
THAILAND MARKET LANDING PROGRAM



2024 BKK program for SEOUL STARTUP HUB GONGDEOK



9 - 13 DECEMBER 2024

CHULALONGKORN SCHOOL OF INTEGRATED INNOVATION (CSII)

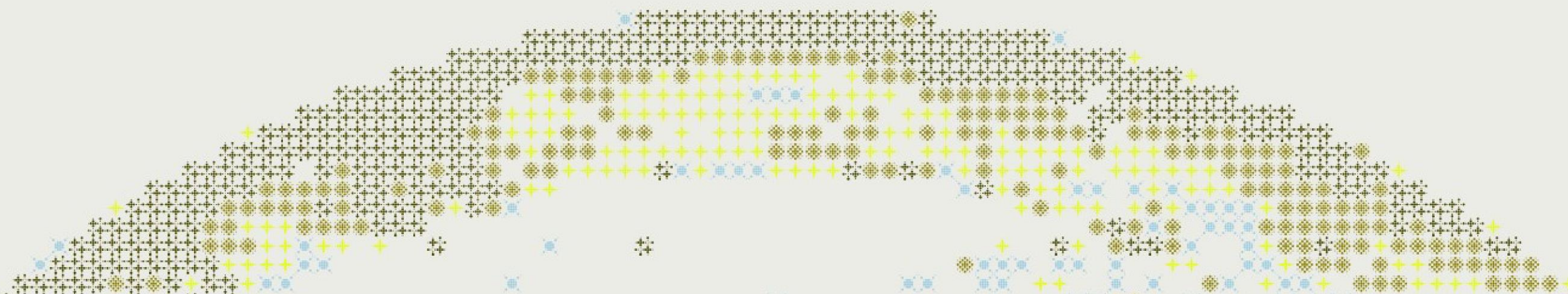


CSII

**Chulalongkorn School of
Integrated Innovation**

BAScii

**Bachelor of Arts and Science in
Integrated Innovation**





World's Top 100 Universities,

For Best Academic Reputation from QS World University Rankings 2021

No.1 in Thailand,

according to

- QS World University Rankings, for the 8th consecutive year (2012-2021)
- QS Asia University Rankings, for the 5th consecutive year (2017-2021)
- Times Higher Education World University Rankings by Subject 2021



Chulalongkorn School of Integrated Innovation (CSII), a faculty under Chulalongkorn University specialising in Innovation and Thailand's first educational institute to achieve ISO 56002 Certification on Innovation Management System.

CSII offers an four-year undergraduate international degree program BAScii - Bachelor of Arts and Science in Integrated Innovation





Level 1: Pre-Idea

- 1.Intro to Finance
- 2.Intro to Marketing
- 3.Intro to Business Model
- 4.Intro to Design Thinking
- 5.Intro to Lean Startup

Level 3: Prototype

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

Level 5: Go to Market

- 1.Digital marketing
- 2.Business matching
- 3.Recruiting skill
- 4.Networking session
- 5.Pitch
- 6.Company registration
7. Tax and Accounting

