

Date	Location
07-08/10/2016	Ho Chi Minh City

**SPONSORSHIP  
OPPORTUNITY**

# HATCH! FAIR 2016

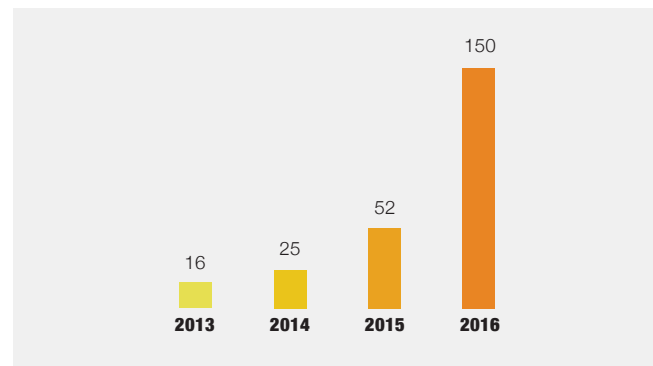
—— INVISIBLE TECHNOLOGY

# THE BIGGEST STARTUP EVENT IN VIETNAM...IS NOW EVEN BIGGER!

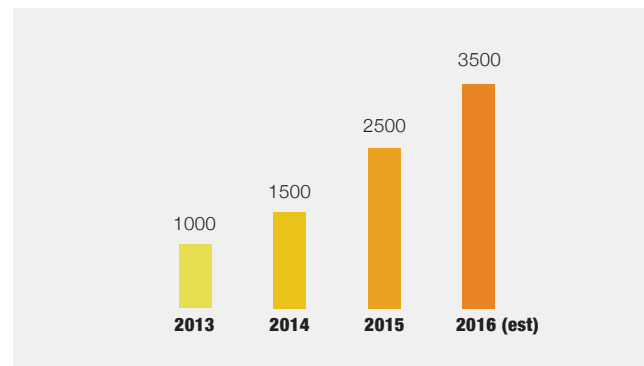
**HATCH! FAIR** is Vietnam's leading and largest annual startup conference and exhibition. The organizer is HATCH! PROGRAM, a not-for-profit serving Vietnam with professional startup ecosystem-building activities in Hanoi, Ho Chi Minh City and Da Nang.

Every year, HATCH! FAIR is the **epic startup event** where innovation and entrepreneurship are celebrated, and recognized. HATCH! FAIR is proud to partner with prestigious, respected local and international organizations.

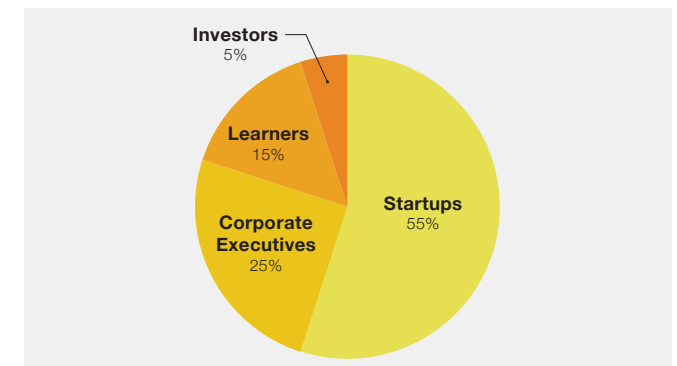
Sponsorship reaches targeted participants from June to October 2016, five months of intensive brand **exposure**.



NUMBER OF PARTICIPATING ORGANIZATIONS



NUMBER OF EVENT PARTICIPANTS



EVENT PARTICIPANT BREAKDOWN (2015)

