

# ETHOS II

JAN 18 – 29. 2016

SONGDO  
INTERNATIONAL CITY,  
INCHEON,  
SOUTH KOREA

## WHAT IS ETHOS



Entrepreneurial Talents' House of Opportunities and Supports (ETHOS) is the brand name for the World Bank / SUNY Korea startup support program. ETHOS in old Greek means "Character" and current usage means "the spirit which motivates the ideas", which reflects what this program aims to foster. ETHOS aims to become the place where entrepreneurial spirits, ICT talents, and global friendship all comes together.

## VENUE



## BACKGROUND

Technological progress is a considerable driving force behind economic growth and job creation. Information and communication technologies (ICTs), in particular, are reshaping many aspects of the world's economies, governments and societies. This applies to both developed and developing countries. The World Bank Group, which mission is to eradicate poverty and boost shared prosperity, is helping developing countries foster ICT industry growth.

ETHOS aims to enhance the development of ICT entrepreneurship in developing countries through transfer of technology, develop entrepreneurship skills, and strengthen capacity building to the participants from the developing countries.

Upon 1<sup>st</sup> ETHOS Program in January 2015, a hint of potential outlook was found to contribute in the overall expansion of ICT entrepreneurial sector, with its effort to create more opportunities in the developing countries. Through this establishment, ETHOS program have started to gain the attention from all entrepreneurs around the world expecting its 2<sup>nd</sup> arrival.

The 2<sup>nd</sup> ETHOS will expand to include diverse regions with focus on sustaining potential entrepreneurs and its network. We also believe global entrepreneurs can have the opportunity to gain cross-cultural experience in global business context and also acquaint renowned ICT experts to broaden knowledge and sustain insights in search for newer prospects.

ETHOS is a World Bank Group initiative funded by the Korea-World Bank Group Partnership Facility (KWPF) and implemented by SUNY Korea in collaboration with National IT Industry Promotion Agency (NIPA).



# PROGRAM

ETHOS II	Agenda
First Week (Jan.18 ~ 22)	Getting to know Korean ICT startup ecology Special Lecture and Mentoring Business model development/ Pitching exercise & coaching
Second Week (Jan.25 ~ 29)	Business Gallery Exhibitions Business networking/ demo sessions Demo Day for investors, entrepreneurs, VC and CVC

During the process, SUNY Korea and NIPA will provide extensive consultation and follow up feedbacks to guarantee the sustainability of ICT ventures and small business enterprises. In addition, we will arrange numbers of visits to successful ICT enterprises and provide opportunities to enhance networking with professional ICT experts. Furthermore, ETHOS II will contribute to the overall expansion of the development of ICT entrepreneurship in developing counties to invigorate economic development.

## ETHOS Partners:

<i>StartUp Alliance</i>	<i>Korea Entrepreneurship Foundation</i>
<i>Venture Square</i>	<i>POSCO venture</i>
<i>D Camp</i>	<i>Angel venture association</i>
<i>Born2Global</i>	<i>Hanwha investment</i>
<i>SparkLab</i>	<i>D3Jubilee</i>

# HOW TO APPLY

Come to [ethos.sunykorea.ac.kr](http://ethos.sunykorea.ac.kr)



Application Period: August 31 ~ Oct 30, 2015

## CONTACTS

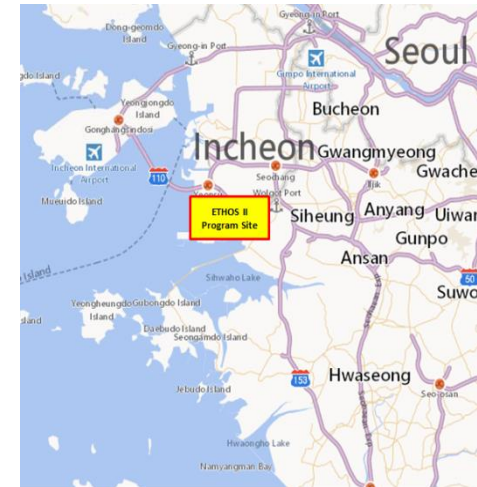
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# LOCATION



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