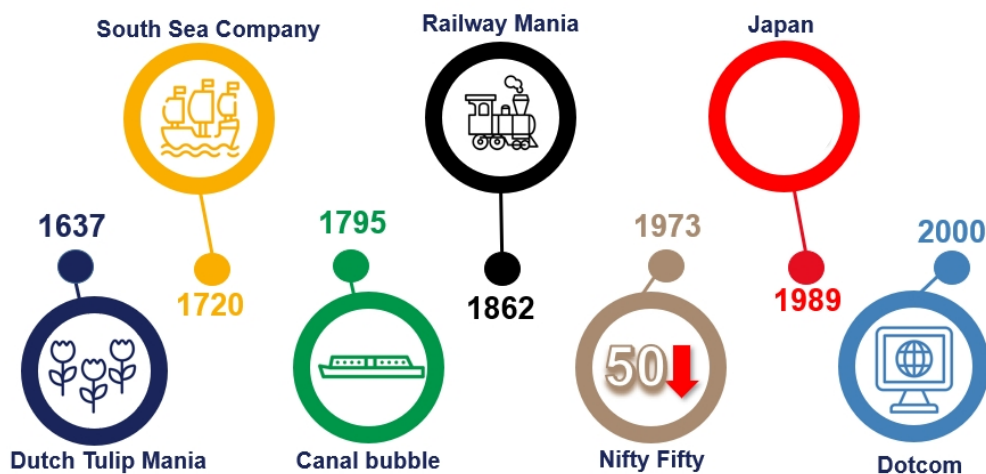| Moderator		Panelists	
David Kuo	**Victor Chen**	**Betty Hsu**	**Tsukasa Tokikuni**
Co-founder & CEO iiiNNO	Founder & CEO FOODLAND VENTURES	Director of Marketing and Business Development ISTI	President of Japan office Orbis Investment

One can take risks because one thinks through risks

In the last few years, we've had another form of mania. The "shiny new thing" has been crypto currencies. Crypto has all the classic ingredients of a bubble-fuelling innovation. It's exciting and hard to understand. Some people have made a lot of money from them and a sense of Fear of Missing Out ("FOMO") has been amplified by social media. And naturally the supply of new cryptos has exploded to take advantage of this.

In the crypto space, there has been an explosion of new technology and ideas. And a lot of it is well founded and probably well intentioned, but unfortunately competition is extreme. This space has grown and attracted a disproportionate amount of interest and hype relative to the proven benefits of it. But there has been an awful amount of hype which is a bit too extreme. What concerns me is the scale of the speculation relative to the proven benefits. If you look at market caps, it's in the trillions so there is a big amount of money attached to this and then you're seeing examples of fraud so people are taking advantage of it. I think there was an initial idea that Bitcoin is a digital gold. That is an interesting idea: store of value, impartial, etc. But in South Africa, if you talk to people in the gold mining industry, tell them to increase supply, that is really a hard thing to do! But in the crypto space, supply has exploded everywhere. There has been a number of new coins launched everywhere. I do not see why you can have a store of wealth if supply seems to be going up in so many different dimensions and in so many reliable ways.

Bubbles burst repeatedly

South Sea Company

Railway Mania

Japan

1637

1795

1973

2000

1720

1862

1989

Dutch Tulip Mania

Canal bubble

Nifty Fifty

Dotcom

Source: The Noun Project

Rising interest rate damages growth companies

Interest rate has been artificially low for over a decade. When interests are low, long-duration assets such as growth stocks tend to outperform. On the flip side, when interest rate goes up, long-duration stocks are the first to get punished. Examples of growth companies are tech, crypto, and others. Probably one of the most extreme examples is Tesla. Today, Tesla is trading at over 70x PER. Furthermore, believe it or not, Tesla is traded at 7x the aggregated

profits of the whole industry. All the optimistic growth scenarios need to be achieved in order to justify such a high valuation. Also, average holding period for Tesla stock falls in the range of 20 to 40 days. It is safe to say that someone holding the stock for 20 to 40 days is not worrying about how profits work out over the long-term despite the importance of long-term growth of Tesla. This indicates a "Tesla bubble". If your company considers going public, I suggest taking into account the interest rate risk. Otherwise, you might get surprised why your excellent company gets punished in stock price.

Good business $\neq$ Good investment

One reason why even perfect foresight would have been of so little help in this regard is that growing industries tend to attract more competition. Digital Equipment and IBM failed to anticipate the boom in personal computing and were displaced by a small start-up company called Microsoft. By contrast, the low-tech and litigation-prone tobacco industry experienced a decline in competition, leaving the incumbents to make monopoly profits as existing competitors left the business and no new entrants were keen to replace them. So, what does drive share prices? Studies have shown that of all the factors that are important in picking stocks, the most important is the starting valuation. The message here is that good business or good industry does not promise a winning company. One should never underestimate competition. Not just the competition today, but also one in the future. The more profitable your company or your industry becomes, the more severe the competition becomes.

Is this time different?

We all know what happened after the tech bubble. Back then, everybody was frantic about tech and said "Tech is the future. You just cannot see it through if you are not in the area. This time, it's different!" And then the tech bubble burst. What is particularly noteworthy is that the statement "Tech is the future" was a right one. Tech was indeed the future. However, tech bubble burst and most of the tech companies went bust or the stock price plummeted. We feel like we live in an era of innovation, but in the last century, phones and internet replaced physical letters. Those are much more innovative than SNS, iPhones, etc. Now, is this time different?
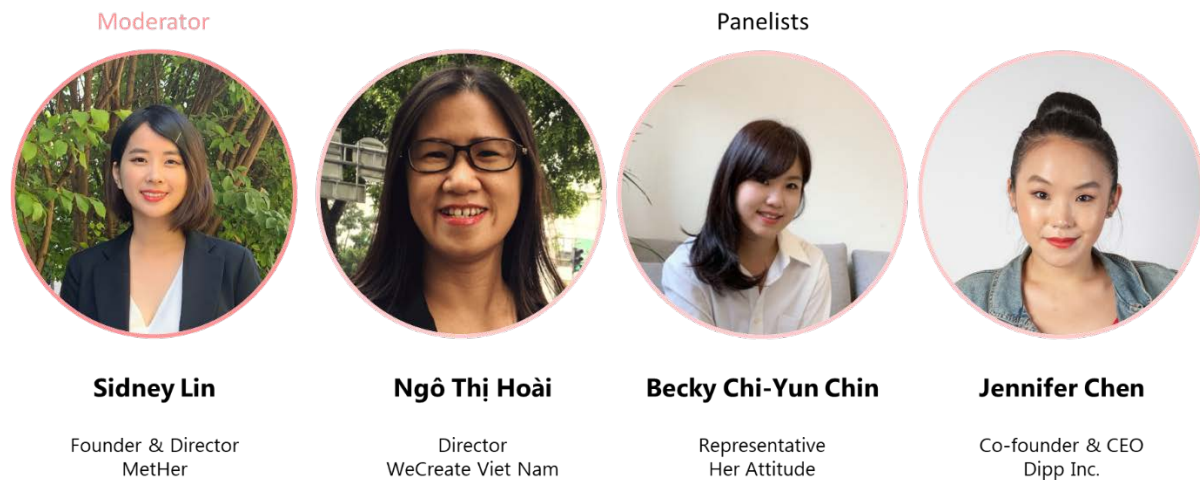
What are attractive areas?