## Featured Past Partners



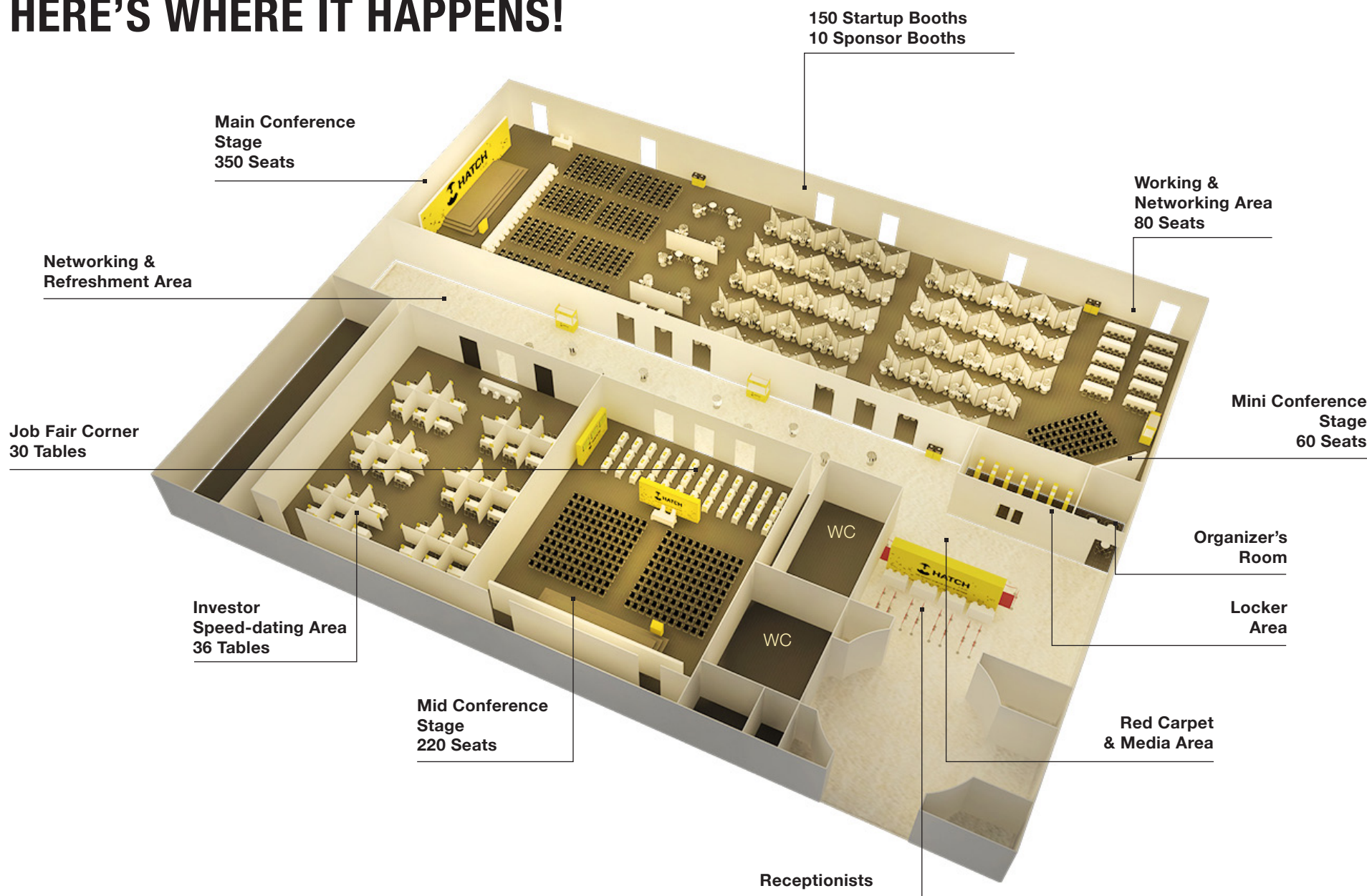
## Featured Past Startups



## Media in Attendance



# HERE'S WHERE IT HAPPENS!



# INTRODUCING HATCH! FAIR 2016

\_invisible technology

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## Date

October 07 - 08, 2016

## Location

Grand Palace, 142/18,  
Cong Hoa Street, Ward 4,  
Tan Binh District, HCMC

## Contact

<http://fair.hatch.vn>  
[fair@hatch.vn](mailto:fair@hatch.vn)

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HATCH! FAIR 2016 will be **bigger than ever**, attracting thousands of participants to a combined conference and exhibition event for startups; investors; learners; the public; and, local and international mass media.

HATCH! FAIR is the only **national** startup event in Vietnam, with dedicated **international** participants.

For the first time, HATCH! FAIR will be organized in **Ho Chi Minh City**, with pre- and concurrent side-events organized in Hanoi, Da Nang and Ho Chi Minh City.

**HATCH! FAIR 2016** is not a mere two-day event, it is much more! Activities kick off **months before the actual date**, with events such as startup competitions, pitching events, social innovation camps, workshops, networking events and press conferences. We want to make sure that everyone in Vietnam has the **opportunity to participate and learn** about entrepreneurship in the best and most efficient way possible.

