



# KICKSTART YOUR DREAMS AT THE ASEAN-CHINA IMPACT STARTUP CHALLENGE 2021 (CDO303ACI)

Embark on the adventure of a lifetime to see your entrepreneurial dreams come to fruition at the ASEAN- CHINA Impact Startup Challenge (AISC) 2021.

Maybe you have a passion that you want to turn into your livelihood. Or perhaps you dream of financial independence and want to “be your own boss”. You could have possibly even started a business before but hit a road block along the way.

Whatever your circumstance, the AISC 2021, an immersive six-day programme occurring from **18 to 23 January 2021** (Monday to Saturday), will prepare you for the wild ride of entrepreneurship.

**LEARN MORE**

# BREAKING BOUNDARIES BEYOND BORDERS

This is not just another workshop that features motivational speakers and focuses on high-level theory or popular thought, but a pragmatic and deeply immersive approach that will get you results.

Get acquainted with like-minded individuals and industry experts from over **10 different countries** in South-East Asia, with a penchant for venturing into the unknown and surpassing limits.



The AISC 2021 also offers a plethora of exciting opportunities for participants that include:



Fast-track access to the highly acclaimed Alibaba Cloud-SUSS Entrepreneurship Programme.



Funding of up to \$10,000 for teams who show great potential in the Alibaba Cloud-SUSS Entrepreneurship Programme

# MEET YOUR INSTRUCTORS

## Kenneth Yap

Co-Founder  
Savvy Capital Pte Ltd



Kenneth's path to success began at SUSS where he won a number of entrepreneurial competitions and swiftly went on to starting up two Fintech Companies. His career trajectory then led him back to SUSS where he currently spearheads the Venture Builder which curates programme designs and forges strategic partnerships with industry experts.

## Khairul Rusydi

Co-Founder & CEO  
Reactor School

Rusydi's coalescence of passion and profession for design, education technology and youth development gave rise to the globally renowned Reactor School that offers entrepreneurship education programmes to budding entrepreneurs aged 13 to 24.



## Jackie Tan

Co-Founder  
UpLevel | NEXT50 Mentor | TRIVE



Jackie has earned many prestigious accolades for a kaleidoscopic array of business ventures ranging from biology to fintech to data analytics. When he is not challenging the status quo and making fearless entrepreneurial leaps, he can be found mentoring and judging innovation competitions.

# PROGRAMME SCHEDULE OVERVIEW

**\*In light of COVID-19, ASEAN-China  
Impact Startup Challenge will  
run virtually**

**11 January 2021**

## Pre-programme briefing:

- Meet fellow participants, trainers and staff
- Brief intro to Lean Startup
- Possible problem statements / 1-min pitch brief

**18 - 23rd January 2021**



## DAY 1

- Meet International Participants & Icebreaking
- Startup Founder Sharing on  
**"How to build a business in ASEAN-China region"**
- 1 Minute Pitch + Team Formation
- Intro to Javelin Board



## DAY 2

- Problem Hypothesis & Preparing for Interview
- GOOB 1\*
- Learning from Experiment & Pivoting
- Group Discussions and Lessons Learnt
- GOOB 2
- \*Mentorship

\*GOOB - GET OUT OF BUILDING



## DAY 3

- Review of Day 2
- Site Vist 1 ( VC / Incubator / Startup Offices)
- Learning from Experiment & Pivoting
- GOOB 3
- Value Proposition Canvas + Group Discussions
- Solution MVP
- GOOB 4



## DAY 4

- Review of Day 3
- Solution Testing + Group Discussions
- Site Visit 2 or Community Event
- GOOB 5 & GOOB 6



## DAY 5

- Pitch Deck Preparation
- Pitch Rehearsal



## DAY 6

- Final Pitch to Judges, Venture Capitalists,  
Angel Investors, Startup Mentors



# PROGRAMME TESTIMONIALS

// Highly recommended! As much as the programme is quite hectic and tough, I feel it is a great experience to immerse yourself in a market that is different from Singapore.

– **Vanessa Han Wei Lin, Bachelor of Science, Marketing (Full-time), Shenzhen, China ISC** //

// The SUSS Impact Startup Programme was really beneficial as an aspiring startup.

– **Tan Jin Xuan, Bachelor of Science Marketing (Part-Time), Phnom Penh, Cambodia ISC** //



# GET A HEADSTART FOR YOUR STARTUP

We would like to invite you to grapple and innovate, experiment, draw connections, take leaps, and build an entrepreneurial mind-set within this programme that shows you how to cut through the fog of uncertainty that surrounds startups, and covers the nuts and bolts of getting a business up, running and successful.

This programme will be conducted via an online web conferencing system; which gives participants ample practice in pitching business ideas on a global level while still retaining the benefits of being able to engage in animated discussions with other participants, speakers and mentors.

Application for the AISC 2021 is open to students from all walks of life who aspire to be entrepreneurs.

We recommend applying soon as there are limited seats available. Upon submission of the form, we will keep you posted should your application be successful.

Applications close **18 September 2020**

**APPLY NOW**

[entrepreneurship@suss.edu.sg](mailto:entrepreneurship@suss.edu.sg)