3. DAY 2 FORUM

3.1 Female Entrepreneurship | Resources and Special Supports
In this session, we invited 4 female panellists to discuss the resources and special supports they have utilized during their entrepreneurship journey.

Moderator | | Panelists

Sidney Lin

Founder & Director
MetHer

Ngô Thị Hoài

Director
WeCreate Viet Nam

Becky Chi-Yun Chin

Representative
Her Attitude

Jennifer Chen

Co-founder & CEO
Dipp Inc.

The first panelist was **Sidney Lin**, currently the founder of MetHer white-collar dating platform. MetHer provides a safe and well-selected system for single women, we focus on the offline and online events for matches. Our matching rate is above 62% and has 97% high user satisfaction rate. We also provide 1-1 matching, personal photography, online consulting services, dating events, online blind dating, and online gifts and wine shopping. MetHer is the most trustworthy dating platform for Asian women. Currently, we partner with social apps, start-ups community, psychologists, tourist guides, wine tasters, and bars.

The second panelist was **Ngo Thi Hoai**, the Director of XLABS social enterprise. Since October 2016, XLABS has sustained WeCreate Viet Nam, a public-private initiative between the US and Griffin Worx that supports start-up women entrepreneurs with access to mentors and resources, have also been a Facebook Community Leader Fellow and a Facebook Lead Trainer, delivering digital marketing knowledge and skills to thousands of women through the #SheMeansBusiness program since 2017. WeCreate is specifically designed to advance entrepreneurship through a portfolio of programs, tools and events created to address the barriers faced by people seeking to start and grow their businesses.

WeCreate provides resources:
● A safe environment to develop their business (Incubator)
● Industry focused programming (i.e., agriculture, manufacturing, IT, professional services, etc.)
● Global networking
● Continual personal support for business growth throughout their business development

- Childcare services - Providing women with children the opportunity to gain access to the resources
- Trained mentors to assist women entrepreneurs through business challenges
- Educational programs on entrepreneurship, accelerated go-to-market strategies, business model development, customer development, access to finance, marketing, capacity use of technology, innovation, entrepreneurial mindset and bootstrapping techniques

WeCreate also engages men and boys as "Agents of Change," by providing them with specific education and resources on understanding the value of supporting women and girls, and how entrepreneurship has the ability to change their families and communities.

WECREATE PROGRAMS

- ❑ WECREATE Challenge: a 7 month acceleration program that utilizes a business model competition as curriculum. StartUp Cup Challenge is open to any type of business idea and to entrepreneurs from any background or education level.
- ❑ StartUp Academy is made up of fifteen weekly interactive business-building sessions. Each weekly session is led by a collection of local business-building mentors we train, and who share their expertise with tailored solutions that support local new business creation.
- ❑ Build-A-Business Workshop is a highly experiential, mentorship-driven program, designed to visually facilitate entrepreneurs through the universals steps required to design, test, and build a viable business.
- ❑ Pitch-O-Rama This program is designed to provide early stage owned businesses a platform to showcase their business model and gain invaluable feedback. The winner receives a cash prize.

KEY PERFORMANCE INDICATORS

- ❑ Self-Sustaining practices and community buy-in that drives WECREATE to be locally driven and financially supported.
- ❑ Grow sustainable new businesses and enhance entrepreneurial ecosystems
- ❑ Launch New Startups
- ❑ Creation of New Jobs | Providing women the tools necessary to create successful businesses and jobs within their communities
- ❑ Shift Culture & Create Agents of Change | A key part of the program is to include men and boys in this process as champions of women entrepreneurs.
- ❑ Create Global Connectivity & Leverage Global Networks
- ❑ Create Financial Access

The third panelist was **Becky Chin**. She is the representative for Her Attitude, a women's entrepreneurship support and development association.
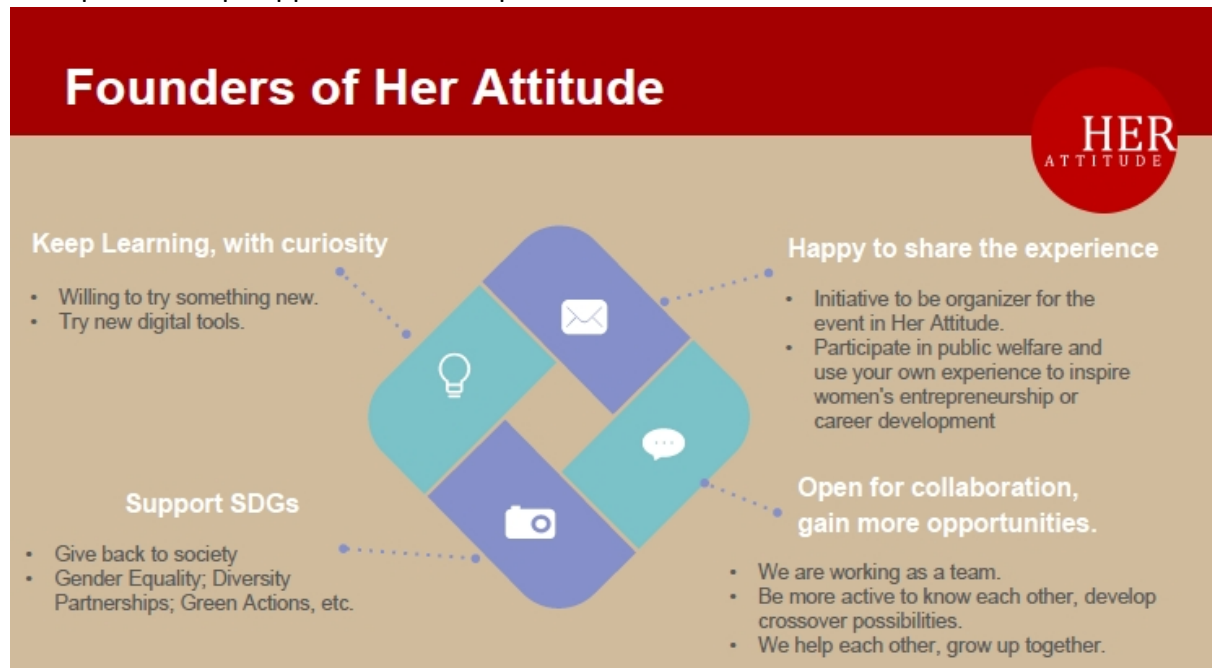

