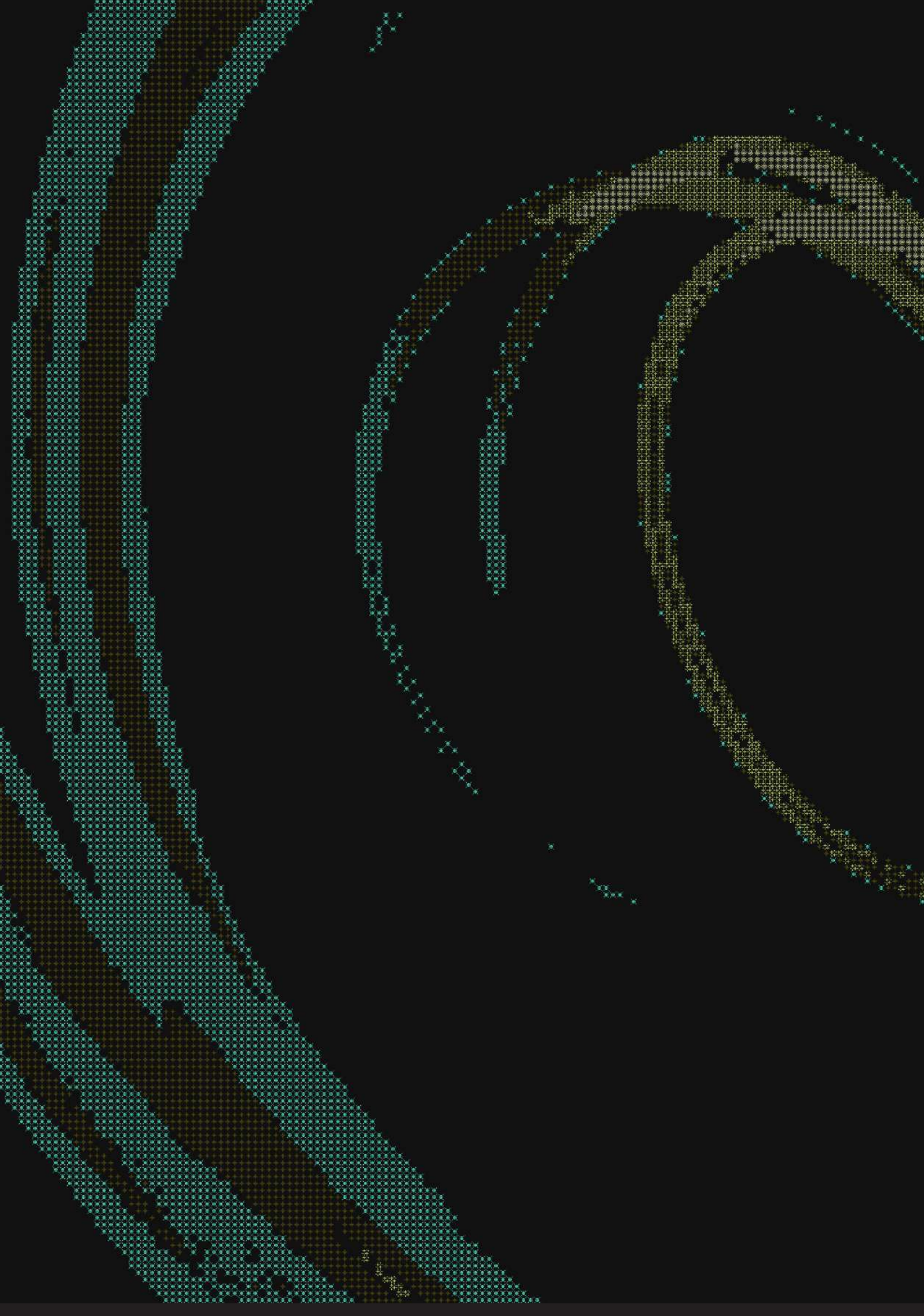


# CAPSTONE

## SHOWCASE 2024





**Bachelor of Arts and Science  
in Integrated Innovation**  
presents



# **CAPSTONE**

## **Showcase 2024**

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# 01

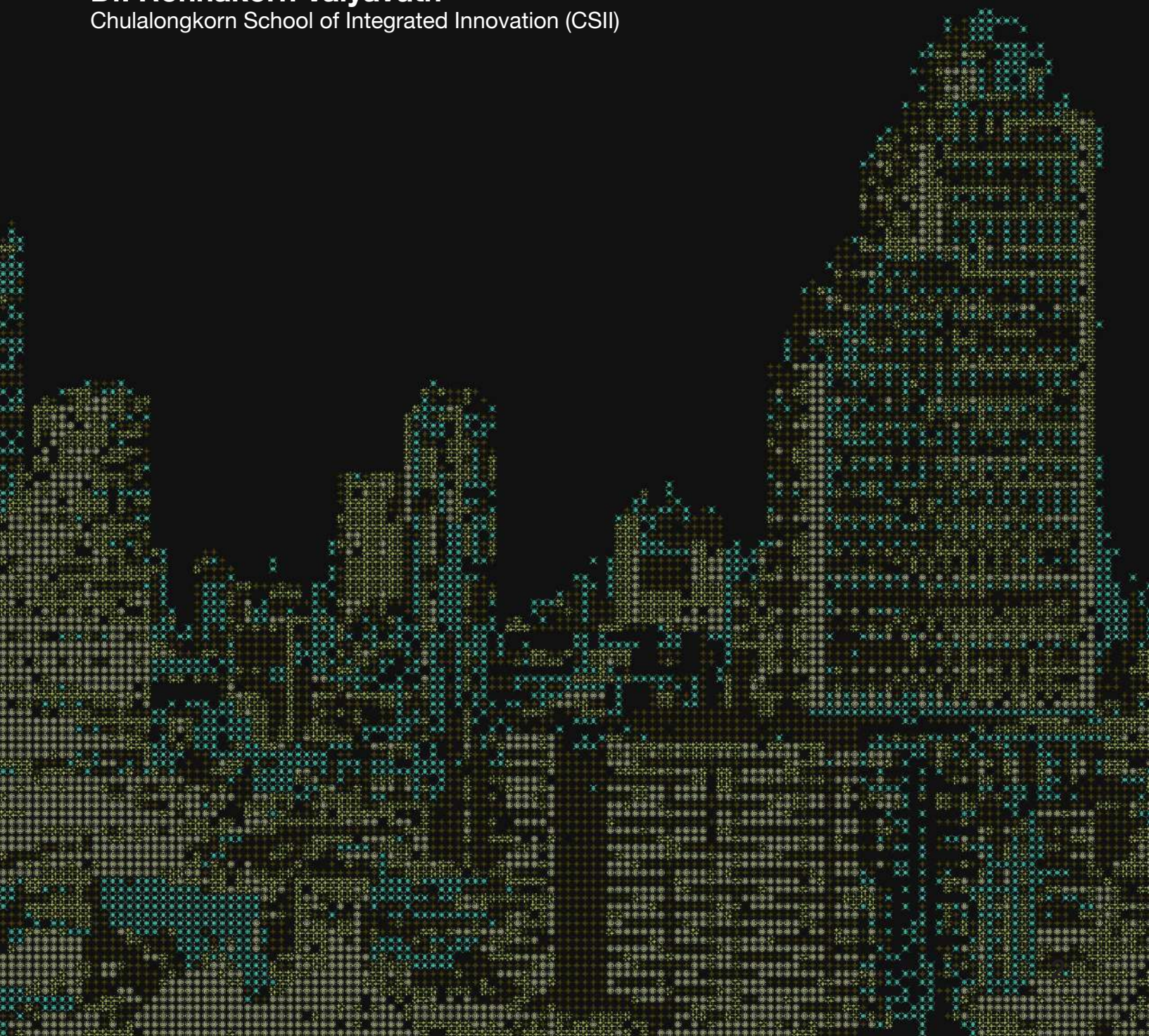


# STUDENT- INITIATED BUSINESS PATH

Path Supervisor:

**Dr. Ronnakorn Vaiyavuth**

Chulalongkorn School of Integrated Innovation (CSII)







# FITSUP

## CORPORATE WELLNESS PROGRAM

MR. ARPAKORN DHUMRONGPIYAWUT



### INTRODUCTION

FitsUp aims to redefine corporate wellness in today's workplace by providing customized programs to meet organizational needs. Guided by my leadership, FitsUp has transitioned from a simple platform to a comprehensive initiative arranging tailored wellness sessions for companies. We prioritize reliability, diversity, and quality, ensuring each program meets the unique needs of our clients.

### OBJECTIVES

- Establish FitsUp Corporate wellness as a viable business model, ensuring equitable income distribution between the company and trainers while maximizing benefits for employees.
- Enhance Corporate Wellness: Develop and deploy comprehensive wellness programs to enhance employee health and well-being.
- Assess Impact: Evaluate FitsUp's effectiveness in improving employee well-being, productivity, and job satisfaction through rigorous research and data analysis.
- Feasibility Study: Explore the scalability of similar wellness programs across diverse organizational contexts and industries to broaden the impact of corporate wellness initiatives.



### METHODOLOGY

- Customized Programs: Designing tailored wellness initiatives to suit the unique needs of each organization, maximizing engagement.
- Longitudinal Study: Tracking FitsUp participants' progress over a year to understand long-term outcomes.
- Data Collection: Gathering insights through surveys, interviews, focus groups, and performance metrics analysis.
- Collaboration: Partnering with organizations to collect data on employee health metrics and organizational performance.

### OUR CLASSES

- ✓ Aerobic Dance
- ✓ Boxing Workout
- ✓ Office Syndrome Exercise
- ✓ Cardio
- ✓ Etc.

**01 Comprehensive Wellness Programs:** FitsUp offers holistic programs covering physical fitness, mental health, nutrition, stress management, and work-life balance.

**Expert Professionals:** Gain access to a network of experienced wellness coaches, trainers, nutritionists, and mental health experts for personalized guidance and support.

### OUR PRODUCTS KEY FEATURES

**03 Flexible Delivery:** Choose from various delivery options such as in-person sessions, online resources, mobile apps, and virtual coaching to cater to diverse employee preferences.

**Continuous Support:** Receive ongoing support and resources to maintain healthy habits, overcome challenges, and achieve long-term wellness goals.

### REVENUE STREAM



In the FitsUp model, the company receives 25% of the revenue generated from the wellness programs, while the remaining 75% is allocated to the trainers who conduct the sessions. This distribution ensures a fair balance between the company and the trainers

### RESULTS

**INCOME STATEMENT : TOTAL REVENUE OF ฿176,500**



**PROFIT : TOTAL PROFIT OF 17.38% FROM REVENUE**



### OUR CLIENTS

**GUNKUL CHANWANICH**  
ISUZU SANGUANTHAI

### CLASS PHOTO



### IMPACT AND BENEFITS

**80%** of participants (8 out of 10 people) reported high satisfaction

4.6/5	4.4/5	3.8/5
Small-Medium	Large	Factory

More than **70%** of employees (7 out of 10 people) experienced increased productivity in their work.

Overall, there are fluctuations in performance against the revenue goals throughout the year. Some months show significant overachievement, while others show substantial shortfalls. Months with revenue below target be due to class cancellations by companies with conflicting schedules, not stemming from regular operations, or decreased activity during holiday seasons.





STU-001  
**Fitsup**

**PT2U (Personal Trainer to Your Door)**

FitsUp is an organizational health platform that focuses on connecting trainers and customers to create a diverse and trustworthy health experience, particularly as it has evolved into a corporate wellness program. The program emphasizes on sourcing trainers and managing health sessions for companies to enhance the health and well-being of their employees.

#PT2U #personaltrainertoyourdoor #makecorporatewellnesseasy

---

**ADVISORY MEMBERS**

Dr. Ronnakorn Vaiyavuth  
Dr. John Loewen

**GROUP MEMBERS**

Arpakorn Dhumrongpiyawut



# DooRae



## OUR SOLUTIONS



### DooRae Mobile Clinic

All-in-one Solution: **Bring Clinic to Home**  
Deep check-up and remote diagnosis with DooRae's smart medical device



### DooRae Standard Set

Budget Solution: **Digitalized Health Monitoring**  
Check-up and save data to the cloud, creating connectivity to any healthcare provider in Thailand

## WHO ARE WE

**DooRae Health Co., Ltd.** is a company formed to tackle the issue of unequal healthcare access in Thailand by creating a **well-rounded telemedicine platform integrating with smart medical devices.**



A new era of **accessible, affordable, and accurate** healthcare making good health accessible to all.

**B2G: Bring Digital Healthcare to Thailand's Rural Areas**

## OUR SOLUTIONS

### DooRae Platform

Well-rounded Medical Platform  
Automatically connected to our smart medical devices

- Video Call with Doctor
- Remote Diagnose
- Recieve Results/Save to Cloud

Thai's Cloud Powered by



#### DooRae (STU-002)

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After achieving greater stability in product development, **DooRae has dedicated the past few months to securing sales and partnerships to advance our solution further.**

We have successfully partnered with National Telecom (NT) and overseas device supplier, while also launching several projects across Thailand. In addition to sales focus, we consistently conduct product testing, pursue FDA acquisition, and so much more.







## DooRae

Our project tackles the issue of unequal healthcare access in Thailand by creating a comprehensive telemedicine platform. By integrating smart medical devices, consultations, and advanced features like electronic medical records, we aim to break down barriers related to time, transportation, and inefficiencies in the healthcare system. Our goal is to usher in a new era of equitable, efficient, and precise healthcare, making good health accessible to all in Thailand.