This year, the event's official theme is:  
**INVISIBLE TECHNOLOGY**

Technology has developed so much that it's become **part of our life**. Everyday we wake up, we are surrounded by technology that has been around only in the past 5-10 years. These innovations are **substantially changing the way most people live, communicate, and work**.

With this in mind, HATCH! FAIR 2016 is **the opportunity** to recognize and celebrate innovation created in Vietnam and Southeast Asia, as well as to encourage people of all ages and backgrounds—especially persons from traditionally disadvantaged backgrounds—to participate in entrepreneurial activities.

# TESTIMONIALS



**MR. TRAN QUOC KHANH**

Vice Minister, Ministry of Science and Technology (Vietnam)

"We highly appreciate the initiative of organizing this annual startup conference and exhibition. This will be a forum for young entrepreneurs, startups companies within and without the IPP, investors, incubators and universities to meet up, partner and bring to the market valuable products and services with high quality."



**MR. DANG HUY DONG**

Vice Minister, Ministry of Planning and Investment (Vietnam)

"I was impressed by HATCH! FAIR 2015/ IPP Midterm Demo, where the organizers and entrepreneurs are very energetic and enthusiastic. There should be more events like this to encourage and inspire entrepreneurship, establish a platform to share experience and help companies raise fund, as well as together build up a startup ecosystem in Vietnam."



**NGUYEN BA TIEN**

Founder at Mylink.vn (Vietnam)

"At HATCH! FAIR 2015/ IPP Midterm Demo, we received lots of feedback on our products, not only visitors but from mentors and potential partners too. And, we are following up with 2-3 investors after the event."



**DAVID BEATTY**

Managing Director at Golden Seeds (USA)

"HATCH! FAIR 2015/ IPP Midterm Demo is an excellent example of the entrepreneurial ecosystem developed in Vietnam. The event provided opportunity for startups to learn from and meet experienced and successful business people and investors."



**SHUYIN TANG**

Principal, Unitus Impact (Vietnam)

"The event is very organized. It is so excited to see a lot of energy and passionate in the room. Our main criteria when approaching startups are business investment return and social impact, and there are several companies that meet these goals, and we will follow up with them."



**DR. PRATIBHA MEHTA**

UN Resident Coordinator and UNDP Resident Representative in Vietnam (Vietnam)

"The Hackathon for Social Good is innovative and opens new partnerships to expand voice and space for the Sustainable Development Goals implementation in Vietnam. I hope that we will explore to further build on this contest, especially using digital devices and mobile apps for social innovations and social entrepreneurship to deliver the Global Goals."

# HATCH! BATTLE Startup Competition

**HATCH! BATTLE 2016** is the annual startup competition, now in its third year, that attracts hundreds of startups. This exciting 'battle' features training workshops, mentoring activities, free use of co-working space, as well as funding and incubation services.



Apart from the big event "HATCH! BATTLE", new for 2016 is **HATCH! BATTLE Junior**, a dedicated competition platform just for students enrolled in high schools or universities.

Winners from HATCH! BATTLE Junior get full benefits, such as: joining mentoring workshops, exhibiting and pitching at HATCH! FAIR 2016, as well as getting potential grants, funding, and incubation.

HATCH! BATTLE winners get **Golden Egg** awards in categories\* such as:

- Outstanding Mobile Startup
- Outstanding Technology Startup
- Outstanding Hardware Startup
- Outstanding Agriculture Startup
- Outstanding Education Startup
- Outstanding Social Enterprise
- Outstanding Student Entrepreneur

\*final categories subject to change after the printing date of this document

## Selection Criteria

### HATCH! BATTLE participants must have/be:

- New product or service at viable prototype stage
- Less than 5 years of operation for existing companies
- At least 3 team members, one of which must be currently based in Vietnam
- Ability to participate in all mandatory activities, including HATCH! FAIR 2016
- Technology- or science-based product/service (company itself is not necessarily a technology or science company)
- Ability to prove financial impact
- Ability to prove social impact is a plus

### HATCH! BATTLE Junior participants must have/be

- New product or service
- At least 3 team members, one of which must be current student from a high school or university that is organizing and participating in the competition
- Technology- or science-based product/service
- Ability to prove financial impact
- Ability to prove social impact is a plus

