

2019

SICA Delegates to

# BANGKOK

Innovation & Collaboration



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## Introduction

Bangkok Once again

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## Day 1 - 5

Startup as a Disruptive Force  
Innovation 101  
Lean Startups  
UI/UX Design  
GSB X SICA  
The Pitch

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## Epilogue

Bangkok. To me it was a  
city of growth

An unforgettable memory

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## SICA Delegation to Bangkok

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# Contents

## **Introduction**

Bangkok, Once Again \_\_\_\_\_ 2

## **Workshop**

Startup as a Disruptive Force \_\_\_\_\_ 5

Innovation 101 \_\_\_\_\_ 7

Lean Startups: What and How? \_\_\_\_\_ 10

UI/UX Design \_\_\_\_\_ 13

SICA & GSB \_\_\_\_\_ 15

The Pitch \_\_\_\_\_ 18

## **Epilogue**

Bangkok. To me it was a city of growth \_\_\_\_\_ 23

An Unforgettable Memory \_\_\_\_\_ 26

Photos \_\_\_\_\_ 28

Bangkok was  
an experience  
beyond my  
expectations.



## ***Bangkok, Once Again***

Youngsun Om (STP 17)

From January 19 to 26, a group of Social Innovation Creators' Academia (SICA) members and selected UIC students visited Bangkok, Thailand to participate in a joint workshop with CU Innovation Hub. It has been a year and a half since SICA's last trip

to Bangkok in the summer of 2017, and it was exciting to see familiar faces and revisit familiar places for some of us. CU Innovation Hub is a center for innovation under Chulalongkorn University that aims to nurture talents and develop innovations that transforms the

daily lives of Thai people. During 5-days intensive workshop, SICA members were able to work together with Thai students on building a startup among various topics such as education, food, transportation, social entrepreneurship etc. Provided with quality lectures and fieldtrip, SICA and Thai students got to know about the startup ecosystem in Thailand and practiced what we learned through team projects.

Personally, as an enthusiastic participant of YCSI and SICA's Global Innovation Tours, Bangkok was an experience beyond my expectations. It was my second trip to the city and I never imagined it would be such a vibrant place full of people, buildings, and cars (including motorcycles). Surprisingly, Bangkok felt like Seoul in terms of being a city with a mixture of the past and the present. On one side of the city, there were palace and temples cherishing hundreds of years of history. The other side was surrounded with skyscrapers, streetlights, and people

busy with their own lives. What surprised me the most was people's good-heartedness towards strangers and their willingness to help despite they have their own things to do. As a global city, there were people of different race, culture, and background all merging in together creating the unique atmosphere of Bangkok which contributes to the innovative aspect of the city.

2019 SICA Delegate to Bangkok is the fourth SICA trip after Bangkok (2017 summer), New York (2018 Winter), and Geneva (2018 summer). Throughout the trips SICA members trotted around the world to learn and practice the value of social innovation. Unfortunately, it will be the last SICA trip funded by Yonsei Center for Social Innovation and National Research Foundation of Korea under Ministry of Education, but it would not be the end of SICA's challenge to foster young global social innovators. SICA will continue to support those who are able to develop creative ideas that are humanistic, global, and innovative.



DIFFERENTLY  
THINKING

# Startup as a Disruptive Force

Hyunggee Choi (SDC 14)

Building a clear, original, and encompassing definition of startup has always been a challenge to be solved. Despite the time and effort through my journey learning about startups and entrepreneurship, it was never easy to explain what startup really is and how it works. It was rather surprising to spot a completely different view in Bangkok, Thailand.

A 5-days workshop with CU Innovation Hub began with a warm welcoming remark and a great lecture that gave all SICA members a chance to look into the startup environment of Bangkok. Mr. Padungtin, current CEO & Evangelist of Builk One Group and co-founder of Thailand Tech Startup Association, led us into unexpected views on tech startups through his own experience as an example.

The Builk One Group aims to digitalize and innovate construction industry in Thailand. While construction industry being the least digitalized, it also meant great potential for Mr. Padungtin as it is a large part of Thai economy. Advancements in data and machine learning was one of the success factors. His belief in growth mindset and ability to execute innovative ideas were the key to establishing a unicorn startup providing software on cloud for construction and real estate SMEs. Growth mindset that failure is an opportunity to grow may be an essential lesson that entrepreneurs should remember, but very difficult to keep. Failure often leads people to give up. Keep challenging oneself and continuing innovative thinking after a failure that may left disappointment is not easy at all. Going through a failure exhausts

you and lets you down. Mr. Padugtin not only emphasized the importance of continuing the journey afterwards, but also changing the way you look at the failure. I believe everyone was able to relate to the story since everyone has experienced failure. My failure always caught me and stopped me from moving forward for a while. If I am able to look at my failure differently, as a motivation and a lesson, the result would be unknown growth.

We tend to think of startup as filing the needs and wants of the society. In order to do that, we often take creation as the first step. It was interesting to see Mr. Padungtin note “disruption” as one of the first steps in building an innovative solution. Disruption is usually thought to be the opposite of starting

or building something, but it was pointed out as the beginning of innovation. Without accepting the shift in trends, technology, and lifestyle, it is hard to tackle the existing problems through creative and innovative ideas. The courage and will for behavioral change is the basis for the new.