Level 7: Series A

1. Fund raising skill
2. How to enter to the stock market
3. Alliance management

Level 2: Idea/Research

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

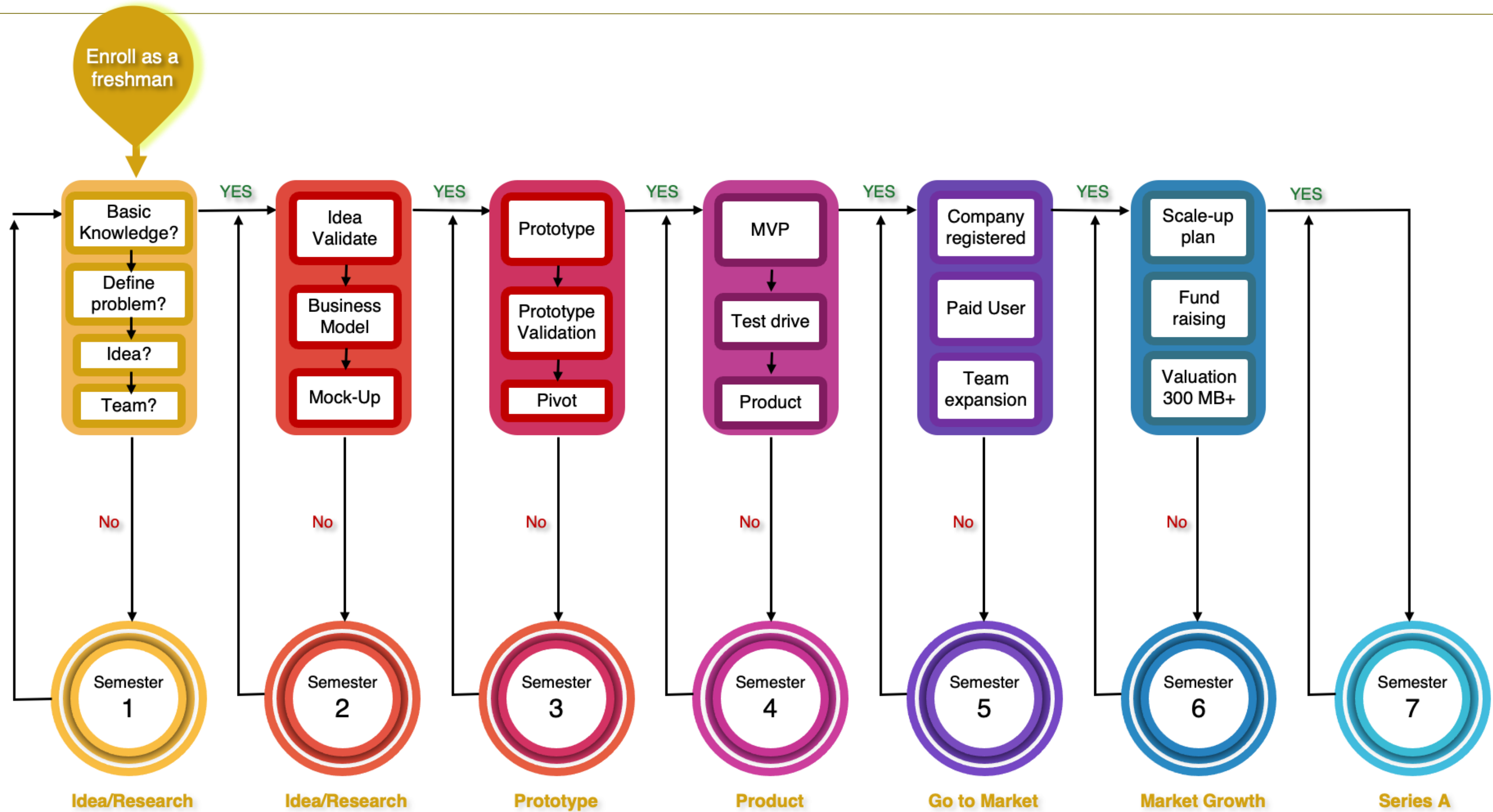
Level 4: Product

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

Level 6: Market Growth

- 1.Finance(Advance)
- 2.OD
- 3.HDR+HRM
- 4.Pitch for Raise
- 5.International marketing







