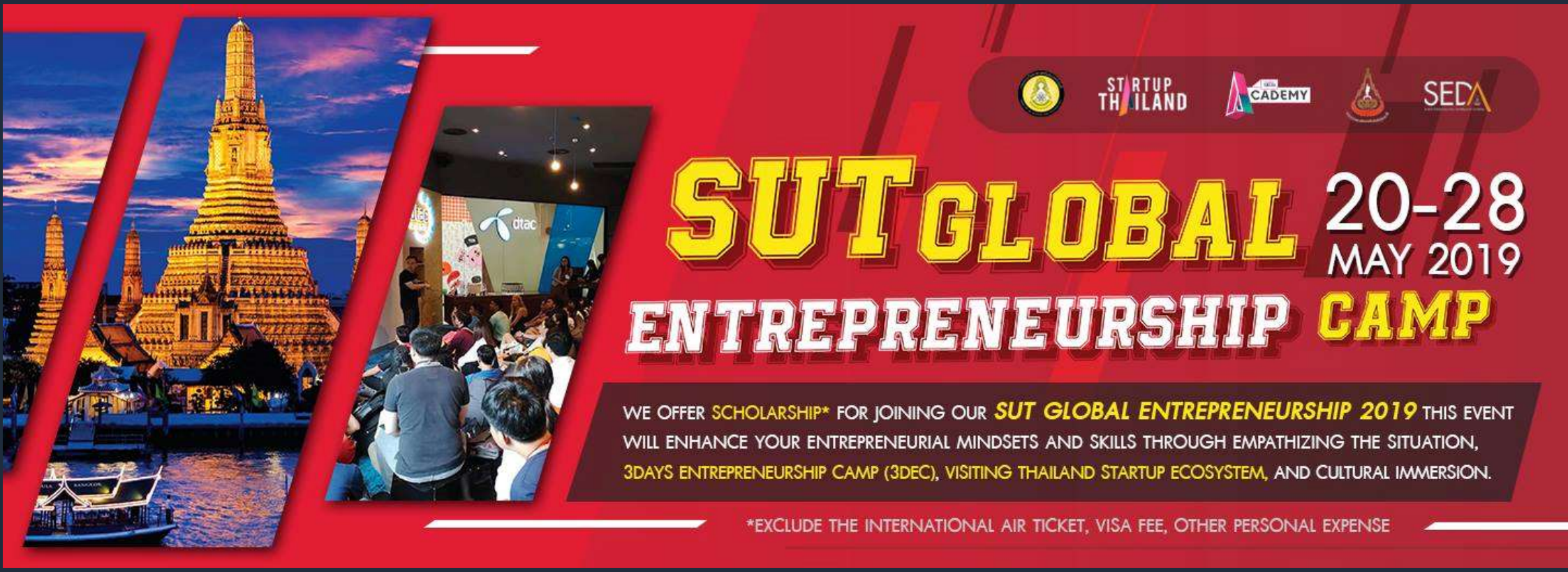
Welcome

SUT Globlal Entrepreneurship Camp 2019

21-27 May 2019

Welcome


STARTUP THAILAND
CADEMY
SEDA
SUT GLOBAL
20-28 MAY 2019
ENTREPRENEURSHIP CAMP
WE OFFER SCHOLARSHIP* FOR JOINING OUR SUT GLOBAL ENTREPRENEURSHIP 2019 THIS EVENT WILL ENHANCE YOUR ENTREPRENEURIAL MINDSETS AND SKILLS THROUGH EMPATHIZING THE SITUATION, 3DAYS ENTREPRENEURSHIP CAMP (3DEC), VISITING THAILAND STARTUP ECOSYSTEM, AND CULTURAL IMMERSION.
*EXCLUDE THE INTERNATIONAL AIR TICKET, VISA FEE, OTHER PERSONAL EXPENSE

SUT Global Entrepreneurship Camp

Innovation distinguishes between a leader and a follower

Steve Jobs

SUT Global Entrepreneurship Camp (SUT-GEC) is organized by SEDA (Student Entrepreneurship Development Academy), Suranaree University of Technology (SUT).

The purpose is to enhance the student's entrepreneurial mindsets, practical skills in forming and translating ideas into an entrepreneurial venture, to develop the students' perception and sensitivity towards real-world problems and enhance the global mind-set through social and academic cooperation.

