



# AYEP

## ASIAN YOUTH ENTREPRENEURSHIP PROGRAM 2017

The 4th Asian Youth Entrepreneurship Program (AYEP 2017) will be held in Ulsan National Institute of Science and Technology (UNIST), Ulsan and Seoul, South Korea, from 23-28 April, 2017.

### OVERVIEW

The AYEP 2017 for students from five countries: China, Japan, Singapore, Taiwan, and South Korea, aiming at promoting international entrepreneurship and developing their ideas and services particularly for Asian markets.

- AYEP 2017 brings together 8 students from each university; Zhejiang University (China), Waseda University (Japan), Singapore Management University (Singapore), National Chengchi University (Taiwan), and UNIST (South Korea).
- Total 40 students will be grouped into 8 teams comprising of students from different universities.

Also, The AYEP at Ulsan includes special lectures, various team activities including business idea competition, and visiting the sites of Korean Entrepreneurship Ecosystem.

### Theme

The theme of the AYEP 2017 is focused on the

**“Technological Entrepreneurship”**

### Core Programs

The core of the AYEP 2017 is structured to give students opportunities of building up global entrepreneurship and get feedback on their performance(items/services).

Students will work to develop and build on ideas. To help students experience the reality in a startup ecosystem they will meet entrepreneurs and mentors working in the field of startup ecosystem.

### Mentors Profile

- **KiHong Bae** (CEO, Strong Ventures)
  - **JeongHun Lee** (Team Manager, Primer)
  - **Eugene Noh** (Manager, New Ventures Program at UC Berkeley)
  - **Blaine Vess** (BOD, Study Mode)
  - **David Ochi** (Director, Blackstone Launchpad at UC Irvine)
  - **Joon You** (Founder/CIO, Praxis Biosciences, Inc.)
- \* More mentors will join this event.

### PROGRAM SCHEDULE

DATE	09:00 -10:20	10:40-12:00	12:00-14:00	14:00-15:20	15:40-17:00	17:00-19:00
23 April 2017(Sun)	Seoul City Tour(*Option)					
24 April 2017(Mon)	Field trips in Seoul (MARU 180, Google Campus Seoul, NAVER etc.)					*Move from Seoul to Ulsan(16:30-22:00)
25 April 2017(Tue)	Welcome & Introduction to UNIST	Welcome Lucheon	Introduction to Technological Entrepreneurship	Teamwork session #1	Teamwork session #2	
26 April 2017(Wed)	Guest speech #1	Teamwork session #3	Lucheon	Mentoring session #1	Market Survey	
27 April 2017(Thu)	Guest speech #2	Teamwork session #4	Lucheon	Mentoring session #2	Pitch preparation	
28 April 2017(Fri)	Guest speech #3	Final pitch	Lucheon	Field trips in Ulsan or Ulsan City Tour	Farewell dinner & Award (17:00-20:00)	