

## Viettonkin Startup Launch 2019, a launch for Vietnamese startup idea



### I. INTRODUCTION:

Viettonkin Startup Launch 2019 is the first startup initiated and organized by Viettonkin JSC within the chain of activities aiming at the incorporation 10th anniversary, together with Viettonkin Startup Ecosystem together with the companions and coordinators. Viettonkin Startup Ecosystem (VSE) mission is to develop the organization capacity and build SMEs / Startups community with support organizations but not limited to government agencies, businesses, investment funds, consulting companies, service providers, ... thereby setting up a strong business community in Vietnam.

Startup encounters such common obstacles as capital source, difficulties during market research and marketing products, the lack of management capacity, talent attractability, financial management skills, and other difficulties. Thanks to the strengths of a multidisciplinary and multi-sector consulting entity with 10 years of experience, Viettonkin wants to contribute to the establishment of a larger and stronger community of Startup in Vietnam by startup recruitment and supporting activities with great potential, providing resources and tools for startup to handle the above obstacles and overcome the turbulent startup at the beginning time.

By the selection of 5 startups with new business models, innovative, dramatic business projects, with a solid foundation engaging in such fields as services, information technology (IoT, AI, blockchain, etc.), tourism - hotel restaurants, manufacturing, business solutions, especially including the Startup projects that want to invest in Southeast Asian countries, startups provided with the opportunity of training from domestic and foreign business owners, consultants in many fields, immersing in the

creative, enthusiastic, dynamic environment that is on the way to become a startup ecosystem of Viettonkin.

Moreover, the contest plays a role as a most effectively brand promoting channel among startups and investors, domestic and foreign investment funds, press agencies and media, startups with other creative and outstanding business model. Selected 5 startups and projects will appear at the awards Gala night and the 10 year anniversary of Viettonkin JSC.

## **II. PROJECT SITE**

- All provinces and cities across the country are primary in Hanoi city and Ho Chi Minh city
- Southeast Asian countries consist of Singapore, Indonesia, Thailand, Singapore, Malaysia

## **III. SUBJECT OF SELECTION**

- Age: prioritizing Startup business owners between 25-40 years old
- Startups are in the pre-seed and seed stage
- Potential startups are from startup contests
- Individuals and teams have innovative, dramatic ideas with high feasible and practical applications.
- Prioritizing projects in the fields of: Services, information technology (IoT, AI, blockchain, etc.), tourism - hotel restaurants, manufacturing, business solutions.

## **IV. EVALUATION CRITERIA**

- Innovation and creativeness in products/services, production and business processes, business models
- Business potential, return on investment (ROI), revenue and profit ability
- Feasibility of the strategy to launch products / services to the market
- Enforcement capacity of workforce
- Feasibility of production-business scale expansion plan