## Selection Process

### Round 1 Application May 01 - July 15

### Round 2 Workshops

#### Training & Pitching Workshops

*3-hour training workshops for startups on how to create a perfect pitching deck and how to present convincingly*

Hanoi:	August 04, 2016
Da Nang:	August 08, 2016
Ho Chi Minh City:	August 16, 2016

#### Pitching Day

*Each group has 5 minutes presentation and 5 minutes Q&A*

Hanoi:	August 09, 2016
Da Nang:	August 15, 2016
Ho Chi Minh City:	August 29, 2016

#### Investment Mentoring Workshop

*Selected groups attend investment mentoring workshops to understand the mindset of investors or potential partners, and to understand how to foster future collaboration*

Hanoi:	September 09, 2016
Da Nang:	September 17, 2016
Ho Chi Minh:	September 24, 2016

### Round 3 Final Pitching, award the Golden Eggs

*Exhibiting, Pitching, Funding, Granting, Awarding, Media*

Ho Chi Minh City:	HATCH! FAIR 2016 Oct 07-08, 2016
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# SOCIAL INNOVATION CAMP The “Hackathon” Re-invented

**Social Innovation Camp** is a new format, first introduced in Vietnam, developed by HATCH! PROGRAM, based on **three years organizing hackathons**. Similar to a hackathon, our Social Innovation Camp aims to identify innovations and potential ideas that can be developed into sustainable businesses. However, a Social Innovation Camp is different in the following ways:

## Better Teams

Teams minimally have three members, in three categories: business/researcher, designer, and coder/engineer.

## Better Collaboration

Teams have time to interview, interact and define the challenge with the partners, instead of just receiving problem statements. Teams create mock-ups and receive feedback from partners and potential users.

## More time

More time means better product development: a Social Innovation Camp is 5 days, contrast with the typical hackathon's 2 days, leaving plenty of time for teams to deeply investigate and carefully develop. After the camp, for another 2 months, teams continue the development before launching their solution at HATCH! FAIR 2016.

## Well-defined structure

Social Innovation Camp has an established structure inspired by our past hackathons and the Design Sprint method developed by Google. The result is we are not just coding: we are building sustainable businesses.

## Selection Criteria

- A team of at least 3 team members in 3 categories: business/researcher, designer and coder/engineer (Individuals can be teamed up by our organizers)
- Eager to learn, and support social causes

## Dates

Hanoi:	August 10-14
Da Nang:	August 17-21
Ho Chi Minh City :	August 24-28



**BE A PART OF  
CREATING SOCIAL  
IMPACT**

# HATCH! FAIR 2016 *Inside the event*

## CONFERENCE STAGE

The HATCH! Startup Conference is Vietnam's leading, annual platform for **speakers** and **entrepreneurs** to reveal, and discuss the **latest trends**. This is also the place where outstanding startups pitch for **Golden Egg** awards.

### Timeline

Stage <i>Attendees</i>	Main Stage <i>300-500</i>	Mid Stage <i>200-300</i>	Mini Stage <i>50</i>
Friday 07.10			
Morning	Opening Ceremony	Conference	Conference
Afternoon	Conference	Conference	Conference
Evening	Outside Afterparty		
Saturday 08.10			
Morning	Pitching	Pitching	Conference
Afternoon	Golden Egg Awards	Conference	Conference
Evening	Afterparty Main Stage	Afterparty Mid Stage	

## EXHIBITION AREA

Exhibitors get unique opportunities to exhibit products and services, to establish credibility in the market, attract media attention, and/or investment. HATCH! exhibitions are excellent venues to receive direct feedback from customers. Pre-sale results indicate 150 exhibitors for 2016.

Startup Booth	Partner Booth
2 meters x 2 meters	3 meters x 3 meters
quantity 100-150	quantity 10-20

## NEW! JOB FAIR CORNER

HATCH! FAIR attracts Vietnam's best people. This new dedicated area for recruiting talent features a comfortable zone for recruiters and seekers alike to meet and learn about each other in a professional environment.

## INVESTOR / FOUNDER SPEED-DATING AREA

A private, comfortable area for investors to hold one-on-one meetings with startup founders. All participants, whether individual or institutional must be pre-qualified and pre-registered to enter this exclusive private area.

## WORKING & NETWORKING AREA

This is a confidence-inspiring area for people to hang around, rest, work, or participate in quality networking.