SUT Global Entrepreneurship Camp 2018, participants from 7 countries

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Activities for SUT Global Entrepreneurship Camp

- Day 1: Thailand Startup Ecosystem & SDGs
- Day 2: Visit Wat Pho and SCG Innovation
- Day 3: Explore SUT and Team Building
- Day 4: Entrepreneurship Camp
- Day 5: Entrepreneurship Camp
- Day 6: Entrepreneurship Camp
- Day 7: Visit Thai-Yaun Village (Cultural Immersion)

Suranaree University of Technology

1 of 10 Research U.

Science & Tech

Public Autonomous U.

#4,2 THE Ranking

28 Yrs.

Medium Size
15,000 Students/
400 Faculties
8 Institutes

Innovation and Entrepreneurial University

Defining Entrepreneurship

"Entrepreneurship is when you act upon opportunities and ideas and transform them into value for others. The value that is created can be financial, cultural, or social."

Danish Foundation for Entrepreneurship

Guiding Principles

Entrepreneurship is not a personal property, it's a methodology that you can learn

Source: Kjell Hakan Narfelt, Chief strategist, VINNOVA, SWEDEN

Guiding Principles

Entrepreneurship as Ed. Philosophy,

Entrepreneurship as Methodology,

Entrepreneurship can be taught,

Entrepreneurship for All

Entrepreneurship Development Initiatives

Initiative #1
"entrepreneurship" minor program for undergrad, and entrepreneurship and innovation courses/modules for postgrad

Curricular

Minor

Modules

Initiative #2
entrepreneurship incubation and enterprise cooperative education

Ent. Incubation

Enterprise Coop.Edu.

Initiative #3
training programs in entrepreneurship for faculty members

Faculty Capacity Building

Initiative #4
SEDA: offers co-curricular and extracurricular activities and ecosystem

Co-curricular/ Extra-Curricular Activities

Co-working Space

Maker Space/Fab Lab

Coaching/Mentoring/EIR

Internationalization

Startup Support

SEDA: Nurturing Entrepreneurship @SUT

Inspiration

- Startup & SE Talks
- SE Trip
- SUT Chic Chat
- SUT Demo Day
- Soleh

Mobilisation

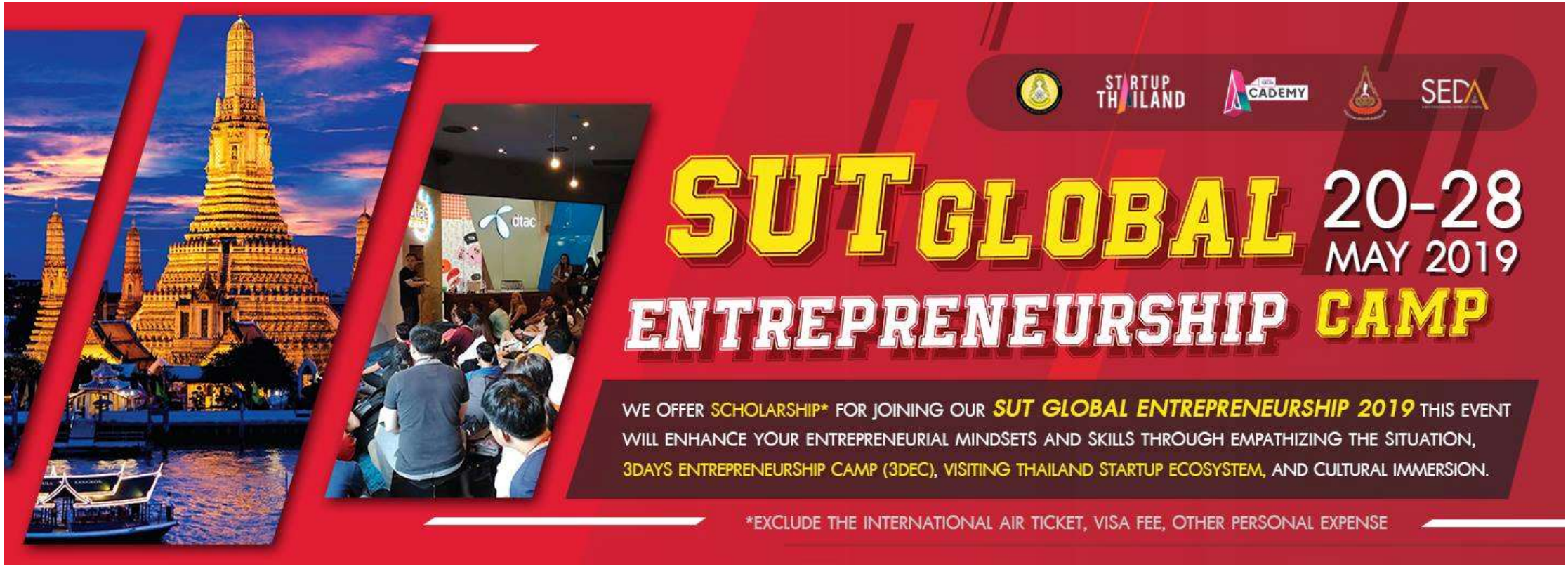
- Design Thinking
- Be Creative Workshop
- Service De. Camp
- Code D.
- Data Science Series
- Make A Difference
- Startup Camp
- Hackathon
- International Internship Preparation

