Urban Innovation Challenge: 

CITYPRENEURS

Seeking Start-up Solutions Towards Achieving the SDGs

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Presentation Outline

01 Urban Challenges and SDGs
02 The Citypreneurs Programme
03 Winners of Citypreneurs
04 Activities in 2021
01 Urban Challenges and SDGs

- 2% of global land
- > 60% Global energy consumption
- 70% Global waste
- 70% Greenhouse gas emissions
02 The Citypreneurs Programme
Most Needed Changes For Start-up

Q: Which type of changes would help your start-up the most?

1. **Start-up ecosystem**
   - Access to innovators, investors, government counterparts
   - 74%

2. **Policy**
   - Government policies and regulations
   - 37%

3. **Culture**
   - Societal attitudes toward young entrepreneurs in the global economy
   - 30%
Citypreneurs’ Approach
Start-up Expert Consultation

Investor Roundtable & Pitch Clinic

Networking Event

Main Event
Private Sector Engagement & Investment

Official Investing Partners

Official Tech Sponsorships in AI, Blockchain, voice recognition and IoT
Strengthening Start-up Ecosystem with Policy Support

Seoul Impact Ecosystem Mapping Workshop

Policy Dialogue

Strengthening the Innovation Ecosystem for Entrepreneurship and the SDGs

Impact Measurement and Monitoring of Start-up for the SDGs
Community-driven Investment & Acceleration for Impact Makers

- Inclusive health and quality of life
- Circular economy and the future of waste management
- Sustainable Agriculture and Food
- Green Energy and the Environment
- Digitalization for equal opportunities for all
- Future of Work and Economic Growth
## Partnerships & Synergies

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<th>Public Sector</th>
<th>Private Sector</th>
<th>Entrepreneur</th>
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<tr>
<td>Enabling Environment For Innovation</td>
<td>Supporting Policy and Regulatory Framework For Investment</td>
<td>Clusters of Innovations</td>
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<td>Expansion Support</td>
<td>Referrals</td>
<td>Investment Return</td>
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<td>Knowledge Sharing</td>
<td>Catalyze and Scale Innovation</td>
<td>Innovative Solutions</td>
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• Biodegradable and eco-friendly plastic alternatives
• Wheat straws, paper cup, biodegradable bag, etc.

http://www.forenh.com/
• Cost effective, sustainable and eco-friendly packaging
• Insulation packaging solution using woolpack

https://planetprotectorpackaging.com/
• Affordable solar power + Incentive to attend school
• Solar Cow System (i.e., solar charging station) at schools

http://yolkstation.com/
A mobile app solution that rescues food and the environment

Connect farmers and restaurants to sell their surplus to end users

Rescue delicious, unsold food from local restaurants, stores, AND farms from being wasted and save up to 90% off the regular price!

https://damogoapp.com/
• Modular vertical farm system
• Maximize the cultivation efficient with data driven operations
04 Activities in 2021


Program Schedule

- **JULY 1**: Application Open
- **AUG 15**: Applications end
- **SEPT 1 - 5**: Announcement
  - Startups Onboarding
- **SEPT 6 - 9**: Welcome Call
- **SEP 13 - Nov 7**: Impact Session & Theme Session
- **Nov 8 - 12**: Demo Day Final Voting