#AccessCareWithDooRae #DooRaeHealthRevolution #DooRaeHealthtoHome

---

### ADVISORY MEMBERS

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**OBJECTIVE**

Renthaus aims to be a one-stop destination for clothes rentals, bringing together all available rental stores in Thailand onto a single platform and simplifying the process of finding the perfect outfit.

**IMPACT**

By promoting clothes rental among young adults aged 18–24 in Thailand, Renthaus contributes to reducing the environmental footprint of the fashion industry. This initiative aims to promote resource efficiency, waste reduction, and a decrease in carbon emissions, aligning with Sustainable Development Goals (SDG) 12 (Responsible Consumption and Production) and 13 (Climate Action).



commercialisation stage  
**RESULTS**

**760+ Partnered Fashion Items**

partnered with 12 rental stores

e-commerce thrift platform

partnered with 3 clothing brands

**162 Customer Acquisition**

**2843** Instagram followers

**7872** most tiktok likes +612 saves



**#CUSTOMER REVIEW**



"The filter feature saves me so much time. It makes shopping stress-free!" - Middle Aged, Office Worker

"I love how the website is a one-stop service. I can find any size and any colour!" - Student living in Chiang Mai

"Filters make everything easier!" - Chulalongkorn University Student

6009 VIEWS



**89%** consumers feel like Renthaus is more convenient and efficient

**PROJECT SUMMARY**

Our website provides a user-friendly interface with trendy clothes for rent in all sizes and colors, along with effective features to revolutionize fashion rental. From advanced filtering to personalized recommendations, wish lists, order tracking, and real-time availability updates finding and renting the perfect outfit is effortless.

Renthaus generates revenue through a commission-based model, collecting a 15% commission from the original rental price. This commission is automatically added to the price displayed on the website.

**PAINPOINT**

In today's fashion landscape, the trend among young adults aged 18–24 in Thailand is to opt for clothing rental over one-time purchases, leading to a surge in rental stores on Instagram. Traditionally, individuals sift through numerous Instagram stores and posts to find rental options, which is both inefficient and time-consuming. This is where Renthaus steps in.

www.renthaus.org



Tiktok: renthaus.official

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### **RentHaus**

Say goodbye to wearing repetitive outfits every day and embrace chic, sustainable fashion choices with RentHaus! Our platform curates trendy fashion options for rent, redefining consumption while promoting sustainability. Join our community to rent stylish garments and share your wardrobe pieces for maximum potential.

#FashionRental #SustainableFashion #FashionCommunity

---

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WinWin is a locally-oriented ride-hailing platform for Thailand, created by Thai people for Thai people, with the goal of improving the quality of life for the Thai population

WinWin’s Impacts

WinWin aims to markedly enhance digital literacy among motorcycle taxi riders, expanding their employment opportunities, improving their quality of life and well-being, while providing a streamlined and superior ride-hailing platform to standardize the motorcycle taxi service. We firmly believe that WinWin will play a pivotal role in augmenting the revenue per capita of motorcycle taxi riders and contributing to the growth of Thailand's GDP, not only in the heart of Bangkok but also in rural areas and other provinces.

WinWin’s Key Results



WinWin\_Official WinWin\_riders  
 WinWin WinWin.th

- WinWin successfully acquired
  - 308 users on Line Official Account of WinWin Official
  - 52 friends on Line Official Account of WinWin Riders
- WinWin has collaborated with Public and Private Organizations such as Bangkok Metropolitan Authority, Krungthep Thanakom (Business Sector of Bangkok Metropolitan Authority, KMITL)
- WinWin’s team has developed by Interviewing 100 Motorcycle taxi riders in Bangkok in different districts



WinWin has conducted Soft Launch with Bangrak District, by collaborating with Member of the Bangkok Metropolitan Council of Bangrak with Traffic and Transport Department of Bangkok in the program of App Win Bangkok Sandbox by Krungthep Thanakom



WinWin has soft launch in various areas such as KMITL (Lad Krabang area)



WinWin’s Conclusions

WinWin has primarily focused on identifying preventive factors related to digital literacy and digital adoption among motorcycle taxi riders. Through our research, we have uncovered several key insights regarding these factors.

We concluded 3 relevant preventive factors from our Insights by Operating platform and Conducting the research.

WinWin Team considered Line Official Account as the least Learning curve-required for all Stakeholders.

- Working Lifestyle of Motorcycle taxi riders (Obligation of area job)
- Smartphone Adoption Rate (Application Downloading Capacity)
- Learning Curve-required for new Application





### WinWin

WinWin, a locally-focused ride-hailing platform in Thailand, leveraging the existing infrastructure of 80,000 motorcycle taxi riders, WinWin provides a digital solution that empowers these riders, expands their customer base, and enhances accessibility to public transportation, particularly benefiting users in rural areas. Ultimately, WinWin aims to improve commuting equality and provide standardized, convenient, and high-quality services and easy-to-use for the Thai population.

#LocalizedRide-hailing #Ride-hailingPlaybookforMotorcycleTaxiRidersinThailand  
#ExistingInfrastructureElevation

---

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STU-005

# Feen & Nay

## Agapae

Agapae is an e-commerce marketplace that streamlines the trading process of K-pop merch. Using a catalogue-like feature called “search from templates”, we enable fans to trade their photocards effortlessly.

#K-popPhotocardTrading #K-popPhotocardMarketplace #SearchfromTemplate

---

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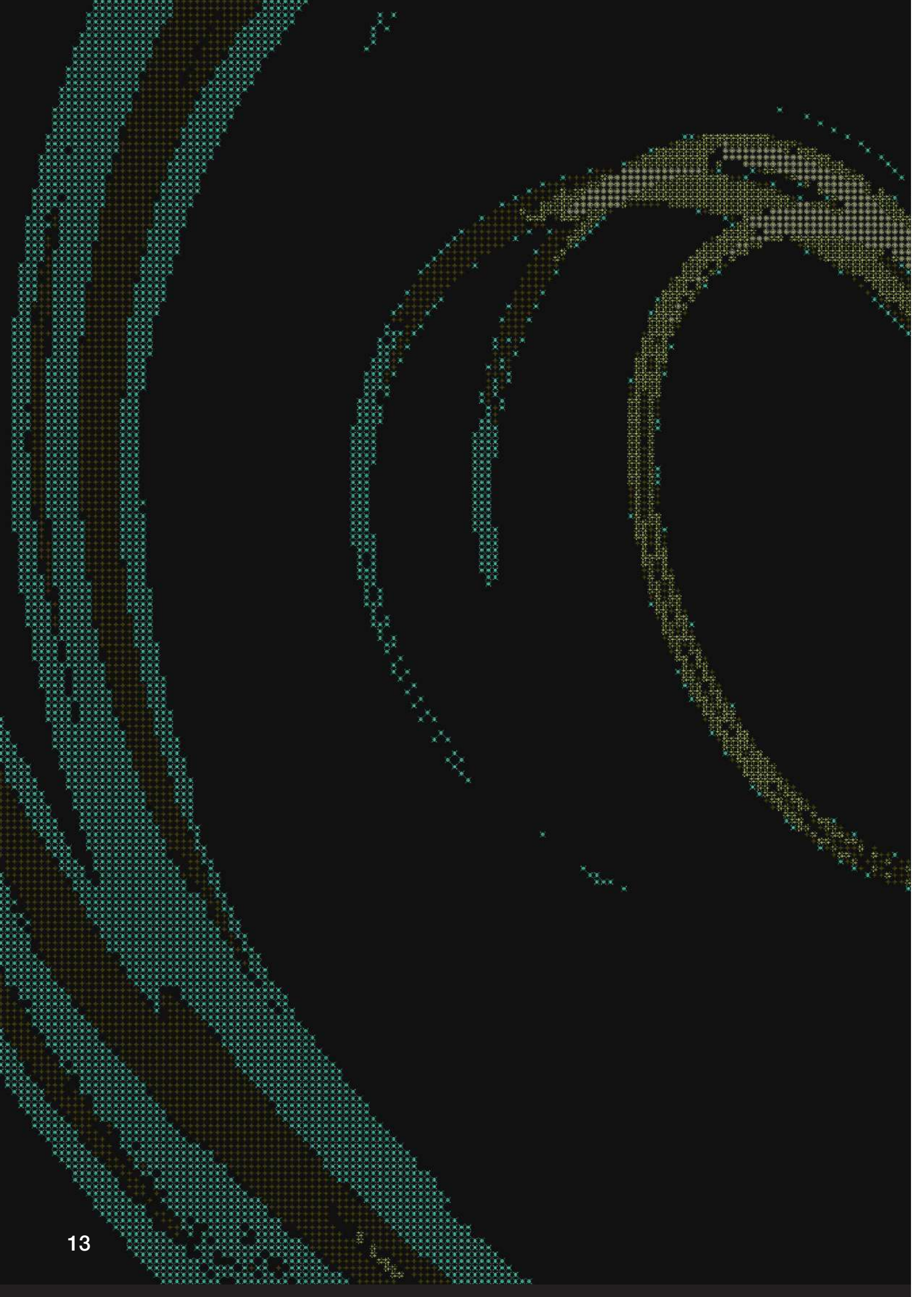
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### Chum

Chum is a digital marketing platform that connects brands with the student market. Students can access exclusive discounts and offers from top brands, while also providing brands to effectively target and engage with this demographic.

#studentdiscounts #chum #exclusivedeals

---

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# FISHYU

## B2B SEAFOOD TRADING PLATFORM

**3 M**  
REVENUE

Total Revenue from  
Oct 2023 - March 2024

### WHAT IS FISHYU

Fishyu is a B2B Seafood Trading Platform that firstly aim to connect fishermen directly with customers. However, Fishyu has pivoted itself to SME. Offering business such as restaurant with variety of seafood, quality, and better customer experience.

### HOW IT GET STARTED

Fishyu emerged from the founder's experience in the seafood industry as a distributor in Samut Sakhon, supplying seafood sourced from commercial fishermen across various regions of Thailand to customers worldwide.

### HOW IS IT GOING

Currently, Fishyu is a SME business serving seafood to hotel, restaurant, and modern trade market, offering seafood range of variety, customer experience, and reasonable price.

#### Trust By



### Monthly Revenue



### Example of Product List







STU-007

# Fishyu

### Fishyu

Fishyu is a B2B seafood trading platform that secure the predictability of seafood with a reasonable price for all stakeholders

#Seafood #Fishermen #B2B

---

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# STU-008 : SMUST Home and SMUST Agent

SMUST solves living problems for 3 parties, livers, owners, and agents

Project SMUST provides services related to real estate sales and living. We let the real estate agents and owners meet via SMUST Agent platform and also provide smart devices to help the owners and tenants to manage their properties

Team members:



Jenjira Kitwakin  
Piriya Saengsuwannakool  
Ramida Tingthanathikul (004)  
Thitaporn Bamrungrachai (003)

## SMUST Agent: Best tools for real estate agents



**Why?** Because how they work wasn't not efficient enough

**Real estate agents, especially freelance ones have problems :** It's time-consuming to stock the properties to sell, not just making own database, but also to filter from social media. Moreover, seeking for customers is difficult too. Having less time being a part-time agents wouldn't make them be competitive with other agents.

**Owners have problems :** They need to forward the information multiple times to real estate agents without seeing the progress.

### Things we do

- Web platform**
- Getting listing from owners with management tools
  - Matching requests and listing easily
  - Easy co-agent collaboration

- Premium will get**
- Customized own website

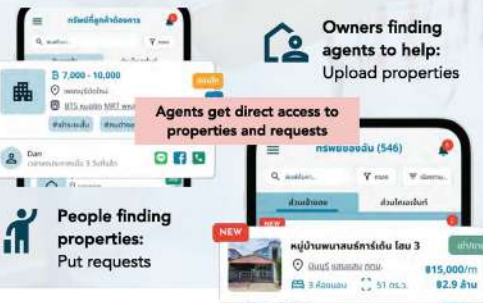
### Results

**150+** members Using the platform during this trial period

**700+** properties

### Valuable Feedbacks

From this, we gained a lot of positive feedbacks and points to improve from the real users. The agents found us very useful for their jobs. They feel motivated again to work in this competitive industries having the most useful tools and closed guidance from us. About 10 people confirmed to subscribe when the trial period ends.



Hosting online seminar



**30+** attendants

To engage with interested agents and instruct how they can utilize our platform

After free trial MVP is launched in January, the early adopters have been increasing. Now, over 150 active users and 700 properties have been acquired to the system.

## SMUST Home: Solutions to property processors



Smart Home bundle rental packages in the concept: "Anyone could have the smart home"

### Why?

We would like to change people's perception like "getting smart home is unaffordable" : By providing an affordable and convenient way for customers to access smart home devices without significant upfront investment. **Installation and maintenance concerns:** : It's difficult to find all-in-one installer, maintenance technician, and consultants for different kind of smart home devices. **No tailored solutions for different living spaces:** Condo livers, home livers, or Airbnb hosts need different bundles of smart home devices. **Afraid to install smart home in the property don't own:** With our rental model, they can enjoy smart living during their short time without having to pay much and no concern with uninstillation.

### Things we do

Launch different various kinds of bundles : "Only Camera," "Starter Pack," "Little Smart," and "Super Smart" bundles, tailored for both houses and condominiums.