First day of the workshop was about the things we tend to overlook. Importance of making mistakes and overcoming failure is an important lesson to be remembered that will motivate us into a better future. Knowing the right time for a change, accepting it, and acting upon it are the basis for a movement. Movement for creation and innovation. This movement backed up with a strong belief will change the world and our future.



**Patai Padungtin**  
Co-founder of BUILK  
Founder of Builk Asia

# Not everyone has a clear understanding of what exactly innovation is

## Innovation 101

Yeseo Pyon (CTM 17)

From business to technology, in every sector innovation is now regarded as a must-have to achieve success and build a bright future. While everyone talks about innovation these days, not everyone has a clear understanding of exactly what innovation is. Mr. Tareef Jafferi, a former member of teaching staff at Massachusetts Institute of Technology (MIT) and startup

founder defines innovation as “invention x commercialization.” He believes that invention becomes innovation only when it is able to create and capture value. Ideas are not enough, execution is the key. To help transform Yonsei University and Chulalongkorn University students’ business ideas into reality, Mr. Jafferi gave a lecture on “24 Steps to Building a Successful Startup.”

### PROBLEM IDENTIFICATION

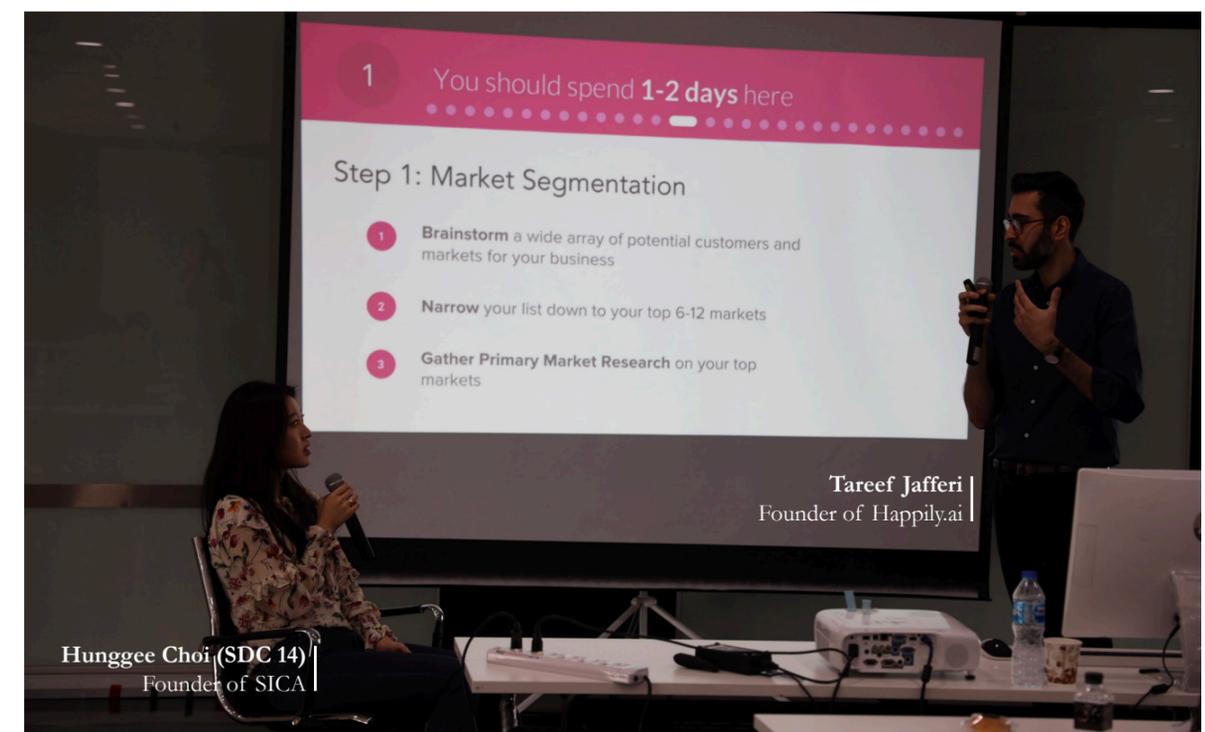
The lecture revolved around building an online shoe startup together, which we named Heelo. Mr. Jafferi wanted to solve the problem of uncertainty and difficulty of buying shoes online. One common mistake people make when creating a startup is spending most of their time on producing a solution. Instead, the focus should be on the problem—as Albert Einstein once said, “If I had an hour to solve a problem. I’d spend 55 minutes thinking about the problem and 5 minutes thinking about solutions.” Thus, in order to create a successful startup, you should firstly get to know the customer and the problems that they face. That’s what steps 1-5 and 9 are about. Mr. Jafferi interviewed three students about their shoe shopping experience. By doing so, he was able to narrow down the market segment to young professional women who can afford time and money to purchase pricey shoes on a regular basis. Another mistake that people make is trying to cater to everybody, which results in a jack of all trades solution that is ineffective at everything. Targeting one specific customer group is enough.

### IDEATING THE SOLUTION

After identifying the customers, entrepreneurs should figure out what they can do for them during steps 6-8 and 10-11. The product or service should provide customers with benefits. Mr. Jafferi came up with three services that he wanted his shoe company to provide customers; quickly finding a perfect pair of shoes, trying them on for free, and fast shipping. Many other companies such as Zappos, Warby Parker, and Nordstrom focus on great customer service as well, which results in maximum customer retention and increased profit.

