

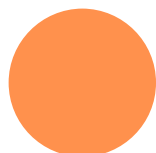
KIMLENG BUN / TRAINER AND MENTOR

Portfolio

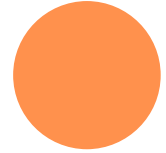


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Profile Overview



As a startup mentor, my mission is to guide and support aspiring entrepreneurs in building successful businesses. I have extensive experience in the startup ecosystem, having founded and gained 4 years of experience myself. I am passionate about helping others navigate the challenges and opportunities that come with starting a startup. My approach to mentoring is highly personalized, and I work closely with each founder to develop a tailored strategy for their unique business idea. I offer guidance on everything from market research and product development to fundraising and growth strategies. I believe that a successful startup requires a combination of vision, hard work, and smart decision-making, and I work to help my mentees cultivate these qualities.

One of my core strengths as a mentor is my ability to help founders think creatively and strategically about their businesses. I encourage my mentees to question assumptions and explore new approaches to problem-solving. I also have a strong network of industry contacts and can help connect founders with potential partners, investors, and customers. However, below are my responsibilities that I have been involving so far:

- **60% Mentoring:** As a mentor to student entrepreneurs and guide them through the process of launching a startup. I can provide valuable advice on everything from idea validation to fundraising to marketing. I have taken 3 years of mentoring experience. independent mentorship (10 hours per week) and full-time staff mentorship at the National Incubation Center(NICC) (30 hours per week)
- **30% Education(Training):** I develop courses and programs focused on entrepreneurship, Marketing and innovation, providing students with the knowledge and skills they need to launch and grow a startup.
- **5% Collaboration:** I collaborate with startups on research and development projects, providing startups with access to cutting-edge technology and expertise.
- **5% Networking:** I often have extensive networks in industry, government, and academia, and I can use these connections to help startups secure funding, partnerships, and other resources.
- **Incubation:** I and the whole Center play a key role in these programs by providing mentorship, networking opportunities, and access to resources.

Overall, I and NICC serve as valuable resources for startups, offering expertise, guidance, and support as they navigate the challenges of launching and growing a new venture.

My Journey as an Independent Mentor/Trainer

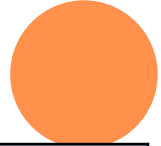


After helping CEO and Co-Founders in the same Incubation and Acceleration Program, I was noticed as an talented entrepreneur with strong leadership and good personality of sharing. In **2021**, I was nominated to be a Startup Trainer by Sharing my experiences and hosting seminars.

a) On behalf of The Asia Foundation, I hosted an in-person seminar at 10 universities on the topic of “A Day as an Entrepreneur”. This seminar is part of the project: Promoting Entrepreneurship among youth in Phnom Penh, funded by the US Embassy. This project aims to promote the concept of entrepreneurship among university students (ages 18-24) in Phnom Penh by creating a pipeline for them through mentorship and short-term internships from established and seasoned entrepreneurs. To demystify entrepreneurship (especially women entrepreneurs), and promote the understanding that self-employment is a viable career option, the Foundation will be organizing a webinar series titled “A Day as an Entrepreneur”. Under this series, Ms. Kimleng Bun (co-founder of The GenZ) seeks to host a seminar with students from the Universities detailing the topic and outlining the necessary pathways to pursuing entrepreneurship as a career. was shared with 624 students for this project

Seminar Entrepreneurship

1. Seminar Agenda



Time	Activities
10:00AM	Arrived
10:15AM	Introducing
10:15 - 10:25 AM	Showing purpose of coming here
10:25 - 11:05 AM	Starting topic : Start your startup
11:05 - 11:15 AM	Showing Real experience (some photo) and Video as an entrepreneur
11:15 AM - 11:30 AM	Q and A
<i>Group Photo</i>	

2. Workshop Attendance

July 21st, 2020- May 2021 at CamTech University, Royal University of Phnom Penh, International University, Cambodia Academy of Digital Technology, Institute of Technology of Cambodia, Pannasastra University of Cambodia, Asia Euro University, Zaman University, Department of Media Communication, National University of Management
Number of Participants in Attendance from 10 universities: 624 students

My Journey as an Independent Mentor/Trainer



[Some pictures shot in 2020 and 2021 during training session at Cambodia Academy of Digital Technology, Royal University of Phnom Penh, CamTech University and Department of Media Communication]

b) 2020-2021 was the year that I had worked with a lot of University Students in Phnom Penh City. Through my branding in entrepreneurship, the universities, Institutes, Incubators always invited me to share a session for their students and startup teams.

