

## ส่งต่อ: Reminder: 2023 DB-SNUbiz Global Startup Challenge

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ร่างจดหมาย

19 เมษายน 2566 เวลา 14:14

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ชื่อเรื่อง: Reminder: 2023 DB-SNUbiz Global Startup Challenge

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|----------------------------------|
| กองกิจการนิสิต มหาวิทยาลัยนเรศวร |
| รับที่ 2699                      |
| วันที่ 27 เม.ย. 2566             |
| เวลา 08.56 h                     |

คุณไม่ได้รับอีเมลจาก yeonda33@kma.or.kr บ่อยนัก เรียนรู้ว่าเหตุใดจึงมีความสำคัญ

Dear Your University,

I hope this email finds you well!

This is a gentle reminder for DB-SNUbiz Global Startup Challenge 2023. Our application deadline is Sunday, **April 30, 2023**.

Please find the attached the updated posters of the Competition to share with interested students.

We'd really appreciate it if your university could promote this event on your official website, SNS channels, bulletin board or your preferred platforms for marketing.

And if such postings or publicizations are made, it would be a big help if you inform us or share that URL or the reference. Then I could share the information to you how many students from your university have applied to this competition.

We look forward to receiving students' applications.

Should you have any further questions, feel free to contact us.

I look forward to hearing from you soon.

Sincerely,

Dayeon

เรียน อธิการบดี

ด้วย KMA Sustainability Management

Center/Dayeon Heo Consultant สมาคมการจัดการ  
แห่งเกาหลี ขอเชิญนิสิตเข้าร่วมส่งผลงานประกวดเพื่อชิง  
เงินรางวัล โดยผลงานเกี่ยวกับแนวคิดเริ่มต้นการทำธุรกิจ  
โดยขอให้ส่งก่อนวันที่ 30 เมษายน 2566

จึงเรียนมาเพื่อโปรดพิจารณาให้ความอนุเคราะห์  
ประชาสัมพันธ์คณะ/วิทยาลัยต่อไป

ฯพณฯ, กก Website & Fanpage  
อภิชรศักดิ์

จรัสตา คอเมือง

(ดร.จรัสตา คอเมือง)

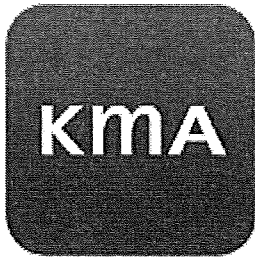
รองอธิการบดีฝ่ายพัฒนานิสิต ศิษย์เก่า และศิลปวัฒนธรรม

ปฏิบัติราชการแทน อธิการบดีมหาวิทยาลัยนเรศวร  
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KMA 지속가능경영센터 / 연구원 허 다 연

KMA Sustainability Management Center / Dayeon Heo Consultant

M. 010.4161.3127 T. 02.3274.9318 E. yeonda33@kma.or.kr F. 02.3274.9325

대한민국 No.1 지식서비스기관



[홈페이지](#) | [회사소개서](#) | [KMA 프로그램 한눈에 보기](#)

Dear Your University,

This is Dayeon Heo from KMA(Korea Management Association), which is in charge of total operation for DB-SNUbiz 2023 competition.

To begin with, we highly appreciate your university students' participation in 2022 DB-SNUbiz Global Startup Challenge. And this year, we would like to invite your university students to participate in this exciting and prestigious competition again.

The DB-SNUbiz Global Startup Challenge is an international startup competition created to realize the dreams of talented Asian college students on track to become future leaders in business and technology while laying the foundation for fostering higher ideals. It is hosted by both the DB Group, a large South Korean company focused

on innovative green technology and financial services, and Seoul National University business school(SNUbiz), the number one ranked higher education institution in Korea.

This year the event period runs **from March 14, 2023 thru August 11, 2023**. The preliminary round will be held online, but unlike last year, **the finals** will be held **face-to-face in Korea**. In this case, all expenses will be provided including airfare and accommodation.

