2015 APEC Women and the Economy Forum
Women's Business & Smart Technology Seminar

Leveraging Smart Technologies for APEC Women Entrepreneurs

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Current Status of Women

Women

- Play an important role in family, community, society…
- Gender inequality
- Gender digital divide
  - Lower numbers of women accessing and using ICTs
    - **U.S.** – boys vs. girls
    - **Low/middle-income countries** – 300 million fewer women have mobile phones than men.
    - **Globally** – 200 million fewer women are online
  - A new form of gender inequality
  - Excluded from the opportunities and benefits offered by ICTs

Need for Women's Empowerment

A Smart Strategy for National Development

- Doubling the number of women online in developing countries → increase in annual GDP by $13 billion to $18 billion (Intel report)

What Women* Say the Internet Brings

- Income generation : 30%
- Improvement in education : 80%
- Greater freedom : 85%

* Based on interviews with 2,200 women in developing counties.(intel)

Growth Engines of Changing Society

Women

- *Womenomics* – Women are Key Resources of New Economy
- Women's Content, Creativity, Imagination are Key Assets
  - Kyunghee Han's steam cleaner
  - Economic growth of the US during the 1970s
- Women – Entrepreneurs

Smart Technology

- Science & Technology + ICT
- Innovative ICT
- Smart Device

12 Potentially Economically Disruptive Technologies

Exhibit E1

Twelve potentially economically disruptive technologies

	**Mobile Internet**	Increasingly inexpensive and capable mobile computing devices and Internet connectivity
	**Automation of knowledge work**	Intelligent software systems that can perform knowledge work tasks involving unstructured commands and subtle judgments
	**The Internet of Things**	Networks of low-cost sensors and actuators for data collection, monitoring, decision making, and process optimization
	**Cloud technology**	Use of computer hardware and software resources delivered over a network or the Internet, often as a service
	**Advanced robotics**	Increasingly capable robots with enhanced senses, dexterity, and intelligence used to automate tasks or augment humans
	**Autonomous and near-autonomous vehicles**	Vehicles that can navigate and operate with reduced or no human intervention
	**Next-generation genomics**	Fast, low-cost gene sequencing, advanced big data analytics, and synthetic biology ("writing" DNA)
	**Energy storage**	Devices or systems that store energy for later use, including batteries
	**3D printing**	Additive manufacturing techniques to create objects by printing layers of material based on digital models
	**Advanced materials**	Materials designed to have superior characteristics (e.g., strength, weight, conductivity) or functionality
	**Advanced oil and gas exploration and recovery**	Exploration and recovery techniques that make extraction of unconventional oil and gas economical
	**Renewable energy**	Generation of electricity from renewable sources with reduced harmful climate impact

SOURCE: McKinsey Global Institute analysis

3 Major Technologies for Women

#1 **Mobile Internet**

Increasingly inexpensive and capable mobile computing devices and Internet connectivity

#3 **Internet of Things**

Networks of low-cost sensors and actuators for data collection, monitoring, decision making, and process optimization

#9 **3-D printing**

Additive-manufacturing techniques that create objects by printing successive layers of material using digital models

Mobile Internet

Mobile internet revolution

Unprecedented business opportunity

Apps – business potential

App-Driven Economy: Simple Idea, Big Profit

SNS Network - StyleShare

https://www.youtube.com/watch?v=WNNt3_h5iVc

App-Driven Economy: Simple Idea, Big Profit

President Yun Ja Young

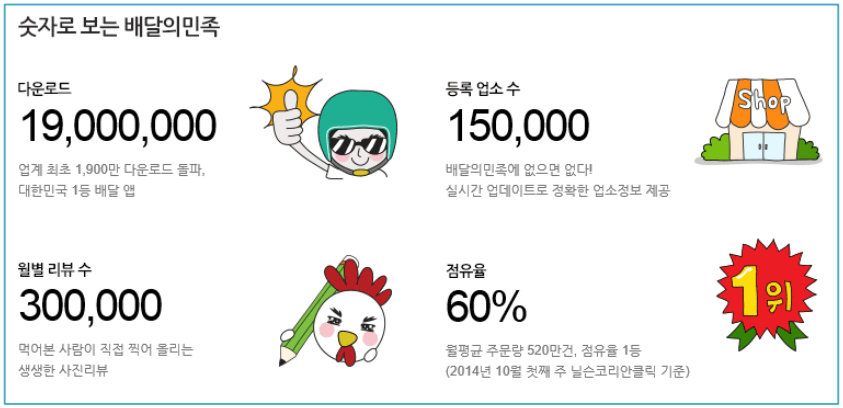
"StyleShare aims for users to easily share and inspire others through everyday fashion."