What has Her Attitude done?
- Online/offline Forum
- Enterprise Visiting
- Gathering
- Social Media
- Online Course
- Crossover Event

The last panelist was **Jennifer Chen**, the co-founder & CEO of dipp. Dipp, is a digital asset management and design production SaaS solution. They oversee the entire lifespan of brand collateral across different regions, cultures, and languages, so businesses can stay on-brand as they expand their brand presence worldwide. Their clients include global brands like Levi's, marketplaces like Rakuten, and global e-commerce enabling agencies like Baozun. Dipp assists team members of different functions, including photographers, graphic designers, channel sales and marketers to collaborate seamlessly and effectively market and sell across multiple digital sales and marketing channels.
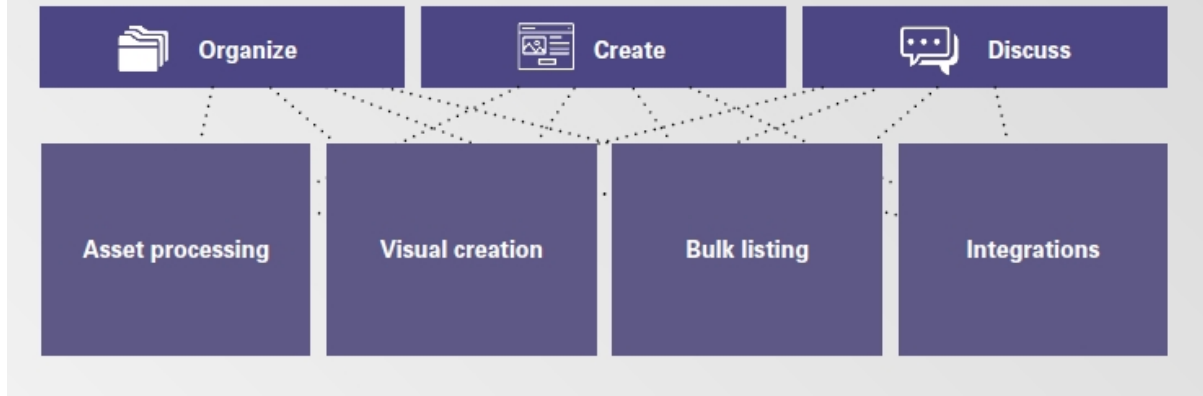
After the presentations in the panel discussion, the moderator and panelists discussed about several questions regarding female entrepreneurship:

- What are the biggest challenges in your journey on entrepreneurship as a woman?
  The family is the biggest challenge as women always need to pay more attention to housework and children.

- What are the most significant resources you utilized during your entrepreneurship?
  Community is very important. You can join a lot of activities like WeCreate and Her Attitude.

- What advice would you like to give to the young female entrepreneurs?
  Just go for it, regardless of your gender. They hope there will be more female youth to be inspired by event like this forum.

3.2 Best Practices of Entrepreneurship Programs Sharing in APEC Region

In this session, three entrepreneurship programs in APEC region were shared.

Soyeon Lee, IACE, South Korea
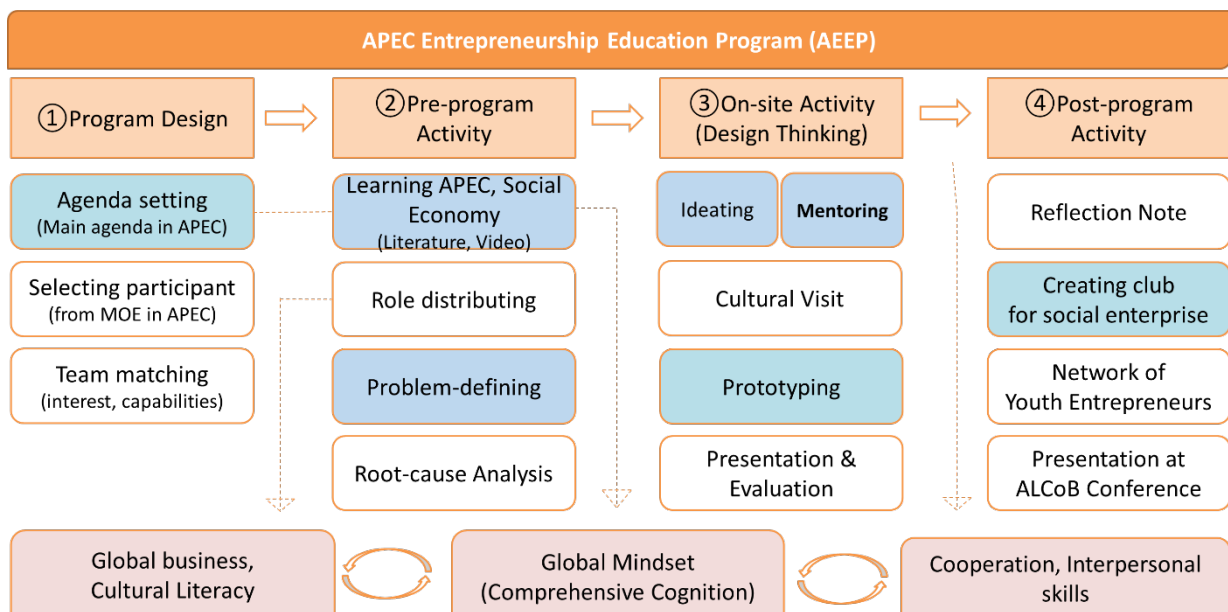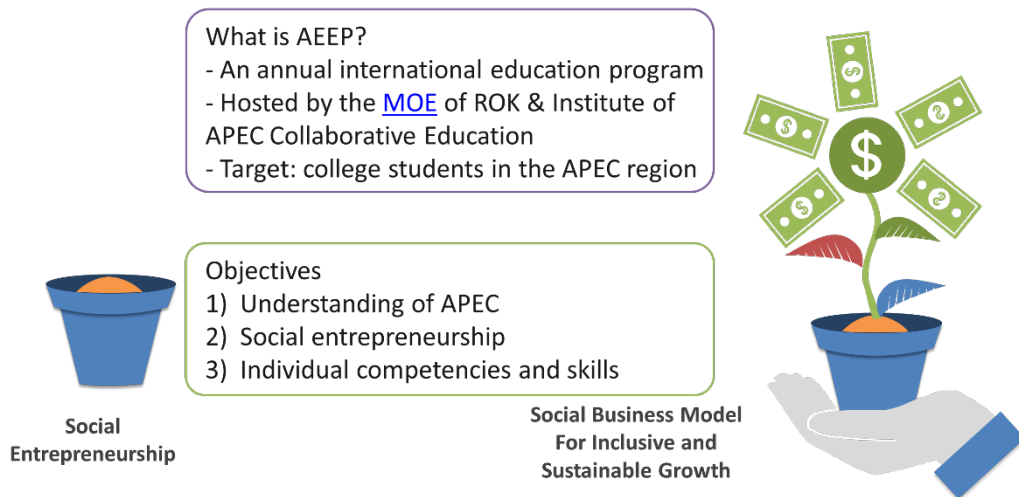
Sammy Sarmiento, SCALE SOCIAL INNOVATION HUB, Peru