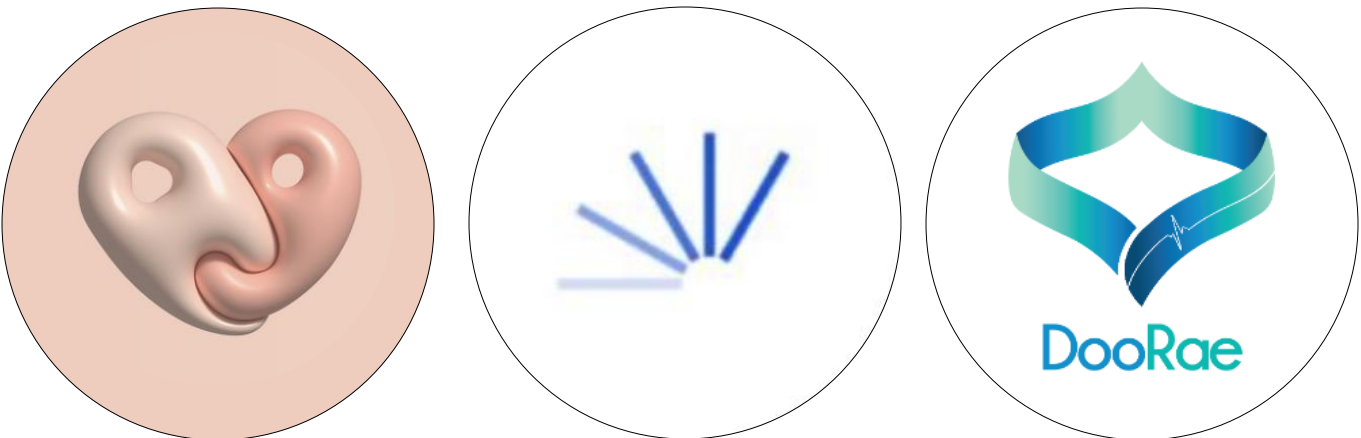
BAScii001



Bygge

SOPet

BAScii002



Agapae

Pirc Consulting

DooRae

BAScii002 + BAScii003



Tastemap

BAScii003



EPIS

Carsup

Eyequila

BAScii004



Prompt

Prelly

Swipe

Jubmue

PJJ Solutions

Wallify



บ้านและสวนแฟร์
select 2024

**EDITOR'S
Choice**
2024

**ใช้ชีวิตแบบ
WELL-BEING**
เริ่มต้นได้ด้วยการ
เลือกใช้ผลิตภัณฑ์ที่ดี

PRODUCT

RECOMMENDED

ศรายุทธ ศรีทิพย์อาสน์
บรรณาธิการบริหารบ้านและสวน

**“เครื่องเปลี่ยนเศษอาหาร
เป็นดินอินทรีย์
ที่พร้อมใช้ใน 24 ชั่วโมง”**

RECOMMENDED by
ศรายุทธ ศรีทิพย์อาสน์
บรรณาธิการบริหารบ้านและสวน

2 Years
Warranty

Eco
Friendly

Easy
to Use

**บ้านและสวนแฟร์
select 2024**



DooRae
MOBILE CLINIC

ชุดอุปกรณ์เครื่องตรวจสุขภาพอัจฉริยะ
ตรวจได้ครบวงจร พร้อมวินิจฉัยกับแพทย์

By integrating **advanced mobile healthcare units** with diagnostic devices and telemedicine platforms, DooRae enables patients to receive **real-time diagnosis** and consultation from medical professionals without the need for extensive travel.





CARSUP helps car owners find and book the right auto repair shops using **smart search tools** for price, location, expertise, and reliability. Our platform tracks repairs, offers multiple payment options, and provides detailed E-Bills that boost a car's resale value.





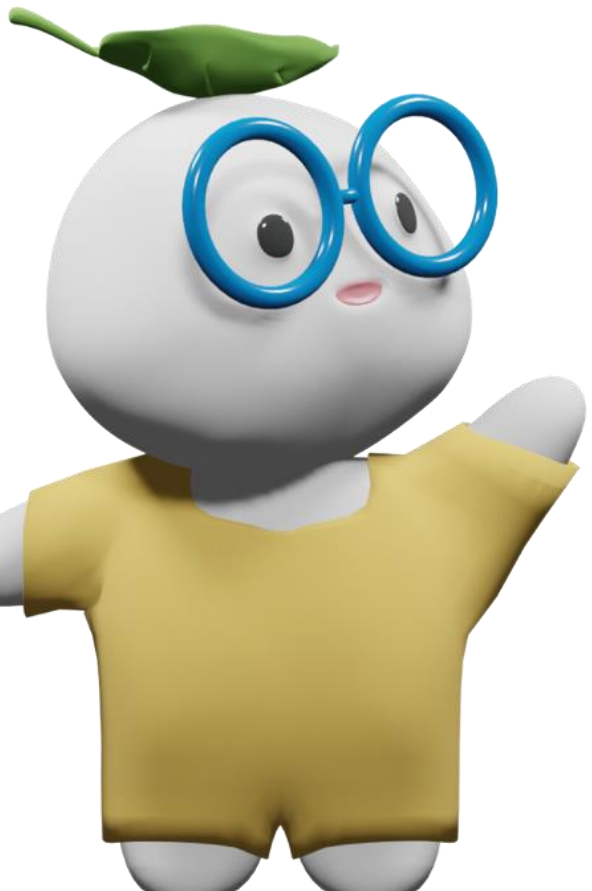
EYEQCHECK & EYEQUEST

EYEQUILA

By. THEBANDM CO., LTD.

