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 Impacts of Citypreneurs
04 Future Growth of Citypreneurs
01 Urban Challenges and SDGs

- Cities: 2% of global land
- Global energy consumption: > 60%
- Global waste: 70%
- Greenhouse gas emissions: 70%
01 Urban Challenges and SDGs

SUSTAINABLE DEVELOPMENT GOALS

1. No Poverty
2. Zero Hunger
3. Good Health and Well-being
4. Quality Education
5. Gender Equality
6. Clean Water and Sanitation
7. Affordable and Clean Energy
8. Decent Work and Economic Growth
9. Industry, Innovation and Infrastructure
10. Reduced Inequalities
11. Sustainable Cities and Communities
12. Responsible Consumption and Production
13. Climate Action
14. Life Below Water
15. Life on Land
16. Peace, Justice and Strong Institutions
17. Partnerships for the Goals
02 The Citypreneurs Programme
Q: Which type of changes would help your start-up the most?

<table>
<thead>
<tr>
<th>Rank</th>
<th>Change Type</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>1</td>
<td>Start-up ecosystem: Access to innovators, investors, government counterparts</td>
<td>74%</td>
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<tr>
<td>2</td>
<td>Policy: Government policies and regulations</td>
<td>37%</td>
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<td>3</td>
<td>Culture: Societal attitudes toward young entrepreneurs in the global economy</td>
<td>30%</td>
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2019 Citypreneurs

176 applicants from 46 countries

01 Application Opens
May 20th

02 Early Bird Deadline
June 27th

03 Application Deadline
July 31st

04 TOP 30 Announcement
August 6th

2019 Citypreneurs
2019 Citypreneurs

Mentoring Programmes

- Start-up Expert Consultation
- Investor Roundtable & Pitch Clinic

- Networking Event
- Main Event
- Demo Day

- August 27th
- September 18th
- September 30th
- October 1st
- December 16th
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

Strengthening the Innovation Ecosystem for Entrepreneurship and the SDGs

Policy Dialogue

Impact Measurement and Monitoring of Start-up for the SDGs
<table>
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<tr>
<th>Public Sector</th>
<th>Private Sector</th>
<th>Entrepreneur</th>
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<td>Enabling Environment For Innovation</td>
<td>Supporting Policy and Regulatory Framework For Investment</td>
<td>Knowledge Sharing</td>
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<td>Expansion Support</td>
<td>Referrals</td>
<td>Catalyze and Scale Innovation</td>
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<td>Clusters of Innovations</td>
<td>Investment Return</td>
<td>Innovative Solutions</td>
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Partnerships & Synergies

- Enabling Environment for Innovation
- Supporting Policy and Regulatory Framework for Investment
- Knowledge Sharing
- Expansion Support
- Referrals
- Catalyze and Scale Innovation
- Clusters of Innovations
- Investment Return
- Innovative Solutions
Citypreneurs 2017 Winner: DoBrain

- Education app for children with learning disabilities from underserved communities
- AI-based mobile diagnosis & therapy solution
Citypreneurs 2017 Winner: DoBrain

- Largest scale cognitive treatment and advocacy for children in the world
- 500,000 users in over 10 cities
- Collaborating with Digital Healthcare Laboratory to improve mobile therapy solutions
- Partnering with Harvard Medical School, Texas Children’s Hospital and Massachusetts General Hospital to localize the app in USA
- Strengthened the business model and aligned it with the SDGs
- Connected DoBrain with international partners
Citypreneurs 2018 Winner: Dot Inc.

- Braille tech solution
- Dot Watch & Dot Mini: The world's first smartwatch & media device for the visually impaired
Citypreneurs 2018 Winner: Dot Inc.

- Excellent user experience
- Gold Lion Award in Health & Wellness Tech at Cannes
- Dot Kiosk: Barrier-free IoT information kiosk for infrastructure
- Dot Public: Disabilities-inclusive, barrier-free transportation system
- Offered various networking and pitching opportunities
- Connected Dot with city developers
Citypreneurs 2019 Winner: Yolk

- Affordable solar power + Incentive to attend school
- Solar Cow System (i.e., solar charging station) at schools
Citypreneurs 2019 Winner: Yolk

- Lower household’s expenditure on electricity + Higher school attendance
- iF 2018 Social Impact Award & 2019 CES Innovation Award
- Working with the Korea International Cooperation Agency and Energy 4 Impact to expand the Solar Cow Project in Africa
- Connected Yolk with different investors and partners
04 Future Growth of Citypreneurs

In Discussion

In Progress

NEW YORK
SEOUL
HANOI
BANGKOK
HONG KONG
NEW TAPEI CITY
SYDNEY
KINSHASA