- No. 1 fashion media platform
- Started business on 4 year college in 2010
- Service yielded in 2011
- Current users over 1.7 million
- Average 150,000 users per day
- 25 billion investment

- 2010 Yonsei CEO Dig contest Award (sponsor: Yonsei University)
- 2011 1st Youth Entrepreneurs competition Award (hosted by: Money Today, Entrepreneurship Foundation)
- 2011 United States Mass Startup Challenge contest finalist - The only Asian team of the 125 team (sponsored by: Massachusetts Government, mass challenge)

App-Driven Economy: Simple Idea, Big Profit

App for Food Delivery



App for Sharing Parking Lots

Internet of Things

Lineable Smartband

Let's protect our kids together

Lineable: $5 Smart Wristband for Children

Lineable is a Smart Wristband to Prevent Children from Going Missing, And It's Only $5.

$40,883 USD

136% No time left

Crowdsourcing GPS

Creating Children Safety Zones Together

Smartphones with Lineable application detect nearby Lineable smart bands and send the location to parents. The more smartphones there are with Lineable apps, the more precise the tracking becomes.

3D Printing: The 3rd Industrial Revolution

Supporting System for APEC Women Entrepreneurs

1. Support from Organization

- To empower women's digital capacity in the smart society

2. Support from Regional Center/Government

- To support environment for creating prototype

3. Support from Partnering with Regional Accelerator Programs

- Collaborate with regional accelerator programs to help APEC women entrepreneurs successfully launch their start-ups.

1. Support from Organization

Asia Pacific Women's Information Network Center

세상을 바꾸는 부드러운 힘
숙명여자대학교
SOOKMYUNG WOMEN'S UNIVERSITY

International Cooperation

- Development Projects
- International conferences & forums
- Global Networking Collaboration with national and international organizations
- Media & Information Service (e-Newsletter)

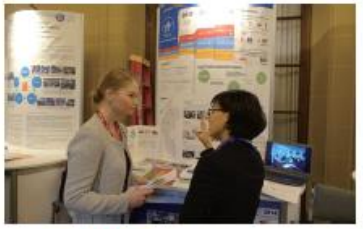
Research & Development

- ICT Training Modules and Solutions
- APEC/ICT related Academic Agenda
- APWINC Journal
- Joint researches

Human Capacity Building

- Domestic ICT Computer Training for All
- Gender & ICT Professional Training Programs














ICT Capacity Building for Women Entrepreneurs in Andean Countries

Project Title

Innovative Strategies for Andean Women's Participation in Digital Economy

United Nations Office for South-South Cooperation

Ministry of Science, ICT and Future Planning

SOOKMYUNG WOMEN'S UNIVERSITY

APWINC
ASIA PACIFIC WOMEN'S INFORMATION NETWORK CENTER

Project Description

Background:

- Vicious cycle of poverty particularly among women in Latin America
- Second highest gender gaps in the inactivity rate among young people

Project Objectives:

- To help women entrepreneurs to start and grow their business using ICT skills
- To assist 3 Andean countries, Peru, Colombia and Ecuador, in promoting women's socio-economic empowerment through ICT education

*** 3 MDGs: #1 Poverty Reduction, #3 Women Empowerment, #8 Global Partnership**

Period:

- 2012 – 2015

Project Implementation

Phase 1
2012

Research, Workshop and Contents Development

- Preliminary Research for needs assessment
- Workshop for Key Personnel from Partner Countries
- Contents Development