Mision

Accompany the birth of purpose-driven companies that generate value for society and the economy towards a model of sustainable progress through social innovation, taking advantage of the emerging market ecosystem in Latin America.
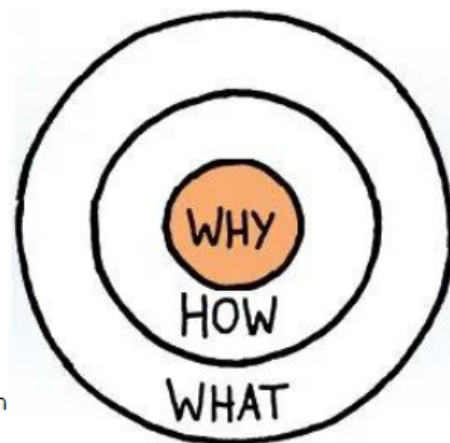
Our Purpose

WHY

Transform the lives of young leaders and agents of change in Latin America.

HOW

International Competition for Social Entrepreneurship and Innovation in Emerging Markets

WHAT

Training in Social Innovation Tools and Methodologies in Latin American Universities

3.3 Regional Entrepreneurship Resources Sharing

In this session, we had two regional start-up incubators to introduce the resources and their entrepreneurial ecosystem.

Startup Terrace is an official project and innovation hub supported by [MOEA](#) of Chinese Taipei.
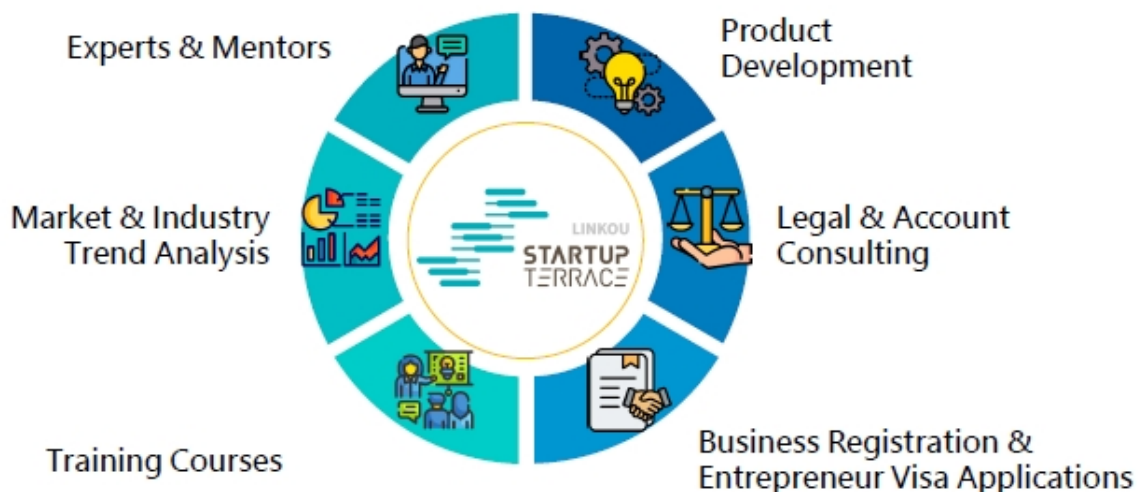
Aiming to create an all-in-one startup ecosystem and community, Startup Terrace gathers excellent startups, international mentors, accelerators, financial and legal counsel together to establish a strong supporting network.

Besides providing offices, housing, displays, and other state-of-the-art facilities, Startup Terrace is a one-stop station where startups could find all the support they need here from matchmaking with right people, recruiting talents, global exposure, fundraising, Proof-of-Concept programs, to business consultation.
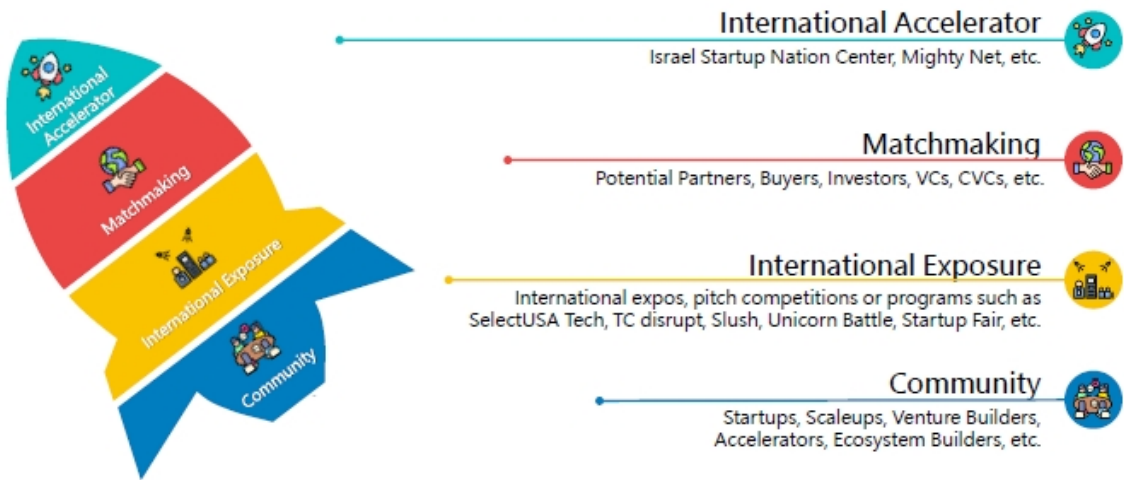
Forming a perfect gateway to explore Asia market, we welcome international startups and accelerators to try short-term settling in Chinese Taipei through our Soft-Landing Program that offers plenty of free services and resources.