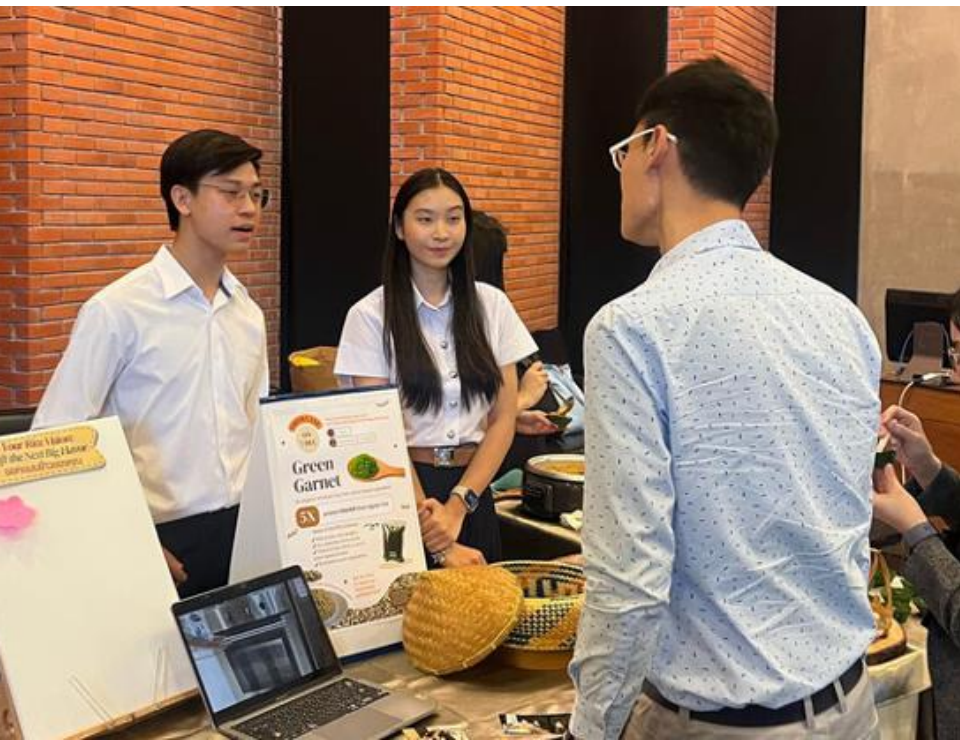


Eyequila is a digital health platform focused on combating digital eye strain through two core solutions: **EyeQCheck**, an online eye health assessment tool providing personalized recommendations, and **EyeQuest**, an interactive game that makes eye exercises engaging and fun.



บริษัท เดอะบีนด์เอ็ม จำกัด
THEBANDM CO., LTD.





Arc rice

BRING COLOURS TO RICE



ARC Rice is an **innovative food solution** developed by students at BAScii, offering a healthier **alternative to traditional white rice**. It mimics the taste and texture of real rice while having a low glycemic index and high fiber content.

- ✓ Low Glycemic Index
- ✓ Low sugar
- ✓ High fiber



STARTUP THAILAND ECOSYSTEM



STARTUPS

481



INVESTORS

21



ACCELERATORS

19



COWORKING

4



CORPORATE

28



UNIVERSITIES

5



GOVERNMENT

6





USA



Europe & UK



Australia



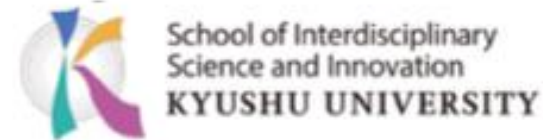
Singapore



Korea



Japan



Hong Kong, China



Taiwan



Malaysia



Israel



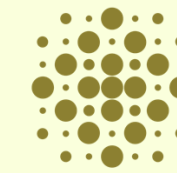
Mongolia



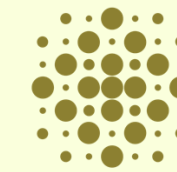
India



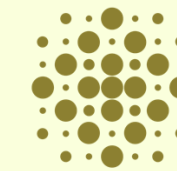
Thailand



Exchange Programs



Semester Abroad



Resources Sharing



Network / Startup Exchange

>1,300

programs in 39 countries
across the world via





agreements signed
directly with
CSII

30

With the support of **CSII industry partners**, BAScii students gain real-world experiences and developing **future literacy** while working on projects with industry mentors from multiple sectors.