Started from **39** THB/month (After the deposit / down payment)

Bundle	Price
ONLY CAM	39
STARTER PACK	79

**Target Airbnb hosts:** Smart camera and door lock become essential to host Airbnb, that's why we target them. Moreover, our pricing is much better for their cash flow control.

**Marketing through social media, target communities, and network:** Aside social media, we also expand through the door making shops to help us make sales exchanging with commission reward. This way, our products will be seen to potential people.

### Results

**1+** leads from showing demand in our services

The idea of rental payment and professional consultation to tailor their needs also impress them.

Electricity management and tenants control for property owners with "smart cut"

### Why?

Businesses lose more than 10M for not getting the rental fee from tenants : Large loss for real estate companies **Bad tenant eviction is challenging:** "Not pay and not leave" is a headache issue for property owners. How it's solved right now is suing which is still money loss. Or another way is asking the electricity authority to stop the electricity, that way, the owners also need to pay the bill they didn't use before.

### Things we do

**Remote Immediate Management:** Allows property owners to assertively manage the electricity remotely, reducing the need for direct confrontation.

**Comprehensive installation services and ongoing support and consultation**

**Getting unique solutions, not any Thai implement it for property rents before:** We found the unique devices that needed to be imported from China. It enables this solution without need of WIFI which is leading.

**7%** of rental fee / month

Results (Revenue and B2B customer gained)

**A real estate company is our customer**

**17** installations

**100K+** THB Revenue generated







## SMUST

SMUST provides 3 main services to different sectors in the real estate market. One is to provide a platform for agents who would like to be working more professionally with the owners. Two is to enable a few hundred baht of smart home per month in a hire-purchase contract, and three is to provide smart breakers for owners to remotely control electricity of their properties

#smarhome #realestateagent #smartliving

---

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Chawalit Tansiri

### GROUP MEMBERS

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**Taroko** is a subscription service that offers boxes containing expertly curated toys and products that enhance child learning at each specific developmental phase. Through our unique model, toys from previous subscriptions are refurbished to meet stringent health, safety, and quality standards. This enables us to promote a circular economy that minimizes waste without compromising the genuine value we bring to parents and their children - aligning with our mission to "save parents and save the world".

**Methods:**

**1. Customer Trial**

We sought to validate key assumptions, fine-tune our product or service based on real-time feedback, and gauge customers' reactions to the different pricing models.

**2. Partnerships Acquisition**

By collaborating with multiple brands, we aim to establish a strong differentiation factor, enriching the customer experience with variety.

**Goals:**

Our overarching goal is to initiate and sustain daily operations encompassing procurement, marketing, and sales activities. We aim to effectively manage the supply chain, promote our products, and drive sales growth from the outset. Additionally, a key milestone is to establish a reliable cash flow to support ongoing operations and facilitate future growth initiatives.

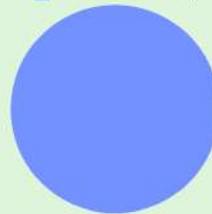


**Result**

1. Attracted trial participants through a partnership with a doctor
2. Obtained testimonials from satisfied customers
3. Successfully formed a partnership with NanmeeBook and PlanToys to expand our product offerings.

**Launch Interest Survey**

Interested in subscribing



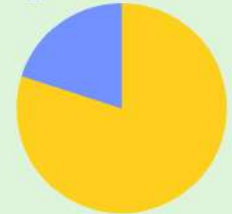
**Trial Satisfaction Survey**

Would recommend to others



Like the subscription service

Indifference



"save parents and save the world"



**Conclusion**

Despite obstacles in launching the business, the feedback from our target market indicates a strong interest in our business model and a belief that we can address their pain points effectively. Moving forward, we aim to accelerate our progress by adopting a more aggressive marketing strategy aimed at enhancing our reach and engagement with potential customers. Additionally, we recognize the importance of expanding our partnership strategies to further diversify our product offerings and strengthen our value proposition.

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### **TAROKO**

TAROKO is a subscription service business that offers boxes containing expertly curated toys and products that enhance child learning at each specific developmental phase. Through our unique model, toys returned from previous subscriptions are refurbished to meet stringent health, safety, and quality standards. This enables us to promote the concept of “circular economy” that minimises waste without compromising the genuine value we bring to parents and their children - aligning with our mission to “save parents and save the world”.

#ChildDevelopment #SubscriptionService #Convenience

---

### **ADVISORY MEMBERS**

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**Thiá**  
Inherit Maintain Develop

Chotiphat Panjavongroj  
6358022256

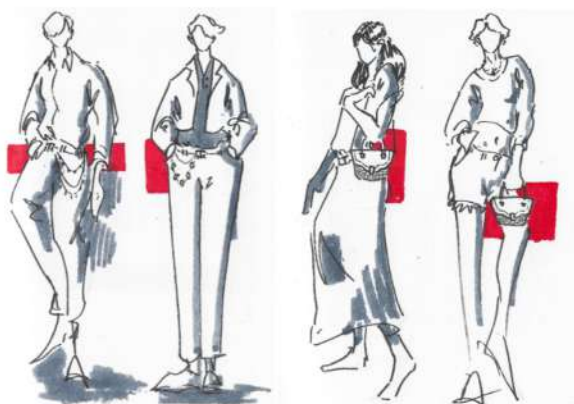
What is Thiá? - B2B2C Company that tailors Thai heritage products to compensate with the international preference which will be able to generate more income to OTOP and the Royal Project Foundations and also support the Thai craftsmanship.

vision -

- Be able to create a brand with craftsmanship of Thai artisans that can proudly present to the world

Values -

- Enhance Thai crafts by create a brand that are praised internationally
- Promoting Thai workmanship and helps the community by providing additional employment in the rural region
- Inspire younger generations to develop a greater appreciation for the craftsmanship of Thai artisans



How it all began

I started by finding communities in rural areas that does the woven bag, I went to pitch the idea to them about how I would elevate this craftsmanship. I bought them back some samples and decided to learn from it. I started to design my product using their woven material but this is still in a developing stage





## STU-010

# Goki



### Thiá

Tailoring Thai heritage products to compensate with the international preference. This will be able to generate more income to OTOP and the Royal Project Foundations. Thai craftsmanship will be preserved for generations with this project.

#Inherit #Maintain #Develop

---

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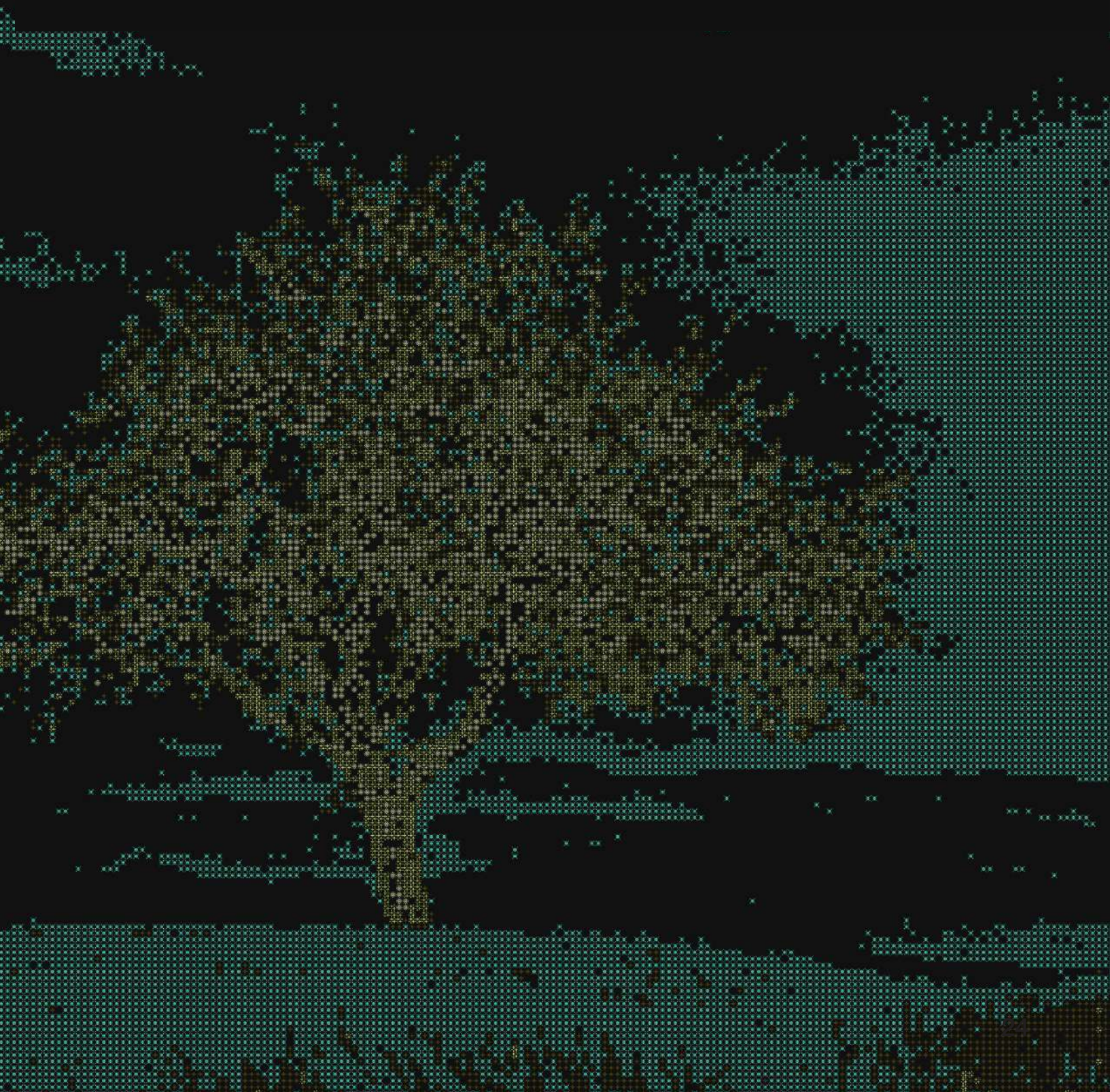


# INDUSTRY- INITIATED PATH

Path Supervisor:

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IND-003 Pearson

# Digital Transformation & Impact on Content Piracy on the Thailand Education



Sirada Boonsitanon, Siriprapakorn Sanworanart, Pemika Boontaveekit, Kantita Punyakunasin

## 1. INTRODUCTION

In recent years, Thailand's digital economy has experienced substantial growth, propelled by the country's comprehensive digital transformation plan, which strategically integrates technological advancements across various sectors and organizations, including government agencies and educational institutions. Specifically the digital-disrupting landscape of Thai education, our research endeavors to dissect the digital disparities between instructors and students while confronting the pressing issue of digital piracy. Through a comprehensive approach blending quantitative and qualitative methodologies, we've uncovered significant discrepancies in the adoption of digital technologies, with many instructors lagging behind their tech-savvy students despite institutional efforts. Moreover, our investigation has unveiled the pervasive nature of digital piracy within the educational sphere, highlighting the urgent need for proactive measures to safeguard intellectual property rights. As we navigate these complex challenges, our research stands as a beacon of progress, poised to inform strategic interventions that bridge the digital gap and foster a more equitable and sustainable educational ecosystem in Thailand.

## 2. METHODS

Our research is structured to incorporate quantitative and qualitative approaches, allowing the findings to offer a comprehensive analysis of the subject matter.

**Sample Size:** Students who are studying and Instructors who are working in the higher education institutions in the Bangkok area, ensuring a manageable scope while offering diverse backgrounds.

**Instruments:** Quantitative surveys examine instructors' and students' tech preferences, competencies, and ethical considerations, while qualitative interviews provide deeper insights into their utilization and perceptions of digital resources, technologies, and piracy-related topics.

**Procedure:** Through social media outreach and direct communication, we gathered 200 survey responses and conducted 21 interviews with instructors and students to explore their technology experiences in education. Additionally, we engaged 500 participants from various faculties to assess the prevalence, attitudes, and impact digital piracy.

**Data Analysis:** Using ANOVA and regression analysis, we explore digital disparities and piracy in academia, implementing strategies to address sampling and response bias. Our study aims to inform policy and enhance digital resource use in education, boosting learning effectiveness and inclusivity.

## 3. RESULTS AND DISCUSSIONS

Our research findings on both scopes, digital divide and content piracy issues in Thai education, present evidence-based insights into the extent and nuances of these issues, heightening awareness while shedding light on often overlooked challenges such as the potential policy decisions to develop effective strategies for bridging the digital gap and combating content piracy, particularly in the higher education.

### 3.1 ACADEMIC PAPERS, ARTICLES AND INFOGRAPHICS

We've produced two research papers, two academic articles, and two infographics that delve into our findings from both scopes. These academic contributions identify gaps in the digital learning/teaching landscape and propose targeted interventions to ensure equitable access and uphold academic integrity. Disseminating these materials through academic channels, SpringerLink, Medium, and conferences facilitates dialogue among stakeholders and drives collective action toward addressing critical educational issues. Ultimately, these materials catalyze systemic change, empower stakeholders, and enhance the quality and inclusivity of education in Thailand.

### 3.2 SOCIAL MEDIA

Launching "unidee.th" for Pearson—an Instagram page building a community to celebrate e-learning, success stories, a fresh perspective on education beyond textbooks and its benefits with students and educators for inspiration. Think of "unidee.th" as your go-to spot on Instagram where learning isn't just about textbooks. Whether you're a seasoned online learner or just curious, "unidee.th" got something for you, break down into personalized and straightforward learning with the right tips, tools. "Unidee.th" on Instagram is our way of shaking things up in education with Pearson, ensuring no one feels like they're doing it alone. We make learning convenient, personalized, and exciting altogether. Join us and make education a vibrant part of your daily life. As for scope 2, we have filmed short videos interviewing students about their views on using pirated content. The goal is to raise awareness about content piracy, help students understand what it entails, and educate them about the consequences of using pirated content.