Startup Terrace is also open to all possibilities to build partnerships with companies and organizations all over the world.

Consulting & Services

Ecosystem Networking

International Accelerator
Israel Startup Nation Center, Mighty Net, etc.

Matchmaking
Potential Partners, Buyers, Investors, VCs, CVCs, etc.

International Exposure
International expos, pitch competitions or programs such as
SelectUSA Tech, TC disrupt, Slush, Unicorn Battle, Startup Fair, etc.

Community
Startups, Scaleups, Venture Builders,
Accelerators, Ecosystem Builders, etc.

Comprehensive Startup Ecosystem

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20 **Accelerators** — 4 Enterprise Accelerators — 16 International Accelerators

92 **Startups** — 39% Living Technology — 11% Healthcare Manufacturing — 24% E-commerce & Retail — 5% Mobility Sustainability / Agriculture Production Infrastructure & Application

11 **Digital Transformation Enterprises**

11 **Next-Gen Stores** MACROBLOCK x WIDE SPORTS
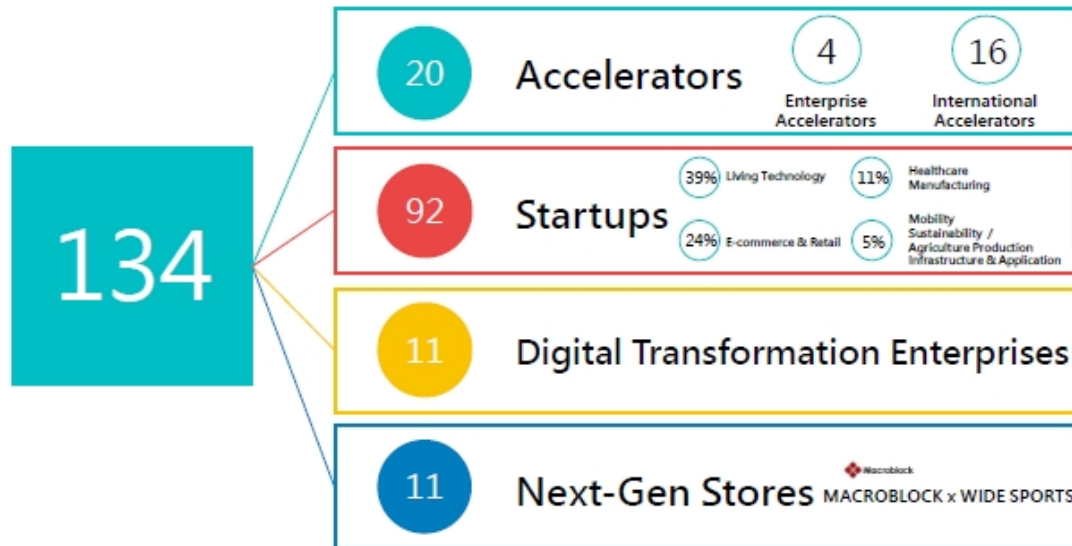
Virtual Landing Program

Pre-program consulting

Chinese Taipei Startup Ecosystem Overview

Customized Matchmaking Meeting

Entrepreneur Visa Introduction / Legal Consulting

Mentoring
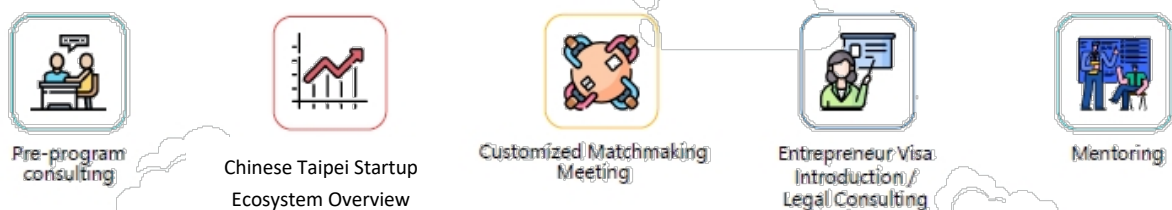
4. DAY 3 START-UP CONTEST RESULTS

4.1 Background

A total of 12 teams joined the preliminary review of the contest and 8 out of them successfully entered the final round. They delivered a demo pitch on the third day of the event. Below were the teams and their projects.

| Time / Order	Group / Project Name
09:30-10:30	YIE Start-up Demo Pitch Group 1-4
1	**SpeakerFly** / Psyche
2	**2494 Put tall noi /** Covid19 Cell Phone Detector
3	**CLEAN LOO /** Friendly Public Toilets Environment Project
4	**FRET LAB /** Portable Device for the Detection of Heavy Metal Lead in Water
11:00-12:00	YIE Start-up Demo Pitch Group 5-8
5	**G & H /** Your Health Quality Assurance
6	**MicroDesign** / Windesign – The Green Digital Innovation: A blueprint for APEC youth to transform green energy industry
7	**Girl of the Mountain /** Don't buy – outdoor equipment rental and sharing economy knowledge
8	**ICU Diary /** ICU DIary

Final presentation

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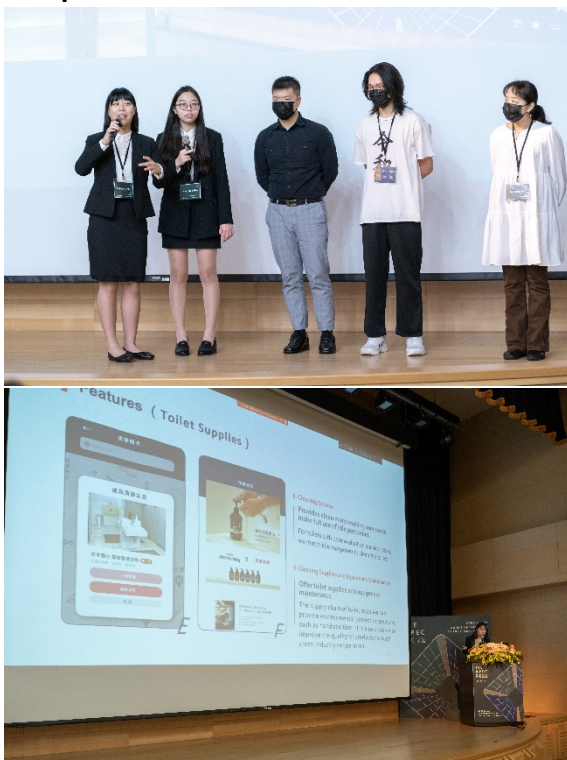
4.2 Results