Education



Public Sector



Community-based Support Organization



Technology



Innovation, Data, Web3



Conglomerates



Industrial



Energy



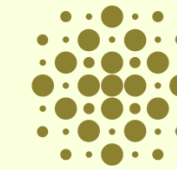
Retail & eCommerce



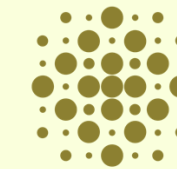
Social Enterprise



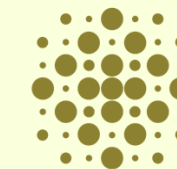
Telecom



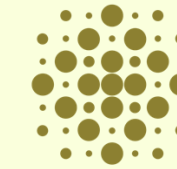
Innovation /
Consulting Projects



Startup Internships



Business Matching



Career
Development



Job
Opportunities



PROGRAM Introduction

As part of the future collaboration between SBA and Chulalongkorn School of Integrated Innovation (CSii), the Thailand Inbound exchange program is developed with a view to accommodate 5-10 Korean Startup in AI sector. The inbound program aim to introduce Thailand Startup Ecosystem as well as Thailand Market at a glance to the Korean Startup for further market expansion.

PROGRAM At a Glance



2024 BKK program for SEOUL STARTUP HUB GONGDEOK

Onboarding & Pre-Mentoring (~December 9th)

Onboarding

- Identification of individual companies and kickoff meetings (detailed understanding of each company's needs, goals, and target items)
- Enhancement of companies' understanding of the program (sharing updates on progress in Bangkok, Thailand and pre-matching)
- Review of company-specific pitch decks and tailored IR coaching for the Thai market

Program Operation (December 9th~ 13th)

Main Programs

- Introduction to the Thai startup ecosystem, business culture, and essential preparation requirements
- Potential Clients and AI-related company visit for further Market exploitation.
- market entry strategies for Thailand through customized 1:1 consulting for each company (Potential business matching)

Local Network Expansion

- Building essential networks needed for future market entry in the region (partners such as investment institutions, large corporations, potential clients, and industrial complexes)
- Support for entering local networks and subsequent business matching through demo days and IR

Follow-up Support (After Program)



- Connection for attracting domestic and foreign investments.
- Support for establishing local corporations.
- Follow-up support and post-management after meetings with local business partners.



PROGRAM DETAILS

Program	Detail	Hours	Location
Thailand Startup Ecosystem	<ul style="list-style-type: none">• Introduction to Thailand Startup Ecosystem by National Innovation Agency (NIA)• Character of Thailand user segmentation and Market Pattern	6 hours	Chamchuri 10 Building, CSII
Thailand Market Landing Initiatives	<ul style="list-style-type: none">• Introduction to rules and regulations for Thailand Startup Landing Program• Fund and Investment scheme for Oversea Startup	3 hours	Chamchuri 10 Building, CSII
Market Landing Mentoring session	<ul style="list-style-type: none">• 1 on 1 mentoring session for each startup• focus on business matching + partner identification• Expansion of startup network with mentors in CSII mentoring pool.	9 hours	Chamchuri 10 Building, CSII
Investor Pitching	<ul style="list-style-type: none">• Pitching to Investor• Focus on further expansion opportunities to Thailand	3 hours	Chamchuri 10 Building, CSII



PROGRAM DETAILS

Program	Detail	Hours	Location
Company Visit	<ul style="list-style-type: none">3 companies visitFocus on Ai-related sector (AI + Bank + Data)Focus on potential clients or future partners	9 hours	Bangkok area
Networking	<ul style="list-style-type: none">Host by CSII, mingle with startups in CSII pool of mentorFocus on network expansion and future collaboration opportunities	3 hours	Bangkok area
Office Space	<ul style="list-style-type: none">Office space and Meeting Room throughout the staying period	-	Chamchuri 10 Building, CSII



9 DECEMBER 2024

09:00-09:10	Welcome Speech (Prof.Dr. Suchada Sukrong, Executive Director, CSII)
09:10-09:30	Introduction to BKK program (Dr. Ronnakorn Vaiyavuth, Deputy Executive Director, CSII)
0930-12:00	Thailand Startup Ecosystem (Dr. Krithpaka Boonfueng, Executive Director, National Innovation Agency)
12:00-13:00	Lunch
13:00-13:30	Team matching and Introduction (Pairing Korean Team with CSII student team)
13:30-14:00	Facility tour and office space visit
14:00-15:30	Market Survey and Market analysis (Dr. Ronnakorn Vaiyavuth, Deputy Executive Director, CSII)
15:30-16:00	Preparation for Visit (Dr. Ronnakorn Vaiyavuth, Deputy Executive Director, CSII)
17:00-21:00	Welcome Party*