### 3.3 STORY BOOK

For scope 2 outreach programs for content piracy, where pirated content is seen as socially acceptable, leading to reduced feelings of guilt and awareness of the ethical and legal consequences involved. We've introduced a storybook titled "Eddie and James the Crafty Crow." This educational tool aims to inform younger generations about content piracy and promote ethical behavior in creativity and values of originality.

## 4. CONCLUSION

Our research reveals the significant digital disparities and piracy issues in Thai education, highlighting the urgent need for strategic interventions at organizational and policy levels. Through a mixed approach, we've illuminated a pronounced digital divide and pervasive piracy among instructors and students. Our findings underscore the importance of bridging this gap and combating piracy to ensure equitable access to digital resources and uphold academic integrity. Disseminating our work through academic channels and innovative outreach platforms, our "unidee.th", aims to foster dialogue among stakeholders. Our research contributes to enhancing education inclusivity and quality in Thailand, fostering a more sustainable and equitable digital learning environment.





IND-003

**Pearson**

### **Digital Transformation & Impact on Content Piracy on Thailand Education**

Thailand's digital transformation journey in Higher Education has been accelerated in its implementation, setting off a trend and expectations in digital footprint development. However, challenges still exist regarding the intergenerational acceptability and adoption rates, consequently causing digital divides and content piracy issues. As a result, the research presents the findings of the educational landscape with various aspects of implication such as modal, psychological, and legal, in which it allows the solutions to be presented as ways to improve Thailand's Education as a whole.

#DigitalTransformation #Education #LegalImplications

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# IND-004

# Schneider Electric

## Who are we?

We're a four-member team, working with Schneider Electric as an industry partner throughout the past academic year. We have a diverse range of experiences and expertises, which we applied and improved in this project

### Chawiss Parnjinda (Danny)

Danny's job is to deal with shops and retailers directly by presenting and persuading different owners to participate in the E-commerce expansion. He is our main interaction point with all the shop owners we'd like to partner up with.

### Nasila Pichetnawin (Zigma)

Zigma's main task is internal research of possible/likely shops and retailers that may be interested in partnering up with Schneider. He conducts critical organization of sales numbers for each store to find a batch of high-potential candidates.

### Natnari Wuttitanadech (KK)

KK's role is crucial as the coordinator of individuals and seniors within Schneider. She updates our accomplishments and tasks to higher-ups in addition to setting up meetings with shops and retailers.

### Tanabhume Jungpipatanakul (Arm)

Arm's workload is focused on the technical side of things. Coding, programming, and displaying information play a big part in his role. His job is to make sure things run smoothly behind the scenes.

## What did we do?

Our project builds an Ecosystem on digital/omni-channels for sustainable end to end customer journeys & business growth.

### 1 Business analytics

Performed analytics through data and reports, assisting optimization of eCommerce operations

### 2 Content strategy

Planned marketing strategy for EV charger, interacted with key stakeholders

### 3 Client/Sales

Screened, contacted, and onboarded client for upcoming partner program

### 3 eCommerce

Created new channel of sales, optimized promotional material for main shop

## What are the results?

Significant impact made across various sectors of operation, driving insights, creative media, and delivering real-world impact

10,000+

Rows of data analyzed

50+

Pages of reports submitted

10+

Promotional suggestions

50k+

Audience reached with campaign

Shopee Live

Contribution to new media

500+

Stores scouted

18

To-be partners

NocNoc

Channel created

66k+

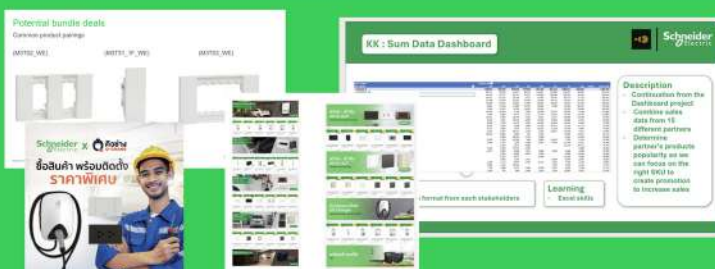
First month revenue

## What did we learn?

In the end, the E-Commerce department of Schneider has only just begun during the time we joined the company. Most seniors we were working with were also figuring out the workflow on their part while teaching us along the way. Even with these difficulties in mind, the year 2024 was planned to be the year Schneider's E-Commerce goes full throttle. The latter half of our project finally allowed us to onboard shops into an online marketplace. So far around 20 shops across platforms such as Shopee and Lazada have joined in.

We may no longer be here to watch our E-Commerce platform truly unfold with more than expected hundreds of shops onboarding, but we were here to help it kick off and build the process from scratch, start to finish.

## Snapshots of results and comments



I think each of you have different personalities but could work well together and strive for results. You all excel in adapting to comments and feedback. You all could leverage individual strength to accomplish tasks. Keep it up!

Nuttamon Chaivisate - Schneider mentor





**E-commerce market expansion for Schneider Electric**  
Increasing reach and efficiency of e-commerce channels for Schneider electric,  
implementing digital transformation and discovering opportunities.

# E-commerce #DigitalTransformation #Expansion

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# IND-005



## OBJECTIVE AND IMPACT

Designing and implementing activities to foster innovative mindset among two key groups: **internal** (Banpu employees) and **external** (university students and others capable of enhancing innovative environments).

### External

The key factor of creating the innovative mindset are “forward thinking, are creative and open to testing, making mistakes and trying again”. With this in mind, we merged an idea-sharing event with tailored workshops to foster **creativity and innovation among youth**. This resulted in **hosting a Hackathon**, empowering students with essential skills for today's business landscape.

### Internal

Internally, our approach involved monitoring the company's progress in fostering innovation, analyzing employee behavior, and crafting customized Internal **Development workshops** aimed at fostering self-development. This strategy aimed to **cultivate a culture of innovation within each individual**, ultimately leading to a more innovative workforce.

## Results we achieved

Students in the **B-Connxt program** enhanced their skills in ideation, creativity, and problem-solving **through workshops and competitions**, receiving valuable insights from Banpu professionals.



**Banpu experts gained experience** by serving as **judges**, challenging their evaluative skills.

Our team **has designed 2 workshops targeting different management levels** within Banpu to encourage an innovative mindset.



We gathered **employee feedback and insight** on desired cultural enhancements, to be innovative.



**design workshops objective** to align with the results



These workshops are designed as **long-term resources** to foster Banpu's employees and culture development and innovation.



We plan to develop **2 additional workshops** for different tier.



## Conclusion of each sub-project

- There are **significant improvements in participants' learning curve**. There are factors that participants **took from our designed workshops** and better their ideas with new perspectives and skills.
- However, there are **some areas that we, as an organizer, should improve**. For example, **time management, task delegation amongst teams**, etc.

- We take the problems in innovativeness mindset of the employees to better the organization's collective mindset as a whole, and **bring it to analyze the cause**, as well as designing a **new workshop for them** that are suitable and interactive so that it could promote the innovative culture for Banpu more.





### **Digital Transformation & Impact on Content Piracy on Thailand Education**

In this project, we aimed to enhance the innovative culture of Banpu organization. We believe that there are multiple areas we can improve, such as the communication platform, the brand image from the public perspective, especially the new generations, as well as the efficiency of the workforce of Banpu internals. By doing this project, we wanted to fill in and be an enhancer of the innovation aspect of Banpu as a whole.

#Inclusivity #InnovativeMindset #21stCentury

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IND-007

# DekDeal's Introduction

**DekDeal** is a Student-Only Platform that inspires students to enjoy uni life through various tools students need including:



- EXCLUSIVE DEALS**  
Student deals that fit with their lifestyle
- EVENTS**  
Tailored academic and student activity events



**DekDeal** emerges as an innovative solution aimed at addressing a pressing need among university students: the lack of a comprehensive platform to enrich their university experience.

Recognizing the absence of an all-in-one hub for students to discover and engage in various activities, access exclusive deals tailored to their needs, and stay informed about upcoming events, DekDeal steps in to bridge this gap.



By amalgamating a myriad of resources into a single, user-friendly interface, DekDeal empowers students to explore and maximize their university life. From discovering exciting events to unlocking student-centric deals, **DekDeal aims to become the go-to platform for students seeking to enhance their student deals and academic journey with experiences and savings**



## Conducted Methods

DekDeal is a platform derived from UniLah, the student app from Malaysia. We have renamed ourselves to fit into Thai Market

1

### THAI MARKET RESEARCH AND COMPETITOR ANALYSIS

To analyse the idea feasibility and identify pains/gaps in the market

2

### NEW VERSION OF BUSINESS MODEL DEVELOPMENT

that fits into Thailand Market Landscape (targets and demographics identified)

3

### BUSINESS MODEL VALIDATION

Through the research among university students by conducting interviews

Over 30 interviews conducted

6

### DEKDEAL IS READY TO LAUNCH!

Focusing on Chula area as the early-adopted

5

### PARTNERSHIP & DEAL GENERATED

Marketing strategies through social media and KOLs being setup

4

### POC FINALIZED, EXECUTION PLANNED

Finding deal partners and student attracting campaigns (marketing)

## Goals & Objective

With the goal to achieve a minimum first-year revenue of USD 50,000.

We aim to customize a tailored-fits strategy for university student that fostering community and improving academic experiences.

## DekDeal's PRODUCTS

- The service is offered as an **application** where the deals are generated
- Instagram is also provided as the **main social media** to inform students the deal



## DekDeal's CAMPAIGNS



Get Your **FREE DRINK!**

รับฟรีดื่มฟรี! สำหรับนักเรียนในรุ่น  
25-29 March 2024

### Campaign Objective

We aim to gain engagement from university students and collect our inclusive behavioral insights through the beverage give-away campaign

20+

ORGANIC DOWNLOADS  
From students across multiples universities

## DekDeal's Results

With over 21 active deal and event partners in our DekDeal Platform, we now generate a number of 97 students to organically download our application

97

POTENTIAL USERS  
From Students across all universities in Thailand (Chula focus)

Our Strategy  
DekDeal KOL

### Follow our 3 STEPS

- Download
- Register
- Redeem







### **DekDeal**

DekDeal is the only student app you need, offering exclusive discounts and access to student-related events and activities. DekDeal serves as a comprehensive gateway for students to save money and engage with their academic community, simplifying and enhancing their student lifestyle.

#DekDeal #StudentDiscount #StudentLifestyle

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# MAX VENTURES

## IND-008 BUSINESS TRANSFORMATION

### 1 Embarking on the Journey: The Collaborative Force

The project involves PTG Max Venture, which is seeking **alternative revenue sources beyond Oil and Gas**, particularly focusing on the **“Travel and Food industry.”** The project involves a multidisciplinary team from PTG Max Venture under **2 entities Patois and Food Innovation.**

Meet the Driving Forces Behind the Project



### 2 Pioneering Transformation

The project's premise is to drive a profound **business transformation within PTG Max Venture**, spearheaded by modernization initiatives and the exploration of new revenue streams, specifically by entering the Travel & Experience and Health & Food industries.

By leveraging **innovative platforms**, forging **strategic partnerships**, and introducing **product innovations**, the project seeks to not only revitalize PTG Max Venture's brand image but also unlock fresh avenues for revenue generation and sustainable growth in the constantly evolving market landscape.

### 3 Impacts of the project

- Diversified Revenue Streams
- Augmented Brand Equity and Market Reach
- Positioned as a Comprehensive Lifestyle Destination
- Enhanced Customer Experience and Engagement



### 4 Pinnacle Moments: Charting Success

#### 1. Launch and Success of Patois Lifestyle Platform:



#### 2. Hackathon Success and Collaboration with TripNiceDay:

- Over 200 registrations with 7 major partners
- Development of innovative features such as trip planning tools and curated travel itineraries, enhancing the platform's functionality and user experience.



#### 3. Strategic Partnerships:

- TripNiceDay and 78 workshop providers



#### 4. Market Penetration of Yogurlicious:

- Yogurlicious, a new product under the Punthai brand, was launched targeting health-conscious consumers. It is currently available at 3 branches of Punthai and Coffee World, with negotiations underway for an additional 4 branches.







### Frozy

We are embarking on a project to develop a novel, health-conscious snack that seamlessly integrates Thai authenticity. Leveraging insights from the previous project of PTG, we aim to identify the specific needs of consumers and pinpoint the gaps within the market for healthier snack options. Our goal is to introduce a line of innovative snacks that is not only a unique, flavorful, and nutritionally beneficial snack but also caters to the discerning tastes of individuals seeking authenticity and wellness in their snack choices.

#HealthySnackInnovation

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# F<sub>EMS</sub> FORTH

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Faculty Advisor: Dr. Christopher Dixon  
Advisory Member: Paricha Duangtaweesub

**Forth EMS** is a 30-year old Thai company that provides electronics manufacturing services. To tackle the rising demand to report their ESG and sustainability policies from both clients and regulatory bodies, this project aims to support Forth EMS in establishing their baseline carbon footprint and digitalising the data collection process through a centralised ESG platform.

