



The SNU Entrepreneurship Center announces to cordially invite you to Social Ventures on NETWORK, a business proposal competition, which will be held **from August to November 2020**.

This competition is aimed at providing **undergraduate students** the learning opportunities to experiment on **inclusive, responsible change through business**. The key feature of this competition is to provide a platform for students in East Asia to help provide opportunities to re-define social problems in this region and to develop a sustainable solution to problems that the current market fails to solve. While working towards finding solutions to these common problems, the students would form **solidarity and renewed commitment towards social problems** in the region. The competition is designed as a **mini-accelerator for** cross-border social ventures, whose members are drawn from Hitotsubashi University, Peking University, and Seoul National University.

The structure of competition is the following:

- A. Students are selected on the basis of their essay that reviews the common social problems in the region with respect to either of the two domains: (1) social or cultural issues; and (2) health or lifestyle, both of which are linked to UN Sustainable Development Goals.
 - Screening criteria are the following:
 - i. Principles: (1) the level of a student's interest in the problem in the region chosen,
 (2) the level of a student's understanding of the problem chosen, (3) if possible, (yet not required) a some background knowledge of business management.
 - ii. Understanding (As-Is diagnosis) (40%)
 - 1. Description, archival ... The in-depth description of a problem chosen, which





draws on the systematic review of archival data

- 2. Description, observational ... The in-depth description of a problem chosen, which draws on observational evidence as well as the systematic review of archival data
- iii. New Perspective (Novelty) (30%)
 - 1. New description ... The description of a problem chosen unveils a new dimension of the problem in question
 - 2. New diagnosis ... The description of a problem chosen unveils a new drivers or antecedents that underlie the problem in question
- iv. Command of English (20%)
 - 1. Do not have a difficulty in expressing his or her ideas in English
 - v. Background Knowledge in Management (10%)
 - 1. Knowledgeable of a business model to solve an economic or business problem
- vi. Motivation or Commitment (Go or No-Go Decision)
 - 1. Motivated to actively participate in the program.
- B. Communication during the competition is in English. Therefore, students should have a reasonable level of competency in English in order to communicate with others and to articulate their ideas.
- C. Three learning teams whose members are evenly represented from China, Japan, and Korea will then identify social problems in the region that are not successfully managed by the current market and to develop a viable business solution to their chosen problem within **15** weeks.
 - The structure of incubation:
 - i. First five weeks: social problem definition
 - ii. The second five weeks: sustainable solution definition
 - iii. The last five weeks: solution pivoting and finalization
- D. Teams present their recommendations (business proposals) to the Judging Committee in the 15^{th} week.
- E. To facilitate this venture-accelerating program, a group of business incubation specialists are assigned to each team by providing mentoring and coaching activities; Each session runs about one hour, guided by mentor-specialists; Apart from the formal sessions scheduled, students are encouraged to interact online voluntarily in the course of proposal development.





- F. The distinctive feature of this program is that all collaboration among students (and the specialists) is done virtually through an online platform. Given the impact of Covid-19, all the interactions in this competition are conducted via virtual communication tools. In this regard, this novel attempt presents a meaningful venue for the virtual teams to collaborate and develop a viable solution to complex societal problems.
- G. Each team will receive a **seed investment** to identify an issue or a problem that exist at the community/societal level, and develop a business model in order to appease or solve it.
 - i. The winning teams of the competition will receive scholarship provided by the center as the following:
 1st prize: KRW 2 million (roughly 11,400 Yuan or 177,556 Yen)
 2nd prize: KRW 1 million (roughly 5,700 Yuan or 88,778 Yen)
- *H*. We are working with the following partners for the competition:
 - Prof. Qiaowei Shen, Executive Director of UG&PG Program, Guanghua School of Management; Professor Jin Abe, Center for Global Education and Exchange, Professor Takhairo Endo, Graduate School of Business Administration, Hitotsubashi University
- *I.* For further information, please contact:
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