## REFRESHMENT AREA

HATCH! FAIR Refreshment Area is a premier way for F&B businesses to introduce / promote products and services to a wide range of customers: founders, executives, investors, and organizations. For participants, on-site food makes conference attendance more convenient!

## RED CARPET & MEDIA AREA - BROADCAST STUDIOS

Each year, HATCH! FAIR attracts dozens of Vietnamese and international online, broadcast, and print media representatives. The media area helps feature speakers and startups for professional international coverage. Top media can install portable studio facilities for continuous, live reportage.

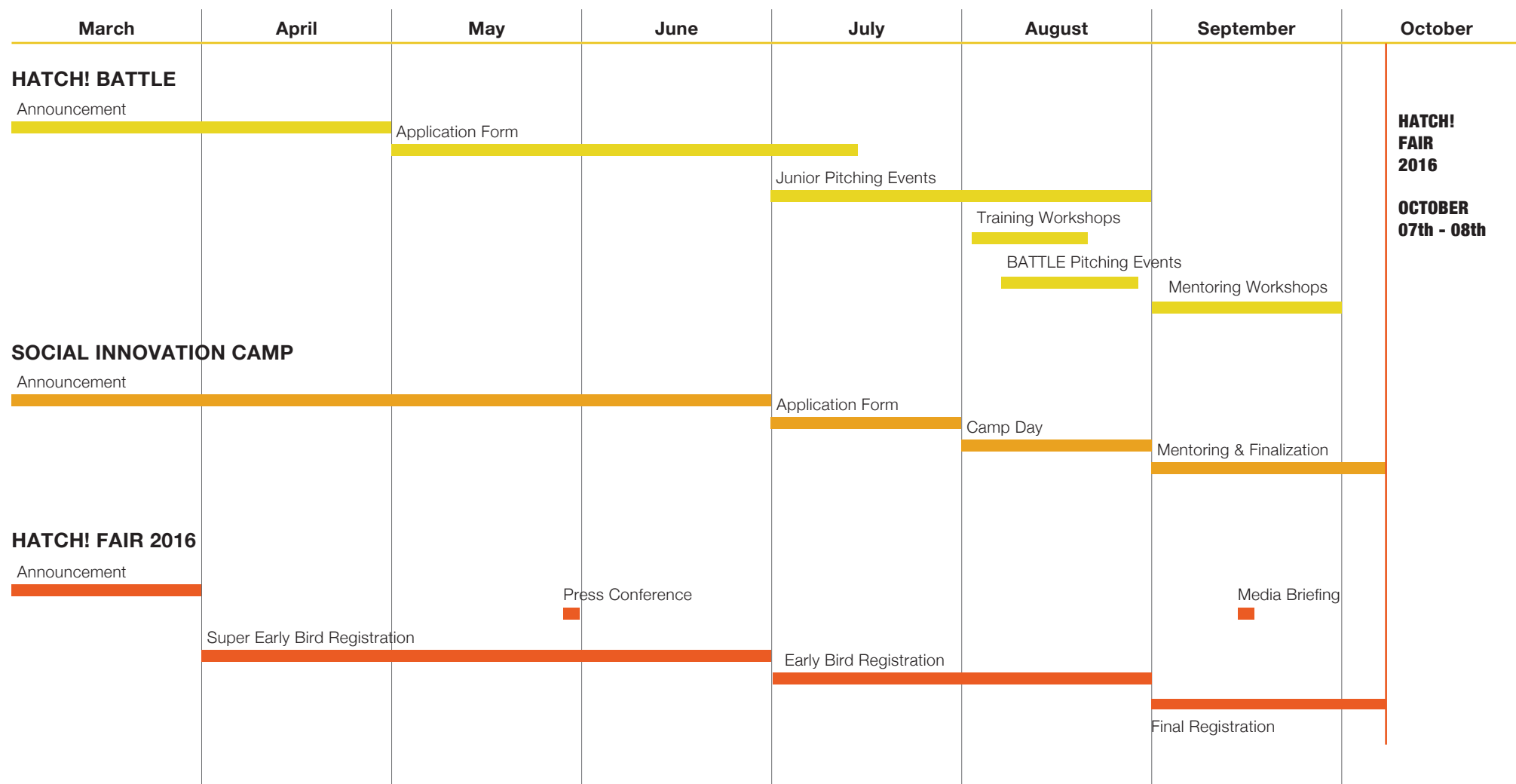
## RECEPTION CONCIERGE, LOCKERS

Reception concierge for event orientation, information, ticketing, and pre-purchased e-ticketing check-in. If any participant would like to check-in heavy bags, our locker room is the perfect option.

