
Startup & Social Innovation Ecosystem in Asia

8 September 2021



The Asia Foundation

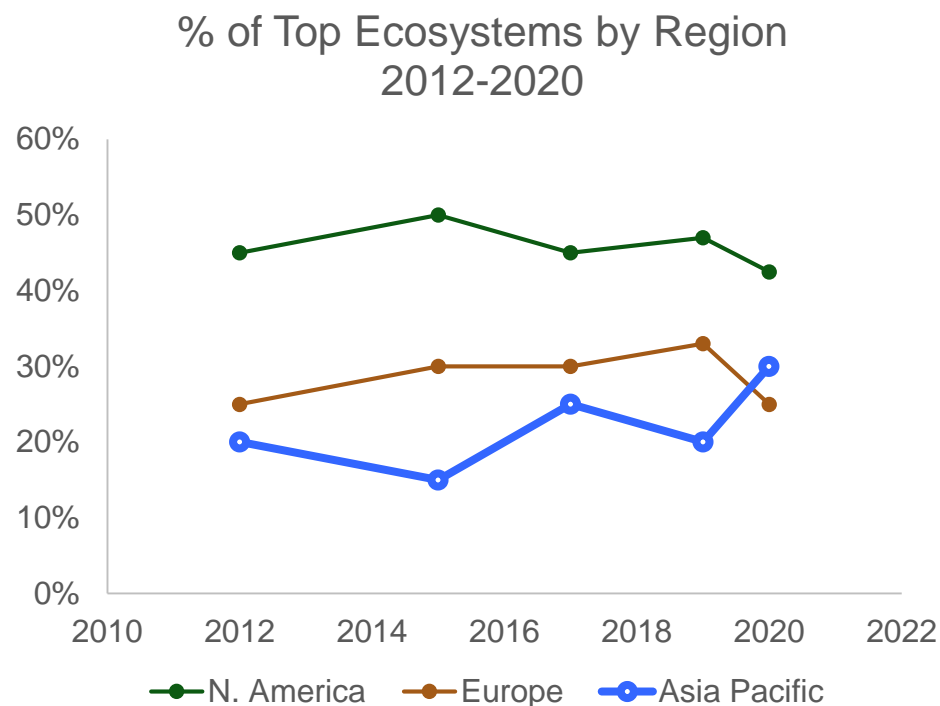
Agenda

- 1. Overview of Asia's Start-up Ecosystem**
2. China's Startup & Social Innovation Ecosystem
3. Korea's Startup & Social & Innovation Ecosystem
4. A Way Forward



Overview of Asia's Start-up Ecosystem

Ranking	City / Region
#1	Silicon Valley
#2 (tie)	New York City
#2 (tie)	London
#3	Beijing
#8	Shanghai
#15	Tokyo
#17	Singapore
#20	Seoul
#22	Shenzhen
#26	Bangalore
#28	Hangzhou
#29	Hong Kong