10 DECEMBER 2024

08:00-09:00	CSII – Stelligence Travel to Stelligence
09:00-10:00	Welcome speech and Introduction session by CEO (Dr. Santisook Limpeeticharoenchot · CEO/Founder/Executive Director at STelligence) Pitching Session with Key person at Stelligence
10:00-11:30	(Korean team pitch for further collaboration) Wrap-up
11:30-12:00	Lunch* and transfer to Bank of Krungsri
12:00-13:00	Welcome to Krungsri Nimble (https://www.krungsrinimble.com)
13:00-13:30	(Mr. Teeraphong Mahatham, Managing Director of Krungsri Nimble Co., Ltd.,) Facility tour visit
13:30-14:00	Welcome to Krungsri Finnovate (https://www.krungsrifinnovate.com)
14:00-14:30	(Mr. Sam Tanskul, Managing Director, Kuingsri Finnovate) Pitching Session with Key person at Krungsri
14:30-16:00	(Korean team pitch for further collaboration)





11 DECEMBER 2024

09:00-10:00	Visit wrap up per team: to identify potential matchup in the last day (Dr. Ronnakorn Vaiyavuth, Deputy Executive Director, CSII)
10:00-12:00	AI and Digital startup statue in Thailand and its market (Dr. Narongthat Thanyawet , Chulalongkorn School of Integrated Innovation)
12:00-13:00	Lunch
13:00-16:00	Thailand Market Landing Initiatives (Dr.Chinawut Chinaprayoon. Executive Vice President (Digital Ecosystem Promotion Unit)
16:00-16:15	Preparation for Visit (Dr. Ronnakorn Vaiyavuth, Deputy Executive Director, CSII)





12 DECEMBER 2024

08:00-09:00	CSII – Transcode Travel to Transcode
09:00-10:00	Welcome speech and Introduction session by CEO (Prof. Dr. Agachai Sumalee · CEO/Founder/Executive Director at Transcode)
10:00-11:30	Pitching Session with Key person at Transcode (Korean team pitch for further collaboration)
1130-1200	Wrap-up
12:00-13:00	Lunch and transfer Back to CSII
13:00-13:30	Final prep for Pitching
13:30-16:00	Pitching session to Thai Investors and Thai Startups
17:00-21:00	Goodbye party*





13 DECEMBER 2024

09:00-11:00	Market survey
11:00-12:00	Startup matching (1 on 1 with potential partner or investor, if needed)
12:00-13:00	Lunch
13:00-15:45	Market Survey or Startup matching (1 on 1 with potential partner or investor, if needed)
15:45-16:00	Closing ceremony and Good bye

***hosted by CSII**
CSII will cover some meals and group travel only





Speakers and Mentors



Dr. Krithpaka Boonfueng

Executive Director, NIA



Dr. Chaikatorn Limaornvanich

Director of Innovation Strategy, NIA



Speakers and Mentors



Navakorn Rattanamaneer

AVP Corporate Ventures and Innovative Investment, Max Venture



Dr. Chinawut Chinaprayon

Executive Vice President, DEPA



Speakers and Mentors



Dr. Santisook Limpeeticharoenchot

CEO and Founder, Stelligence co. ltd.



Prof. Agachai Sumalee

Founder, Transcode co. ltd.