The project objective can be outlined in **3 dimensions**:

### Goal 1



Become More Sustainable

### Goal 2



Meet Modern Client Demands

### Goal 3



Meet SET ESG Requirements

## Problem

Baseline environmental impact of Forth EMS had not yet been established

Data was not collected in a way that is easy to track and analyze

## Solution

Collect and analyze baseline environmental footprint of Forth EMS in the year 2024

Implement digitization and create a process to collect sustainability data

Establishing Baseline

Data Digitalization

## Establishing Baseline

These were the steps we took to establish the baseline:

- Secondary research on Carbon Footprint reporting standard – TGO and ISO14064-1 standard
- Preliminary introduction on Carbon Footprint reporting to Forth EMS and formation of ESG team
- Detailed survey of production plant to identify all GHG emission sources needed to be reported
- Connect to corresponding team to collect/compile all GHG data
- Follow up with data collection throughout the duration of the project – calculate total Carbon Footprint

## Data Digitalization

We developed a centralized system for collecting emission data

### Login Page

Login using organizational email and password

### Department Homepage

Summary page includes a checklist for department Activity Data and summary charts

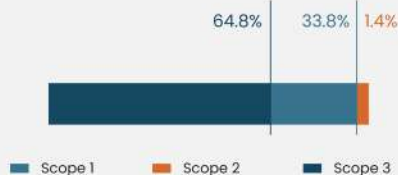
### Activity Data

Navigate to specific Activity Data page to input data each month



## Activity Data Collected

71 Emission Sources



## Impact

- Ability to measure the effectiveness of ESG solutions – compare to baseline
- Identified key Activity Data to be prioritised in reducing first
- Identified gaps in current data collection process
- Prototyping of Data Digitalization Platform, assessing UX/UI aspects
- Project report was used in official board and client meetings
- Help establish framework for Forth EMS ESG team





### **ForthEMS ESG Initiative**

Forth EMS is a 30-year-old Thai company that provides electronics manufacturing services to both local and international clients. In the past few years, they have experienced a growing demand for reporting their ESG and sustainability policies from both clients and regulatory bodies. Through this project, we aim to support Forth EMS in establishing their baseline emission and ESG team - carbon footprint and digitalising ESG data collection through a centralised ESG platform.

#ESG #Sustainability #DigitalTransformation

---

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# TRUSTED PLATFORM CONNECTING GIG WORKERS TO FLEXIBLE JOB OPPORTUNITIES IN HOMECARE AND HOSPITALITY



Professional Housekeeping/Maids



Babysitters & Nanny Service



Elderly Caregiver



Private Tutors



Driver



Pet Care Service



Beauty Service



Handyman

## Mission

To support and uplift the less privileged communities through sustainable initiatives addressing their critical needs, while fostering inclusive growth.

## Vision

A world where all individuals in less privileged communities enjoy equal opportunities, personal growth, flexible work arrangements, and resources to thrive

## Community Expansion

### UPSELLING STRATEGIES FOCUSING ON CONDOS & APARTMENTS

Contacted: 20

Converted: 4

Posters & Promotional Campaign

## Brand Development

### ENHANCE BRAND RECOGNITION THROUGH INFLUENCERS AND CUSTOMER REVIEWS.

Promotional VDO 3

Influencers Review 8

Customer Reviews 11

### UPSELLING THROUGH FACEBOOK & EXISTING CUSTOMERS.

Contacted: 41

Converted: 12

Converted 4 (via FB adverts)

Existed & New Customers



# IMPACT-BUILDING



Volunteers conduct English classes to Community Kids on Saturday



Financial literacy class to emphasize importance of saving



Offering health checkups for seniors in the communities





IND-010

# SAIJAI

**The political and economic institutions of informal worker's commerce  
in Thailand (Focusing on Domestic Workers)**

Strategies to help support informal workers in Thailand focusing on Domestic Workers Group by comprehensively understanding their demographics, identifying their challenges and opportunities, and developing effective strategies to address the issues at hand.

# InformalWorkers # InformalLabor #InformalEmployment

---

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## **GROUP MEMBERS**

Jirat Techasiriwan

# IND - 011 : Oxygen Booster ( Bioraw )



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**Project supervisor:**  
 Dr.Ning li  
 Araya Banlang  
 Arne Blom



## Introduction and Project premise

The primary challenge for BioRaw's Oxygen Booster initiative in the Thai market lies in the novelty and lack of clarity surrounding oxygen inhaler canisters. Consumers struggle to grasp the product's benefits and are uncertain about its inhalation mask design, emergency applications, and various uses like cognitive enhancement and sleep improvement. BioRaw's branding issues compound the problem, with ineffective communication and positioning in a competitive market due to limited product diversity and higher prices.

Our project aims to propel BioRaw's Oxygen Booster forward in the Thai market by increasing consumer awareness and understanding through social media campaigns. Additionally, we will provide innovative strategies for Oxygen Booster's research and development to introduce fresh projects. Ultimately, our efforts will elevate BioRaw's standing as a leading oxygen inhaler supplier in Thailand. Not only that our ultimate goals is to boost the sales for the company so every aspects such as Marketing, B2B, R&D are crucial

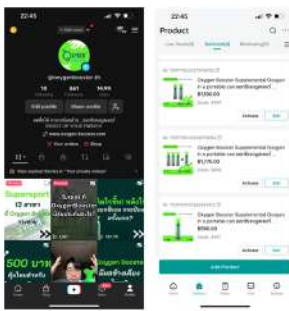
## Things that we do, WHY and HOW?

### NEW DISTRIBUTION CHANNEL

**Why:** Tiktok is a social e-commerce platform that includes all journeys from when customers discover the product until checkout.

**How:** We arrange all documents required and go through every process to setup a shop on the TikTok platform, and we even go further to setup every sku, description, background, and other necessary details to be able to sell our product via TikTok

### TikTok Shop



### CONTENT

**Why:** The fastest way to earn awareness of our brand and product

**How:** We catch up on trends and research toward the algorithm that could activate the consideration of TikTok toward our account. We also set a static schedule as a routine of content in each section, such as for fun, education, product information, and benefits.



### MARKETING PLAN AND BRANDING STRATEGY

**Why:** Reshape the brand position and make the customer understand the brand value proposition and price range in terms of reasons.

**How:** We implement the concept we made in the brand book into action, for example, theme frame creation for video and picture content to upload on social platforms. Make a plan for the assets that the company should gather while setting a theme and concept for them in the future.



### 3D PROTOTYPE MODEL

**Why:** With this, the companies can visualize the real prototype model that they can use to implement into their further stock when they want to apply this feature

**How:** We set up a session to generate an idea of how we can implement and modify the original model to add more features like "Aroma." After we get our ideas, we consult with the experts in this area and make a deal with a 3-D printing service while monitoring every process.



### R&D AROMA FINDINGS

**Why:** To completely prove the aroma therapy features while combining them with the 3-D printing prototype model.

**How:** We did the research and survey regarding the points of aroma therapy and experimented with the effective sources that could keep the scent of aroma in a way that matched the time-use of our product.



### ADS PERFORMANCE AND AUDIENCE DISCOVERY

**Why:** We could visualize the actual target customer who has a buying demand via an online platform, which could be different from retail customers, and we could also reshape the online strategies.

**How:** We create a variety of types of content and experiment with the different types of ads, their purpose, target audience, or even the time that the ads spend. We also keep the control variables in the comparison test to find out the most effective factors that will benefit the conversion.

Ad	Impressions	Reach	Views	Engagement	Conversions
Ad 1	10000	5000	2000	100	5
Ad 2	15000	7500	3000	150	8
Ad 3	20000	10000	4000	200	12

### BUSINESS TO BUSINESS

**Why:** To gain cooperation from partners and a static amount of revenue

**How:** We dig up research regarding the area we can use our product to penetrate, where the people in our target segment will spend their money to buy our product. We are also providing the implementation plan for the company to make an approach of their choice after looking at our analysis.



### BRAND BOOK

**Why:** This is requested by the company, and we also think that this would benefit our content creation and could last a long time for usage in the future for better brand communication, even with third parties

**How:** We look back on a single brand reference and try to consider the aspects that reflect on our brand, such as brand voice, mission, vision, mood, tone, etc. Selecting the best choice to represent strong brand communication toward customers



### Conclusion : Marketing

We successfully set up a **new distribution channel, TikTok Shop**, for oxygen boosters. Then, we complete the satisfied position of branding strategy while taking company consideration into account in the **creation of brand books and marketing strategies**. Moreover, all themes and frames have been designed from our plan into Gap Killing content to **activate the TikTok algorithm and main content to raise awareness and boost sales**. We have totally gained **400,000+ viewers** across all contents within the limited time frames.

### Conclusion : R&D

We were able to achieve the **ultimate design for the modification** of the modern mask cap to apply **new features as aroma therapy** to the product. We were able to come up with a **tangible prototype** that can actually test the features. We were also able to come up with recommendations and suggestions for the **aroma that best fit the user journey** while using our product.

### Conclusion : B2B and Sales

We were able to **maintain good business relationship** with the approached partner. We additionally **proposed 3 business implementation approaches** for the company to consider post-semester. As we focus on online sales, we continuously sell the product via the distribution channel we host, and as a result, **the online stock has already run out**. We consider that one of **our valuable milestones and successes**.

Special thanks for the support and guidance from our family, friends, acquaintances, and loved ones! Thanks to feedback from survey participants and customers.





### Oxygen Booster – Portable Oxygen Inhaler Canister

The main objective of our project is to assist BioRaw to make a big progress on their oxygen inhaler canister project (Oxygen Booster) in the marketing segment by let Thai customers to be familiar with the concept of oxygen inhaler through social media and its usage, therefore the customers will be interested in our product. Other than the marketing segment, our group will try our best to provide some innovative strategies for Oxygen Booster's R&D segments to bring some freshness projects. The work throughout our fourth year will be help BioRaw to make a further step in the position of Thai oxygen inhaler canister market and get noticed domestically as the main oxygen inhaler supplier.

#OxygenInhalerCanister ##OxygenTherapy #RespiratorySupport

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Thanapat Kijjadhhip



MatchLink

# BOL (MATCHLINK) X PAMA

Dr. Chris Dixon

Dr. Pietro Borsano

Mr. Thiti Nantapuwadol

Rajanand Gambhir  
Techasit Tangnitisate

Jirat Rochdarongkul  
Sorawit Choojirawong

## Project Definition

Enabling MatchLink to have a more inclusive customer journey and market-fitted business model that would generate revenue in order to build a matching ecosystem for SMEs in Thailand.

## Problems To Tackle

### Value Proposition & Increase Traffic

Providing value in order to retain current users, attract new users, and boost the ecosystem

### Lack of functions to meets the need of users

Research and design functions that met the needs and aid the users on the platform.

### Enhance Customer Journey & UX/UI

Created an interactable prototype to visualize an enhanced UX/UI with new feature

## Method used

Market research and solution design in order to validate & find the value proposition for MatchLink.

Introduce a new matching feature to create a stronger positioning for the company via market research.

Revised and re-designed customer journey and flow in every aspect based on User experience.

## Team PAMA



## Results



Project Summary



Interactive User Interface



Scan for more!





### **BOL (MatchLink)**

MatchLink is a social business platform that builds an ecosystem to match and link together businesses in order to drive digitalization and lead to decision making & partnering that are more efficient and effective. With the project definition that is based on MatchLink's performance and objective combining with the main purpose of MatchLink. Our goal is to enable MatchLink to have a more inclusive customer journey, help build unique value propositions, and market-fitted business models that would ultimately build a business matching ecosystem for SMEs in Thailand.

#BusinessMatching #User-generatedContent #TransformingUserExperience

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### **ADVISORY MEMBERS**

Dr. Pietro Borsano  
Dr. Christopher Dixon

Thiti Nantapuwadol

### **GROUP MEMBERS**

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Rajanand Gambhir

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# Existing Product Enhancement & New Product Development

Arcadia Foods assigned the team to analyze, conceptualize, and execute product and marketing strategies aimed at upselling Zero Syrup, and present a new product development plan that leverages the company's strengths to address a promising gap in the market

Advised by Dr. Warinya Chemnasiri and Dr. Pietro Borsano



**IND-013**  
Yanin Gasemsin  
Thanyanan Vivattanaprasert

Natthaphum Rattanaphiphop  
Pawares Theewahasakulthong  
Pongsatorn Pichayakorn

## Method & Approach

### Data Gathering & Analysis

Provided valuable insights for rebranding, new product development, and marketing campaigns through analysis of customer and demand

### E-Commerce Revamp

Revamped the e-commerce storefront with customer-centric design, precise ads, and marketplace integration to boost conversion

### Social Media Revamp

Rebuilt the online channels with due current approach analysis, competitor research, and A/B testing maximize reach and engagement

### Packaging Design & Branding

Reimagined the branding and packaging of the main product line with key findings from research on trends, markets, and users

### New Product Development

Research current production processes for vitamin tablets and milk powders with expert counselling for the new product formulation

## Media

Social Media Channels

Affiliate Program

Onsite Booth

Restaurant Collaboration

New Packaging

### New Packaging Design for Zero Syrup

with user research and iterative process



Scan for process and final design



### New Social Media

Created diverse contents on the page to identify the optimal content types for our target audience

**1,903**  
Organic Reaches

without any spending on advertisement

**18.65%**  
Interaction



**Low-cal bingsu and drinks selling @CEO Festival**

> 300 Cups sold in 10 hours

+118 followers on Facebook

+47 followers on Instagram



**Opened Shopee Affiliate Program**

**28%**  
of Total Sales

from Affiliate Program within the final quarter (Q1-2024)

**38% ↑**  
Revenue Uplift

**94%**  
New Buyer

## E-Commerce

E-Commerce Storefront

Pricing Model

Marketing Initiative

### Pricing & Discount Model Revision

Revised the e-commerce storefront to be in-line with the new brand identity by thinning out product cards and options

**75.8% ↑**  
Product Perceived Value

**35.9%**  
Mitigated Shopee add-on costs



### E-Commerce Storefront

Streamlined product cards from 176 to 21 with revised details

Redesign mall landing page to increase customer buying rate

See new mall page in Arcady Shop



### March 3rd Giveaway Initiative

Planned and executed a marketing initiative in March centered around tangible cashbacks to customers

**97% ↑**  
Basket Size



### Product Blind Test

Conducted a sensory evaluation of the current zero-calorie syrups on the market, assessing color, odor, flavor, and overall liking. Arcady's Zero Syrup scored the highest in almost all categories

## Collaboration & New Product Development



### Onsite Collaboration: Ready-to-Drink Products

Collaborate with healthy restaurant by providing them with Ready-to-drink Zero Syrup for them to distribute to their customer at their own decision



### NPD: Zero Syrup Tablet

Customer can mix the tablet with water and make zero calories flavored drink anywhere, and anytime they like without the need of utensil.