# DIRECTLY ENGAGE WITH STARTUPS, INVESTORS AND MEDIA



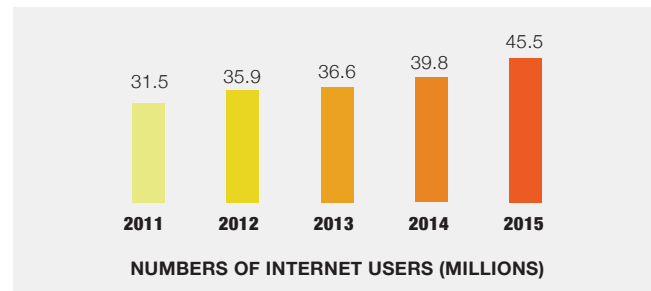
# HATCH! FAIR 2016 Timeline



# WHY SPONSOR HATCH! FAIR?

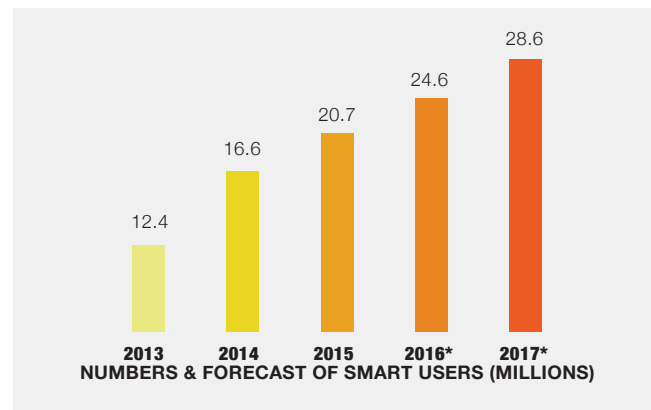
## THE INTERNET IS BOOOMING

Internet penetration in Vietnam has been growing for the past five years, on average, 11.2% per year. In 2015, penetration reached 48% of the population.



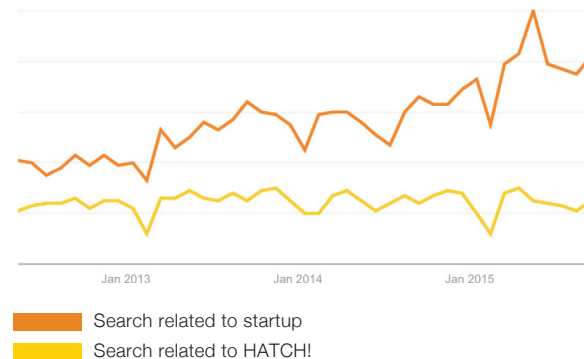
## MOBILE IS THE NEW MEDIA

Entrepreneurs are creating new and useful applications to serve an incredibly fast-growing platform.



## HATCH! FAIR IS BY LEADERS, FOR LEADERS

Since 2012, when there is talk about entrepreneurship in Vietnam, HATCH! is the #1 mentioned resource.



## REACH TOP INNOVATORS AND OPINION LEADERS

Our event attracts top, talented people. We reach people who are authentic early adopters, influencers, and change-makers in the nation, and in the region.

## HIGH LEVEL PARTICIPANTS

HATCH! FAIR has attracted these influencers:

### Tran Quoc Khanh

Vice Minister, Vietnam Ministry of Science & Technology (MOST)

### Pratibha Mehta

United Nations Resident Coordinator, Vietnam

### Dang Huy Dong

Vice Minister, Ministry of Planning & Investment (MPI)

### Nguyen Thanh Nam

Former CEO, FPT Corporation

### Ilkka-Pekka Simila

Ambassador, Embassy of Finland in Vietnam

### Adrian Latortue

International Launcher, Uber

## TOP-LEVEL EVENT QUALITY

HATCH! FAIR puts priority on quality.