1st Place - CLEAN LOO / Friendly Public Toilets Environment Project
CLEAN LOO uses information technology services to integrate Google map, open-source data and user-provided information. CLEAN LOO provides an interactive and real-time toilet map for all people who cannot find a clean toilet while out, and it combined with the E-commerce of environmentally friendly bathroom and eco-friendly cleaning products. CLEAN LOO has a real-time understanding of the demands of toilets from business premises such as shops, stores, and restaurants through the map. After receiving those notices of demands, we could provide toilet cleaning services and replenishment of eco-friendly toilet products. Furthermore, we could undertake toilet maintenance and renovation to create a high-quality restroom environment. The CLEAN LOO team hopes that through clear information services, people with different needs, such as parents who need to take care of their children, disabled people, and transgender people, can immediately find toilets that could meet their needs, so as to avoid local people holding back urine due to those toilets problem again, thereby preventing the harm of holding back urine to the body.
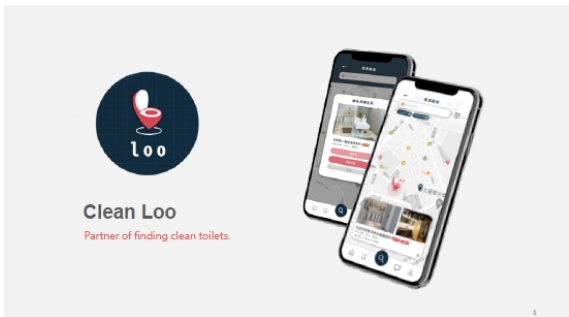
2nd Place - Girl of the Mountain / Don't Buy

"Don't Buy" is a platform based on the sharing economy. Its function is to help lessees save on shopping expenses and obtain the "right to use items" at a low price, while lessees can put idle items on the shelves and gain additional income. "Don't Buy" acts as a third-party intermediary between the lessor and the lessee. We hope that the public can reduce unnecessary consumption and obtain the items needed for outdoor adventures and travel on the platform. Find out whether to purchase the item in the future. "Don't' Buy" is committed to reducing the waste of earth's resources, promoting the effective circulation of goods, and achieving the sustainable development of the UN SDGs. In recent years, there have been frequent mountain difficulties, and more than 80% of them are due to lack of suitable mountaineering equipment or lack of correct mountaineering concepts. However, we currently don't have a platform to transmit mountaineering safety knowledge, and "Don't Buy" will also encourage equipment owners or mountaineering operators to upload equipment usage teaching and mountaineering safety teaching.

3rd Place - SpeakerFly / Phyche

There are lots of unreachable people in one's life, including performing artists, top entrepreneurs, or even relatives or friends who have passed away. People are willing to interact with those they admire, but can't fulfil their dreams. In addition, some people might face leave and death, and some will fell themselves in the whirlpool of memories and can't get over the sadness. "SpeakerFly" is going to create an intelligent speaking application — "Psyche". By utilizing voice recognition, data analysis, and machine learning skills, people can chat with untouchable people, and create a one-sided link with them. Not only to satisfy their expectations but also to fill their emptiness. With "Psyche", users can communicate with the people they want to contact through voices, which can further meet their needs and pursue psychological health. Let "SpeakerFly" take you to reach the impossible.

Merit Award - MicroDesign

In 2015, the United Nations has announced the 2030 Agenda for Sustainable Development, consisting of 17 sustainable development goals and 169 targets at its core to offset environmental, economic, and social challenges. In the last two years, the Russian invasion in Ukraine, the global outbreak of COVID-19, and the increasingly inflationary pressures have raised significant awareness of the importance of sustainability among international societies. When it comes to green energy transformation, our strait is ideal for offshore windfarm innovation and application. However, an offshore windfarm is too big to manage in terms of planning, building, operation, and maintenance. Our solution is to empower offshore windfarm project participants to solve problems via digital and technological lenses. Our product and service are driven by artificial intelligence, bid data, and deep learning with regards to availability, usability, and accessibility.

Our team consists of fantastic talents in various domain fields, such as smart manufacturing, information technology, computer science, user interface design and business development. The proposal aims to provide APEC member economies an innovative and comprehensive way of setting wind energy transformation in motion. Windesign Offshore Windfarm AI Risk Management Platform is the best entry point towards a green sustainability trajectory where people can enjoy the benefits of Net zero CO_2 emissions.

Merit Award - ICU Diary

When patients are transferred to the Intensive Care Unit (ICU), a closed and unfamiliar environment with constant light and no windows will often cause patients to lose their sense of orientation day and night, easily confuse people, time and place, and even develop anxiety, depression, delirium, and post-traumatic stress disorder (PTSD) and other symptoms. To prevent patients from becoming agitated or removing treatment devices, nursing staff will perform interventions such as sedation and manual restraint, but recently, new research literature suggests that during a patient's stay in the ICU, nursing staff or family members write an ICU diary for the patient containing the patient's status, as well as a description of what the patient may find and the ICU environment. ICU diary have been shown to reduce the incidence of depression, anxiety, and PTSD in patients and relatives.

However, with the COVID-19 epidemic, hospitals are gradually banning family members from visiting the ICU. With the loss of family members and the increased workload of nursing staff, patients in the ICU are more isolated and lonelier.

The interactive diary system will send messages with bright pictures of good morning and good night or health concepts at fixed times according to the patient's family's pre-submitted daily schedule, providing the patient with a concept of time. In addition to the above interactive behaviors of communication and companionship, the system can also play videos uploaded by family members so that patients can still feel the warmth and companionship when they cannot video chat with their family members. After a full day of interaction, the system will send a record of the whole day's interaction with the patient to a designated mailbox for the family to understand the patient's condition and for the patient to look back on their experience afterwards.