Designed innovative and sustainable packaging, and prototype the first iteration of the product





IND-013

# Arcadia Foods

## Arcadia Foods

Arcadia Foods Co., Ltd, established since 1999, specializes in food manufacturing, collaboratively developing inventive food additives tailored uniquely for clients in diverse industries, offering a wide range of certified products including sauces, premix flour, seasoning & marinade, and chocolate compound, serving as an OEM factory for customers seeking to create B2C products under their own brand or requiring specific ingredient recipes for their businesses, exemplified by their current production of sauces for restaurants under Zen group and gyoza dough for a well-known brand.

#Sugar-free-syrup #Revenue-uplifting #EffervescentTablets

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### ADVISORY MEMBERS

Dr. Pietro Borsano  
Dr. Warinya Chemnasiri

### GROUP MEMBERS

Yanin Gasemsin  
Pongsatorn Pichayakorn  
Nattaphum Rattanaphop

Thanyanan Vivattanaprasert  
Pawares Thewahasakulthong

# Smart skin care system

Shape the beauty of confidence from the inside out

Application of technology

Precision penetration

Data analysis and optimization

Personalized customization

Interactive experience



## Project premise

The company has previously developed a smart cosmetic mask product, however medical beauty is not only limited to meeting the needs of cosmetic beauty, but also faces the growing demand for physical beauty.

## Project achievements

External beauty--Smart cosmetic mask

15 minutes a day, make your skin stay young

Inner beauty--Smart breast skincare patch

KiiCho Smart breast skincare patch · Reshaping natural charm



Who is involved in the project  
Group KiiCho – Zhen Wu  
6358018856

Project Partner  
Zhejiang Lanna Health Industry Co., Ltd  
(浙江兰纳健康产业有限公司)

Advisory members  
Dr. Pietro Borsano (CSII)  
Dr. Ning Li (CSII)  
Summer Shen Mengru

Smart skin care system · New technological experience of skincare





### Smart Skincare Patch Project

This project focus on developing an innovative skincare patch, which is an innovative product with Bluetooth connection, data transmission, processing analysis, and related services, provide users with a more convenient and effective way to manage skin health. It has a built-in Bluetooth module and microprocessor chip, which enables control and interaction through a mobile app. At the same time, the three-stage micro current of the skincare patch can promote muscle contraction and relaxation, deep cleaning, nutrition introduction and massage relaxation, and achieve the repair and maintenance of the healthy state of the user's skin.

#Skincare #Smart #Remote

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### ADVISORY MEMBERS

Dr. Pietro Borsano  
Dr. Ning Li

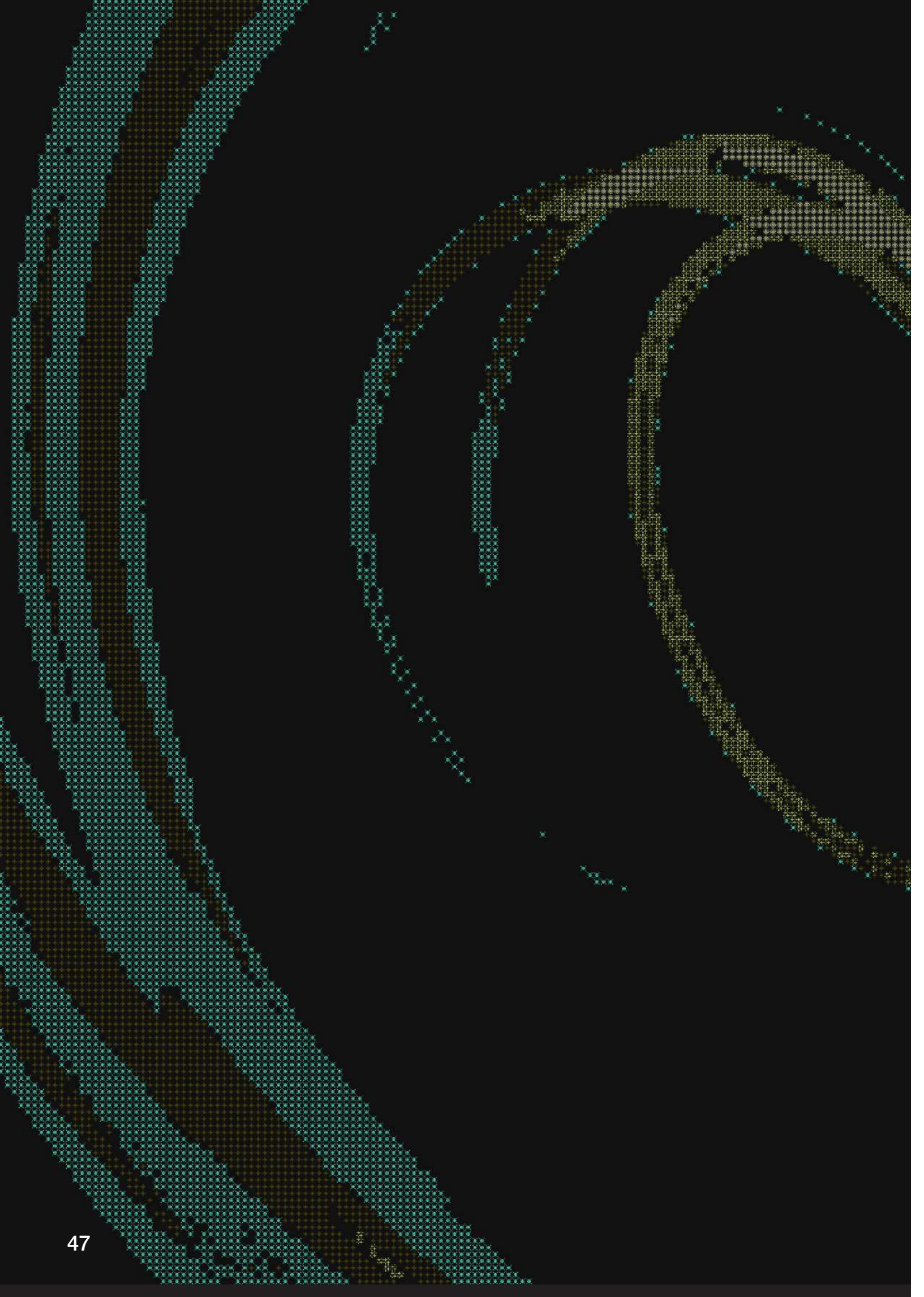
Summer Shen Mengru

### GROUP MEMBERS

Zhen Wu

### CONTACT INFOMATION

ZHEJIANG LANNA HEALTH INDUSTRY CO., LTD







IND-015

# SepPure

## SepPure

Seppure is a separation technology company that specializes in developing and manufacturing innovative membrane-based solutions for various industries, including oil and gas, petrochemical, pharmaceutical, and food and beverage. Our technologies focus on improving separation processes such as filtration and purification, offering more efficient and sustainable solutions for their clients' needs.

#SepPureTechnologies #InnovativeSeparation #AdvancedMembraneSolutions

---

### ADVISORY MEMBERS

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03



# FACULTY- INITIATED PATH

Path Supervisor:

**Dr. Chris Dixon**

**Dr. Yon Jung Choi**

Chulalongkorn School of Integrated Innovation (CSII)





# VITAL HEALTH

LLM-POWERED PERSONAL HEALTH COMPANION APPLICATION

SIGN UP FOR DEMO!!



Visit vitl.life to join

## HEALTH LITERACY A “VITAL” PROBLEM FOR THAI POPULATION

Thai people with low health literacy struggles to understand medical terminology, numerical data, and implications of their health checkup results. This can lead to misinterpretation, non-adherence to treatment plans, and delayed healthcare seeking behaviors.

1 in 4 Thai adults have low health literacy



Other underlying problem for health report understanding



Lack action plan for behavioral changes



Interconnected health factor including genetic disease



Complex wording and surface level data

## LEVERAGING THE POWER OF GENERATIVE AI TO HELP IN HEALTH REPORT INTERPRETATION AND SUGGESTION ON BEHAVIORAL LEVEL

### PROJECT PROMISE

The primary objective of this capstone project is to develop a user-friendly app, Health Companion, which integrates generative AI to help users understand and interpret their health check results. The app will provide personalized explanations of health check results, explain the implications of these results, and offer general advice for improving the user's health condition. By leveraging the capabilities of generative AI, the project aims to empower users with knowledge about their health and facilitate informed decision-making.

### HOW IT WORKS

HEALTH REPORT



Interpret using optical character recognition technique



VITAL

User can give their preference to make the advice more personalized

PERSONAL PREFERENCE



Put through medical knowledge trained LLM

#### ANALYZE



Analyze interconnected health factors

#### EXPLAIN



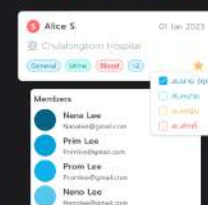
Explain your result using simple language

#### SUGGEST



Suggest personalized behavioral adjustment

#### CONNECT



Analyze your result along with you family members

### RESULT AND EXPECTED IMPACT

By providing accessible and personalized health monitoring and education, our app empowers users to take control of their well-being, leading to improved health outcomes and quality of life. Additionally, the app fosters a culture of preventive healthcare, encouraging proactive health management and early detection of health issues.

### FUTURE BUSINESS PLAN

- Revenue generation by gaining large user base then making profit
- Family sharing for genetically transferred disease prevention
- Data integration with hospital
- Habit building health planner





FAC-002

**VITAL**

**VITAL: Health Companion App  
(Health Companion (ChatGPT-4 Powered))**

A user-friendly app, VITAL Health Companion, which integrates a generative AI plugin to help users understand and interpret their health check results, also with their family members'. With personalized explanations and general advice to facilitate informed decision making.

#GenerativeAI #FamilyHealthcare #HealthCheckupCompanion

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**ADVISORY MEMBERS**

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Prof. Worsak Kanok-nukulchai

Dr. Warinya Chemnasiri

**GROUP MEMBERS**

Sukkasem Thanarungrak  
Akrit Woranithiphong

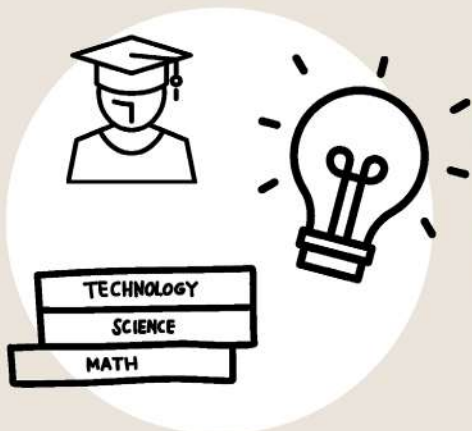
Napasorn Lertmeemongkhonchai

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Facebook: VitalHealthCompanion

## FAC-003 UBC

The aim of the project is to help countries find answers to two far-reaching questions:  
**What knowledge, skills, attitudes and values will today's students need to thrive and shape their world?**



### What is our project

Our project aims to create a future-proof curriculum that can help prepare student for the future by the basis of UBC or Universal Basic Competency

**our goal is to:**

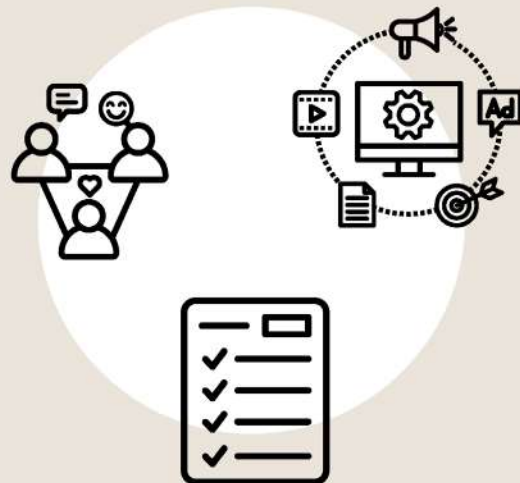
- Determine what is the minimum competencies student requires
- Create a curriculum that help student in the long-run
- Develop student into a lifelong learner

### UBC about

Universal Basic competencies or UBC is the competence a human needs in order to survive and thrive in the society.