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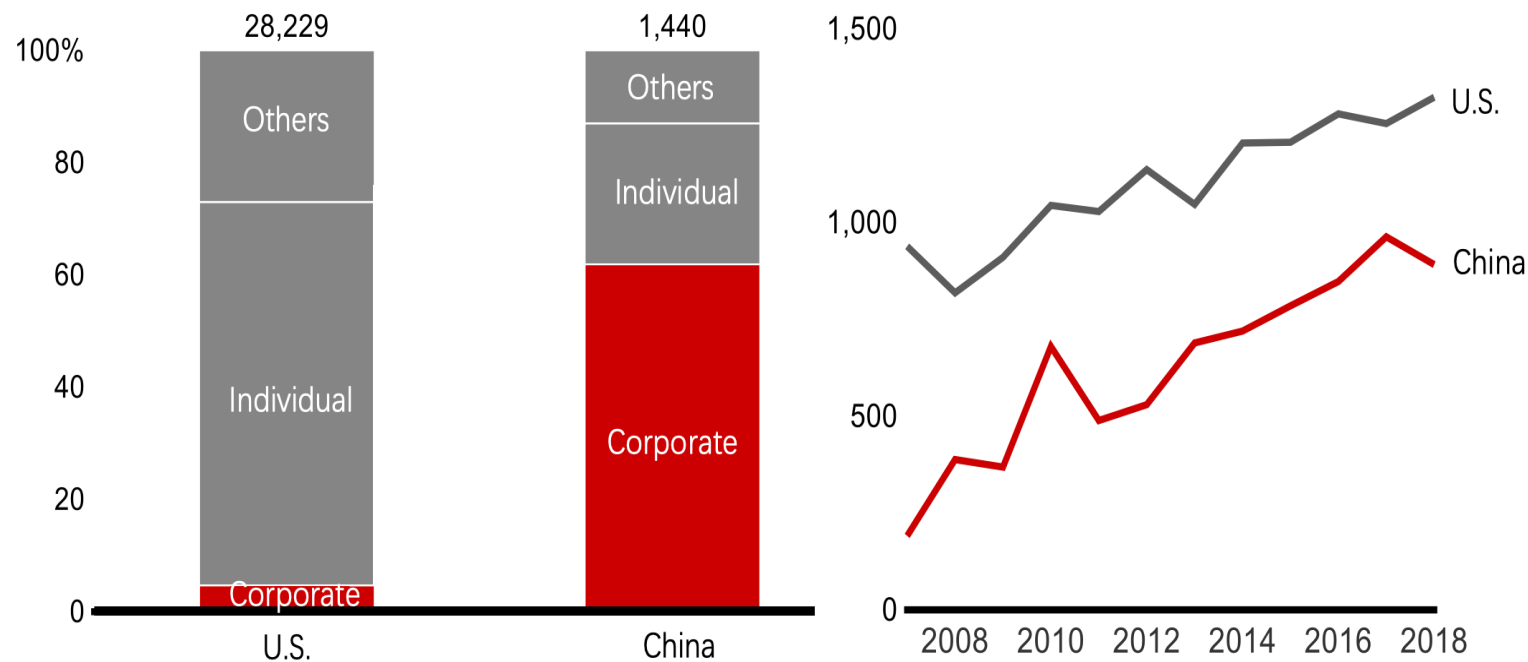
Chinas Startup & Social Innovation Ecosystem

Startup Ecosystem Key Figures

- **6 million firms** in China are established every year (x 60 Korea's), 164 unicorns (as of 2018), 2,000 accelerators
- **Key city clusters:** Beijing and Shanghai
- **Anchor investors:** Baidu, Alibaba, Tencent, IDG, Sequoia China, etc
- **Active in Asia:**
 - In Korea, investments from China include Fintech (*Kakao Pay*, 230 billion KRW), [sector] (*Netmarble*, 500 billion KRW), and Media (*YG Entertainment*, 400 billion KRW)
 - In Southeast Asia, billions of USD has been invested mainly in retail & distribution, tourism
- **Role of University-led enterprises.** Led by Peking U y & Tsinghua U (53% of \$60 billion holdings)

Chinas Startup & Social Innovation Ecosystem

Social Innovation Ecosystem



Donations by donor (RMB 100 million)

Corp. donation (RMB 100 million)

Source: The Natural Conservancy, Bain & Company



Chinas Startup & Social Innovation Ecosystem

Social Innovation Ecosystem

LGT Group (family office), Fortunate Capital, China Alliance of Social Value Investment

Impact Investors

Traditional VCs

Yuhong Asset Management
(Yuhe Fund 50M RMB)

Corporations

Coca Cola (Clear Water 24)
Ant Finance (Ant Forest)
Tencent (99 Charity Day)

Government

Central government:
ESG and green finance

Interest by Municipal gov't

Philanthropy

Leping Foundation
Yifang Foundation
British Council

Asia Foundation research (2020). Expert interviews. N=4. Research led by Prof. Guo Peiyuan, Tsinghua University

The Asia Foundation

Key Challenges & Opportunities

Awareness among large firms
Human Capital
Business-NGO partnerships
Impact Investment
Engage policy-makers

Conventional Startups

Social Entrepreneurs

ShanPin GongShe (social enterprise/rural products)
Clear Plate Initiative
China's Women Dev Foundation

Intermediaries

Incubators / Accelerators:

Startup Hub Shanghai

CASBI
B-Lab

Universities

U of Electronic Science & Tech CSEIF
Capital U of Econ & Business ESG Institute

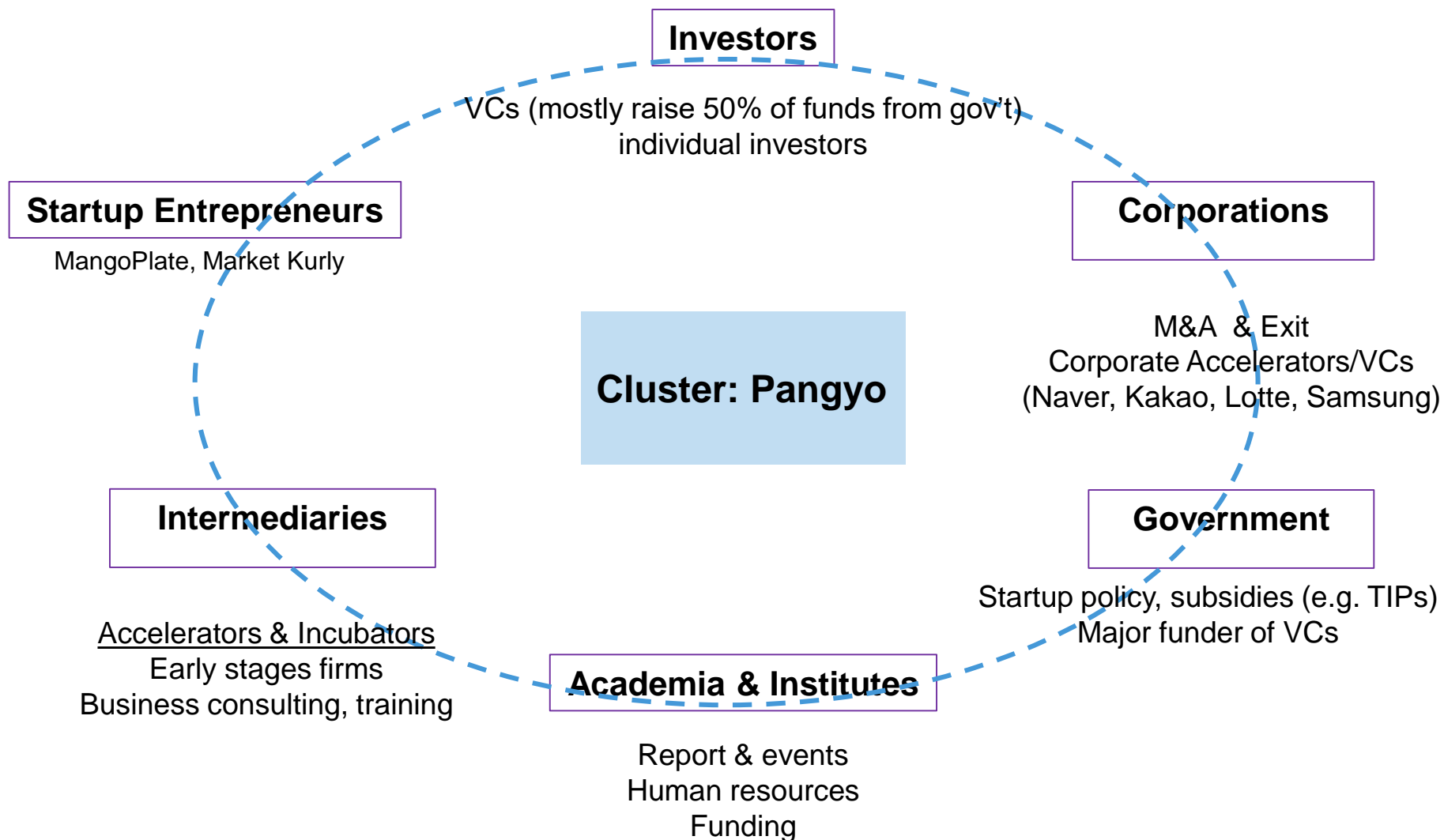
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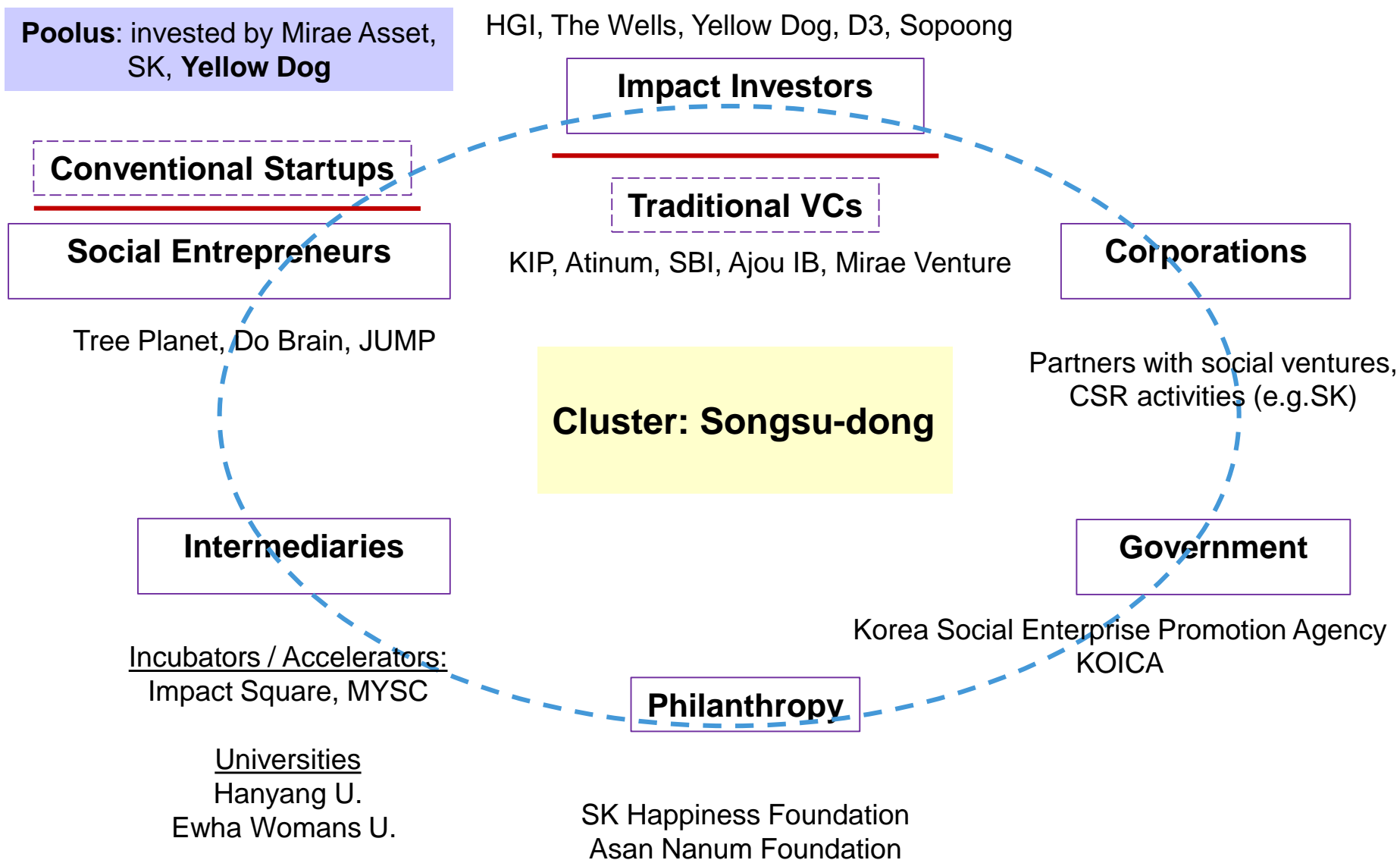
Startup Ecosystem: Korea Case

