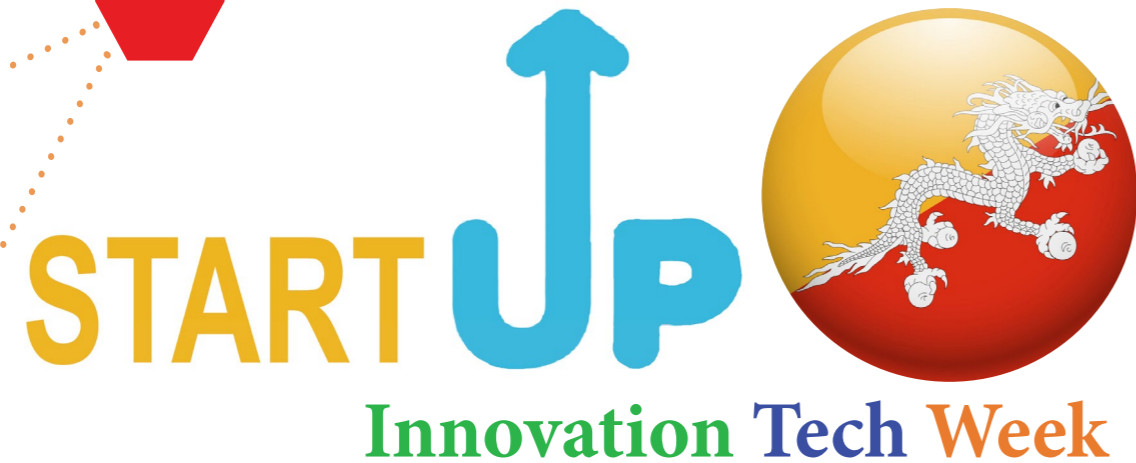


About Entrepreneurship and Self-Employment Division



START UP Innovation Tech Week

Ideation



Acceleration



Commercialisation



12-16 November 2018
Thimphu, Bhutan

To promote cottage, small and medium industry in the country, the Royal Government of Bhutan had established Entrepreneurship Promotion Centre (EPC) in the early 1990s under erstwhile Ministry of Trade and Industry. However, in 2009, the whole range of EPC activities was transferred to Ministry of Labour and Human Resources to promote entrepreneurship and encourage the youth to take up self-employment as a preferred career option.

Core Mandates

- To promote creativity, innovation & entrepreneurial culture through training;
- To promote Entrepreneurship Education in TVET, Colleges under RUB and Schools under MoE;
- To support new start-ups; and,
- Facilitate job creation.

Major Programs

- Business opportunity mapping.
- Organize Business Idea Competition.
- Conduct Startup Weekend.
- Conduct Startup Tech Week.
- Conduct Global Entrepreneurship Week.
- Conduct Startup Acceleration program.
- Conduct Student Business Seedling program.
- Collaborate in conducting Druk Tshongrig Gatoen (Bhutan Entrepreneurship Festival).
- Conduct Training of Trainers (TOT) on New Business Creation, Marketing, and Business Counseling and Mentoring.
- Conduct Awareness program in HSS, MSS, and others.

Facilitation Services

- Facilitate access to finance through CSIDF-BDB, REDCL, CSO and Financial Institutions.
- Facilitate regulatory requirement for start-up.
- Support post business services such as mentoring and Business advisory services.

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About Startup Innovation Tech Week

The Startup Innovation Tech week came out of need felt by the passionate aspiring young entrepreneurs who have dire need to validate and mentor their novel ideas. The program is designed based on the design sprint CEFE methodology with the technical support from CEFE Unicorn and Global Entrepreneurship Network based on the theme Youth and Innovation on Technology to celebrate Global Entrepreneurship Week from November 12-16, 2018. The program is fully funded by Entrepreneurship Division, Department of Employment and Human Resources under the Ministry of Labour and Human Resources.

The week long program is focused on idea stage in BioTech, FinTech, EduTech, CleanTech, MediTech, RoboTech, AgriTech and Artificial Intelligence. The top 10 finalists will be taken to Startup Acceleration program for three months and by the end of third month they will be launching their products and services in the market.

Message From Organising Team

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Dear Reader,

This is the first of event design sprint method based on technology organized by Entrepreneurship Division with technical support from CEFE Unicorn and Global Entrepreneurship Network to create vibrancy on creativity, innovation and entrepreneurship.