**UBC is separated into 5 categories:**

- Transdisciplinary Knowledge
- 21st Century Skills
- Critical thinking and problem solving
- Digital Literacy
- The ability to live one's life as one wants



### Integration

The integration of 21st-century skills into university STEM programs is essential for preparing students to navigate the challenges and opportunities of the modern world. Critical thinking, creativity, and a growth mindset are key components of a holistic education that equips students with the tools they need to innovate, solve problems, and contribute positively to society. By embracing these skills within STEM curricula, universities can ensure that their graduates are not only proficient in their disciplines but also adaptable, resilient, and ready to lead in the 21st century.





FAC-003

# Universal Basic Competencies (UBC)

## Universal Basic Competencies (UBC)

To create a future-proof curriculum that can help prepare student for the future by the basis of UBC or Universal Basic Competency and our goal is to 1) Determine what is the minimum competencies student requires 2) Create a curriculum that help student in the long-run 3) Develop student into a lifelong learner

#NewAgeEducation

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### ADVISORY MEMBERS

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Suwanna Uthaipong

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# BizSim (Business Simulation)

FAC-004

With the interactive business simulation program, users can study industry dynamics and the supply chain with a few clicks. The program guides you through strategic decision-making using a user-friendly interface to better understand business operations.



The first motivation came from the well-known business simulation application, CapSim, which is widely used in top business schools. I decided to focus on a single area due to the complexity of data collection and analysis processes.

The project aims to provide users with an **immersive and educational experience of the beverage industry supply chain**. Using a user-friendly web interface, the simulation takes users through critical decision-making processes over numerous steps:

<p><b>Farm Ownership Decision</b></p> <p>Users can choose to own a farm or buy oranges from the market. Opting for farm ownership offers decisions on location, size, and costs for informed choices.</p>	<p><b>Warehouse Options</b></p> <p>Users optimize their supply chain strategy by deciding to own, rent, or skip a warehouse. The interface offers location insights for better supply chain management.</p>	<p><b>Factory Ownership</b></p> <p>Users decide between owning a factory or outsourcing, receiving data on costs, locations, and final product quantities for a full view of production processes.</p>	<p><b>Distribution Strategy</b></p> <p>In the simulation, users can select distribution centers, prices, and product quantities. Results display costs, locations, revenues, and profits, providing insights into distribution strategies and financial outcomes.</p>	<p><b>Logistics Selection</b></p> <p>The last step for users is to choose logistics companies based on location, with outputs displaying logistics costs and distances, facilitating efficient transportation management.</p>
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Overall, this simulation provides a starting point for users to explore the **potential costs and benefits of engaging in each step of supply chain management**.

## Project Methods

<p><b>Data Gathering</b></p> <p>Supply chain data collection includes frequent provinces for</p> <ul style="list-style-type: none"> <li>raw material production</li> <li>operation &amp; distribution</li> <li>locations</li> <li>costs</li> <li>revenues</li> <li>profits</li> </ul>	<p><b>Statistical Analysis</b></p> <p>Implementing statistical methods such as standard deviation and mean to analyze various aspects of the data collected.</p>	<p><b>User Interface Development</b></p> <p>Developing an interactive UI for use in user decision-making. The interface will assist users in</p> <ul style="list-style-type: none"> <li>planning and selecting their alternatives (farm ownership</li> <li>warehouse possibilities</li> <li>factory ownership</li> <li>distribution strategies, and logistics partners)</li> </ul> <p>They will get real-time information on costs, locations, revenues, profits, and break-even points.</p>
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## Project Result

<p>Choose simulation option</p> <p>Input the detail of the simulation</p>	<p><b>Farm Choices</b></p> <ul style="list-style-type: none"> <li>Choice 1: Size: 12 rais, Location: Latitude: 20.0817, Longitude: 99.1024</li> <li>Choice 2: Size: 13 rais, Location: Latitude: 18.7144, Longitude: 98.9848</li> </ul> <p>Image:  Google Maps: <a href="#">View on Google Maps</a></p> <p>Image:  Google Maps: <a href="#">View on Google Maps</a></p> <p>Costs:              Investment Cost (Baht/Rai/Year): 66000              Operating Cost (Baht/Rai/Year): 277008              Maintenance Cost (Baht/Rai/Year): 117024              Total Cost (Baht/Rai/Year): 460044              Productivity: 14400 kg/Year (Based on 12 rais)</p> <p>Output as farm choices which are based on standard deviation from research analysis</p>	<p><b>Warehouse Options</b></p> <p>Select Warehouse Province: Samut Prakan</p> <p>Submit</p> <p><b>Warehouse Location</b></p> <p>Samut Prakan Warehouse</p> <p><b>Warehouse Image</b></p> <p></p> <p><b>Google Maps Link</b></p> <p><a href="#">View on Google Maps</a></p> <p><b>Warehouse Ownership Options</b></p> <p>Select Warehouse Ownership: Own Warehouse</p> <p>Submit</p> <p>Output as warehouse options and details</p>
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FAC-004

# Bizsim

## Business Simulation Program (Data Analytics Project)

The goal of this project was to develop a realistic business simulation program focusing on the beverages sold at 7-11. Users can model supply chain operations by factoring locations and logistics into their decisions. The purpose of this research was to connect theoretical business knowledge and the notion of machine learning to real-world applications.

#BusinessSimulation #SupplyChainEducation #StatSimThailand

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### ADVISORY MEMBERS

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Assoc. Prof. Francis D. Kim

### GROUP MEMBERS

Naiyapak Boondee

### CONTACT INFORMATION

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(Naiyapak Boondee)

# periwinkle

## Description :

In partnership with Mindventure, our projects introduce an innovative hybrid platform. This platform merges physical and virtual spaces, aiming to foster self-love and enhance mental health awareness among Thai youth. Through a well-design interactive website, an engaging workshop, and an all stop service of Mindventure’s platform, we provide comprehensive modules and resources to empower individuals in their journey towards self-acceptance and psychological well-being.

## How’s Your Heart

"How's Your Heart" is an engaging interactive website that guides users on a journey to explore the depths of their own hearts to discover the way to recharge their **heart battery** uplift themselves in daily life, especially during moments of vulnerability or delicate emotions.

Our platform's mission is to facilitate a deep connection between users and their inner emotions, encourages users to become more self-aware, and recognizing their emotional state and mental well-being. By understanding their needs, users can effectively recharge and energize themselves, enabling them to tackle the challenges of each day with vitality and resilience.



We target on the group of Thai adolescences and young adults age between 15-22 years old who experience toxic productivity culture which leads to the further mental health problems and identity crisis.

As we live in the Metropolis with a rushing lifestyle, it is essential to carve out a few moments for introspection, allowing us to truly listen to the messages of our inner voice. This practice is vital for nurturing long-term mental well-being.



Scan To Visit Our Website!



## Be My Own Bestfriend

**UNDERSTAND AND EXPERIENCE "SELF-LOVE"**

By acquiring tools to foster a stronger sense of self-pride and learning self-care strategies for self-friendliness.

The goal is to enable them to apply these principles in real-life situations or when facing challenges.

**Location:** Bang Khun Thian Youth Center  
**Participants:** 30 people, aged 15-18 years

### ICE BREAKING

- Bonding activities and games
- Participants get to know each other

### BE MY OWN BESTFRIEND

- **Lecture :**
  - What are the characteristics of someone who loves themselves?
  - What are the benefits of self-love?
  - Why is it important to learn how to love yourself?
- **Activity-based :**
  - Select a card reflecting the current life situation
  - Write about any discomfort to practice self-encouragement.
  - Write a self-encouraging message.



### FUTURE ME LETTER

- This exercise encourages reflection, goal-setting, and a positive outlook towards personal growth and development.

## Mindventure’s Line OA

Our team has launched a free one-on-one counseling service through LINE OA, connecting users directly with qualified mental health experts for accessible, inclusive support.

### KEY FEATURES:

#### Tracking Algorithm

Integrated into the LINE OA, this system confirms user engagement with designated Mindventure partners, ensuring the effectiveness of counseling sessions through real-time monitoring.

#### comprehensive Integration

Features direct links to Mindventure's social media and official website, with detailed workshop information, enhancing engagement and providing a holistic support ecosystem.

#### Streamlined User Experience

Simplifies the user journey within LINE OA, making mental health support more accessible by reducing steps to access services and information.







### **Inner Shine Journey**

#### **(Mental Health Assessment Platform for Special Target Group)**

In partnership with Mindventure, our project introduces an innovative hybrid platform. This platform merges physical and virtual spaces, aiming to foster self-love and enhance mental health awareness among Thai youth. Through engaging workshops and a dynamic interactive website, we provide comprehensive modules and resources to empower individuals in their journey towards self-acceptance and psychological well-being.

#SafeSpace #MentalHealth #Self-love

---

#### **ADVISORY MEMBERS**

Dr. Yon Jung Choi

#### **GROUP MEMBERS**

Torkwan Adisakdecha  
Nattamon Khachasakul  
Phenradee Sae-Jeam

Nunnapatsorn Kanjanintorn  
Sunatcha Apakunakorn



# Thailand Social Venture

Designed to serve as a comprehensive e-portfolio and community platform for Thai businesses dedicated to fostering positive social impact. We believe cooperation for better and bigger changes is our core that will drive the growth of social impact along with our platform.

## Why we create TSV?

We start with a problem we can't answer. Where can we find businesses that create social impact in Thailand if they are not registered as social enterprises due to the obstacles and the complexity? How can they find investment and create cooperation programs when there is no central hub? And wouldn't it be better if there's a central hub that did all these things to make those businesses move faster and create a bigger impact?



## Over 25 In-dept interviews

Our team conducted interviews with over 20 social businesses and 5 investors both before and after the platform was built, refining TSV's features to better meet stakeholders' needs



## Joined Community

- Accelerate Impact with PRUKSA SS2
- 41<sup>st</sup> SE Night

to gaining an insight directly from social businesses and also as a way for building a network/connection for our platform as well

150+ followers on SOCIAL MEDIA  

strategically using platforms like Facebook and Instagram. By leveraging hashtags like #TsvTH and #Thailandsocialventure

## Our Results

Website Social Business Hub



thailandsocialventure.com

Social Media



Our Partners and Social Businesses Community



## Why Join Us

Social Businesses:

- Increased visibility and brand awareness
- Network and collaborate for bigger impact
- Find valuable information, tools, and potential funding opportunities

Corporate:

- Find impactful partners to collaborate with whether it's CSR project or others project for greater impact
- Access a talent pool

Investor:

- Invest in something that give you more values than money
- Boost Social Impact with Growth
- Access a talent pool

Public:

- Create Social Impact
- Learn more about social businesses in your area!
- Find the right product you're looking for
- Shop and Purchase with greater impact





FAC-009-1

# SIMPACT

## **SIMPACT (Social Venture Investment platform)**

A platform that serves as a hub for organizations and individuals dedicated to improving communities or global conditions, facilitating connections between social enterprises, businesses, large companies, and investors seeking to invest in positive changes, while also providing a simple portfolio format to raise awareness, expand outreach, and foster growth opportunities.

#SocialBusinessCommunity #BusinessNetworking #SocialImpact

---

### **ADVISORY MEMBERS**

Dr. Christopher Dixon  
Prof. Agachai Sumalee

### **GROUP MEMBERS**

Danyathorn Pramoj Na Ayudhya  
Gaysornthip Manajira



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thailandsocialventure.com

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Public:

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- Learn more about social businesses in your area!
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- Shop and Purchase with greater impact





FAC-009-2

## Thailand Social Ventures

### **Thailand Social Ventures (Social Venture Investment platform)**

Our project introduces an intermediary investment platform, seamlessly connecting entrepreneurs and investors to foster business growth. Specifically tailored for social impact, we serve as the perfect matchmaker, linking social investors with ventures that align with their goals. Through our online services, we streamline the funding process, providing a comprehensive hub for investors to access vital information about businesses and facilitating communication through chat channels. Additionally, our platform goes beyond virtual interactions, arranging both online and onsite meetings to strengthen connections between investors and social ventures.

#SocialImpactHub #InvestForChange #ConnectGrowImpact

---

### **ADVISORY MEMBERS**

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Dr. Yonjung Choi

### **GROUP MEMBERS**

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Keerana Thanasriwanichchai

Kittima Achsawadumrongdatch  
Benedict Boisclair

# Mobile Communication Platform

Jirashaya Chartkitjaroen  
Yanisa Iamjarern  
Passamon Chounrungwattana

A platform where influencers can set the call rates directly and communicate with their fans and subscribers **one-on-one real-time billing voice call-based platform.**

## METHODS

This project is working towards a successful targeted platform providing real-time connections between influencers and their fans through localization, and adaptation using :

- Market and industry analysis
- Market testing
- Development of the strategies used to target Thai market.
- Communication with third parties and potential partners



## IMPACTS



Connectivity



Efficiency



Flexibility



Community



Accessibility



Innovation



## RESULTS

Throughout the project, we have achieved market and industry analysis on businesses that could be potential competitors to Peoplur. After obtaining the finding we have come up with five localization strategies to adapt Peoplur to the Thai market. We also looked at a suitable payment system and contacted them for the Peoplur application and translated the application into Thai version to localized.

## CONCLUSION

We've gathered research and conducted tests to create suggestions for localization strategies. This aims to assist Magma Tree in fully launching the Peoplur application in Thailand. We will also implement a Thai version of the application and integrate a Thai payment system to enhance convenience for users.