Innovation Playground

- Co-Innovative Space
- Maker Space
- Fabrication Lab
- Entrepreneur-in-Residence (EIR)
- Networking

Pre-Incubation

- After School Coaching Programme
- 4-Month Entrepreneurship Incubation Programme
- Business Brotherhood Programme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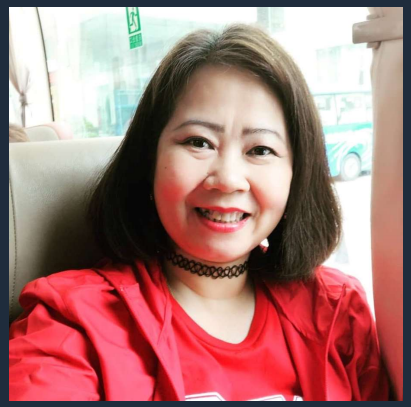
Meet who will be supporting you throughout the event



Dr. Mullika Sungsanit (Molly)

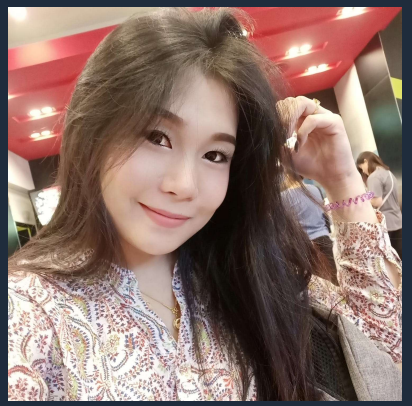
Chief of SEDA,
Head of SUT Entrepreneurship

Ms. Kamonwan (Palm)

SEDA Activity Curator

Ms. Pakkaporn (Pak)

Innovation Officer



Ms. Promporn (Som)

Innovation Officer

Mr. Kittithach (Ti)

Encubation Coordinator

Meet the coaches

Dr. Mullika Sungsanit (Molly)

Chief of SEDA,
Head of SUT Entrepreneurship

Ms. Suleeporn (Bat) Ratchapolsit

Marketing Consultant/
IBD Lecturer

Mr. Lars Andersson

Chalmers U. of Tech
Lecturer/
IBD Lecturer

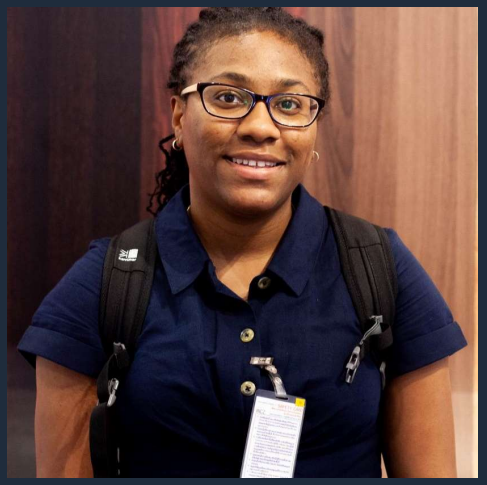
Mr. Apirut (Art) Vanchaam

Chief Digital Officer at SCG CBM

Mr. Bongse Varawutti Muenyutthi

SEDA Academic Coordinator

Meet International Centre for Transformational Entrepreneurship (ICTE Team)



Dr Cherisse Hoyte
Senior Lecturer

Dr Peter McLuskie
Senior Lecturer

Dr. Sunita Dewitt
Lecturer in Enterprise and Entrepreneurship,

Activities

....