Marketing Curriculum in Detail-Basic Level

This Training is to establish the startup's brand and to create Market Entry into the local market.



Course	Course Detail	Session	Hours	Total hours	Expert Area	Teaching/Method
1. Basic of Marketing	- marketing revolves around four things: product, price, promotion, and place. - Understanding how marketing actually work	1	2	2		Presentation
2. Strategic communications / Internal communications	- communicating a concept, a process - Good communicating with teamwork - Avoid conflict in team	2	2	4		Presentation + Homework
3. People managemnet and Leadership	- Find talent with the skills you need - Leadership styles - building teams to optimize business performance - improve leading capacity	2	2.5	5		Presentation + Case study + Homework
4.Branding for beginners	- Showing startup's name - Understanding of their main color, font, format design, - Understanding of their client's, user's attitude	1	2	2		Presentation+ Homework
5. Marketing KPIs	- Understanding of setting the right goals. - Be able to set goals - Identify short and long term goals - Awareness of Marketing scop in the future - Be able to set the target user and specific data for each term - Be able to measure the growth	2	2	4		Presentation + Homework
6. Sale	- Grow existing accounts - Increase average size of sale - Increase win rate on proposed business - Speech up the sales cycle	2.5	1	2.5		Presentation + case study

Entrepreneurship Curriculum in Detail-Basic Level

This Training is to establish the entrepreneurial Mindset and jump into the Startup stage.



Course	Course Detail	Session	Hours	Total hours	Expert Area	Teaching/Method
1. Entrepreneurial	- Develop entrepreneurial thinking, innovation and creativities - Understanding how innovative entrepreneurship and how startups can generate value in business world	1	2	2		Presentation
2. Discovery global business opportunities for entrepreneurship that link to 4th industry	- Coaching student to discovery successful startup business model that link to 4th industry and program for support startup	2	2	4		Presentation + Homework
3. Ideation Development	- Understanding of Ideation Development and case study	2	2.5	5		Presentation + Case study + Homework
4. Ideation verification	Understanding of importance of Idea Evaluation and also tips from entrepreneurs and mentors on Idea Validation	1	2	2		Presentation+ Homework
5. Design and innovation of business model	- Understanding of how to make effective business model and successful business model in Cambodia, South Korea and USA - team project to design their business and Using business model analysis for evaluating opportunities - Be able to measure the growth	2	2	4		Presentation + Homework
6. Financial literacy	- Understanding of using various financial skill, including financial management, budgeting, and investing	2.5	1	2.5		Presentation + case study

My Journey at National Incubation Center of Cambodia



June 2022, NICC's Mentors had an invitational Training in Republic of Korea, Capacity Building for Cambodian Startup Economic Builders.

National Incubation Center of Cambodia (NICC) has supported Cambodian startups by providing training, mentoring, consulting, and technology innovation support since 2021. NICC is the place where I can develop my training capacity through responsibilities in a professional manner:

- 1) Counsel and training on Marketing strategy to Start-ups, students, and other clients of NICC
- 2) Create and Update Marketing curriculum for every training session
- 3) Provide One- One Mentoring and Consulting to Startup Founders
- 4) Provide Training regarding Marketing, Basic Marketing, Marketing Strategy, Market Entry...

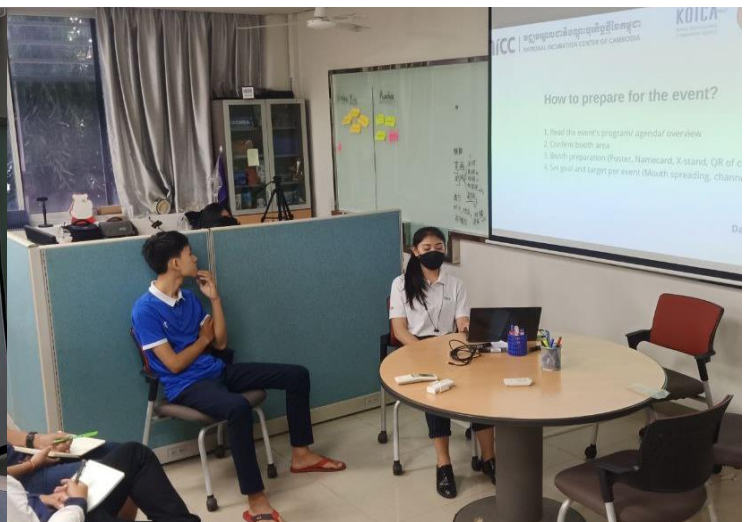
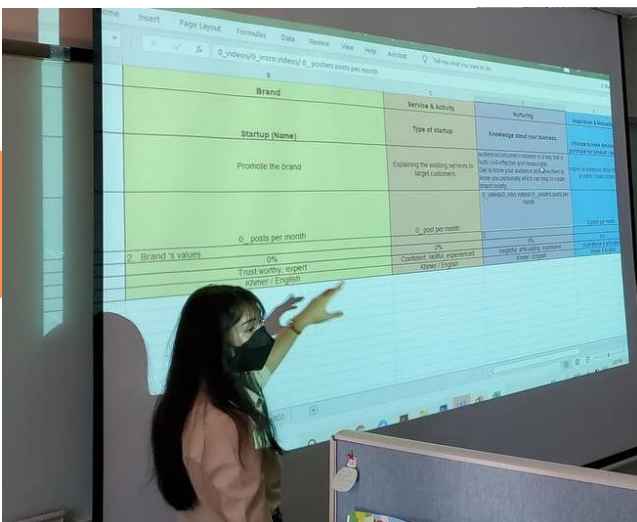