This year 26 ideas were pitched for idea stage category by 30 participants and 17 ideas were selected for final pitching. These ideas were mentored by successful technopreneurs. The 17 ideas were selected based on innovation, technology, feasibility and viability. Attractive cash prizes were provided to top three winners and top 10 ideas were selected for next Startup Acceleration program for three months. However, a business idea's real worth lies in its successful execution, and not in the idea itself. Therefore, the real winners will be those who execute their ideas successfully in the market. We would like to encourage all the participants to execute the ideas to create impact to the society. The participants are also encourage to participate in Global Innovation in Science and Technology competition (GISTech-I 2019 initiated by US Department of State).

Lastly, we would like to thank all the participants, stakeholders, mentors and volunteers for their support in organizing the Startup Innovation Tech week coinciding with Global Entrepreneurship Week from November 12-17, 2018.

We wish all the participants a successful entrepreneurial journey ahead.

Sincerely,
The Organizing Team

Supporting Organization

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Entrepreneurship and Self Employment Division, DoEHR

The mandate of Entrepreneurship and Self-Employment Division under the Department of Employment of Human Resources, MoLHR is to make vibrant startup ecosystem for nurturing creativity, innovation and entrepreneurship to create gainful employment and economic growth. The division has seven strategic focus areas in human capital development, infrastructure development, innovation and technology, access to finance and market, optimizing regularity environment and promotion and networking. The division has trained more than 5000 youths with 450 startups in various part of the country. The division has integrated entrepreneurship education in colleges under Royal University of Bhutan, Technical Training Institutes and Institutes of Zorig Chosums under the Ministry.

PARTICIPANTS

OF STARTUP

INNOVATION

TECH WEEK

2018

MOBILE SERVICE BANKING

My business idea is to have a movable electronic repairing bus service in all Dzongkhags which is currently lacking.
.....

Motivation

Having possessed a skills in general electronic repair, experience in mobile, computer, hardware, software and network has motivated me to come up with such business idea.
.....

Challenges

It is a first time for me entering the market with unique marketing concept.




**Budhi
Timsina**




Location:
Central Mall, Thimphu



Contact Information:

 17771771

 budhicena@gmail.com



Deven Gurung

DRUK ACTIVE


It is a platform where your information will be reached to a larger audience within a short duration of time and which will help public about the happenings and events around the country and is also a platform for those people who want to promote their events.



Motivation

To help our country and make the lives of our people lot more easier with the help of technology motivated me for becoming entrepreneur.

Challenges

Financial and Investment at the initial stage.

 **Location:**
Babesa, Thimphu

 **Contact Information:**
 17338712
 deven9229@gmail.com

MUSHROOM FARM AND SPAWN PRODUCTION



Deepak Bhandari

My idea is about production of oyster spawn for commercial farmings by the farmers in the country and self-farming. To do this I'm designing a lab, laminar air-flow out of wood and UV light for inoculation of seeds and also for pasteurization of straw for cultivation of mushroom.




Motivation

Having been trained in oyster and button mushroom cultivation and technology plus my passion in this field has largely motivated me.

Challenges

Marketing challenges and sourcing adequate capital to operate at larger scale.

 **Location:**
Shari, Paro

 **Contact Information:**
 17390980
 deepakbhandari248@gmail.com



**Deepak
Ghalley**

RICE TRANSPLANTING MACHINE

To construct a rice transplanting machine mainly focusing in rural areas. This machine will be easy to operate and therefore reduce labour shortage and save time.

Motivation

Sharing new innovative ideas that benefit everyone at large motivates me and love earning through helping others.

Challenges


Lack of resources in terms of finance, raw materials, skilled workers, etc.




Location:
NPPF Colony, Thimphu



Contact Information:

 17575889 or 77392735

 deepakkarba9@gmail.com

BHUTAN ANIMATION

A group of young and creative animators skilled in both 2D and 3D and who are going to set up an animation studio focused in developing animation films especially based on children and adults. Since we all fall under youth category aged between 20-23, we understand what type of animation is demanded by children.

Motivation

With encouragement from Athang and our strong will and hope to promote our skills all across the country we came forward with an idea.

Challenges

Lack of capital.




**Mankar
Singh
Rai**




Location:
Langjophakha, Thimphu



Contact Information:

 77400914

 mankar.singh.ra@gmail.com



Neten Wangchuk

TSHOG BELWA

To provide clean and readily available offerings which is environmentally friendly with 'No plastic and no imported items' as offerings to all the people visiting lhakhangs and religious sites

Motivation

What motivates me is my interest and passion to help others.

Challenges

Lack of budget.

POUF CHAIR PRODUCTION

My idea is to manufacture pouf chair from waste materials such as used plastic bottles and sew and design the product with beautiful coloured cloth pieces.

Motivation

Challenges and risks of being an entrepreneur itself is the main motivation of becoming an entrepreneur because these days especially women don't come forward to take risk and face challenges. Thus, being one of the pioneer women entrepreneur and a role model motivates me.