### BUYING PROCESS

Steps 12, 13 and 18 concern the purchasing process. Entrepreneurs should note that there are multiple decision-makers, including the end user, economic buyers, influencers and veto power, who take part in deciding whether to buy a product or service. In case of Heelo, the end user – the person who will actually use the product – and economic buyer – the



person who pays – are the same, both being “young professional women.” However, this is not always the case. For instance, the end users of baby shoes are toddlers, while the economic buyers are parents. Thus, the product should be attractive to both children and parents in terms of design, function, and price. Entrepreneurs should also keep in mind influencers who affect purchase decisions and veto power that can reject a purchase.

### PROFIT GENERATION

The focus is on profit generation during steps 15-17 and 19. The important concept here is your business model or how you are going to generate profit. To decide which business model works best, different factors such as monetization potential, time to revenue, value capture, scalability, and market readiness should be taken into consideration. Mr. Jafferri gave us a choice between markup – generating profit by selling products – and affiliate marketing – earning revenue by advertising others’ products. One advantage that the



latter has over the former is that there is no need to worry about inventory. Another key concept is customer lifetime value (CLV), the total net profit attributed to the relationship with a customer. To calculate CLV, multiple factors such as the one-time revenue stream, retention rate, and lifespan of the product should be taken into account.

### BUILDING THE PRODUCT

From steps 20-23, entrepreneurs should ask themselves how they are going to design and build their products. At this stage a minimum viable business product (MVB), the product with a basic set of features that customers are willing to pay for, should be created and tested to figure out the demand for the product and gain valuable insights on successes and failures. Entrepreneurs should incorporate customer feedback in designing the product. What is important here is building sustainable relationships with customers.

### SCALING THE BUSINESS

Finally, steps 14 and 24 are all about deciding the scale of your business. Entrepreneurs should go beyond the MVB and perfect the product. They should also identify adjacent markets to sell their products in and map out their project plan, identifying activities that must be done and by when.

### REMARKS

By listening to the lecture, I was able to gain a grasp of the process of building a successful startup. However, regardless of whether one’s start up is successful or not, what matters is that one provided a solution that customers would find useful that aimed to better their lives. Entrepreneurs putting customers and their values before themselves is valuable enough.

# Lean Startups: What and How?

Sangyeob Kim (QRM 17)

On the second day of the workshop, we had a direct interaction with Thai students from Chulalongkorn University (CU hereafter). We formed several groups with them to make our own startups,

based on the topics each student chose. There were six teams in total, each working on fashion, food, life style, transportation, social enterprise and education. Most Thai students were high school students who have

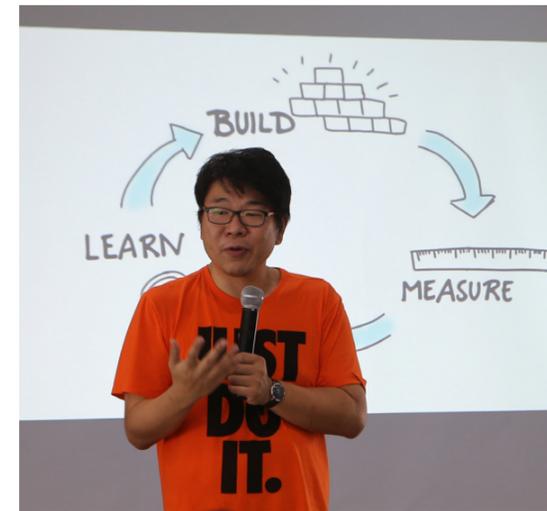
**The fundamental point of the lean startup is testing an idea or business model with feedbacks from potential customers**

not graduated yet but accepted into CU. They did not know each other well either, however they have the same interests of becoming an entrepreneur. They participated the joint workshop to acquire entrepreneurial skills and share creative ideas with students from Yonsei University.

After dividing into teams and brainstorming our brief solutions, we had a lecture from Panachit Kittipanya-ngam, a CEO and cofounder of AccRevo and president at Thailand Tech Startup Association. He gave us the lecture about what a lean startup is, and how to conduct an interview with potential customers. He told us about the lean startup approach which is different to traditional methods. The lean startup methodology provides a principled approach to create and manage the startup and a faster way to offer a desired product to customers. The lean startup method teaches you how to drive the startup-how to steer, when to turn, and when to persevere-and grow a business with maximum acceleration. It seeks to eliminate wasteful

practices while increasing value-producing practices and meet the needs of customers during the earliest phases of a business. Hence, the startup can have a better chance of success without requiring large amounts of outside funding, elaborating business plans, or a perfect product.

The fundamental point of the lean startup is testing an idea or business model with feedbacks from potential customers, then use feedbacks to adjust the idea to the specific needs of its customers. Our lecturer, Panachit Kittipanya-ngam, also kept mentioning the importance of customers. Consumers want value from solutions, and entrepreneurs should get inspirations from customers. He illustrated that we must not stay on current solutions and advised that starting with a decent value is the best way to make the startup. The solution delivers not only a functional value of what it does to consumers but also an emotional value how it makes consumers feel.