Overview – Key Stakeholders (Summary)



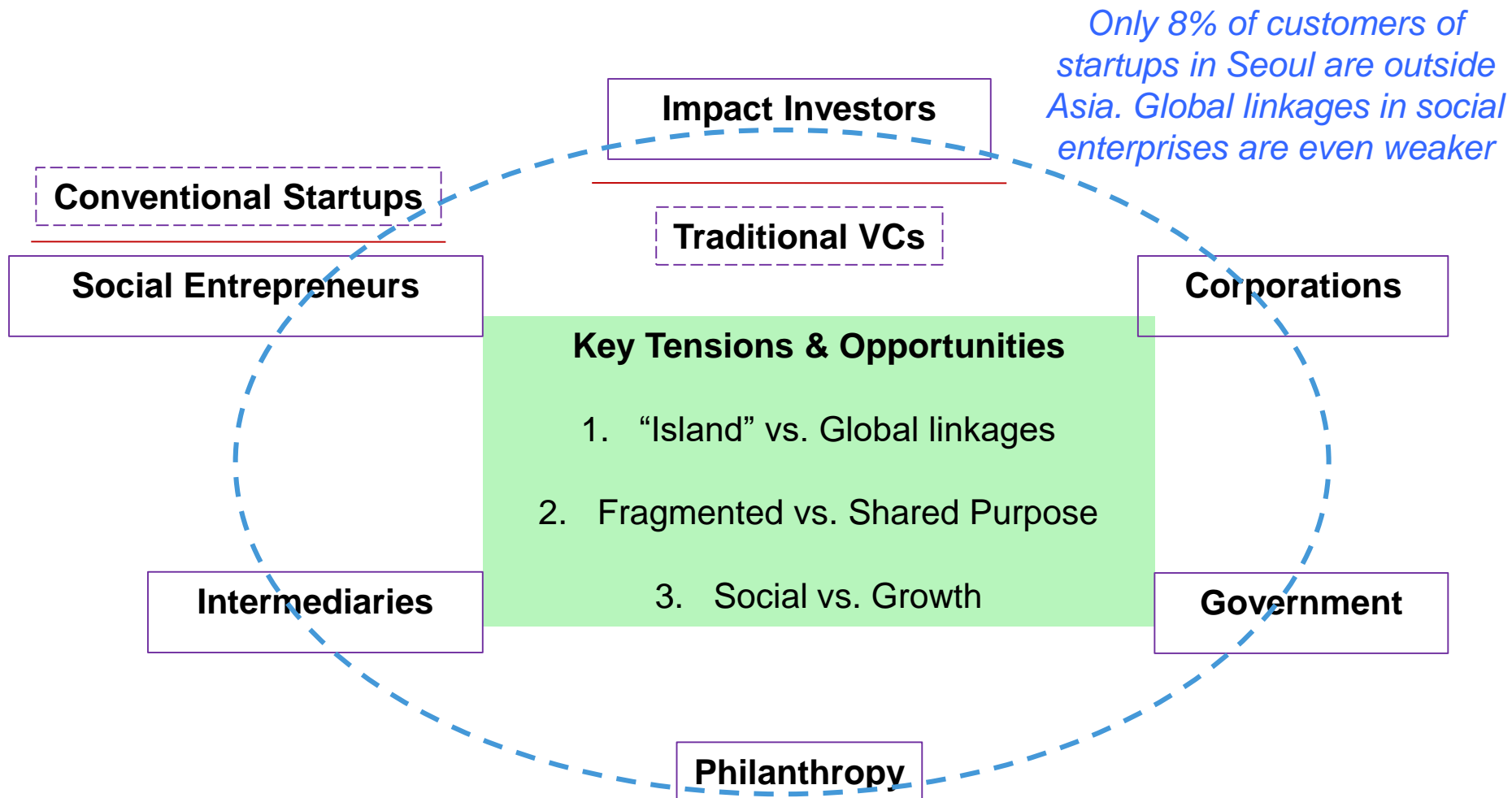
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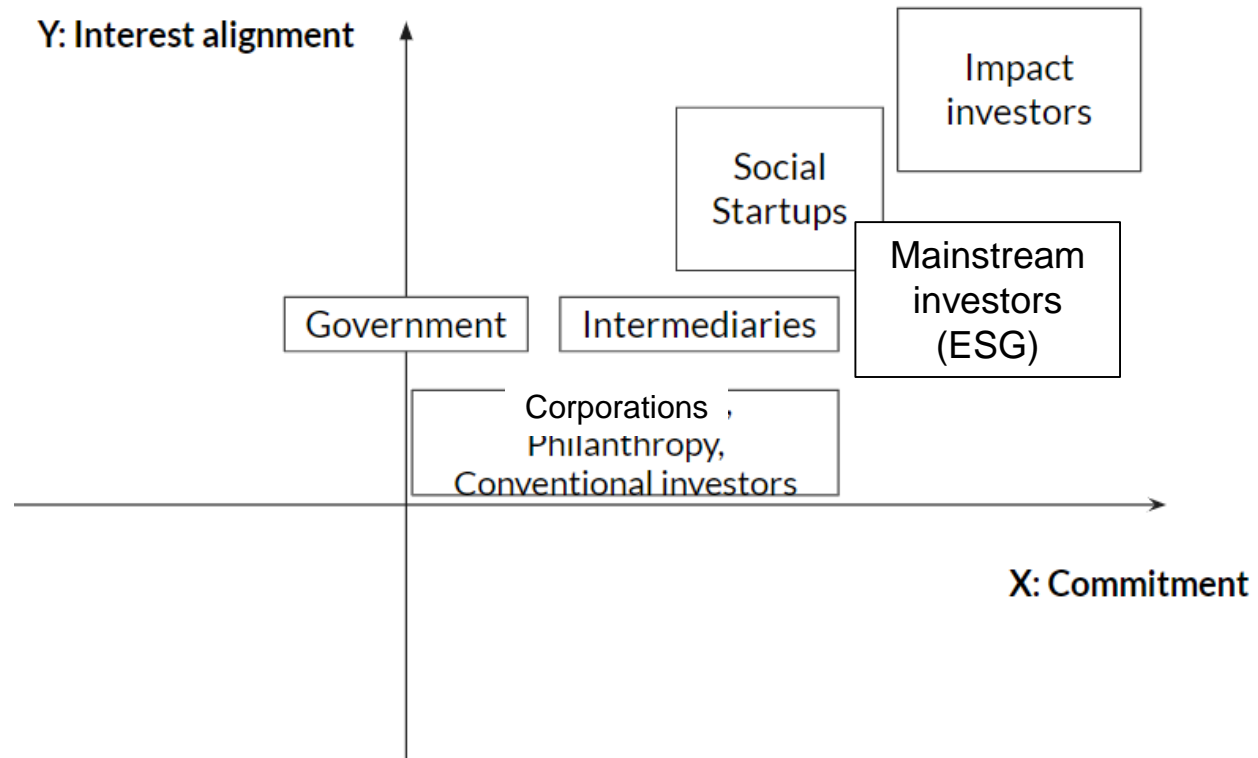
Social Innovation Ecosystem

