

Swiss-Korean  
Innovation Week

"GREEN TRANSITION"

# IMPACT MAKERS

Social Entrepreneurship Game for Students

- Interested in entrepreneurship and positive impact?
- Sign up as team and join our simulation game!
- Experience the "behind the scenes" of running a successful social enterprise and compete with other teams!



WEDNESDAY  
2 JUNE 2021

09:00 - 12.00 (SWITZERLAND)  
16.00 - 19.00 (KOREA)



PRIZES  
AVAILABLE

WINNING TEAMS SELECTED  
IN SEVERAL CATEGORIES



# IMPACT MAKERS?

This event is part of the Swiss-Korean Innovation Week 2021 on the topic of "Green Transition". "IMPACT MAKERS" gives you (and your team) the opportunity to be a Social Entrepreneur for 2h, growing your enterprise while competing with other teams.

The game is exclusively led by **Prof. Steve Ahn**



Steve Ahn is a professor of the Institute for Startup KAIST and K-School at KAIST, which aim at promoting tech-based startups and helping build up a healthy startup ecosystem in Korea. Steve Ahn worked at Samsung Electronics and held several senior positions. In 2000, he founded Leadis Technology, a fabless semiconductor company in Silicon Valley. Under his leadership as CEO, Leadis quickly grew to become one of the leading suppliers of display driver IC's for mobile phones. Leadis completed its initial public offering at NASDAQ in 2004. He holds a B.S. in Metallurgical Engineering from Seoul National University, an M.S. in Materials Science from KAIST, an M.S. in Electrical Engineering and a Ph.D. in Materials Science and Engineering both from Stanford University and an Executive MBA from the Tsinghua/INSEAD joint program.

### TARGET AUDIENCE

Any students in Switzerland or Korea interested in entrepreneurship, social impact and sustainability.

### SCHEDULE **June 2 (Wednesday) 9:00 – 12:00 (Switzerland) / 16:00 – 19:00 (Korea)**

Swiss Time	09:00 – 09:30	Intro & Context:	16:00 – 16:30	Korean Time
		<ul style="list-style-type: none"> <li>A. Apicella, <u>Science &amp; Technology Office Seoul</u></li> <li>S. Tang, <u>Food and Agriculture Organization of the UN</u></li> <li>M. Garcia, <u>Lighting Up Ventures</u></li> </ul>		
	09:30 – 11:30	Game	16:30 – 18:30	
	11:30 – 12:00	Award Ceremony & Closing	18:30 – 19:00	

### PRIZES

Winning teams will be chosen across several game categories and benefit from one of the following:

- **Lighting Up Ventures:** Meeting and Mentoring with the CEO (selected Swiss team)
- **Ashoka Korea:** Visit and Discussion at the Social Innovation Museum "Ashoka Space" (selected Korean team)
- **Impact Hub Zurich:** Space tour, Invitation to networking event, Day passes (selected Swiss team)
- **Center for Social value Enhancement Studies:** Visit and Discussion (selected Korean team)

### HOW TO SIGN UP

- Please organize yourselves into a team (3 people)
- Choose your representative
- The representative should sign the team up



**Note:** Be aware that the event requires all team members to be in the same physical place.

Limited number of participants (first come first serve)

After you register, we will get in touch with you to further explain the event and share the personalized link.