**Panachit Kittipanya-ngam**  
CEO and cofounder of AccRevo  
President at Thailand Tech Startup Association

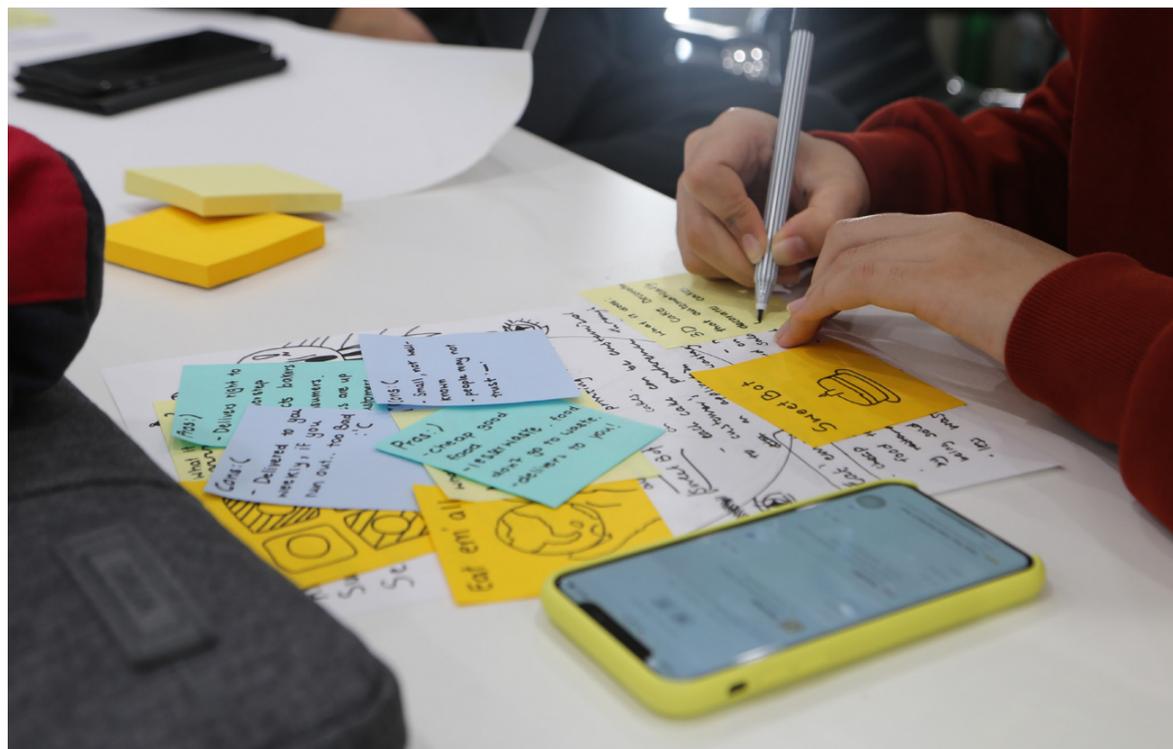
The functional and emotional values need to be balanced and equal economic value; this is how values work. An economic value is about time savings, cost savings, quality improvements and flexibility enhancement.

Panachit Kittipanya-ngam also mentioned that in order to measure the needs and values which customers want from solutions accurately, one needs to define our targets (set persona) and conduct an interview with them. He suggested doing both quantitative and qualitative interviews with prospective customers to obtain feedbacks. Panachit Kittipanya-ngam also taught us how to conduct a well-organised interview and what types of questions we should ask.

Based on what we learned from the lecture, we had to conduct a field research and receive feedbacks from our potential customers. My team's topic was fashion, and the solution was a styling recommendation application for the people who have a limited amount of time, want to buy clothes but not good at fashion. Our business targeted young women who are teenagers and aged between 20 to 30s. Therefore, we went to a shopping mall close to the university. However, asking questions to unknown people was much harder than we thought. My team did not have Thai students

at that moment, and thus, it was more difficult and awkward to talk to Thai people. We tried to conduct interviews with a few people in the shopping complex but all of them refused doing the interview. We were disappointed and headed back to the school. Fortunately, on the way back to the school, many Thai students responded our questions and we could have positive feedbacks for our solutions. After we finished the interview, Panachit Kittipanya-ngam gave the advice for each team. He told us that since Thai people usually tend to give optimistic responses during the interview, we cannot just trust their positive comments. He also said to take inspiration from the interview and think it as a learning process.

The lecture was valuable and entertaining as I could learn the new concept of lean startup and could conduct interviews with Thai people based on the lecture. Many businesses usually focus on developing their products or services without having customer opinions. Just like them, I also overlooked the significance of customer feedback before taking this lecture. However, I now know that one should first collect consumer's opinions before delving into the solutions. Through understanding needs of the customers and getting insights, a more concrete and well-made business models or ideas could be devised.



# UI/UX Design

Seunghee Kang (HASS 17)

## new products succeed not because of the features and functionality but because of the experiences

At Chulalongkorn University on January 23rd, we had 3-hours-long lecture on UX/UI design by Pompong, a researcher at UX research Lab. It was our third day of the official program at CH hub. Mr. Pompong proceeded to give a presentation on the following 6 basic topics: The definition of UX (User Experience) and its importance, the definition of UI (User

Interface), the relationship between UX and UI, the meaning of good UX, UX/UI workflow, and UX/UI workshop.