Let’s learn and have fun !!!

SNAP CLAP STOMP

05:00

- Find a partner, stand, and face each other.
- Pairs count out 1,2,3 alternating.
- Instead of saying one, pairs replace with **a snap**. (ดีดนิ้ว)
- Instead of saying two, pairs replace with **a clap**. (ปรบมือ)
- Instead of saying three, pairs replace with **a stomp**. (กระทืบเท้า)
- When a pair makes a mistake, they lift their arms and say TAA-DAAH!

https://experience.sap.com/skillup/5-ways-warm-ups-align-mindsets-to-innovate/

Team Forming

Team Criteria

05:00

- Form a group of 6 people. (some group may have 5 or 7 people)
- Must have at least 1 Thai student /group (ideally 2 persons/group)
- Team member in a group must come from at least 3 universities.
- Each group must have at least one person from Coventry university.

Team Forming

- Each person in the team will get 1 A4 paper.
- Draw to tell about your strength, something that you are good at, or your uniqueness. (4 Minutes)
- Team members introduce themselves (your background and your strength), 1 minute/ person.
- Team members brainstorm your team uniqueness, draw a picture to explain your team (use it as a team logo). Then name your team. (10 minutes)
- Each team will present their team logo with quick explanation (1 minute/team)

20 CIRCLES

02:00

- You will get a print out that has 20 circles.
- You have a minute to fill the circles with images.
- After two minute share the results.
- The person that fills the highest number of circles wins!

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1000 Uses

05:00

- Form a group
- ***Use the "paper clip" and come up with 1,000 uses for the object.***
- Hold the paper clip, think, and say it out loud about the use of paper clip. When finish, Pass the paper clip to the next person.
- **No repeats! In each group, each participant will take turns in a circle coming up with new ideas.**
- each group has **a volunteer note taker** to capture how many ideas their group comes up with.
- Time the challenge for **5 minutes.**
- When time is up, each group **shares how many ideas you generated.** The group with the most ideas wins!

Yes, But.....

03:00

- Divide a group into pairs.
- Person A makes a suggestion to do something together with person B.
- B answers “Yes, but…” and comes up with a reason for not doing the activity. (E.g.: A: Let’s go for a swim. B: Yes, but I haven’t got my swimming trunks.)
- Next, B makes a counter-suggestion to which A again responds with “Yes, but…” and comes up with yet another reason for not doing the activity.

Yes, And .....

02:00

- Person A makes a suggestion to do something together with person B.
- This time, B answers with "Yes, and…" and adds to the activity.
- A, in turn, responds positively to the addition, and answers with "Yes, and…" and makes an extra suggestion to support the previous suggestions (e.g. A: Shall we go for a swim?
- B: Yes, and let's also have a go on the water slide.
- A: Yes, and let's come up with a new swimming stroke.).

Reflection

- How do you feel about the different versions?
- What are the differences in energy?
- Did you recognize certain situations from your own work/studey environment?

YOUR ENTREPRENEURSHIP JOURNEY

PROBLEM

DEFINE

PROBLEM INSIGHT

CUSTOMER

MARKET

SOLUTION IDEATION

BUSINESS IDEA

PROTOTYPE

PITCHING

3 GOOD HEALTH AND WELL-BEING

11 SUSTAINABLE CITIES AND COMMUNITIES

YOUR ENTREPRENEURSHIP JOURNEY

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THEMES

3
GOOD HEALTH AND WELL-BEING
11
SUSTAINABLE CITIES AND COMMUNITIES

WHAT ARE THE CHALLENGES RELATED TO HEALTH AND WELLBEING?

MALNUTRITION

LIMITED ACCESS
TO HEALTHCARE

FOOD SAFETY

NCDS

MENTAL
HEALTH

WELL-BEING OF AGING
POPULATION

CHRONIC
HEALTH DISEASE

LACK OF SAFE
WATER

OBESITY

WHAT ARE THE CHALLENGES RELATED TO CITIES AND COMMUNITIES?