Speakers and Mentors



Sam Tanskul

Managing Director, Krungsri Finnovate



Matas danielevicius

Founder, Whatsnot Startup Studio



Speakers and Mentors



Darshan Mehta

Founder, Iresearch, Aha Enterprise



Dr. Narongthat Thanyawet

Deputy Director, CSII Launchpad



Speakers and Mentors



Prof. Dr. suchada Sukrong

Executive Director, CSII



Dr. Ronnakorn Vaiyavuth

Deputy Executive Director, CSII



Speakers and Mentors



Dr. Chirstopher Dixon

AI and Machine Learning , CSII



Dr. Komes Chandavimol

Principle Data Scientist, KBTG

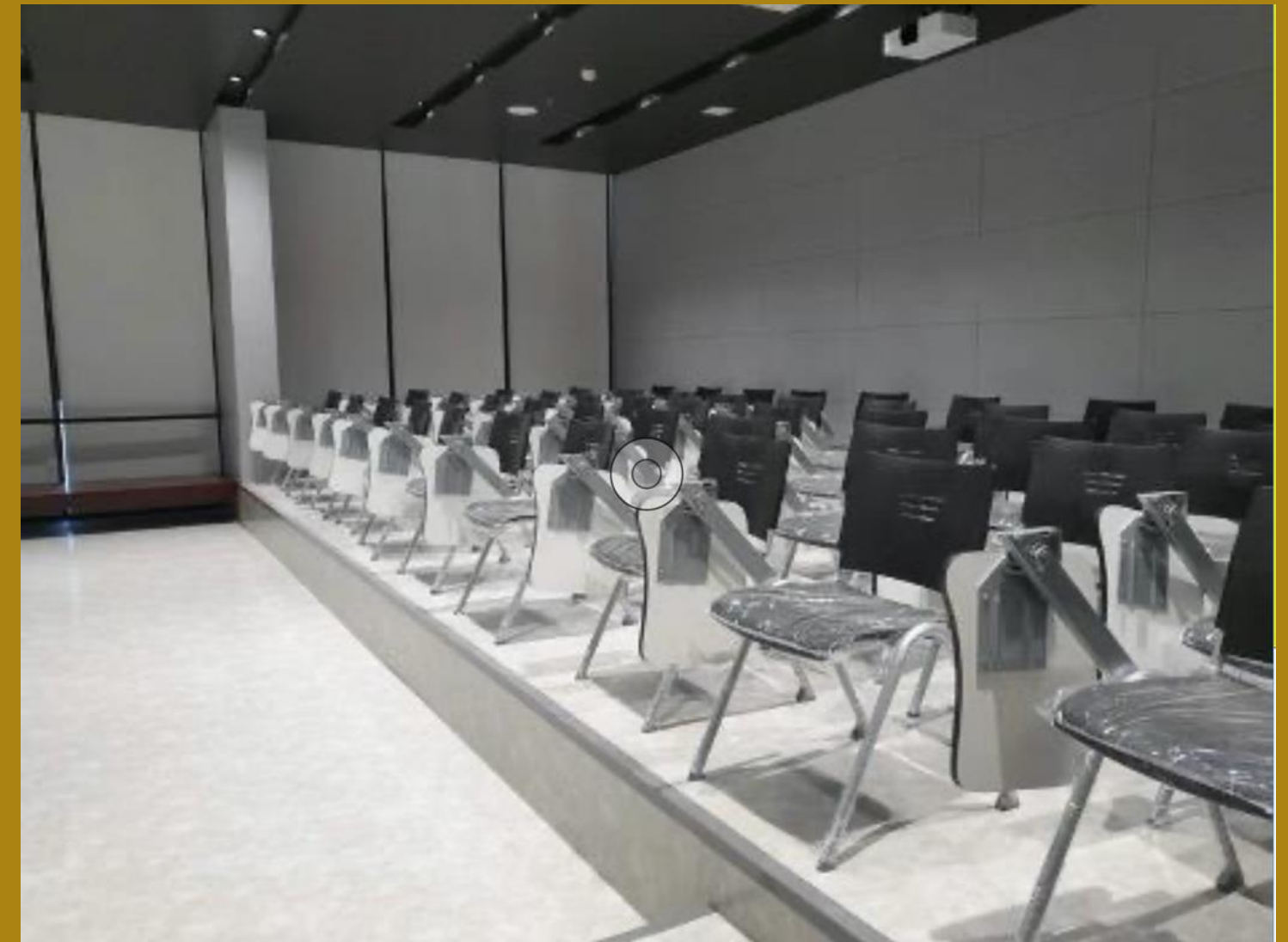


3rd floor



CSII DIGITAL AUDITORIUM

CAPACITY: 120



ROOM 310-311 AND 312-313

CAPACITY: 50



3rd floor



ROOM 301 AND 302

CAPACITY: 60



ROOM 322

CAPACITY: 30



4th floor



CSII Meeting Room

ROOM 401/1

CAPACITY: 12

ROOM 401/2

ROOM 401/3

ROOM 401/4

CAPACITY: 6



Chulalongkorn School of Integrated Innovation (CSII)

4th floor, Chaloem Rajakumari 60 Building
254 Phayathai Road, Pathumwan,
Bangkok 10330 Thailand



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2024 BKK program for SEOUL STARTUP HUB GONGDEOK



THANK YOU



9 - 13 DECEMBER 2024

CHULALONGKORN SCHOOL OF INTEGRATED INNOVATION (CSII)