### **Mobile Communication Platform (Peoplur)**

A project focused on supporting the localization and business development of a platform in Thailand, where influencers can directly set call rates and engage in real-time billing voice calls with their fans and subscribers, aiming to establish a successful targeted platform through market and industry analysis, localization, adaptation, and strategic development strategies tailored for the Thai market.

#CommunicationPlatform #Localization #Real-timeConnections

---

### **ADVISORY MEMBERS**

Dr. Christopher Dixon  
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# FAC-010-02

## MOBILE COMMUNICATION PLATFORM - PEOPLR: REGIONAL EXPANSION IN THAILAND AND SOUTH EAST ASIA

Peoplur, a mobile communication platform developed by South Korean startup Magma Tree, is expanding its operations into Thailand and other Southeast Asian markets. Our task involves conducting comprehensive market research to understand the digital landscape, consumer preferences, competition, and regulatory environment. By analyzing data and gathering insights, we aim to strategize Peoplur's regional expansion for optimal market penetration and growth.

### METHODS & APPROACH

- Market Analysis & Research**  
Researched on competitors in South Korea and Thailand.
- Survey & Interview Result and Analysis**  
Conducted a survey at Samyan Mitrtown, collecting data from over 102 participants.
- Localization Strategies Development**  
Analyzed survey data and conducted interviews with influencers to formulate localization strategies.
- Feature Identification**  
Identified key features through comprehensive analysis to enhance the platform's functionality and user experience.
- Visualization Development**  
Developed visualizations to enhance data presentation and user interface.
- App Prototype Translation**  
Translated the prototype from English to Thai
- Cross Examination of Translations**  
Compared the translation with the other group to determine which one sounds best.
- Expert Examination of Translations**  
Sent the translation to experts for review of the wording.
- Thailand Payment Gateway Analysis**  
Researched on Thai payment gateways to identify the most suitable option for the platform.
- Beta Test of Prototype**  
Launched prototype to gather real user feedback on functionality and usability.

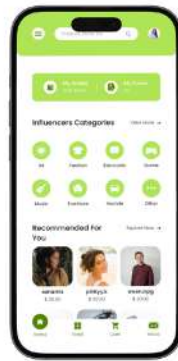
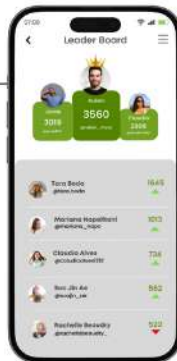
### LOCALIZATION STRATEGIES

- Invitations only for exclusivity**
- Translate app into Thai for accessibility**
- Integrate local payment methods**
- Cultural adaptation for alignment**
- Localized marketing campaigns**

### FEATURE IDENTIFICATION



- Leader Board**  
Recognizes and highlights the most active, engaged, or influential users within the community.
- SOS Button**  
Serves as a crucial safety feature during voice calls and other interactions. When activated during a call, it immediately sends an alert or distress signal to designated emergency contacts.

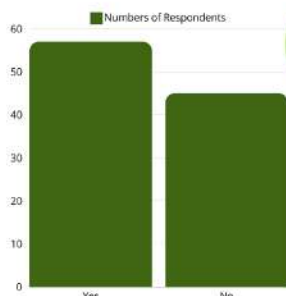


- Recommendation Algorithm**  
**User-based:** Recommend additional influencers to User A based on their shared preferences with User B.  
**Item-based:** Recommend similar influencers to User A based on the liking patterns of users who also liked the same influencer.
- Anonymous Mode**  
Ensure anonymous users' data is encrypted and not traceable, adhering to privacy regulations.



### SURVEY RESULT & ANALYSIS

#### Interest in Platform Like Peoplur



102  
Survey Responses

### COLLECTION & ANALYSIS

#### Interesting Trends:

- Users who primarily follow influencers on YouTube and Facebook seem to show more interest in a real-time interaction platform compared to other platforms.
- Users who primarily follow influencers on Instagram, YouTube, and Facebook have a higher frequency of daily app usage for entertainment or social interaction.
- Both genders have a significant number of respondents who use mobile applications for entertainment or social interaction daily or multiple times a day. However, male respondents seem to have a slightly higher frequency of daily app usage.

### RECOMMENDATIONS

- The platform must feature diverse influencers offering a range of content to meet user demands.
- Encourage reviews and positive sharing; integrate referral incentives for user invites.
- Provide limited-time free trials or introduce features for free to attract potential users.
- Partner with influencers for platform launches to boost user acquisition, leveraging their trust for new users.

### CONCLUSION

In conclusion, our project has navigated market research, survey collection, localization, feature identification, and visualization development, laying a strong foundation for Peoplur's South East Asia expansion with a user-friendly, culturally adapted platform.





### **Mobile Communication Platform**

#### **(Peoplur: Regional Expansion in Thailand and South East Asia)**

Peoplur is a platform developed by Magma Tree, a South Korean startup. It serves as a dynamic online platform fostering real-time connections. With a strategic focus on the Southeast Asian market, particularly Thailand, Peoplur enables influencers to engage with fans through one-on-one voice calls, private messaging, and game sessions, creating a personalized experience.

#PersonalizedInteraction #Real-timeConnectivity #UserFriendly

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#### **ADVISORY MEMBERS**

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#### **GROUP MEMBERS**

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# FAC-014 : *Exploring the Intersection of Digital Transformation Processes and Entrepreneurial Education in the Generational Succession of Family-owned Businesses: A Comparative Study of Italy, Malaysia, and Thailand*

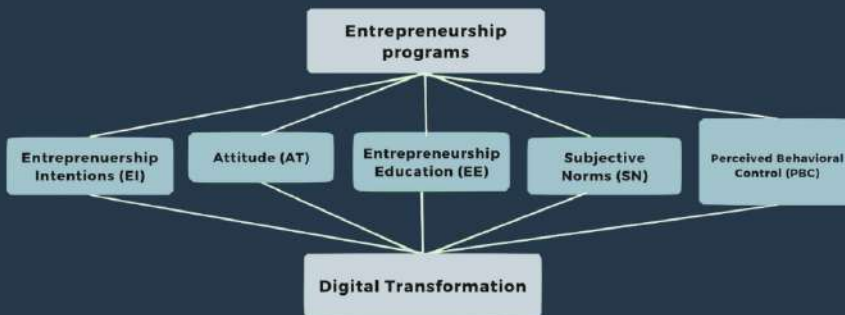
## 1 Introduction

This rigorous academic research examines Italy, Malaysia, and Thailand, three nations characterized by a significant prevalence of family-owned and family-managed enterprises. The study originally aims to explore ensuring the success of family businesses' generational succession processes and assisting the next generation in their preparation. In the latter stages of this research, it was further developed, **culminating in the identification of two primary objectives:**

## 2 Objectives

### Topic 1: Digital Transformation and Succession in Family Business Long Term Orientation Success

Analyzing the contributing factor to the success of family business LTO goals with emphasis on digital transformation and generational succession process.



### Topic 2 : Impact of Entrepreneurship Programs on Gen Y & Z in Family Firms

Analyzing How Entrepreneurship Programs Impact the Empowerment of Generation Y and Z in Family Enterprises for Digital Transformation.

## 3 Methodology: Long Term Collaboration Interviews

Research Method	1st Session Interview	2nd Session Interview	Analysis
<p><b>Topic 1:</b> Exploratory Multiple Case Studies: Multiple Interview Sessions</p> <p><b>Topic 2:</b> Likert scale data statistics analysis</p>	<p><b>Screening Session</b></p> <p><b>Topic 1:</b> Identify LTO, EO, SEW, Market Turbulence</p> <p><b>Topic 2:</b> Identify EE</p>	<p><b>Identifying Contributing Factors</b></p> <p><b>Topic 1:</b> Identify Dynamic Capabilities</p> <p><b>Topic 2:</b> Identify PBC, AT, SN, EI</p>	<p><b>Data Analysis</b></p> <p><b>Topic 1:</b> Qualitative Analysis &amp; Dynamic Capabilities Inventory</p> <p><b>Topic 2:</b> IMB SPSS Statistics program</p>

## 4 Conclusion: 2 Research Publications

### Topic 1 Findings:

- Ideal Succession strategy integrating Digital Transformation processes
- Suggested Generalized Family Management System
- Key Factors to achieved Long Term Orientation Success

### Topic 2 Findings:

- Integrates constructs for measuring the effectiveness of entrepreneurship programs
- Provide key factors into the impact of entrepreneurship programs on younger generations in family enterprises in Italy, Malaysia ,and Thailand
- Comparison of the impact of five antecedents on generations Y and Z in family enterprises

## 5 Data Collection Process







FAC-0014

# Digital Dynamic Capabilities of Thai FBS

## Exploring the Intersection of Digital Transformation Processes and Entrepreneurial Education in the Generational Succession of Family-owned Businesses: A Comparative Study of Italy, Malaysia, and Thailand

Emerging technology and current market's turbulence provide additional challenges for these companies, necessitating adaptability that are sometimes limited by their conventional management strategies. This research analyses the effects of entrepreneurial education on the next generation in family businesses, with a particular emphasis on Italy, Malaysia, and Thailand to analyse succession management in these businesses and the contribution of digital and organisational change to successful transitions.

#FamilyBusinesses, #EntrepreneurialEducation #GenerationalSuccessions

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### ADVISORY MEMBER

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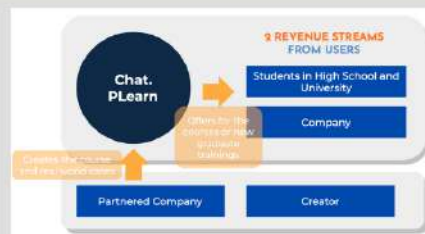
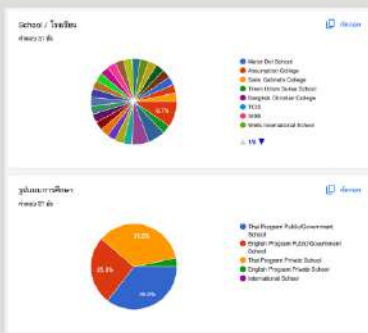
A **micro learning platform** with short video-based learning content designed for all levels of education

CHAT.PLEARN AIMS TO PROVIDE AN AI-POWERED MICRO-LEARNING SOLUTION THAT DELIVERS UNIVERSITY QUALITY EDUCATION AND REAL WORLD CASES TO STUDENTS IN UNIVERSITY AND HIGH SCHOOL THROUGH CHATTING APPLICATIONS ON MOBILE DEVICES.

WITH OUR PRODUCT, LEARNERS NOT ONLY BUILD UP THEIR KNOWLEDGE WITH IN SHORT PERIOD OF TIME BUT CAN RECEIVE THE CERTIFICATES AND BUILD UP THEIR PROFILE FOR UNIVERSITY ENROLLMENT OR JOB APPLICATIONS.

OUR MAIN METHODS ARE SHORT-VIDEO, QUIZ AND GAME AFTER EACH LESSON SO STUDENTS WILL ACKNOWLEDGE THEIR PERFORMANCE AFTER CLASS.

THESE ARE BASED ON OUR SURVEYS ON HIGH SCHOOL STUDENTS AND UNIVERSITY STUDENTS ,AND SECONDARY RESERCH ON LEARNER PERFORMANCE BASED ON CONTENT.



**Microlearning Content**  
Microlearning content will connect to real-world events because it will be used in a real world.

**Learning Feedback**  
Assignments, quizzes, and other measures are assigned to students after each chapter on the website for more effective learning in the learning process.

**Flexible Learning Model**  
Students can view courses according to their preferences and get an award/badge on their profile page whenever they wish.

**Experiential Learning**  
Students can access the real-world case from our website which will evaluate their performance based on competency criteria.

**Interactive Messaging**  
Students will be able to interact with a QA community via interactive chat system for consultation and questions. Clear instructions can be observed and respond to student's inquiries.

ON THE PRODUCT TESTING PHASE

**MEMBERS**  
SARUTA WONGSATHAPORNCHAI  
MIRA RIMCHARONE

**PROJECT SUPERVISORS**  
DR. PIETRO BORSANO  
WONGSAPAT KULKITKAMCHON  
ATHITCHAI WANAPAISON

AFTER A ROUGH YEAR OF WORKING ON THIS NEW PATH OF EDUCATIONAL TECHNOLOGY, JAJA AND AGON WOULD LOVE TO THANK DR. PIETRO BORSANO FOR GUIDANCE AND SUPPORT SINCE DAY ONE. THANK YOU, P'NA AND P'SOMWANG, FOR SPENDING YOUR SPARE TIME ON US AND PROVIDING ALL THE USEFUL RESOURCES. WE ARE WHOLEHEARTEDLY THANKFUL AND GRATEFUL TO ACHIEVE THIS GOAL WITH OUR AWESOME PROJECT SUPERVISORS. LASTLY, THANK YOU TO MY ONE AND ONLY TEAMMATE FOR NEVER GIVING UP ON OUR PROJECT AND ALWAYS HAVING EACH OTHER'S BACKS.





### **Chat.Plearn**

Micro-learning platform via Line Official Platform(chatbot) by using AI features to capture and answer questions from any courses taken by a student, making it more convenient to access quality education through mobile phones and gain better learning experiences from micro-learning. Since micro-learning is a method of learning that easier for learners to apply knowledge and access real-time coaching and feedback immediately. The courses are provided by our partners (company and e-book) as well as various case studies which will be given to students to evaluate their performance.

#Education #QAGenerativeAI #Micro-learning

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**Bachelor of Arts and Science  
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## **Showcase 2024**

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