Merit Award - 2494 Put tall noi

The product is a detector that can be combined with various models of cell phones. Its main use can be used to detect Covid-19, blood glucose and urine, and other medical devices, Covid-19 affects the global community and is classified as an extremely dangerous virus. In view of this, our team has developed a testing device for the Covid-19 test, which can be used on a smartphone to quickly collect and analyze samples and use artificial intelligence to make accurate medical judgments, so that medical personnel or the public can have enough information to determine whether a patient has been infected.

Currently, the testing phase of the detection technology has been completed, and the AI database has been built, with the goal of scaling up the technology. In the medium term, we aim to establish database links with medical centers to improve medical accuracy and verification, and in the long term, we aim to expand our cooperation with hospitals and health bureaus.

CONCLUSION

1. **Gender impact**

When reviewing the registration data, we found the number of female participants reached over 50%. We had a total of 138 online and on-site participants in this event, of which 75 (54%) were female. We also invited more than 50% female speakers (11 out of 21 speakers). One Australian participant shared that "As a woman - I found that I resonated with the female speakers more (for obvious reasons) and from an Australian perspective, I found that the more Asia specific content was more relevant than the other side of the Pacific content. As someone who is yet to step out of their comfort-zone and dive into this new world, I found it all very intriguing as well as the reality check that it isn't easy."

2. **Relevance to each participant's economy**

The post-event survey showed that 95.4% of participants found the project relevant to their economy. Representatives from different economies responded their opinion on the relevance issue.

Thailand: "As host of APEC 2022, Thailand will push forward its priorities to develop the region towards an inclusive and sustainable growth, while driving APEC towards a sustainable and balanced post-COVID-19 era through the concept of Bio, Circular, and Green Economy, known as the BCG Economy Model."

New Zealand: "New Zealand has a strong start-up market and although I am yet a part of it, it gave me an incredible insight into what is becoming a huge aspect of our economy. I am thrilled to be bringing the knowledge I have gained back to New Zealand to utilize in my career."

Malaysia: "From a university student and also NGO member perspective, innovation isn't just about new ideas, sometimes a reworked idea can work better in different situations from different experience. I would have like to hear a little more from startups that began to exist as a result of the pandemic, or younger startups with a more local origin (APEC/Asia) this is because I feel the culture difference in East and West greatly impacts an individual's initial progress/grit to continue; so, having perspectives from entrepreneurs who had foreign exposure and no foreign exposure would have been interesting. Malaysia's track record in entrepreneurship is varied, with some examples of talent drain or extreme success, but in the mind of an average peer, I feel like most youth are willing to try entrepreneurship for a while, but occasionally lack the grit required to continue, which makes cross-regional sharing important for a good support ecosystem."

Philippines: "It opened my eyes to the reality that there is so much to learn and adapt in order for our enterprise to thrive and succeed. It also helped me see the importance of

connecting to others for idea sharing and networking. I am also thankful that I was able to see many young people desiring to pursue business. I was personally challenged on the start-up demo. Hoping we also have one in the Philippines."

Viet Nam: "In the post-pandemic era in Viet Nam, women and youth face many difficulties in starting a business. This forum will provide me and my economy with information regarding policy-making and providing support services for the future of work in the Post Pandemic Era."

3. **Capacity Building for Target Beneficiaries**

In the post-event survey, participants expressed that their primary goal for joining this forum is to network with people from other economies and learn more about economics and entrepreneurship.

Participants gained networking skills as well as an enormous amount of knowledge about entrepreneurship and knowledge about how best to approach businesses, how startups should function efficiently and many tips on how to explore entrepreneurship. They also gained knowledge about the local startup system and figures. Networking with fellow participants. Entrepreneurship is not only about tech. Successful approaches vary. There are a number of chances all around the world and different fields.

On the business side, they learned to invest in good designers so their products will stand out from the rest. Also, it is important to maximize the local resources they have in our economy. Moreover, they learned to trust their instincts when it comes to managing their business, to not compete but go through at their own pace. Vietnamese participant shard that "there are many forms to support startups and entrepreneurs, advices from experts, new ideas to share with our communities in Viet Nam".

For educators, they learned more about the digitization of entrepreneurship and incubation programs in other economies which they could potentially implement in their own university. They learned how partnerships are crucial to advancing programs, etc.

4. **Possible examples for utilizing the knowledge they gained from the forum**

Policy recommendation
- I would like to develop and drafting the new policy initiative with other Indonesian youth on how we can create a sustain economy recovery which is inclusive and by promote to the official and spread some of the awareness of the inclusivity.
- As I will be working in the public sector, I will use this information to guide policy on business and particularly focusing on the startup sector. This event has also inspired me to develop business ideas that could make a difference particularly in the APEC

region. I aim to use this knowledge to contribute to New Zealand society in the best possible way and improve the landscape for small business and startup entrepreneurs.

- Upon returning home, I intend to develop a thematic report and make policy recommendations to policy makers to ensure that new policies are implemented to support women and young entrepreneurs in the context of the Post Pandemic Era.
- Sharing and cascading the information and incorporate any relevant outcomes for policy drafting and planning.
- Work with my organization (the World Youth Alliance) to promote policy initiatives that support entrepreneurship for young people in the US.

