

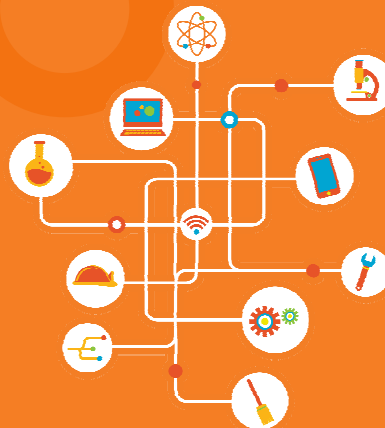
ADB

Stimulating entrepreneurship activity at SUNY Korea, from scratch

Chihmao Hsieh, PhD

8th International Skills Forum
27–29 August 2019
Asian Development Bank, Manila, Philippines

#ADBSkillsForum



**Tertiary
Institutions-Led
Start-ups and
Incubation**

(August 27, 2019)

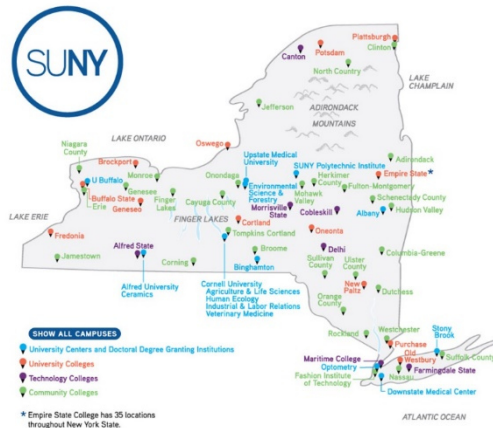


8th International Skills Forum Future of Skills and Jobs in the Age of Digital Disruptions

27–29 August 2019 • Asian Development Bank, Manila, Philippines



SUNY Korea



- State University of New York
 - 64 campuses
- SUNY Korea, its inter'l campus
 - Founded in 2012
 - 7 majors (Computer Science, Mechanical Engineering, Business Management, Applied Math & Statistics, Technology & Society, Fashion Business Management, Fashion Design)
 - Only English instruction
 - Currently 962 students, 42 countries, 85.1% Koreans
 - **All our students are required to spend 1 full year in USA at Stonybrook University**
- Part of the “Incheon Global Campus” (IGC) that includes four U.S. and European universities
 - University of Amsterdam and Cambridge University will launch a Center on our campus in 2019-2021.



Center for Global Entrepreneurship (CGE) partners with major tech organizations

- Launched at SUNY Korea in **September 2017**
- Major partners: Incheon Global Campus, Incheon TechnoPark and its startups, and Fashion Institute of Technology
- **Mission:** To offer all **SUNY Korea students & faculty** a set of **in-house programs** ranging from ideation hackathons to workshops on sales/negotiation and business modeling to mentorship opportunities, and a “networking point” with both global and local entrepreneurship communities.
- **Primary metric:** Support for **incubation of student startup companies** at SUNY Korea.



Fashion Institute
of Technology



General challenges

- Most SUNY Korea students looking for security
 - Parents still wish their children to get a job at large companies, or work for the family business
 - SUNY Korea's tuition is >\$25k per year: parents want a guaranteed ROI
 - Thus, entrepreneurship still a bit stigmatized
- Many Korean students arrive to SUNY Korea still stuck in the Korean pedagogical model
 - Used to “making the grade” in hierarchical, one-way instructional design
 - Used to minimal critical thinking and creativity
 - Entrepreneurship is actually a required component across all our students
- Limited institutional collaboration across IGC universities
- Hard to bring great English-speaking external guests to Songdo





Evolution in strategy at the CGE

- Partnering
 - 45+ professional startups being incubated by the Incheon Technopark's Incheon Global Startup Campus
 - We currently work with various of those startups, just downstairs in our basement
- On our own
 - Collaborating across the 7 academic departments, all started in different years





Ongoing partnership with Incheon Technopark and the Incheon Global Startup Campus (IGSC)

- Since 2017, we have partnered with the Incheon governmental organizations in multiple programs:
 - The Global Growth Supporters program, where faculty and undergraduate students offer consulting services to area startups;
 - The Foreign University-linked Startup Support program, where faculty and entrepreneurs give workshops and pitch training to funded startups;
 - Internship matching program connecting SUNY Korea students to work at local startups;
 - A 3-day Business Idea Camp for all IGC students in November 2018, designed and delivered from a \$18,000 (USD) government grant.



Our independent efforts in launching and operating the CGE

- **Sept-Dec 2017:** Starting from speed 0 km/hr, on our own
 - We offered cash prizes in ideation (창조적 관념) competitions (500k KRW)
 - Virtually zero interest from Korean students; more interest from inter'l students
- **2018:** Participation exploded when we offered extra credit points from their courses
 - Offered 3-day Startup Weekend in collaboration with Fashion Institute of Technology (NYC), sponsored by various Korean companies
 - Hard to encourage professors to offer these extra credit points (infringes on their own teaching)
- **2019:** Created IGNITE mini-grants
 - Inspiring Goals Now In Technology & Entrepreneurship: funds available to expose students to national competitions and expos reflecting current trends
 - March 1st-3rd: Sent 4 students to compete at **Google Campus Seoul for a 3-day hackathon** (CGE paid for their ticket and hotel accommodation); interest was very high



*Our partners,
2017-present*



A few good generalizable innovative practices, from our experience

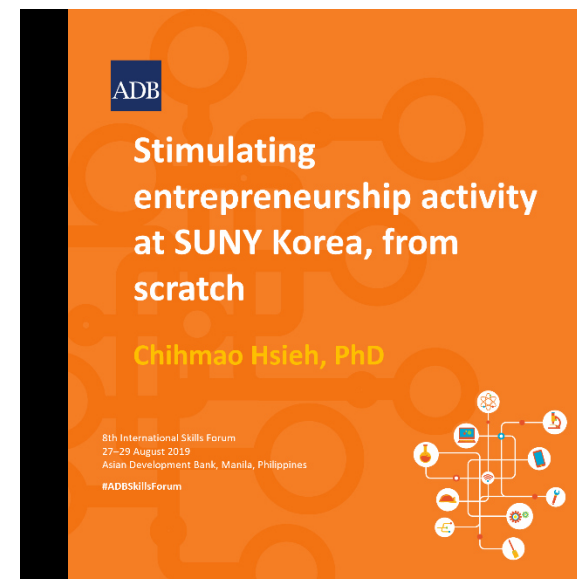
- Rely on a professor's course to support hack-a-thons and "Startup Weekends"
 - Using classes to generate participation may be especially useful in high power-distance countries
 - Talk to professors and ask them whether they are willing to use a weekend hackathon to substitute for their semester-long project
 - Professors may resist: if so, ask them to help in judging and they may want their class to join in the future
- Approach government offices and ask them whether they would like to partner on project events such as "Startup Weekend"
 - The government office would provide the theme in exchange of sponsoring door prizes or meal costs
 - In June 2019, Korea's Ministry of Culture, Sports and Tourism asked for a theme of "Sustainable Fashion Innovation" and donated to us about \$1000 worth of prizes
- Contact your local business incubator or startup hub and coordinate for them free 'student consulting'
 - You may need to utilize some small funds to help make the experience more fun for your students (i.e. funding for shared meals)



Questions?

- I'm happy to share my professional network.
- Also happy to share my experiences in growing this program in Korea, and my past programs in USA and the Netherlands.
- Please reach me anytime at:

chihmao.hsieh@sunykorea.ac.kr



Tertiary
Institutions-Led
Start-ups and
Incubation

(August 27, 2019)