



*SPONSOR PROPOSAL*

# DISADVANTAGED YOUTH EMPOWERMENT THROUGH ENTREPRENEURSHIP TRAINING





# TABLE OF CONTENT

1. Preface
2. About Passerelles Numériques Vietnam
3. Entrepreneurship Program 2023
4. Sponsorship Package
5. Sponsorship Benefits



# 1. PREFACE

Since 2018, Passerelles numériques Vietnam has launched an annual Entrepreneurship Program with the aim to encourage and build "intrapreneurship spirit" among our final-year students and contribute to the development of Vietnam's society.

The Entrepreneurship Program, which draws a large number of experts in the Technology & Business fields, promises to address the needs of underprivileged students with a helpful, engaging program in start-up concepts and management skill training.



## WHY DISADVANTAGED YOUTH SHOULD LEARN ENTREPRENEURSHIP?

Entrepreneurship is not for everyone, and it seems far out of reach for disadvantaged youth. At PNV, our efforts are particularly focused on "intrapreneurship education" to equip underserved students with non-cognitive skills, such as opportunity recognition, innovation, critical thinking, resilience, decision-making, teamwork, and leadership; that will not only benefit students' employment but also their future intention to work for themselves.





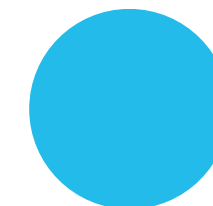
## WHY TECHNOLOGY?

Our Entrepreneurship training program supports the underprivileged students at PNV in developing entrepreneurial and intrapreneurial mindsets for technology-based products and businesses. As technology evolves rapidly, it could help solve a lot of societal problems and has created more job opportunities than ever. Thus it is seen as a gateway for disadvantaged youth to thrive in a changing world of work, thereby helping themselves and their family escape poverty in a sustainable way.



Your investment and support will play a crucial role in achieving such meaningful purposes above. This is indeed a good chance for you to access a valuable resource of a young workforce, and leverage brand identity and awareness.

We are eager to work with you on this program and receive your sponsorship.



# 2. INTRODUCING PASSERELLES NUMÉRIQUES VIETNAM

Established in 2010 in Da Nang city, Passerelles numériques Vietnam (PNV) is licensed by the Department of Foreign Affairs - Ministry of Foreign Affairs. Every year, PNV offers a free 3-year IT training program at our center.



## **BENEFICIARIES**

underserved young people aged 18-23 in Vietnam. 50% of our students are female



## **SCHOLARSHIP**

all training, accommodation, and living expenses are covered by PNV



## **DEGREE**

diploma from Danang Vocational College (DanaVTC) and PN's international certificate





## OUR LONG-TERM SOCIAL IMPACTS IN VIETNAM

**669**  
direct  
beneficiaries

**50%**  
of them  
are girls

**95%**  
graduates have  
qualified jobs

**454**  
alumni

**\$876**  
average  
monthly salary

**86%**  
alumni working  
in the IT sector

**24%**  
of their incomes  
spent for their  
families (\$209)

**2000**  
indirect  
beneficiaries

[\*Click here to get to know more about PNV\*](#)



For more than a decade, PNV's outstanding contributions to the advancement of the underprivileged communities, local talents, and the region's economy were officially recognized with:

**Vietnam Association for Promoting Education (VAPE)**

Medals - For the Study Promotion (2015)

Certificate of Merit (2016)

**The People's Committee of Danang**

Certificate of Merit (2015)

Certificate of Merit (2016)

Certificate of Merit (2021)

**The People's Committee of Quang Nam**

Certificate of Merit (2015)

Certificate of Merit (2016)

Certificate of Merit (2017)

**The People's Committee of Quang Ngai**

Certificate of Merit (2022)

**The Service Center for Da Nang Foreign Affairs (SCEDFA)**

Certificate of Merit (2021)