Challenges

Financial and investment at the initial state and government's policies and regulations while implementing ideas.



Pema Chozom



Location:
Hongkong Market,
Thimphu



Contact Information:
☎ 17628047
✉ netenwangchuk1996@gmail.com



Location:
Babesa, Thimphu



Contact Information:
☎ 17550171
✉ pchozom26@gmail.com



**Penjor
Dorji**

NATURAL PIGMENT PRODUCTION


To produce paintings using natural pigments extracted from nature i.e. more of traditional plus contemporary and mix of both traditional and western. Usually it takes two months to produce one item.




Motivation

Got motivated from my friends, my passion and interest in such field.

Challenges

Difficulty in collecting raw materials, shortage of helpers to meet the demand of the market and time consuming.

 **Location:**
Changzamtog, Thimphu

 **Contact Information:**
 17992685
 penjordorji39@gmail.com

BHUTAN ORGANIC FERTILIZER

In a move to curb import of an expensive urea or fertilizer, reduce the usage of chemical fertilizer and increase high yielding of productive crops by regaining the fertility of soil.




Motivation

My interest, taking up social responsibility and getting satisfaction by helping others motivates me.

Challenges

Finance (seed money), exposure to skills, government policies and culture/social stigma.

 **Location:**
Thimphu

 **Contact Information:**
 77954783
 tashidenduprtc@gmail.com



**Tashi
Dendup**



Roshan Rasaily

POLAR BREZZ AIR COOLER

To manufacture eco-friendly water air cooler at a minimal price using hay and leaves . Our target is in the southern part of Bhutan and plan to employ atleast ten employees in the manufacturing process.

Motivation

Seeing my mother’s health condition was the initial inspiration that led me to come up with such a cooler using materials which will not affect her condition and also serve the purpose as cooler.

Challenges

Financial issue.

TYRE VIVAL

Tyre vival is about using old tyres with value addition on it. It is exceptionally good and easy to use anywhere to beautify with simplicity.

Motivation

Motivation to use old tyres into something useful came to my mind when I visited automobile workshops where the unwanted tyres were dumped aside and from there I thought of taking home and making useful out of it.

Challenges

Marketing challenges as people may not like to use furnitures made from old tyres due to trendy furnitures in the market.



Jigme Singye



Location:
Babesa, Thimphu



Contact Information:

17355563

roshanrily@gmail.com



Location:
I-HUB, Chubachu-Thimphu



Contact Information:

17768890

singyejigme82@gmail.com



**Kinley
Drukpa**

MENJONG CREDIT

It is a micro finance solution for the people who are member of Menjong Credit. We want to offer collateral loan free with 6.5% based on the saving and deposit made by the member.

Motivation

I was motivated to start Menjong Credit so that access to finance can be provided to those who can save and be a member of the credit.

Challenges

Approval from RMA and fund collection.

e-AGRICULTURE

To incorporate smart technologies in agriculture sector.

Motivation


To come up with realistic technologies to help agriculturist benefit from this new technologies motivated me.

Challenges


Acceptance of our innovation and access to finance.






**Kuenzang
Dorji**

 **Location:**
i-HUB, Chubachu, Thimphu

 **Contact Information:**
 17900057
 druskelly@gmail.com

 **Location:**
Thimphu

 **Contact Information:**
 17875959
 eagri@gmail.com



**Nima
Moktan**

EASY FIND

To help businesses and employers in bhutan and all over the world to find and hire freelancers. As for freelancers, the platform enables to collect payments, promote their services, manage their orders, exchange files and communicate with their clients anywhere, anytime.

Motivation

Being able to work from any corner of the world with basic Internet connectivity and space motivated me.

Challenges

Competition with international free-lance agencies.

Location:
Thimphu TechPark

Contact Information:
☎ 17602812
✉ nmoktan7@gmail.com

CYPRUS.AI

It is AI based software that can diagnose diseases from x-ray images in real time.

Motivation

What motivated me is my interest in artificial intelligence problem solving about health and agriculture with support of my mentor.

Challenges

Availability of data for prediction of people likely to get cancer and algorithm coders in the country.

Location:
Thimphu TechPark

Contact Information:
☎ 17500559
✉ rinzii997@gmail.com



**Rinzin
Wangchuk**

Facilitators

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Ram Bahadur Gurung



CEFE National Master Trainer on Technopreneurship and currently working as Dy. Chief Program Officer under Entrepreneurship and Self-Employment Division, Department of Employment and Human Resources, MoLHR, Thimphu. He has MBA from Oxford College and B. Com (H) from Sherubtse College. He is a CEFE certified trainer from CEFE International Germany and Mentoring Youth International Business, London, UK. He has experience in Entrepreneurship Development, Business Project Development, Digital Marketing, Finance, Business Model Canvas, Value Engineering, Value Chain Development, Business Research, Taxation and financial consultant. He had trained more than 3500 youth in entrepreneurship development with 550 business startups.