He firstly explained about concepts of UX and UI by using familiar examples enabling both Thai and Korean students to easily understand. According to him, UX is a result of perceptions and responses of a person

interacting with an object in particular context after interaction. He emphasized that UX is particularly important since it shapes and changes our decision. For example, whether people use Kakaotalk or Line as a messenger application depends on experience of people get from these two different apps. In Thailand, Line makes people feel more connected with others than Kakaotalk does whereas Kakaotalk is more familiar to Koreans. Other example can be fork and chopsticks. Koreans prefer to use chopsticks as they have had better experience of having food with chopsticks while Thai people use forks for more occasions. However especially when eating sushi, even Thai people use chopsticks as they are aware that it is much easier to eat sushi when using chopsticks. Experience shapes and changes our next decision.

Likewise, experience emerge in humans' brains after they interact with either tangible

### Six steps for UX/UI Design

1. Understand users
2. Define users
3. Designing user journey
4. Design wireframe
5. Design user interface
6. Evaluation

or intangible object. People choose experience that they want. If we can control UX, we can influence humans' decisions. He further added that good UX is an experience which your target customer group wants, and UI is a medium for interaction between users and systems. UI is an important factor to create UX.

After the interesting lecture, we engaged in a small UX/UI workshop in a few sets of groups that we were already categorized into on the first day of the program at CU hub. In UX/UI workshop, we had to design an amusement park ride as a mock-up design by the 6 simple steps. Then we had time to give and receive feedback from one another.

After going through mock-up process, we came to consider our target customers more in depth and related the idea of user experience to our real application. (We kept working on our business model that is socially beneficial and helpful. After 5 days of gathering at CU hub, each group had to come up with SDG business models.) To be more specific, our team suggested an application named Slice which is a leftover food delivery service application. It matches restaurants with leftover food with customers who want food in a cheap and convenient way. Therefore, we specified our target group into 'younger generations such as GenX, GenY, and GenZ' who desire to have inexpensive food through convenient means such as delivery service. Next, we decided to set the price as 30% of the original food price and tried to design the app which is easy to navigate, with step by step guide through for new users. The lecture on UX/UI design helped us a lot to think from customers' perspective, thereby designing our application more user-friendly way.

Overall, the strongest impression for me was that what customers value depends. There are millions of existing customers whose preferences vary, and we cannot satisfy their all different wants and needs. That is why it is highly important to concentrate on specific target customer group. We need to take into consideration what businessmen think is important such as advanced technology, usability, or simplicity only after prioritizing what target customers value. I realized that new products succeed not because of the features and functionality but because of the experiences.

# SICA & GSB

Jimin Lee (ECON 17)

**“Be not inhospitable to strangers lest they be angels in disguise.”**

This time, I could audaciously step out from the prejudices about Thailand, the country itself and the culture, society, and the people. Compared to the 2017 SICA Delegation to Bangkok, the 2019 workshop was a new adventure that I dared to face with a more mature attitude and mindset.

This quote, written in the head of a small bookstore in Paris, sums up my personal impression about the very last visit to Bangkok, Thailand. The country that I promised to myself that I would never visit again 2 years ago, became a country that I would love to come back anytime for refreshment and leisure. Bangkok was an angel in disguise, that I was finally able to uncover its hidden merits and values only upon my second visit to this exotic and novel country.

Among the five days of SICA Delegation to Bangkok workshop with Chulalongkorn University, the field trip to Government Saving Bank (GSB) was a special opportunity for us to learn about social innovation in financial sectors in Bangkok. GSB, a state-owned bank of Thailand clearly has its vision to promote saving and create saving disciplines among Thai, support investment, economy and entrepreneurs around Thailand in general and erect modern financial services.

Considering the economical, industrial, social improvement in Thailand, GSB also works on digitalizing financial systems for all Thais. Its creative digital implementations include mobile banking MyMo, and ATM service with QR code without a card.

As a leading saving bank in Thailand, GSB also acts to fulfill its social responsibility by organizing various services and programs to the public. Not only providing economic services to the public to increase its saving, GSB also engages in different sectors in Thailand that needs further improvement; water management, rehabilitation of the Thai sea and preservation of the nature. Thus, GSB provides numerous educational supports for the Thai to increase financial literacy rates and provide the opportunity to build knowledge about various workplaces and jobs to the public.

In addition to short-term financial supports, GSB also leads in organizing sustainable social innovation projects around Thailand. One of the most impactful social innovation projects



**Najung Kim (QRM 17)**  
Founding member of WEQL

includes Virtual School Bank Project. GSB established its own education institutions with its original vision to promote saving and financial discipline by providing a chance for students to learn doing financial transaction by themselves. However, due to technological changes with behavioral changes of the Thai, GSB has redesigned its methodology to developing an online media MMORPG (Multiplayer Online Role Playing Game) under the goal to stimulate interest and involvement of financial literacy. Through this project, students can easily learn and promote saving, ethics and sufficiently understand economical ideas from a young age and thus acquire basic financial norms. The impact of the project is immense in that total 1465 schools and 206,988 students are currently enrolled to this service.

Furthermore, another impressive socially innovative program is GSB Youth Community Development which helps empower Thai students. With the initiative cooperation with Thammasat University students, GSB funds over 3000 USD to university students to enact on different entrepreneurship. Youth Developing Programs is also a platform that enhances the quality of grassroots life and economy in the suburban places. The core of Youth Developing Programs is in the collaboration between university students and residents to transform once underdeveloped areas into sustainable and developed regions. New knowledge from university students combined with local wisdom and expertise fuels the regions create better service and



products. GSB works to vibrate the once underdeveloped local sites in Thailand, helping them develop their unique economy in a sustainable manner.

