

One-on-One Mentoring Program for the Top 10 Startup Projects Entering the Finals of DTU Start-Up 2024

On June 5, the one-on-one mentoring program for the top 10 startup projects entering the finals of DTU Start-Up 2024 was held at DTU 03 Quang Trung campus. Attendees included Ms. Le Thi Ngoc Huyen, Senior Director of Business Development at Manulife Vietnam; Mr. Dang Minh Duong, owner of the Son Duong Clay Pot Rice restaurant chain; Mr. Dang Truong Binh, CEO of BGD Landscape and House of Wind - Coffee and More; and members of the top 10 startup projects.



The board of organizers presents flowers to participants of the one-on-one mentoring program

The one-on-one mentoring program for the top 10 startup projects entering the finals of DTU Start-Up 2024 aims to support the ten outstanding projects in their final preparation.

The top 10 project members had the opportunity to meet, exchange ideas, and resolve any issues they encountered during project development. They also gained valuable knowledge and experience from their mentors, who are professionals in the startup field, to enhance their projects' final stages.



Mr. Dang Minh Duong, owner of the Son Duong Clay Pot Rice restaurant chain, shares his knowledge and experience with the top 10 project members in DTU Start-Up 2024

Mr. Dang Truong Binh said: *"The top 10 projects entering the finals of DTU Start-Up 2024 have quite innovative ideas and initially create products through understanding customer needs, which will make them easily accepted by the market.*

However, some projects lack a clear direction, leading to difficulties in product development, marketing, and distribution. These shortcomings are completely normal for students who do not have much experience in entrepreneurship. Hopefully, what experienced predecessors shared will help the teams focus on improving and perfecting their products so they can confidently give presentations to the judges in the upcoming final round."

During the program, the startup experts assisted the top 10 project members in identifying appropriate customer segments, conducting market analyses for each specific project, defining target customers, developing competitive strategies, and creating effective business models. Additionally, the mentors coached the teams on engaging presentation skills, effective message delivery, and persuasion tactics for the competition's final round.

Pham Thi Khanh Van, a member of the SWD Company team with the project "Smartwatch with integrated remote electrical device control," shared: *"After participating in the one-on-one mentoring program for the Top 10 projects of the DTU Start-Up 2024, my team members and I had the opportunity to listen to and learn from valuable experience for our entrepreneurial activities. Among these, the*

knowledge about accurately calculating business metrics was novel and useful. Additionally, many comments and suggestions from the mentors helped us better refine our project with more practical ideas."

Certainly, the knowledge and experience from the one-on-one mentoring program for the Top 10 startup projects entering the DTU Start-Up 2024 finals will be invaluable assets, helping participants confidently enter the final round of the competition and turn their entrepreneurial dreams into reality.

(Media Center)