The total prize money of the preliminaries and final is \$91,000. The final 3 winning teams(1<sup>st</sup> and 2<sup>nd</sup> places) will **be offered an overseas trip to the CES2024**, the world's most influential tech event which will take place in Las Vegas. (All expenses including airfare and accommodation will also be covered.)

Students will register their teams and submit their ideas on-line **by April 30, 2023**.

We expect lots of talented students from your university will enter our competition and get positive results enjoying benefits.

Accordingly, we kindly ask you to actively publicize this competition, 2023 DB-SNUbiz Global Startup Challenge. We'd really appreciate it if your university could promote this event on your website, SNS channels or your preferred platforms for marketing.

For your convenience, I translated the competition poster in Chinese&English. Please use it as much as you want.

Please feel free to ask me, if you have any kind of additional questions.

More information regarding registration, rules, and awards selection can also be found at <https://www.db-snubiz.com>

Official website -> <https://www.db-snubiz.com>

Facebook -> <https://www.facebook.com/DB-SNUbiz-Global-Startup-Challenge-109894281175703/>

Instagram -> [https://www.instagram.com/db\\_snubiz/](https://www.instagram.com/db_snubiz/)

Youtube -> <https://www.youtube.com/watch?v=G0YM11WaTu4>

\* KMA Contact Information:

- YunSik Choi; Head of the Center for Sustainability Management ([cys@kma.or.kr](mailto:cys@kma.or.kr)),

- JiHoon Ahn; Director of the Center for Sustainability Management ([wlgns6807@kma.or.kr](mailto:wlgns6807@kma.or.kr))

- Dayeon Heo; Manager of the center for Sustainability Management ([yeonda33@kma.or.kr](mailto:yeonda33@kma.or.kr))

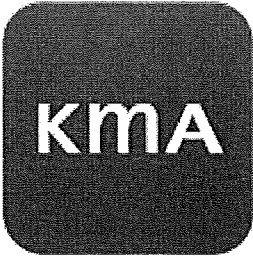
Attached file : Poster\_2023 DB-SNUbiz Global Startup Challenge

Sincerely,

Dayeon Heo

[yeonda33@kma.or.kr](mailto:yeonda33@kma.or.kr)

(+82)-2-3274-9273



KMA 지속가능경영센터 / 연구원 허 다 연

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เอกสารแนบ 2 ฉบับ

[KMA] Official Letter of an Announcement of the 2023 DB-SNUbiz Global Startup Challenge.pdf  
97K

Poster\_English.pdf  
1264K

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From : KMA , Korea Management Association

[www.kma.or.kr](http://www.kma.or.kr) TEL : +82-2-3274-9273 FAX +82-2-3274-9325

To : University Officials

Phone : +82-2-3274-9273

E-mail : yeonda33@kma.or.kr

Subject : Announcement of the 2023 DB-SNUbiz Global Startup Challenge

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Dear Sir or Madam,

This is an official letter to announce the 2023 DB-SNUbiz Global Startup Challenge.

The DB-SNUbiz Global Startup Challenge, a start-up competition for college students singled out from the top universities of Asian countries, celebrates its fourth anniversary in 2023.

The DB-SNUbiz Global Startup Challenge event gives top students in Asia a chance to grow into value creating leaders through firsthand experience launching a mock startup. Students get advising on the basics of business idea formation, determining product market fit, product design, product prototyping, testing, team creation, project management, marketing and acquiring investment financing.

This competition is hosted by both the DB Group, a large South Korean company focused on innovative green technology and financial services, and Seoul National University, the number one ranked higher education institution in Korea.

On behalf of the Startup Challenge Committee, we would like to invite your students to participate in this exciting and prestigious competition. Through active partnership of KMA and your university, we expect talented students from your university will enter our competition and get positive results.