As a mentor for NICC's Startups, I have been training in Marketing to the **Startups a session (2h) every month.**

- In 2021, NICC collected 4 ideation startups to provide incubation program. I was required to mentor and train a total of **12 co-founders.**
- In 2022, NICC collected 7 startup teams. There are 4 ideation Startups and 3 MPV Startups. I was required to mentor and train a total of **21 co-founders.**
- In 2023, NICC expects to collect 10 more startups and train **35 startup co-founders on average.**

- a) Provide Mentoring to NICC's Startups regarding Marketing, Business and Feasibility of Market Entry
shorturl.at/uxC34

Every year, NICC hosts a startup competition named "Bandos Digital Startup" to attract potential startups and founders. Before choosing Startups for NICC they have to pass in so many stages such as writing business to submit to NICC team, shortlisting, Interviewing, Observing during training from NICC's Mentors, and lastly Pitching.



There are 12 startup co-founders Graduated from NICC

After having an incubation in NICC, and received a lot of training sessions from NICC mentors in Business, Marketing, and Technology finally NICC Startup 2021 gained Graduation Ceremony. There are 4 startup teams graduated on that day:

- 1, CAM-Science: <https://camscience.io/?mibextid=l066kq>
- 2, SportCamp Cambodia: <https://m.facebook.com/SportCamp21/?mibextid=LQQJ4d>
- 3, Reachsa: <https://www.facebook.com/reachsa.info?mibextid=LQQJ4d>
- 4, Wefarm: <https://m.facebook.com/wefarmhub/?mibextid=LQQJ4d>

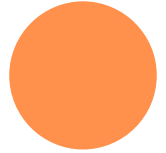


b) Provide Mentoring to Co-Founders of Bandos Digital Startup Competition
shorturl.at/vwDMN

Bandos Digital Startup Competition is the NICC annual program to promote the implementation of ICT technology which allows talented young Cambodians to create innovative digital solutions for viable business ventures. The open application for the Bandos Digital Startup Competition was started in July 2021, 2022, March 2023. Over **250 applicants** in the Ideation Stage and Product-Market-Fit Stage (MVP) applied these few years. Every cohort, A total of 15 startup teams were selected in the first round by the evaluation committee (**20 teams from the Ideation Stage and 10 teams from the MVP**) and each of **the winning teams received 4 weeks of training, mentoring, coaching, consulting, and other supports from NICC mentors** and Korean experts. At this stage, the selected teams developed their business ideas and prepared for the pitching day.



Bandos Digital Startup Course Syllabus



Course Description

This course the students will study of the elements of marketing plan and, how to address their problem(pain) to one solution and can do the estimation of marketing size base on TAM, SAM, SOM then could validate their idea, too. Moreover, they will understand why consumers buy and how consumer behavior affects marketing strategy formulation. Topics include the individual (perceptions, needs, motives, personality, learning, and attitudes), group interactions, and applications to selected areas of the marketing mix (product, price, and advertising)

Course Objective

By the end of the course, learners should gain the following knowledge:

- The Fundamental of Marketing Plan
- Apply key marketing theories, frameworks and tools to solve Marketing problems
- Identify, define and analyze problems and identify or create processes to solve them
- Identify and apply new ideas, methods and ways of thinking
- Work effectively with others, capitalizing on their different thinking, experience and skills
- Understanding of 4P and customer behavior

Textbooks:

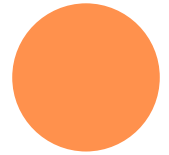
- Market size estimation, Helen Ewing
- Disciplined Entrepreneurship, Bill Aulet
- Faculty Entrepreneurship, Rana K Gupta, Director, Boston University Technology Development
- What I wish I Knew When I was 20, Robert Stutton, author of the No Asshole Rule
- Marketing 5.0: The Future of Marketing Through the Lens of Technology
- By Oleksiy Kuryliak

Teaching Methods:

The main teaching methods used in this course are:

- Lecturing
- Slide presentation (power point)
- Assignments

Bandos Digital Startup Course Syllabus



Course Syllabus

Course Outline

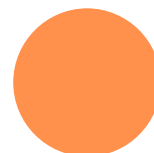
Module	Content	Duration	Session	Purpose/ Expected outcomes
1	Market Analysis	45 min	Session 1	Purpose: is to understand the Market Analysis, Problem and solution and could define their target Market in detail.
	1.1 Problem 1.2 Solution 1.3 Target Market 1.3.1. Demographics			Expected outcomes: - Understanding of the product and address a solution - Studying on Target Market in more detail
2	Market Size	45 min	Session 2	Purpose: utilized market size under your marketing Plan, and could estimate TAM, SAM, SOM for each startup, understand their strength, weakness and their competitors
	2.1 Market Size (TAM, SAM, SOM) 2.2 Market Validation 2.3 Competitive Analysis			Expected outcomes: -Can estimate Market size of their startup - Understand how to validate their product to the market -Know why they need market size and market validation Expected outcomes: -Know why they need market size and market validation -Knowing how to structure their questionnaire to test in the market -Preparing their own questionnaire to do validation Expected outcomes: -Understanding their strength, weakness and compare to their competitors
3	Marketing Strategy/Marketing Mix (4Ps)	30 min	Session 3	Purpose: is to apply/Understanding marketing strategy elements to the market

				Expected outcomes: -Understanding of their main color, font, format design, -Understanding of their client's, user's attitude
				Expected outcomes: -Understanding clearly about product testing and product development
				Expected outcomes: -Provide a better understanding of the users/costumer/consumer -Targeting and positioning - Purchase motivations in the customer buying process -Know What/how/Where to do promotion to whom

Course Evaluation

Assessment Task	Grade (%)
Attendance	20%
Survey	80%

Startup Mentoring Schedule



We provided training and mentoring session for them for 1 month. To ensure that the startup founders have capacity to pitch in front of honorable judges.

1st Mentoring Session: Startup Business Plan Analysis

Purpose: Review Business model and Business Plan

Mentors: NICC Mentors



Date	Time	Team Name	Team Leader Name	Lead Mentor	Remark
Tuesday, April 04, 2023	9:30 - 10:30 AM	QUADUSK	Mr. Chea Kim Munyvorn	Mr. Hun Sovansoreya	- Please arrive minimally 5 minutes prior to your assigned time - Place: Room 106, STEM Building, RUPP
	10:30 - 11:30 AM	Lab Edtech	Ms.Sreylin Meng	Mr. Ouk KeoVichear	
	4:00 - 5:00 PM	REAN AAN	Ms. Dany Chhe	Mr. Chhim Bunchhun	
Wednesday, April 05, 2023	9:30 - 10:30 AM	Stemunity	Ms. Kao Menghorng	Ms. Bun Kimleng	
	10:30 - 11:30 AM	Meet Doctor	Mr. Nit Buntongyi	Mr. Ouk KeoVichear	
	1:30 - 2:30 PM	Jomnouy	Mr. Vicheanon Norakpichit	Mr. Hun Sovansoreya	
	2:45 - 3:45 PM	Hapimedi	Mr. Soradet Lim	Ms. Bun Kimleng	
	4:00 - 5:00 PM	CardCity	Ms. Bun Sakira	Ms. Koun Saktika	
Thursday, April 06, 2023	9:30 - 10:30 AM	Ten Box	Ms. Reasmey Daneth	Mr. Chhim Bunchhun	
	10:30 - 11:30 AM	FoldEd	Mr. Iv Than	Ms. Bun Kimleng	
	1:30 - 2:30 PM	ADSA	Ms. Nat Yukleav	Mr. Hun Sovansoreya	
	2:45 - 3:45 PM	PrimPharma	Ms. Chhim Socheata	Ms. E Vathana	
	4:00 - 5:00 PM	TanDan	Mr. Ho Chanponleusophea	Ms. Koun Saktika	
Friday, April 07, 2023	9:30 - 10:30 AM	OPITMUS	Ms. Chey Sreylin	Ms. Koun Saktika	
	10:30 - 11:30 AM	CamboSale	Mr. Nguon kimlay	Ms. E Vathana	

*The Organizer reserves the right to change the schedule, when necessary.