This field trip served a great chance to see how social innovation was supported and funded by Government Saving Bank in Thailand. Considering the difference in the speed of

development between Korea and Thailand, we could picture how Korea would have strived to solve its social issues through many programs in its developing ages. We also learned that the impact of a socially good program could be most maximized with the financial support of a large institution like GSB. It was touching to see that different GSB programs that targets university students truly showed how they believed in the power of younger generation as the changemakers who will lead the future of Thailand.

Our visit to GSB was a fruitful opportunity to redeem about the goals of social innovation not only in individual levels but expanding to governmental and national phases. There are certainly places in Korean society which could improve and create greater social values with the support from different organizations and governmental scale. As SICA hold a mission to incubate global social innovators by providing appropriate resources through innovative platforms, it would be great if SICA could someday grow as an incubating hub that provides different opportunities and heartwarming changes to the society.



# The Pitch

Jaewon Lee (UD 18)

On January 25, the six teams got ready for the final presentation of the applications that they have been preparing for the past seven days of the workshop at Chulalongkorn University. The applications were based on social innovation in the six separate fields each team was assigned to.

## WEQL RATING

WEQL Rating establishes principles for equal working conditions by decreasing gender disparity in the workplace. According to the OECD Report in 2015, South Korea ranked third (37.2%) in the highest gender pay gap after India and South Africa. The root cause appeared to be under representation of women in the workplace along with motherhood that pushed talented women to stay home rather than to continue working.

In order to solve this issue, the firms that will first provide WEQL Rating with data about their working environment. Then, WEQL Rating will formulate a specific guideline that will outline how women should be treated in the workplace to avoid such problems of gender discrimination and decrease gender disparity according to the workplace environment. Finally, the guideline will be implemented into the workplace that will hopefully decrease inequality between the two genders and invite talented female workers to stay and help expand the business.



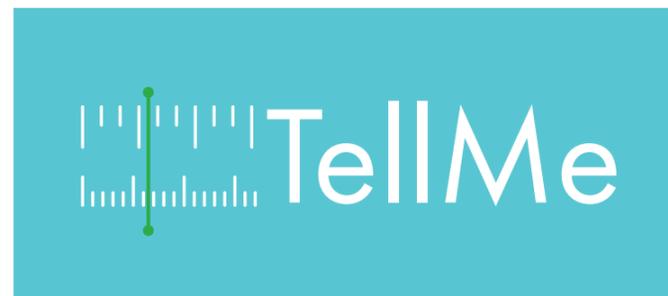
## KEY CODE

Key Code is an application that is designed for people who want to buy clothes but have a lack of time, money, and experience in shopping. First, the customer will put in a keyword such as “green sweater” and a set of green sweaters will appear in one click. The consumer will be able to compare prices between the diverse green sweaters to find the one that he or she desires. The application will also show other clothes that go along with the green sweater to make shopping easier for those who tend to spend a lot of time matchmaking different styles. All of the clothes that are shown on the application will be on the cheaper end, since Key Code aims to target the younger generation that tends to have less leisure money and time for shopping. Key Code will raise revenue mainly through advertisements than profit by selling to consumers in order to maintain the cheap price of the clothes and stay true to their purpose of making shopping a cheap, easy, and enjoyable experience.

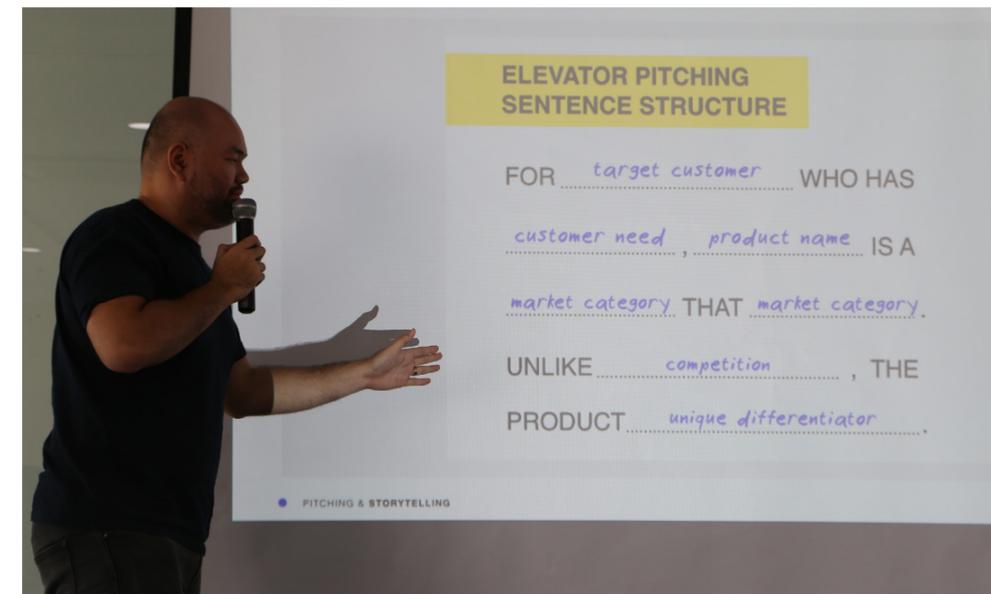


## TELL ME

It is not hard for travelers to get scammed by taxi drivers out of their home country. For instance, in Bangkok, taxi drivers refuse to count by the meter and instead, demand 200 baht disregarding the distance to your destination. Especially when considering that Thailand has more than 5.5 million tourists



annually, such continual scamming could be detrimental to the thriving tourism industry. To avoid such scams, TellMe is a mobile application based in Bangkok that will tell you the range of money it will take to get to your destination according to the method of transportation (taxi, motorcycle, tuk-tuks). TellMe will also have a specific map to notify the customer of the shortest route to his or her destination in order to avoid getting scammed by the driver. In addition, TellMe will have a translation service so that the customers can search up their destination in their own language to show to their driver. Otherwise, the customer will have to go on the internet to translate the destination from his or her own language to Thai.