- Reasonable level of financial forecast and investment capital calling plan

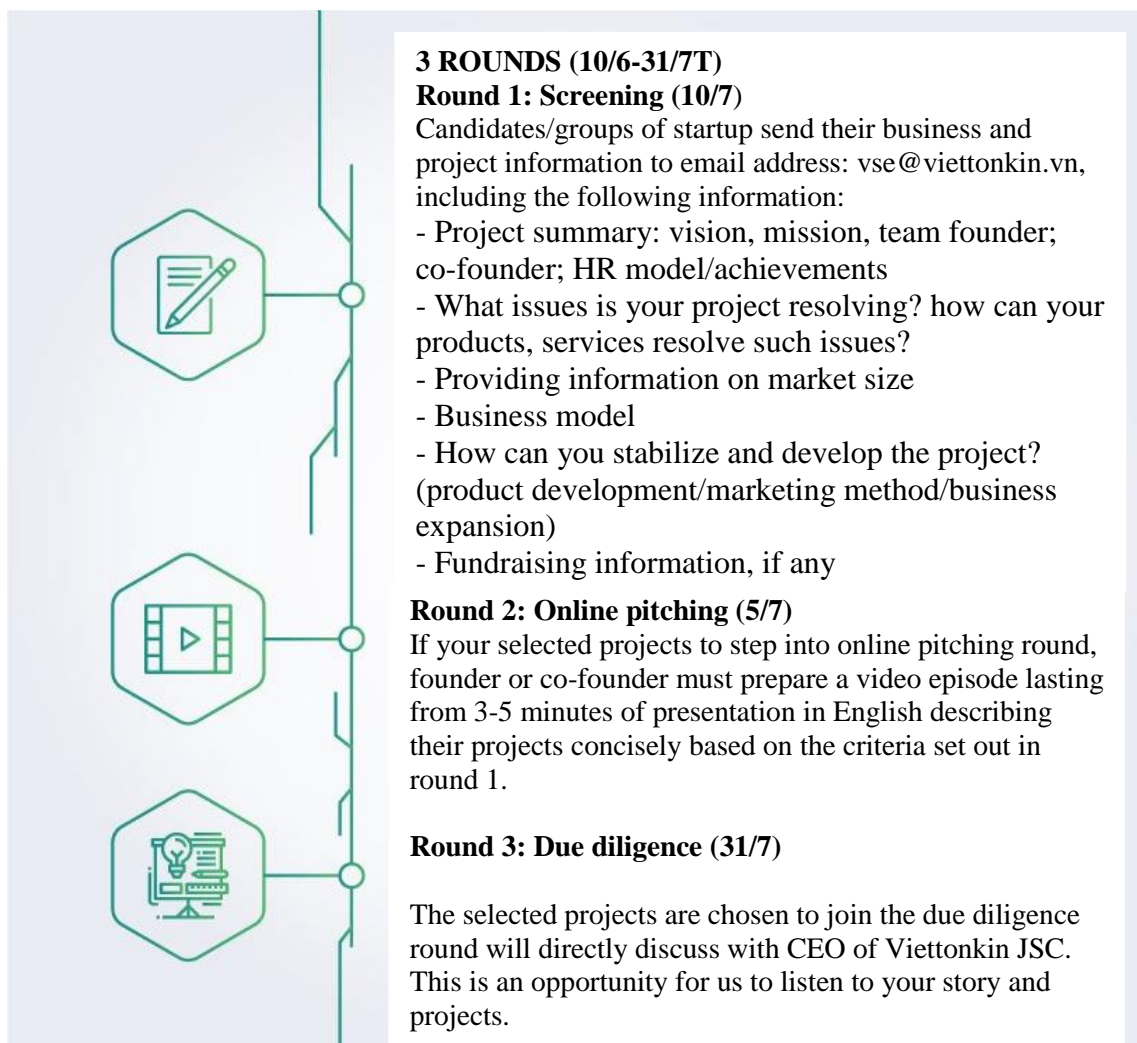
## V. EXPECTED TIME

Time to receive documents: June 10th, 2019 - July 10th, 2019

Round of pitching: July 10th, 2019 - July 20th, 2019

Round of due diligence: July 20th, 2019 - July 31st, 2019

## VI. TOURNAMENTS



## **VII. PRIZES**

**All startups teams will compete for the final winning prize of up to \$55,000, including:**

- \$10,000-40,000 in equity financing for the startup project**
- \$15,000 worth of tokens as startup consulting services and programs during the first 2 years of startups project**
- Opportunity to become a successful applicant of the startup visa program for both financing and immigration purposes in Canada offered by Viettonkin Immigration.**
- Become an official leading member and active contributor of Viettonkin Startups Ecosystem (VSE)**

## **VII. SPECIFIC PROCESS**

### **• Stage 1: Awareness (Expected 9 / 2019-10 / 2019)**

Within 1 month, VSE and the founders will gather a group of the same ideas. The founders will learn how to live, work and fight with founding shareholders, partners, team members and the others. This is a time for startups to learn more, be supported to join in Entrepreneurship Development program in Malaysia.

### **• Stage 2: Exploring (Expected 10 / 2019-11 / 11)**

After setting the core issues including vision, mission definition, this is the stage for the founders to explore real business opportunities in the market via activities of connecting, experiencing with business communities in and outside Vietnam.

### **• Stage 3: Commitment (expected 11 / 2019-12 / 2020)**

The first two months are planned to challenge the ideas from the founders by focusing on core goals and market demands. VSE and the founders will unify the business goals, develop strategies of management, human resource and resource development towards the official stage of launching products to the market.

### **• Stage 4: Validation and Refinement (expected 1 / 2020-3 / 2021)**

This is a very important stage, Startups will be helped by VSE's domestic and foreign experts to identify brand value, carry out marketing strategies, and at the same time to improve products / services thence to owning loyal customers and consumers within a short time.

• **Stage 5: Scaling (expected from March 2021 onwards)**

At the end of the 2-year period of seeding, Startups will aim at the stage of expanding the developing scale to new markets, creating investment traction and increasing capital. With extensive experience in investing in overseas markets, Viettonkin JSC and VSE will continue to accompany the founders and equip Startup with knowledge and skills to be ready to expand the scale and conquer the big sea and aim at a unicorn Startup of Vietnam.

Viettonkin Startup Launch 2019 hopes to create a meaningful playground and open up positive development opportunities, to contribute to promoting and encouraging starting-up and creative business activities of Vietnam nature, bringing the great value to the community and the society.

All information of the program will be regularly posted on :

Fanpage: <https://www.facebook.com/Viettonkin-Startup-Ecosystem/>

Website: <https://www.viettonkin.com.vn/viettonkin-startup-launch-2019-a-launch-for-vietnamese-startup-idea/>

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