## BEST INTERNATIONAL NEWS PLATFORM

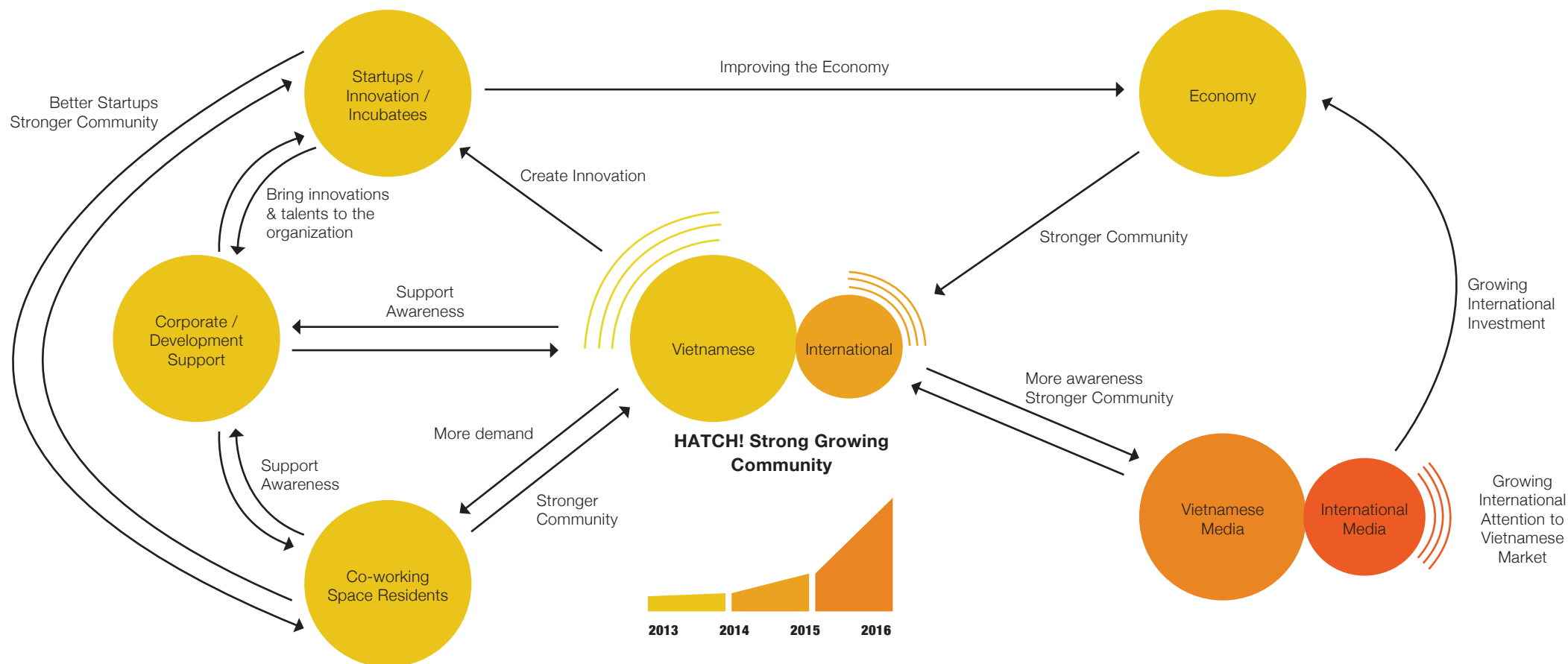
There's rarely an event in Vietnam that has such focused, international news coverage, including: Atlanta, E27, DealstreetAsia, and Channel News Asia.

## MEDIA VALUE

	BRONZE	SILVER	GOLD
Impressions	838,000	1,400,000	2,335,000
Media Value	US \$12,230	US \$27,850	US \$59,200

Source: Statista.com, Internetlivestats.com, Google.com

# THE HATCH!NG EFFECT



# LEADERSHIP & VISION



## PHAM QUOC DAT

Founder & CEO

### Experience

- Landor (WPP) Vietnam, Marketing Executive
- ABLINK Communication, CEO
- Entrepreneur, Investor



## CSABA BUNDIK

Strategic Advisor

### Experience

- CEEC, Vice Chairman
- EUROCHAM, Former Managing Director
- Entrepreneur, Investor



## VU ANH NGOC

Co-founder & COO

### Experience

- GREY (WPP) Vietnam, Marketing Executive
- Alpine Ventures, Account Executive
- Entrepreneur



## MAC DINH AN

Event Manager

### Experience

- Logistics Manager, HATCH! FAIR 2015
- Event Manager, Hackathon for Social Good 2015