He is the founder of CEFE Unicorn and Sustainable Enterprises (SME Business Development Consultancy Firm, 2014) and co-founder of a startup housing.bt (online assistance portal, 2016). He is passionate about empowering youths and promoting startup culture in Bhutan and helping individuals become entrepreneurs. He is a part time speaker and trainer on entrepreneurship education in the country. He is also Bhutan's first and only entrepreneur to represent his startup at Silicon Valley, USA. In the past seven years of his career he has trained more than 3000 aspiring entrepreneurs in Bhutan. He is a YBI certified mentor, certified trainer in e-commerce and technopreneurship pedagogy and concept from China and Phillipines.

Jigme Tenzin



Mentors

24

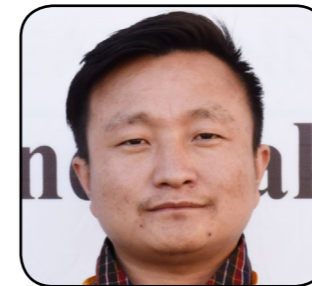
Jigme Thinley Yoezer Rinzin



He is the CEO of DrukRide where they provide online bus ticket booking service to travelers in the country to book a bus ticket online at their convenience. DrukRide now connects all bus travelers in Bhutan with their desired bus with just a click of a button.

He is the founder of Sadone Design and it is a creative company where they combine artistic skills with their knowledge of technology to create the brand stand out in the crowd.

Tashi Wangdi



He is the founder who started iHUB Bhutan. iHUB is an entrepreneurs community where aspiring entrepreneurs are groomed and supported with idea viability, growth, market analysis, team work and etc.

He is the founder of Miniature Bhutan where they manufacture tradition Bhutanese souvenirs and all of their products are the sheer display of their local artists excellent craftsmanship and also obtain a social innovation model of "Made in Bhutan" products.

Sangay Nedup



Sonam Tashi



Mentors

25

Yeshey Samdrup



He is the founder of Team Happy. Team Happy is a sports event management company.

Dhan Kumar Shyangden



He is the CEO/Founder of Eco Waste Solution. Eco Waste Solution focuses on providing integrated solution to waste management service with zero-waste strategy, involving focus on waste segregation at source, aimed at creating conducive environment for recyclers and to reduce disposal at landfills.

Leki Dawa



He is the founder of Bhutan Alternatives. and it is a one stop firm where people can purchase eco-friendly, high quality and affordable printer toner cartridges thereby reducing e-waste.

Judges

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Vijay Gurung



He has been an entrepreneur since 2010. He started off delivering services to clients like revamping old web, web development and maintenance before creating snazzy and custom design website and web applications for the client. He then founded iDRUK SOLUTIONS, with a vision to provide value-added high quality IT Solutions to the clients by combining technology, domain expertise, process focus and a commitment to long-term client relationships.

Tshering Pelden



She has done her Master in Business Administration (MBA) from University of Canberra, Australia. After serving as Programme Manager at Loden Foundation, Budget Officer at Ministry of Finance and Credit Officer at Bhutan National Bank Ltd. , she is currently serving as the Executive Director for Samdhen Kuendup Education Consultancy and Placement Firm (SK Education Consultancy) and Managing Partner for Bhutan Institute of International Language, IT and Management, Thimphu.

Rikesh Gurung



He is the owner of the firm, Green Road where they utilize waste plastic in road construction. His aim is to construct environment friendly road and help implement the zero waste strategy of our country.

Organising Team - MoLHR



Kinley Dorji
Chief, Entrepreneurship and Self-Employment Division, DoEHR



Ram Bahadur Gurung
Dy. Chief Program Officer
Entrepreneurship and Self-Employment Division, DoEHR



Dawa Zangmo
Program Officer
Entrepreneurship and Self-Employment Division, DoEHR



Jigme Thinley
Program Officer
Entrepreneurship and Self-Employment Division, DoEHR



Sonam Choden
Info. & Media Officer
ICT Division, MoLHR

Photo of the Winners



Winner Roshan Rasaily bagged first prize for his product Polar Brezz Air Cooler.

Founder of Rice Transplanting Machine, Deepak Ghalley bagged second prize.



Penjor Dorji won the third prize for his production of Natural Pigment of Colours.



Participants with the team of Startup Innovation Tech Week and Chief Guest , Sherab Tenzin, Director General, DoEHR at the closing ceremony in Thimphu

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