**Framewith Sreechatthiwong**  
CEO and co-founder of Fictionlog & Storylog

## EATCO

Eatco is an application that promotes a shortened supply chain. Eatco will shorten the supply chain by receiving the ingredients from the farm and delivering it directly to the customer with a markup price of 115%. This will increase the farmer’s profit and will also make the ingredients more affordable for the consumers than when they have to buy the ingredients in the market. Furthermore, the corporation is eco-friendly, since it also decreases food waste by promoting sales of “ugly foods” such as carrots that are too small to be sold or in contorted shapes.

## SLICE

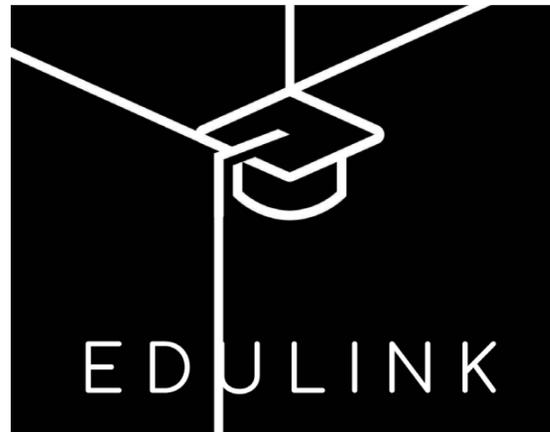
Slice is a food delivery application that offers leftover pieces of food at a cheaper price.



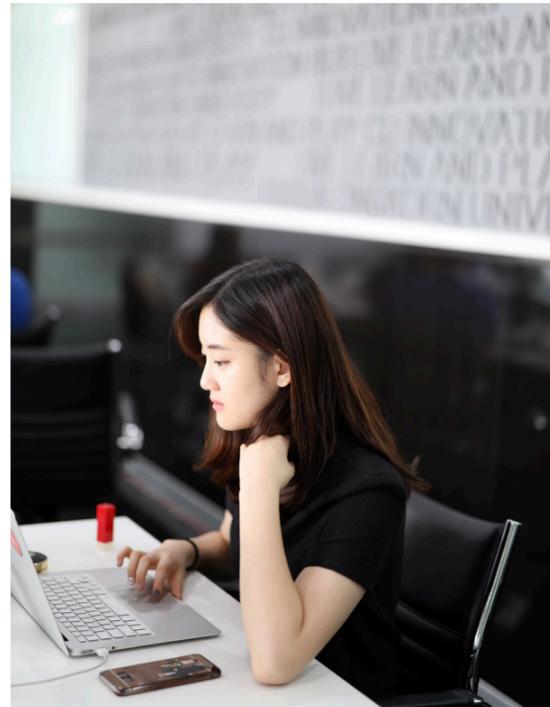
According to Forbes, food waste exposed in the landfill becomes a significant source of greenhouse gas such as methane, which leads to severe climate change. In order to decrease food waste that is becoming a serious problem especially in the 21<sup>st</sup> century, Slice will sell only untouched and quality food while it is still okay to be consumed. The close-up pictures of the food and detailed descriptions will be uploaded on the application for the consumers to see before ordering the food so that the consumer can be ensured. The consumers will then click on the item to be delivered to their doorstep and since it is leftover food, the prices will be a lot cheaper than average food deliveries.

## EDULINK

In 2017, the Thai government spent 19.35% of its annual 3.58 trillion-baht budget on education, which is the largest portion of any item on the budget. Yet, the Thai students scored below their global average when it came to their performance in math, science, and English. The root cause in this paradox is due to the fact that those in the lower social class cannot receive quality education.



Edulink is an application that people in the lower social class can use to get a full and effective education while receiving the chance to communicate with the professionals and peers in their areas of passion. Users of Edulink will first insert basic information about themselves such as name, age, gender, occupation, address, and email. Then, the users can select their interests in the given categories provided such as music, cooking, or engineering. According to the user's demographic and interests, related video lectures will pop up. The user can view and rate the videos to learn more about their passions and possibly even start a career following their areas of interest. Besides the videos, Edulink offers a chatbox where students can communicate with other peers who have similar interests and create a study group.



Jaewon Lee (UD 18)  
Member of Edulink



Sangyeob Kim (QRM 17)  
Member of Keycode

I am already  
looking forward  
to visiting the  
city again.