## AARON EVERHART

Co-founder & CMO

### Experience

- Landor (WPP) San Francisco (10 yrs), Vietnam (5 yrs), Director
- GREY (WPP) Vietnam, Hanoi Launcher, Director (5 yrs)
- Alpine Ventures (Vietnam), Founder/CEO
- Entrepreneur, Investor



## NGUYEN THI LOI

Event Associate

### Experience

- Sales Manager, Hoang Minh Water Treatment Company
- Manager at HATCH! NEST Doi Can

## KEY PERSONNEL

### GIAP VAN DAI

CTO

### Trinh Le Minh

Digital Designer

### Fergus Clark

Financial & Legal Expert  
Partner, Augmented Ventures

### Tuan Pham

Investment Expert  
Partner, Augmented Ventures

### Dang Quang Thang

Event Associate

### Nguyen Thanh Mai

Event Associate

# HOW TO BENEFIT WITH HATCH! FAIR 2016

SPONSORSHIP TIER	BRONZE	SILVER	GOLD
One-on-one television media interview			1
Media interview	1	2	3
Advertising video clip looping at break		x	x
Opening & Closing Speech	x	x	x
Presentation at Conference	x	x	x
Partner Booth	3x3m	4x4m	5x5m
Tickets for participants	10	15	20
Promotion on HATCH! sites	3 months	6 months	12 months
Special thanks and article on website and social media	x	x	x
Special mention in official press release, media briefing			x
Priority on program materials	3	2	1
Exclusive VIP Dinner Invitations	x	x	x
<b>Package</b>	<b>US \$5,000</b>	<b>US \$10,000</b>	<b>US \$20,000</b>
<b>Limit</b>	<b>10</b>	<b>5</b>	<b>3</b>

## PRESS CONFERENCE

HATCH! FAIR 2016 Announcement  
May 26, 2016  
Bitexco Tower, District 1, Ho Chi Minh City

## MEDIA BRIEFING

HATCH! FAIR 2016 Sponsor & Partner Media Engagement Event  
September 29, 2016  
Bitexco Tower, District 1, Ho Chi Minh City

## IN-KIND OPTIONS

Venue, Media, Logistics, Printing, Technology, Food & Beverage, Audio System, Video System, Personnel, Others  
**Value exchange: 80% of current market value**  
**Limit 10**

## TITLE SPONSORSHIP OPPORTUNITIES

Event Title Sponsorship	<b>US \$50,000</b>
<i>Event Co-branding &amp; Gold Exclusivity</i>	
HATCH! BATTLE (see page 5)	<b>US \$20,000</b>
<i>Golden Egg Award Sub Category (Mobile, Technology, Hardware, Agriculture, Education, Impact)</i>	<b>US \$5,000</b>
<i>Workshop Sponsorship by city (Hanoi, Da Nang, Ho Chi Minh City)</i>	<b>US \$500</b>
HATCH! BATTLE Junior (see page 5)	<b>(Sold) US \$5,000</b>
Social Innovation Camp (see page 6)	<b>US \$20,000</b>
Conference Stage Branding (see page 7)	
<i>Main Stage (including After Party)</i>	<b>US \$20,000</b>
<i>Mid Stage</i>	<b>US \$10,000</b>
<i>Mini Stage</i>	<b>US \$2,500</b>
Job Fair Corner	<b>US \$3,000</b>
Investor Speed-dating Area	<b>US \$5,000</b>
Locker Room	<b>US \$2,500</b>

*HATCH! will issue red invoice for any cash sponsorship, which can be recorded as a company expense. Sponsorship value is exclusive of 10% VAT.*

# HATCH! VENTURES

## \_forging impactful startups

**DAT QUOC PHAM**  
Founder & CEO

xinchao@hatch.vn  
+844 6275 7406

14th Floor, 195 Doi Can Street  
Ba Dinh District, Hanoi

Officially launched on December 22, 2012, the primary mission of HATCH! was to support entrepreneurs and promote the early-stage startup ecosystem in Vietnam.

By the end of 2013, HATCH! became one of the top names for entrepreneurship development in Vietnam, with activities that made international headlines.

By the end of 2014, more than 100 companies were supported, and 10,000 people participated in activities.

2015 was a growth year for HATCH!. Our impact numbers more than doubled, our first co-working space launched and gained credits, proving our model to be sustaining.

In 2016, HATCH! expands activities within these areas: Community Building, Co-Working Space, and Incubation.