Accordingly, we'd be very grateful if you could publicize this competition as follows:

- Post information about the competition on your university's main website and include our poster.
- Introduce the competition to your department of business administration and university affiliated startup center.
- Promote the competition in the university's official media outlets such as newspaper, social media and community platforms.

We hope that continuous conversation and active partnership between KMA and your university will turn this competition into a platform for talented Asian college students to grow their entrepreneurial skills.

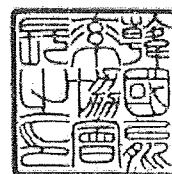
\* Official Website of the DB-SNUbiz Global Startup Challenge : <https://www.db-snubiz.com>

\* KMA Contact Information:

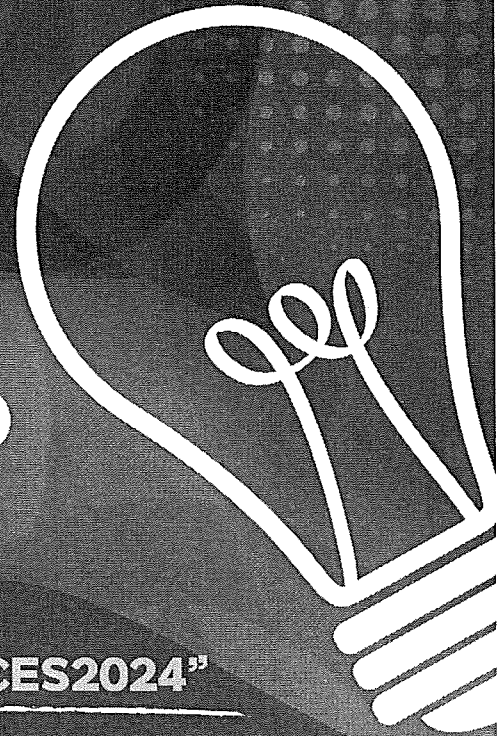
- YunSik Choi; Head of the Center for Sustainability Management (cys@kma.or.kr),
- JiHoon Ahn; Director of the Center for Sustainability Management (wlgns6807@kma.or.kr)
- Dayeon Heo; Manager of the center for Sustainability Management (yeonda33@kma.or.kr)

Attached file : Poster\_2023 DB-SNUbiz Global Startup Challenge

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# 4th DB-SNUbiz Global Startup Challenge



★ "Take a chance to visit Korea and CES2024"

## 📄 Competition Theme

start up idea & startup business model

## 🚩 Eligibility and Guidelines

- Eligibility
- Team composition : made up 1~3 students
- College students and graduate students with innovative and creative start-up ideas
- College students and graduate students who dream of starting a business.
- College students and graduate students who are founders operating for less than 3 years
- The whole event will be carried out in English

## 📝 How to apply

Read 'Guideline' on the website ([www.db-snubiz.com](http://www.db-snubiz.com)) and submit an application.



## 📞 Inquiries

wlgns6807@kma.or.kr +82-2-3274-9318  
yeonda33@kma.or.kr +82-2-3274-9273

## 🌐 Timeline

- Documents received : March 14 ~ April 30, 2023
- Announcement of the results of document : May 10, 2023
- Preliminary announcement and PT video reception : May 11 ~ May 31, 2023
- Preliminary round : June 8 2023 ~ June 9, 2023
- Preliminary results announced : June 14, 2023
- Final : August 7 ~ 11, 2023

- \* The preliminary schedule will be held online.
- \* The finals will be held face-to-face in Korea.

(All expenses will be provided including airfare and accommodation)

## 🏆 Prizes

- Round 1 : Select 35 teams and award USD 2,000 per team
- Round 2 : Select 14 teams and award USD 1,000 per team
- Final : 1st prize (1 team) USD 2,000 + Visit CES2024  
: 2nd prize (2 team) USD 1,000 + Visit CES2024  
: 3rd prize (3 team) USD 1,000