

# 「Urban Innovation Challenge–Citypreneurs」

## 1 Event informative

- **Date:** September 19 (Tue) – 20 (Wed), 2017  
(6-week mentoring program - UN SDGs specialized online start-up process under progress)
- **Co-hosts:** UN ESCAP, WFUNA, Seoul Metropolitan Government
- **Organized by:** Seoul Digital Foundation
- **Target Audience:** young entrepreneurs and start-ups from all around the world.
- **Objectives:** A city-based start-up competition seeking to solve urban problems, urban problem solutions using the UN' s SDGs.
- **Themes:** ① Health Tech ② Ed Tech ③ Transportation/Environment

## 2 Application

- **Deadline**
  - August 7 (Mon) by 18:00 KST
- **Application and Contact**
  - Online application at <http://www.citypreneurs.org/>
  - Contact info (secretariat): [citypreneurs@wfuna.org](mailto:citypreneurs@wfuna.org) (+82 2-6925-2695)

### 3 Main Content

#### □ Program

Time	Day1 (19th)
07:30~09:00	
08:30~09:30	Opening Ceremony
09:30~10:00	Expert Briefings on Themes
10:00~10:30	Break
10:30~12:00	Start-up Speed Dating
12:00~13:00	Lunch
13:00~18:00	Mentoring Sessions, Networking activities, Final Pitches Due 23:59

Time	Day2 (20th)	
07:30~08:30	Breakfast	
08:30~10:30	Pitch Competition by SDG Targets	Policy Dialogue Conference
10:30~11:00	Break (Finalists Announced)	
11:00~12:30	Pitch Competition by Finalists	
13:00~14:30	Award Ceremony and Gala Luncheon	

#### □ Award and Support

	All Selected Semi Final 30 teams	Citypreneurs 2017 Finalists (3 teams)
1.	6 week online SDGs start-up boot camp	Award issued by the Mayor of Seoul and Senior of the UN officials
2.	2 domestic/international mentors assigned for team	Total prize of ₩24,000,000
3.	Rights to access private big data in Seoul	Additional grant of ₩60,000,000 for the use of designated patents and APIs.
4.	1-on-1 meetings with investors	Participation in a private Demo Day with Citypreneurs investors
5.	Rights to use Citypreneur's branding	
6.	Pitching opportunities and networking	
7.	(For overseas/other regional participants) Accommodation in Seoul	
8.	(For overseas/other regional participants) Airfare full / partial support	

□ **Qualification for participation**

- Early stage and prospective entrepreneurs interested in solving Seoul’s urban problems and achieving the UN’s sustainable development goals (SDGs)
- 3 - 4 persons per team, 18 - 35 year old young entrepreneurs are preferred
- English or Korean speaker

□ **Time and Procedures**



□ **Pre-entrepreneurship education and mentoring program**

- 6-week mentoring program support for business start-ups related to SDGs and city problems (business model and strategy establishment, management diagnosis, promotion, marketing, marketing, patent support, etc.)

## 4 Evaluation metrics

### □ Evaluation method

- Document screening by evaluation committee

### □ Criteria

#### <Preliminary Round Criteria>

Classification	Evaluation index	Score
Compatibility	Relevance to city issues in Seoul city	20
	Possibility to contribute to SDGs	20
Profitability	Viability of business models (15)	40
	Suitability and usability of the prototype (15)	
	Validity of initial market entry strategy (10)	
Business potential	Size or market potential of product and service	20
	Competitiveness of product or service	

## 5 Precautions

- If the applicant makes false entry, omits contents of the application, or misrepresents during the event, cancellation of selection can be taken into action (including the dates after selection)
- Any civil liability risen due to imitating someone else's ideas, skills, business plans, etc. lies with the participant
- If needed, additional documents may be asked to the entrepreneur/company, and all the submitted documents will have the equivalent efficacy