Phase 2
2013.1-6

Local Setup and Content Localization

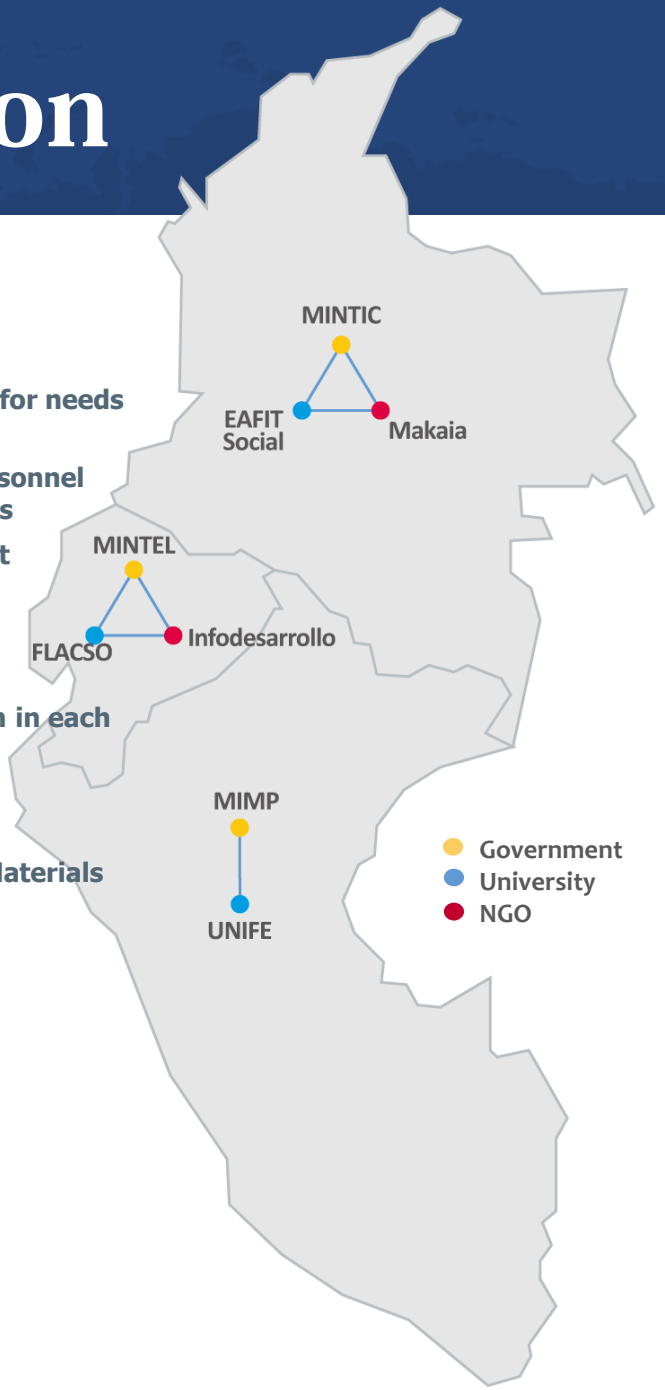
- Setup Implementation in each country
- Training Program
- Localization of Training Contents & Materials

Phase 3
2013.6 -

Training for Trainers

Training Replica

Evaluation and Monitoring



Project Description

Project Outcomes

Provided Opportunity to the Local Women to Become Small and Medium Entrepreneurs (SMEs) in the Future

857 Trainee

Developed Seven Training Modules and Training Curriculum

7 Module

1 Workbook

Fostered Trainer Groups in Each Country

86 Trainer

57 Organization

Project Outcomes

Establishing Infrastructure for Women' ICT Capacity

Promoting Women's Participation in Digital Economy

Social Innovation

Global Partnership

Economic Empowerment for African Women

2. Support from Regional Center

Creative Economy Innovation Town

3. Support from Partnering with Regional Accelerator Programs

The pilot will be focused around matching selected pilot participants (APEC women entrepreneurs) with established accelerator start-up programs to help them as they launch their businesses.

AWESAP Pilot 2016

APEC
Women
Entrepreneur
Start-up
Accelerator
Program

THANK YOU!

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