**American Chamber of Commerce in Vietnam**

2022 AmCham Vietnam ESG Impact Awards - Excellence in Social Impact



## PNV ON PRESS AND TELEVISIONS



# 3. ENTREPRENEURSHIP PROGRAM

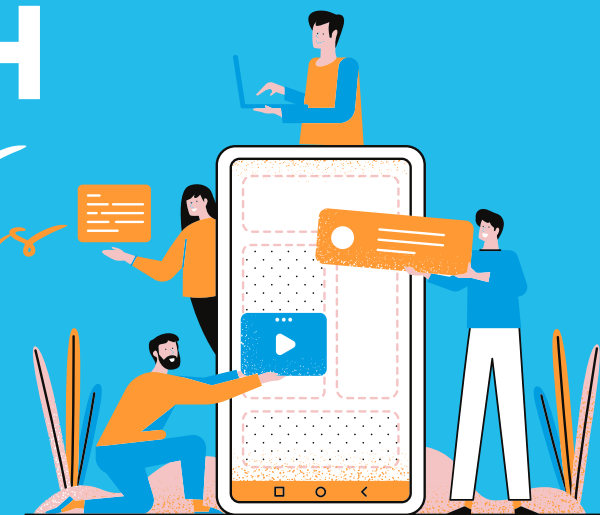
First organized in 2018, PNV's Entrepreneurship program provides our underprivileged students with a 2-phase journey of developing & pitching IT start-up ideas and from which creating the real products of Information Technology innovations.



PHASE 1

MOMENT OF TRUTH

from *ideas*  
to *products*



PHASE 2

# THE GOALS OF ENTREPRENEURSHIP PROGRAM



Give students exposure to the business side of the IT industry



Create opportunities for students to work with customers & experts from many fields



Allow students to work on graduation projects from their own ideas



Inspire students to become future entrepreneurs



**With *Health++* – an Entrepreneurship project promoting medical awareness and wellness, a group of new graduates of class 2018-2021 participated and won the consolation prize in *Danang Scientific Research Competition 2021.***

## REMARKABLE FIGURES

**5+** Years of **experience**

**200+** **Competitors** (students)

**100+** **Volunteers**  
(experts and professionals)

**50+** **Corporates partners**



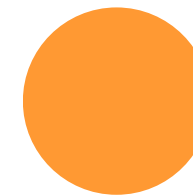
Business Startup Support Centre

**Professional Sponsor in  
entrepreneurial skills**



## PHASE 1 DEVELOPING & PITCHING IT START-UP IDEAS

- **Duration:** 3 months (Oct-Dec)
- **Stakeholders:**
  - Participant: Final-year students
  - Trainer: 2 PNV Professional Life Trainers
  - Mentor: 12 Business & IT experts
  - Jury: 2 Start-up experts & 2 IT experts
  - Other: External Relations team



# PHASE 1 TIMELINE

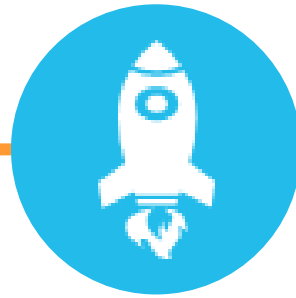
## Week 1|Sept DESIGN THINKING

Students work with experts to explore and expand & apply their creativity to real-life problem-solving



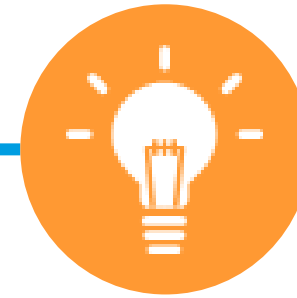
## Week 2|Oct ENTREPRENEURSHIP CONCEPTS

Students explore the definitions & case studies of startups, gaining information and motivation as future entrepreneurs



## Week 3-4|Oct IDEAS GENERATING & TEAM FORMING

Students brainstorm for ideas, peer-pitching and gather members to form 12 groups based on their interests & skills



## Week 5|Oct BUSINESS MODEL CANVAS

Students learn to use the BMC & set the scope, phases and Goals for their ideas, preparing to pitch to their mentors