PUBLIC TRANSPORTATION

LACK OF
PUBLIC SPACE

AIR
POLLUTION

IMMIGRATION

POOR URBAN PLANNING

WASTE
MANAGEMENT

URBAN POVERTY

Example

A3

Obesity/overweight

CHOOSE 1 PROBLEM
THAT YOU
FEEL INTERESTED

Example

A4

Obesity/overweight

1 Sport & Physical Education in school

★2 Eating habits

3 Lack of Exercise

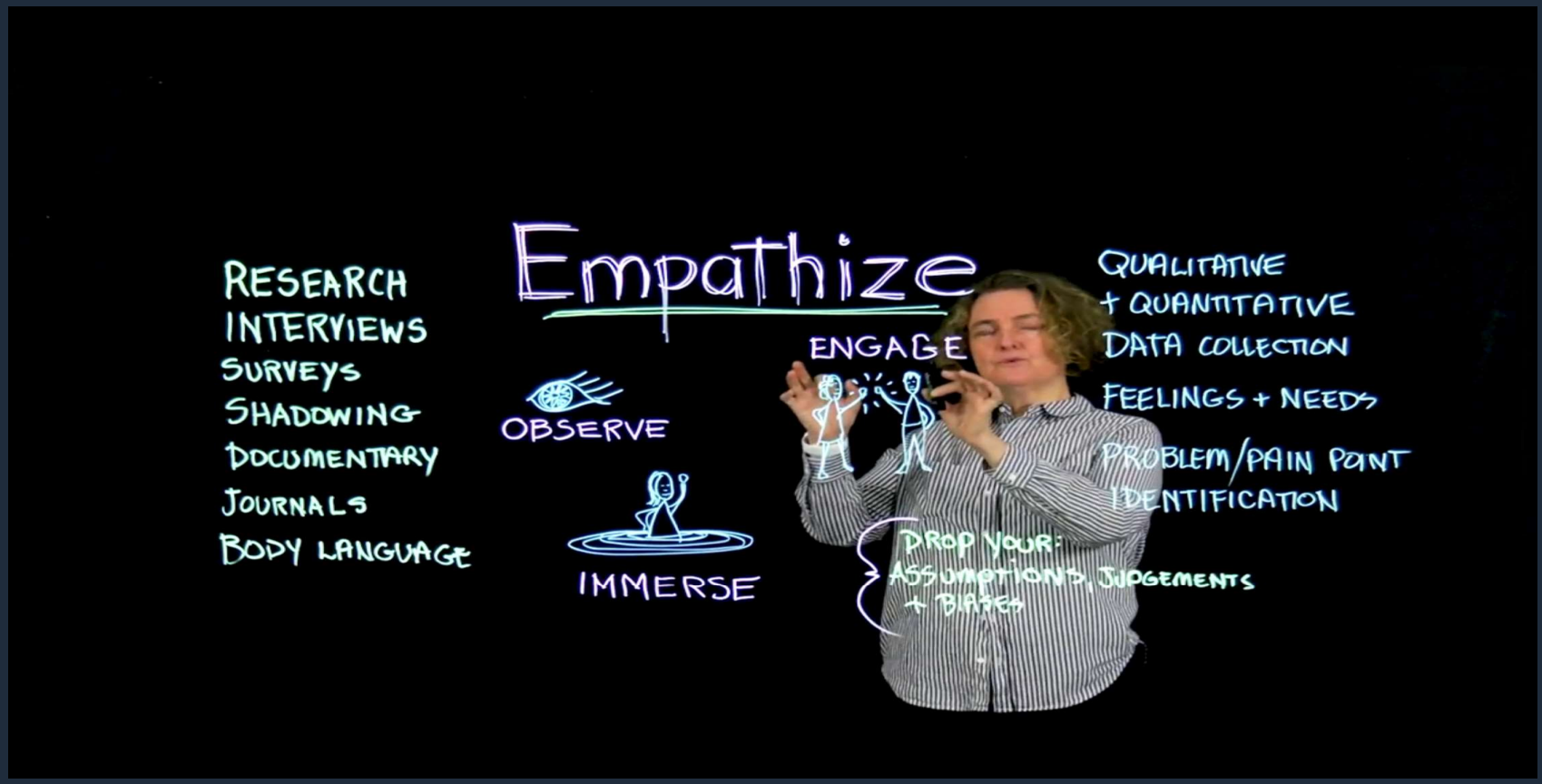
LIST DOWN

TOP 3

OF YOUR MOST INTERESTED SUB-TOPICS

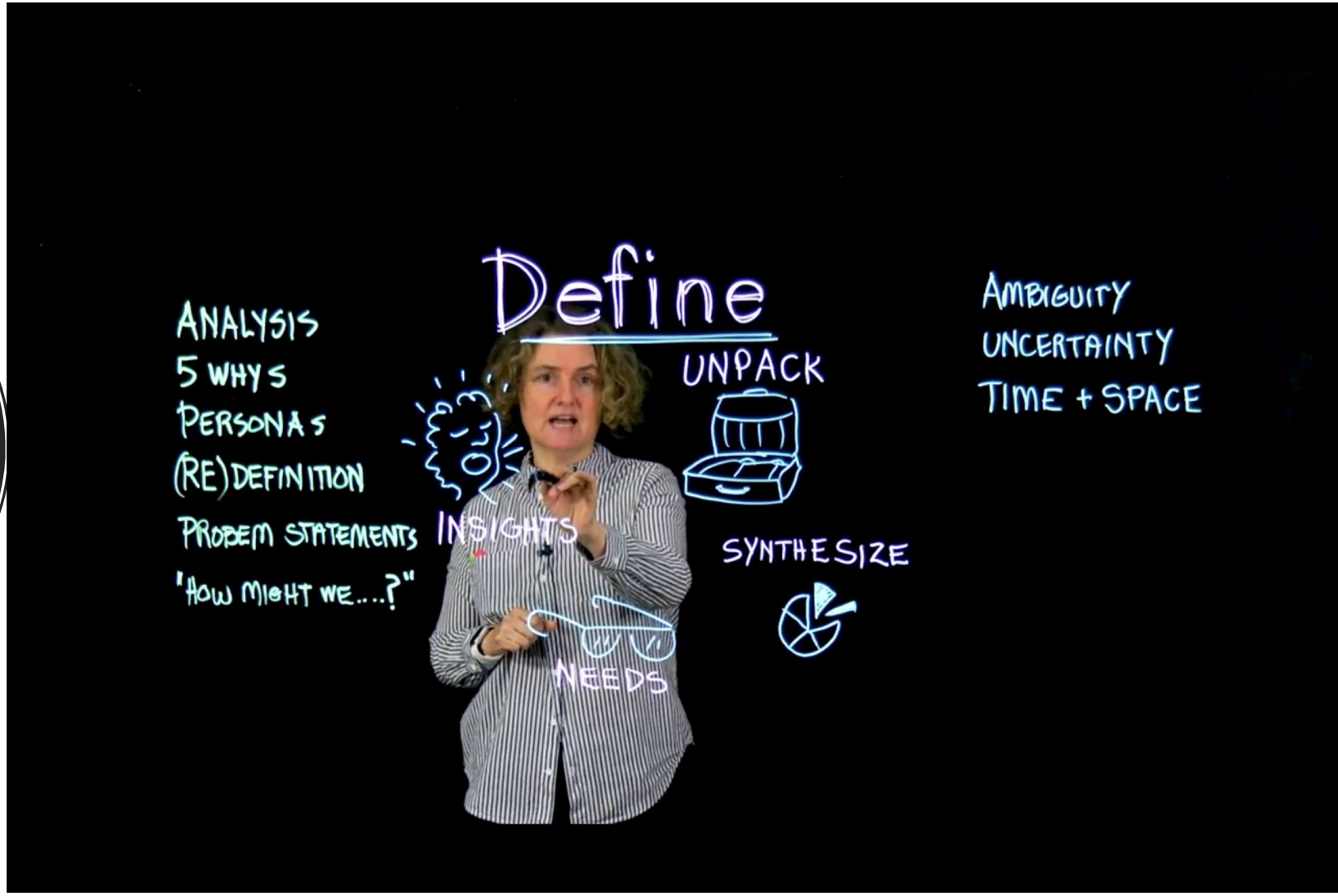
(CAUSES OF THE PROBLEM)