# ***Bangkok. To me it was a city of growth***

Yewon Jo (HASS 18)

**This trip provided me to step forward, and not settle**

**F**or me, it is a time to hand over the name of 'Freshman' to the fellow juniors and step up to a sophomore. When I was younger, college students all seemed so erudite in one's major, knowing what to do and how to live in the future. However, although it is time for me to end my delightful freshman life in Songdo and enter Sinchon campus, I just declared my major and did not take a single

major class. Experience from last year widened up my view and interest in diverse field, but I was not aware of how I should step toward my big dreams. To me who was standing in the middle of freshman and sophomore, this fortunate opportunity to visit Bangkok as a delegate of SICA was a foundation of growth. The trip provoked me to step forward, and not settle. This is my favorite line in my favorite movie, <Me Before You>, and the program that compulsively provoked me to step forward taught me not to limit myself. The schedule of the trip was tight. I woke up at 7am, listened to the lectures of startup CEOs about UI/UX, coding and storytelling, and make an application in a short amount of time. I was always interested in designing an application and last year, it took me and my teammates more than a month to build an application. However, the program required me and my teammates to build an application and design the application in only three days. Furthermore, our team lacked designers

which gave me an opportunity to use Adobe XD and design the application, which I have never done before. Three days was a tight schedule to make an application and I was in confusion, but it did work out. A tight schedule provoked me to work harder and not limit myself. Besides, I learned a lot from the seniors, teachers and a professor who joined the trip. As I am not a member of SICA, I met those seniors for the first time, and I admired their splendid ability to introduce themselves and proceed the projects. Meeting diverse seniors, teachers and professors was a great opportunity because what they told me provoked and inspired me very much that I spent my time in the air thinking about it. Having a conversation with seniors provoked me to find my identity and grow just like them.

The trip also taught me to do what is not so comfortable but very much necessary: Making people who did not understand me to understand me and understanding what I could



Yewon Jo (HASS 18)



not understand. There are many foreigners in my major as well as team projects. Last year, I did not have a chance to work as a team with foreigners and was afraid of doing it because it was more comfortable for me to speak in my mother tongue, Korean. The main object of this program was to collaborate with Thai students and make an application. Our team managed to make a shopping mall community based on keywords, and we did have difficulty communicating in the process. At first, we kept saying the same thing to make each other understand, but later we paid more attention to understanding what the other was talking about. Trying to understand others and collaborating everyone's idea led all of us feel that it is OUR application and ended up adding wonderful ideas such as exhibiting clothes in a set, showing the lowest price and price

comparison when a customer taps and double taps, and printing QR code on clothes so that the customers can always see how to do the laundry and how to refund. We all ended up very satisfied! I believe there will be numerous chances for me to collaborate with foreigners whose mother language is not the same as mine, and this experience was a wonderful chance to learn how to communicate well.

The seven days of trip truly taught me the spirit I should stick with while endeavoring to improve myself. Do not settle and step forward, and do not be afraid to work with foreigners. After all, thank you all, dear friends, seniors, teachers, and professor for joining a wonderful trip of 7 days!

# *An Unforgettable Memory*

Yeseo Pyon (CTM 17)

**Every morning  
we woke up  
anticipating the  
next adventure**

**B**angkok, the world's most beloved tourist destination is where the past and present coexist. Antique temples and the Grand Palace are beautifully preserved in the heart of the city, while glittering arrays of skyscrapers lay across the river. Taxis and tuk tuks fill the busy streets. But you can

easily avoid the traffic by hopping on the Bangkok Train System (BTS), also known as the Skytrain. Tourists can spend hours looking around traditional markets or enter a luxurious mall called Iconsiam. We were amazed by the charm and diversity of the city.

Now the city is transforming into an innovation hub. Supported by the government and fueled by Bangkok-based banks, startups are booming at rapid speed. Hubba, the first coworking space in Bangkok, is now driving the startup ecosystem. aCommerce, founded in the capital city of Thailand has now become an ecommerce unicorn in Southeast Asia. Bangkok is attracting investors and new talents. Some business experts even envision it as the next Silicon Valley.

Our five-day workshop with Chulalongkorn University students was full of excitement, passion and challenges. Although not every one of us were familiar with the concept of innovation, all of us were eager to improve different aspects of our life with our own startups. Some were interested in solving the food waste problem, while others fought against taxi and tuk tuk scams. Lectures on startup, UX and UI design and pitching helped us refine our business models and present them in a professional manner.

This trip to Bangkok as SICA delegates will remain as an unforgettable memory. Although the weather was scorching hot throughout our journey, it could not stop us from being excited. Every morning we woke up anticipating the next adventure. I am already looking forward to visiting the city again.



# Photos





# SICA Delegate to Bangkok

## **Yonsei Center for Social Innovation**

At the Yonsei Center for Social Innovation, we bring together the best faculty and notable industry partners to develop multiple pathways for our students to acquire the necessary skills and master the tools necessary for solving complex social challenges. We seed social development projects formulated by the students of Underwood International College, Yonsei University to build new capabilities in social innovation. As we progress, we seek to partner with external agencies, multinational companies, and other organizations, to promote innovation excellence and exchange best practices in the field of social development.

## **Underwood International College**

Underwood International College (UIC) is a highly selective, English-language, four-year liberal arts institution, which combines the intimate, elite learning environment of an American-style liberal arts college with the faculty and resources of Korea's top private research university. UIC students choose from an extensive list of classes conducted entirely in English and taught by a distinguished group of international and Korean scholars. With a student body drawn from around the world, UIC focuses on ensuring that its outstanding students have the intellectual foundation to become exceptional leaders capable of changing the world for the better.