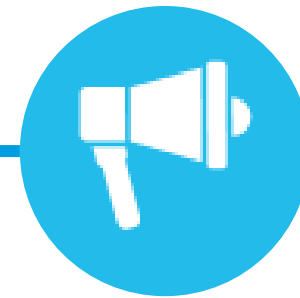
## Week 6|Nov PAIN POINTS

Students learn to identify their target customers and their pain points to propose solutions in their ideas



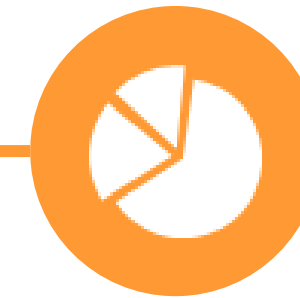
## Week 10|Nov PITCHING PREPARATION

Students prepare data, prototypes and practice for their pitch



## Week 9|Nov MARKETING

Students identify their channels to reach customers and practice to draw marketing plans



## Week 8|Nov MARKET SURVEY

Students start to look for potential customers to get their opinions to min-max risks, effort and cost in their business model



## Week 7|Nov CASH FLOW

Students learn to set up their budget, identify their key partners and ways to earn revenue to form their business model

## Week 11|Dev PITCHING CONTEST

Students pitch their ideas to the guest jury in a mock pitching contest to earn the right to develop their ideas into actual graduation projects. **Only 9 chosen ideas could be developed to real products in Phase 2.**



## PHASE 1 WORKING HOURS SUMMARY

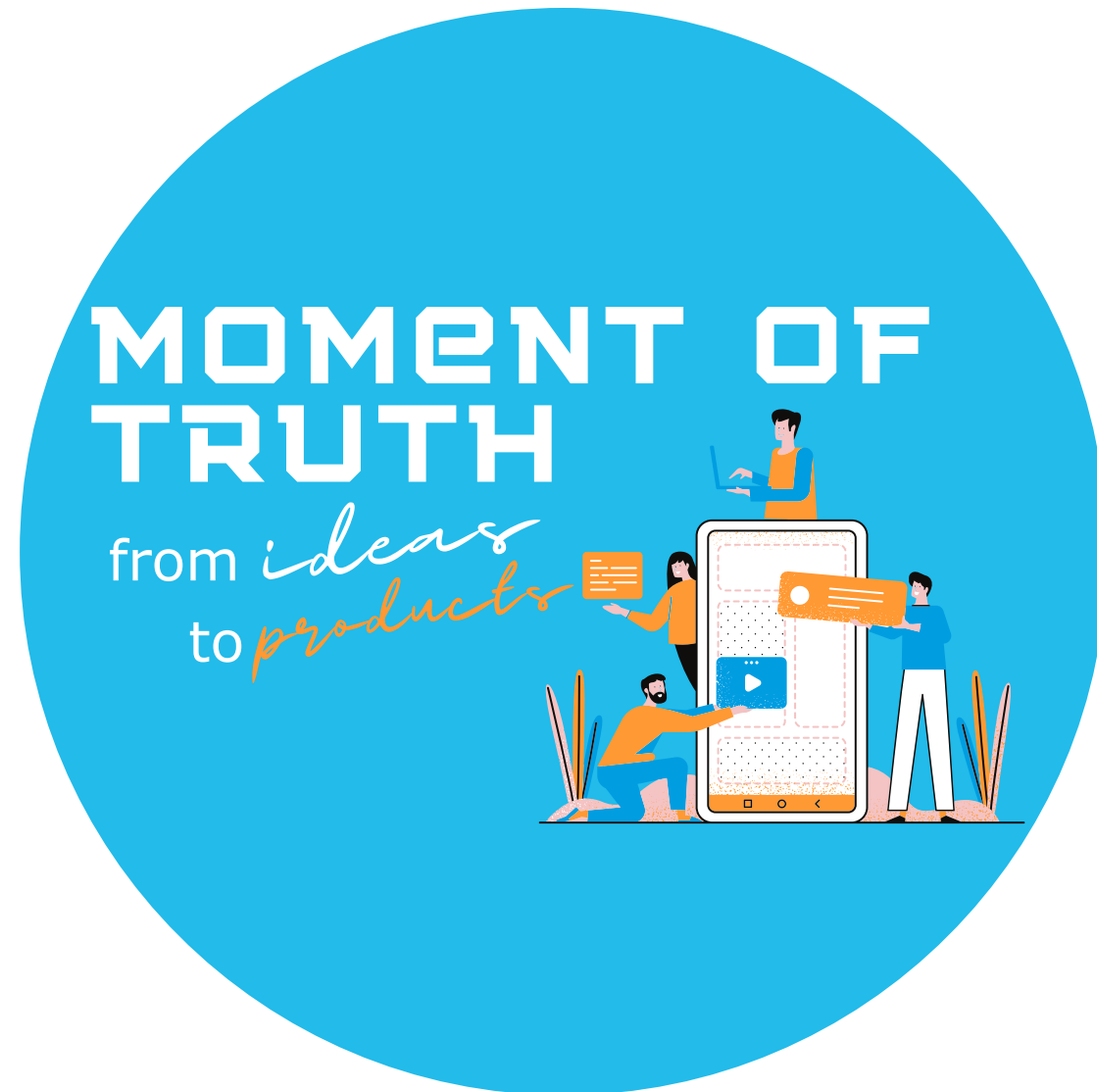
**60H** **Students Project hours**  
*Only mandatory time for students is counted.  
Students' self study time varied.*

