

# **MAKER MOVEMENT PROMOTION FORUM 2016 /// CAN THO**

DEVELOPING THE INNOVATION AND ENTREPRENEURSHIP ECOSYSTEM FOR VIETNAM

**NOVEMBER 3, 2016 /// 8:00 AM – 4:30 PM**

## **OBJECTIVE ///**

To convene industry-government-education constituents to bring awareness to the Maker Movement and how it can foster entrepreneurship, create economic value, and drive science, technology, engineering, arts and mathematics (STEAM) development in Vietnam.

## **PARTICIPANTS ///**

Entrepreneurs, Small and Medium Enterprises, Industry, Regional Government, and Academia.

## **LOCATION ///**

Can Tho University  
Learning Resource Centre, Campus 2  
3/2 Street, Ninh Kieu District, Can Tho City

# MAKER MOVEMENT PROMOTION FORUM 2016 /// CAN THO

DEVELOPING THE INNOVATION AND ENTREPRENEURSHIP ECOSYSTEM FOR VIETNAM

## NOVEMBER 3

## MORNING SESSION

### 8:00 AM - 1:30 PM

8:00 – 8:45 am

#### Check-in

Maker Exhibits & Networking (Coffee/Tea)

8:45 – 9:00 am

#### Welcome

US Consulate  
Can Tho University Rector  
Can Tho People's Committee

9:00 – 9:30 am

#### Connecting The Entrepreneurship and Innovation Ecosystem: How to Align Strategically Key Stakeholders in the Vietnamese Maker Movement to Create a Culture of Innovation.

A use-case model of ASU and the City of Phoenix will be presented to illustrate how to convene and develop a regional or city strategy.

**Ji Mi Choi**, Associate Vice President, Entrepreneurship and Innovation,  
Arizona State University

9:30 – 10:15 am

#### Developing a National and Local Maker Movement: Ideas and Models for Vietnam

**Rajesh Nair**, Sr. Lecturer, Director, Innovation & Entrepreneurship Center,  
Asia School of Business, Kuala Lumpur and Visiting Scholar, MIT, Product  
Development, Commercialization & Entrepreneurship

10:15 – 10:30 am

#### Coffee/Tea Break

10:30 – 11:15 am

#### Fostering Makers in Vietnam: Today and Vision for the Future

A panel session moderated by **Hoi Nguyen Ba, PhD.**, Co-Founder,  
FABLAB Danang, Director, University of Danang/USAID BUILD-IT Project Maker  
Innovation Lab

#### Panelists:

**Lam Sieu Hai**, Project Lead, Mekong Delta & Can Tho Startup and  
Entrepreneurial Network

**Marko Seppa**, Entrepreneur in Residence, Finland-Vietnam Innovation  
Partnership Program

**Christy Trang Le**, Misfit Wearables

**Brian Cotter**, Vietnam Innovation Lab, UNICEF

11:15 – 12:00

#### Designing an Open Innovation Space-Public Private Partnership: A Model to Consider for Vietnam.

**Francis Nguyen**, Evangelist, Microsoft Vietnam

12:00 – 1:30 pm

#### Lunch and Exhibit Session

### NOVEMBER 3

### AFTERNOON SESSION

1:30PM - 4:30PM

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- 1:30-2:00 pm**      **How Does Intellectual Property and Policy Development Impact the Maker Movement: Streamlining IP and Advancing Open Innovation Models to Foster Start-ups**
- Dr. Minh Hoang, President, NISTPASS, Ministry of Science and Technology*
- 2:00 – 4:30 pm**      **Workshop: Developing a Sustainable Maker Movement and Start-up Ecosystem**
- The objective of this workshop is to facilitate participants through the “Maker Playbook” process to develop a project plan concept to develop and launch a maker space. This workshop provides participants a platform to convene and develop a space to foster entrepreneurship and innovation to create value and development for the region and Vietnam. The outcome of this workshop will be a set of design deliverables, concept outline and workgroup to finalize a project plan to implement.
- Facilitated by:**  
*Ji Mi Choi, Associate Vice President, Entrepreneurship and Innovation, Arizona State University*  
*Khoi, Project Lead, SMEs Incubation Mekong*  
*Hoi Nguyen Ba, PhD., Co-Founder, FABLAB Danang, Director, University of Danang/USAID BUILD-IT Project Maker Innovation Lab*
- 2:00 – 2:45 pm**      **Voicing the Needs of Stakeholders**
- This segment will frame the problems that we are hoping to address with the growth of innovation and entrepreneurship through “making” in Vietnam.
- Introduction of workshop, agenda and goals**
- Identify key stakeholders in the Vietnamese Maker Ecosystem**  
Who will benefit most from these makerspaces?
- Consolidate stakeholders into stakeholder groups**  
Which of these stakeholders have similar needs and roles in this ecosystem?
- Identify problems each stakeholder group is experiencing that could be addressed by the growth of a makerspace ecosystem**  
What pain points can a strong makerspace ecosystem address for these stakeholders?
- Identify high impact pain points that multiple stakeholder groups experience.**

### NOVEMBER 3

### AFTERNOON SESSION

### 1:30PM - 4:30PM

2:45 – 3:15 pm

#### Gathering Inspiration

This segment will pool inspiration pulled from the morning sessions as well as successful ecosystems worldwide to frame the possibilities for impact of a Vietnamese maker movement.

#### Identify solutions from other ecosystems that address the pain points of our stakeholder groups.

What existing solutions have addressed these problems in other maker ecosystems?

#### Identify existing stakeholder response to these pain points.

How are our stakeholders currently addressing these pain points?

#### Identify high impact opportunities.

Which of our inspired solutions have low barriers of entry compared to stakeholders current solutions?

What additional solutions can we synthesize from stakeholder actions and existing solutions?

3:15 – 3:30 pm

#### Brief Break

3:30 – 4:00 pm

#### Telling Stakeholder Stories

This segment will create a narrative around key stakeholders to humanize their obstacles and experiences. We will use these stories to frame the design deliverables that will be used as a foundation for the further development of an implementation plan.

#### Create a narrative around each stakeholder segment using a perfectly realized Makerspace.

If we were to create the perfect maker space for X Stakeholders, what how would they interact with it?

4:00 – 4:30 pm

#### Synthesize Design Deliverables

Using the three prior segments we will focus in on design deliverables that address the major pain points of each stakeholder group. These design deliverables will be used as a foundation to focus further development of an implementation plan following the Maker Movement Forum.

#### Propose “Must Haves” for Makerspace Ecosystem

What does the maker ecosystem have to have in order to serve its key stakeholder’s needs?

#### Discuss the “Must Haves” that have been proposed.

Which of these are the most valuable? Why?

#### Group and synthesize the “must haves” into concrete design deliverables.

How might we complete the sentence: The Makerspace Ecosystem must X, Y and Z.

4:30 pm

#### Adjourn