Empathize



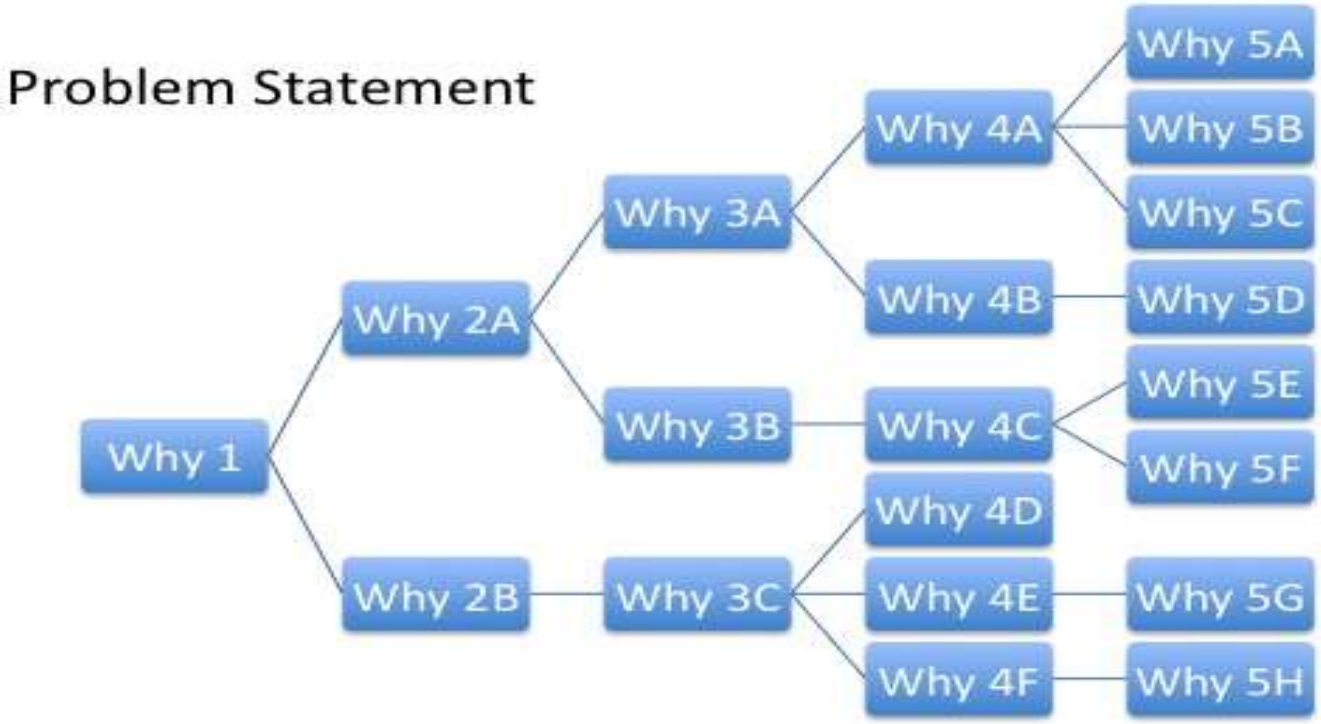
https://www.youtube.com/watch?v=q654-kmF3Pc

Define the problem to solve



https://www.youtube.com/watch?v=TNAdanuvwtc

5 Why Analysis



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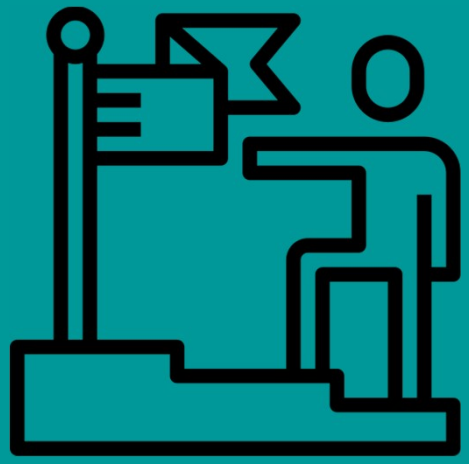
TURN PROBLEM

INTO DESIGN CHALLENGE



HOW MIGHT WE… ?