**25H** **Trainer Preparation**  
*Time for 2 trainers to prepare for the syllabus, materials  
and facilitation of the event.*

**35H** **Trainer Class hours**  
*Trainers' class time.*

**45H** **External Relation Communication hours**  
*Time spent inviting and taking care of  
mentors and judges for the event.*





## PHASE 2

# TURNING START-UP IT IDEAS TO REAL PRODUCTS

- **Duration:** 4 months (Dec-Mar)
- **Stakeholders:**
  - Participant: Final-year students
  - Trainer: 3 PNV IT Teachers & Training Manager
  - Mentor: 9 IT professionals
  - Jury: 3 Business & IT experts
  - Other: External Relations team



# PHASE 2 TIMELINE

## 12 Dec - 13 Jan PROJECT FORMING

Form teams & Collect,  
Analyze Requirements and  
System Design (Prototype)



## 30 Jan - 17 Mar IMPLEMENTATION

Students build real products from  
the 9 chosen ideas with the support  
of external IT experts and PNV IT  
teachers

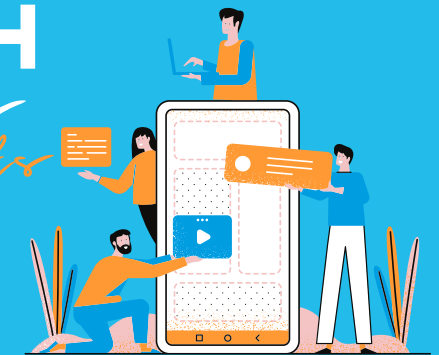


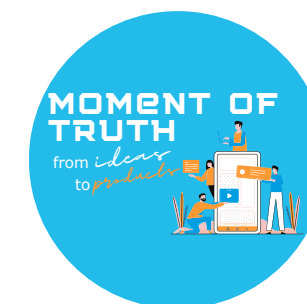
## 20 Mar FINAL PRESENTATION

Students present their 9 products  
to a jury board.

## MOMENT OF TRUTH

from *ideas*  
to *products*





## PHASE 2 WORKING HOURS SUMMARY

**320H** **Students Project hours**  
*Only mandatory time for students is counted.  
Students' self study time varied.*

**84H** **Trainer Mentor hours**  
*Time for 3 trainers & IT manager to instruct,  
follow-up and mentor students weekly*

**45H** **External Relation Communication hours**  
*Time spent inviting and taking care of  
mentors and judges for the event.*