Key Tensions & Opportunities in the Ecosystem



Social Innovation Ecosystem

A Way Forward: Sequencing an Agenda for Change



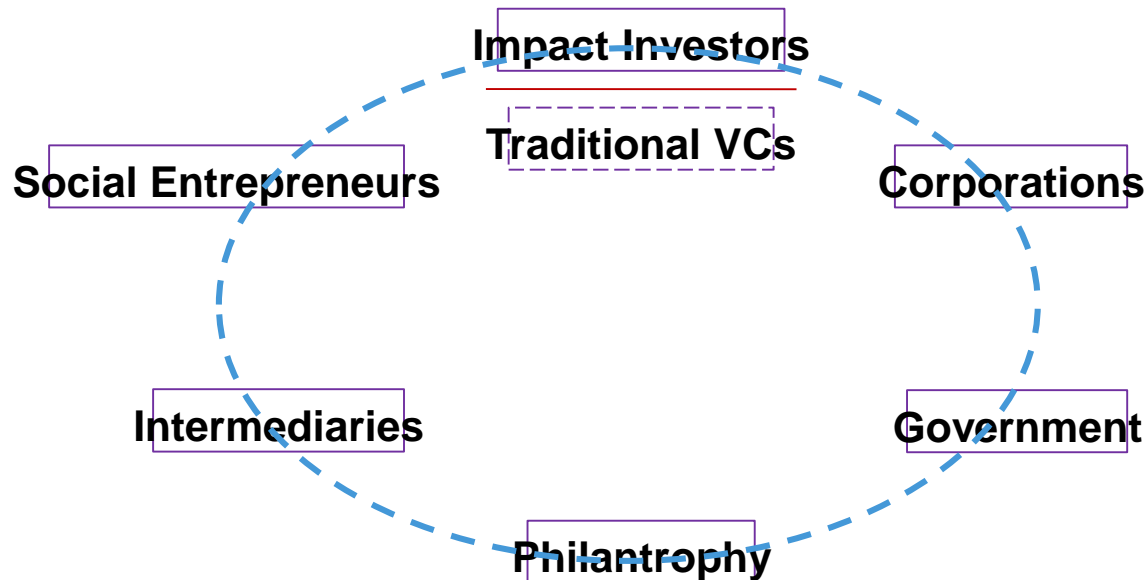
END OF PRESENTATION

Social Innovation Ecosystem

Key Challenge & Opportunity

Key Challenges & Opportunities

1. Internationalization
2. Shared Purpose
3. Separation growth & inclusion



Regional & Country Snapshot

Singapore



Regional & Country Snapshot

Southeast Asia: Vietnam