Week 2 Topic: Market Entry and Growth Strategy

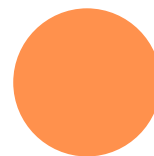
Purpose: Follow-up assignment and Feedback Discussion

Trainer in charge: Ms. Bun Kimleng

Date and Time: Friday, April 07, 2023 | 13:30 - 17:15

No	Team Name	Team Leader Name	Start Time	End Time	Remark
1	ADSA	Ms. Nat Yukleav	13:30	13:45	- Please arrive minimally 5 minutes prior to your assigned team - Place: Room A301, Building A, RUPP
2	CamboSale	Nguon kimlay	13:45	14:00	
3	CardCity	Bun Sakira	14:00	14:15	
4	FoldEd	Mr. Iv Than	14:15	14:30	
5	Jomnouy	Mr. Vicheanon Norakpichit	14:30	14:45	
6	Lab Edtech	Ms.Sreylin Meng	14:45	15:00	
7	Meet Doctor	Mr. Nit Buntongyi	15:00	15:15	
8	OPITMUS	Chey Sreylin	15:15	15:30	
9	PrimPharma	Chhim Socheata	15:30	15:45	
10	QUADUSK	Mr. Chea Kim Munyvorn	15:45	16:00	
11	REAN AAN	Ms. Dany Chhe	16:00	16:15	
12	Stemunity	Kao Menghorng	16:15	16:30	
13	TanDan	Mr. Ho Chanponleusophea	16:30	16:45	
14	Ten Box	Reasmey Daneth	16:45	17:00	
15	Hapimedi	Soradet Lim	17:00	17:15	

Mentoring Report format for Startups



We provided Mentoring Report to our Management as well as the startup team once we ended the mentoring session with them. So far I provide more than a hundred times of mentoring to the startup teams.

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NATIONAL INCUBATION CENTER OF CAMBODIA

Mentoring Report

Startup Name		Team Leader Name	
NICC Mentor Name: KIMLENG BUN			
Date	Time	Mentoring Place	
00/00/2023	0:00PM – 0:00 PM	Room: 313A	
Topic/Theme of Mentoring: Monthly Follow Up			
General Opinion			
Level of maturity of the business model	1) 10% 2) 30% 3) 50% 4) 80% 5) good		
Remarks:			
Progress of APP/Web development	1) Not yet 2) 10% 3) 30% 4) 70 5) finished		
Remarks:			
Marketing & Sales	1) Not yet 2) 30% 3) 50% 4) 70% 5) good		
Remarks:			
Business matching for Startup			
Etc.			

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NATIONAL INCUBATION CENTER OF CAMBODIA

Mentoring contents:

As a mentor for a startup, I submit the mentoring performance above.

Signature:

By signing below, I confirmed that I have received this information.

Startup Team Leader's Name & Signature:

C) Provide basic Marketing session to University Students through Startup Camp
shorturl.at/kAKLO

The Startup Camp is a vital two-day training program that allows high school and / or university students can attend to learn about the opportunity to launch a business. The purpose of this educational program aims to encourage an entrepreneurial mindset and attitude. This program includes STEM and Design Thinking, Startup Ecosystem, Business Model, Marketing, the fundamentals of the Internet of Things, Artificial Intelligence, and Blockchain technology. This program's first session focused on STEM and Design Thinking, which emphasizes the development of teamwork, critical thinking, creativity, and problem-solving skills through an iterative process in which participants seek to understand the problems and come up with creative solutions. The second session of this program, Startup Ecosystem, is designed to give participants an understanding of what a startup is and the Startup Ecosystem.

We trained entrepreneurship education and create startup ideas among high school/university students. After launching it for 2 years, There are **1200 people join the Training.**



d) Hosting a **Monthly Panel Discussion/ Training/ Sharing** with Startup Founders, Business Owners and Experts on Business and Technology side to young people.
shorturl.at/BDFV8

The event called Startup talk is a seminar-sharing session every two weeks and “it focuses on giving insights about startups, technology, and innovation by inviting tech experts, startup founders, and experienced entrepreneurs from diverse fields to general audiences while promoting an entrepreneurial mindset”. NICC has already presented three episodes of startup talks with approximately **187 audiences joining the seminar in total**.