# 4. SPONSORSHIP PACKAGE

**GOLD**

**15,000**  
USD

**SILVER**

**10,000**  
USD

**BRONZE**

**5,000**  
USD

**GOLD**

~ 15,000  
USD

**Total: \$16,038**



**\$4,863**

**Students Project**

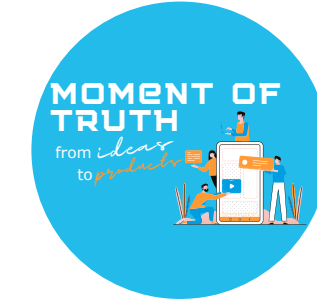
- *Tuition fee: \$2,347*
- *Allowance: \$1,695*
- *Facilities: \$820*

**\$2,575**

**Training Activities**

- *Trainer Class hours: \$1,523*
- *External Relation Communication hours: \$1,052*

**Phase 1 - \$7,437**



**\$6,483**

**Students Project**

- *Tuition fee: \$3,130*
- *Allowance: \$2,260*
- *Facilities: \$1,093*

**\$2,117**

**Training Activities**

- *Trainer Mentor hours: \$1,012*
- *External Relation Communication hours: \$1,105*

**Phase 2 - \$8,601**

**SILVER**

**~10,000  
USD**

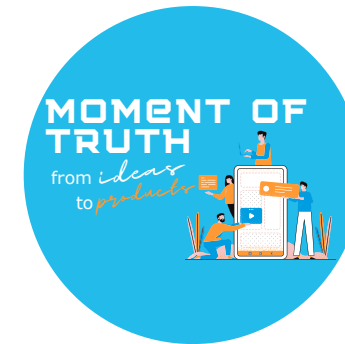
**Total: \$11,346**



**\$4,863**

**Students Project**

- *Tuition fee: \$2,347*
- *Allowance: \$1,695*
- *Facilities: \$820*



**\$6,483**

**Students Project**

- *Tuition fee: \$3,130*
- *Allowance: \$2,260*
- *Facilities: \$1,093*

# BRONZE

~5,000  
USD

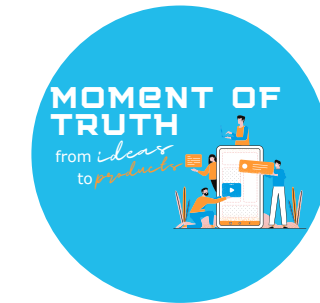
**Total: \$4,692**



**\$2,575**

## Training Activities

- *Trainer Class hours: \$1,523*
- *External Relation Communication hours: \$1,052*



**\$2,117**

## Training Activities

- *Trainer Mentor hours: \$1,012*
- *External Relation Communication hours: \$1,105*

Many thanks to:



# 4. SPONSORSHIP BENEFITS

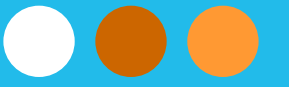
Enhancing your brand's visibility and reputation





	Sponsor's logo on PNV's official website	Thank-you posts on PNV's Facebook and LinkedIn	Invitation to join jury board at Orca Tank & Moment of Truth	Priority to recruit PNV students for internship & job opportunities	Invitation to become mentors and guest speakers
<b>BRONZE</b> 5,000 USD	<i>Small logo</i>	✓		✓	✓
<b>SILVER</b> 10,000 USD	<i>Big logo</i>	✓		✓	✓
<b>GOLD</b> 15,000 USD	<i>Big logo</i>	✓	✓	✓	✓

	Sponsor's logo on PNV's brochure, leaflets & annual reports	Sponsor-specific articles with logo and photos on PN's Website	Featuring in PNV's E-newsletter	Featuring in PNV office's Partner Board	Media support on PNV Facebook page
<b>BRONZE</b> 5,000 USD	<i>Small logo</i>	✓	✓		
<b>SILVER</b> 10,000 USD	<i>Big logo</i>	✓	✓	✓	✓
<b>GOLD</b> 15,000 USD	<i>Big logo</i>	✓	✓	✓	✓



## ADDRESS

99 To Hien Thanh, Son Tra, Danang

## PHONE NUMBER

0236.3888.503

## EMAIL ADDRESS

[ero.vietnam@passerellesnumeriques.org](mailto:ero.vietnam@passerellesnumeriques.org)

## WEBSITE

[passerellesnumeriques.org](http://passerellesnumeriques.org)

# Get In Touch

 **With Us**