Talent cultivation
- I'll help in spreading awareness to my fellow students about our situation right now. Collaborate with other groups to further discuss plans in order to take initiatives in future projects.
- Incorporate practices into my leadership style, develop new connections between the various programs I learned about and my university.
- Thinking about creating a youth entrepreneurship resource database, or some "scholarly" material covering resources / programs / opportunities across APEC economies.
- After this forum, I am inspired and more excited. I would like to share many interesting information for our communities, connect startups and entrepreneurs in Viet Nam to many supports program, to partners in many economies. I also give my advance to the businesses more efficient via daily consulting, coach & training. In addition, we plan a new support program for startup in some industries as well as for young person in Viet Nam.
- I would like to start an incubator program/partner with an existing incubator in the Philippines. This could be a good avenue to develop business ideas of our undergraduate students who undergo business development courses.
- Will hopefully be able to coordinate with relevant agencies and organizations in the Philippines to adopt some of the best practices presented in the forum.
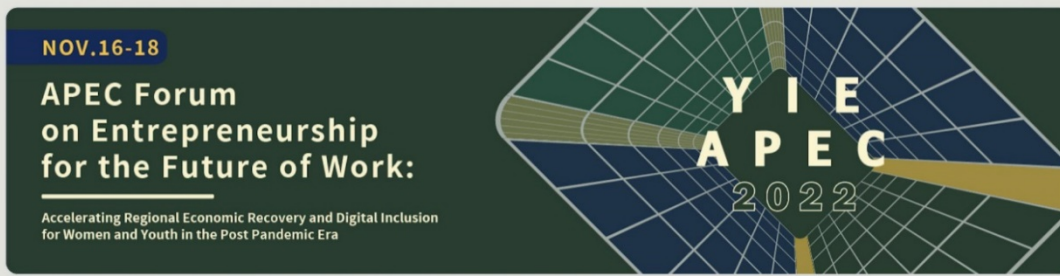
Innovation and entrepreneurship
- Revisit our company's business plan. Add to our product development new products that we can maximize the local resources in the province. Look for good designers or social media managers. Create an organization chart.
- I would be utilizing the current trends to work out the direction of my startup, and to also refine my business model.
- Finding new ideas for my business and career in the future, like combination with the technology, etc.
- Incorporating insights towards strategic initiatives associated with my work and my non-profit involvements via roadmaps and agile change management.
- Channelling knowledge to the surrounding environment and starting to build business collaboration initiatives.
- Make our business idea more complete, and try to make it come true.
- I am going to take forward these business ideas specific to finance and try to implement them in my work, and now I am also thinking about life in a start-up mindset, thinking about general solutions that could benefit the population, and how to create business pitches.
- I would be utilizing the current trends to work out the direction of my startup, and to also refine my business model.

Cross-regional cooperation

- Contacting the other Japanese participants because we have an area that we can immediately collaborate on (we both work on internationalization of Japan). Assisting with participant gathering for further APEC gatherings - my organization is probably going to assist the 2023 session in Korea. Being a Japan / East Asia Point of Contact for the Latin American participants since I also speak Spanish.
- My economy plans to hold an event next February, we will cooperate with the economy who attend this forum.

APPENDIX – POST-EVENT SURVEY QUESTIONNAIRE

NOV.16-18

APEC Forum on Entrepreneurship for the Future of Work:

Accelerating Regional Economic Recovery and Digital Inclusion for Women and Youth in the Post Pandemic Era

YIE APEC 2022

2022 APEC YIE Forum: Post-Event Survey

Thank you all for joining the forum!

We greatly value your comments regarding our forum.
Please help us improve our future events by completing this survey.

alan23035@gmail.com (not shared) Switch account

* Required

Basic Information

First Name *

Your answer

Last Name *

Your answer

Email Address *

Your answer

Please let us know your gender. *

◯ Male

○

○ Female

○ Other: _____

Please let us know your age. *

○ 18-30 years old

○ Over 30 years old

○ Other: _____

Which economy are you representing? *

- ○ AUS Australia
- ○ BD Brunei Darussalam
- ○ CDA Canada
- ○ CHL Chile
- ○ PRC People's Republic of China
- ○ HKC Hong Kong, China
- ○ INA Indonesia
- ○ JPN Japan
- ○ ROK Republic of Korea
- ○ MAS Malaysia
- ○ MEX Mexico
- ○ NZ New Zealand
- ○ PNG Papua New Guinea
- ○ PE Peru
- ○ PHL The Republic of the Philippines
- ○ RUS The Russian Federation
- ○ SGP Singapore
- ○ CT Chinese Taipei
- ○ THA Thailand
- ○ USA United States
- ○ VN Viet Nam
- ○ Other:

Would you like to receive the presentation slides of the speakers in the forum? *

We will consult all the speakers for their permission before we send the slides to our participants.

○ Yes

○ No

Event Review

1. Please rate how you feel about this event. *
Please rate us from 1 to 5.

	1	2	3	4	5	
Not satisfied	○	○	○	○	○	Very satisfied

2. How did you know about this event? *

○ APEC nomination

○ TECO nomination

○ Email

○ Poster

○ Other: _____

3. What was your primary goal in attending this forum? *

Your answer

4. Which session(s) is/are the most inspiring session(s) in your opinion? *

- [ ] Keynote Speech – Digital Transformation on the Future of Work
- [ ] Keynote Speech – The Format of Entrepreneurship for Future of Work
- [ ] Start-up Experience Sharing Focusing on Cross-Regional Recovery
- [ ] Panel Discussion – Latest Trends of Entrepreneurship in the Post-pandemic Era
- [ ] Panel Discussion – Female Entrepreneurship Resources and Special Supports
- [ ] Best Practices of Entrepreneurship Programs Sharing
- [ ] Regional Entrepreneurship Resources Sharing
- [ ] Start-up Demo Pitch
- [ ] Networking Session with Experts / Entrepreneurial Coaches
- [ ] Messages for entrepreneurs – Additional prep for your adventures

5. Was the content well organized and easy to follow? *

	1	2	3	4	5	
Disagree	○	○	○	○	○	Agree

Comments to the above question. *

Your answer

6. Were the speakers well prepared and knowledgeable about the topic(s)? *

	1	2	3	4	5	
Disagree	○	○	○	○	○	Agree

Disagree ○ ○ ○ ○ ○ Agree

Comments to the above question. *

Your answer

7. Was the time allotted for the speeches appropriate? *

	1	2	3	4	5	
Disagree	○	○	○	○	○	Agree

Comments to the above question. *

Your answer

8. Did the event structure give you ample time to interact with other attendees? *

	1	2	3	4	5	
Disagree	○	○	○	○	○	Agree

Comments to the above question. *

Your answer

9. How relevant was this project to you and your economy? *

1	2	3	4	5

Disagree	○	○	○	○	○	Agree

Comments to the above question. *

Your answer

10. What new skills or knowledge did you gain from this event? *

Your answer

11. How will you utilize the skills and knowledge gained from this event after you return to your home economy? Please provide examples (e.g. develop new business ideas, develop new policy initiatives, organize training, develop work plans/strategies, draft regulations, develop new procedures/tools etc.). Please Explain: *

Your answer

12. What did you like or dislike about the event? Why? *

Your answer

13. How can this event be improved? *

Your answer

14. Please indicate your overall satisfaction with the following aspects of the event. *

	Very Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Very Satisfied
Ease of online registration	○	○	○	○	○
Forum platform (MS Teams)	○	○	○	○	○
Forum content / subjects	○	○	○	○	○
Speakers	○	○	○	○	○
Time allocated for each speech	○	○	○	○	○
Staff	○	○	○	○	○
Overall event experience	○	○	○	○	○

15. Is there anything else you would like to share with us about this event? *

Your answer

Submit   Clear form