

Operational Manual for APEC Women-Led Start-Up Accelerator Workshop

I. Hardware Requirement

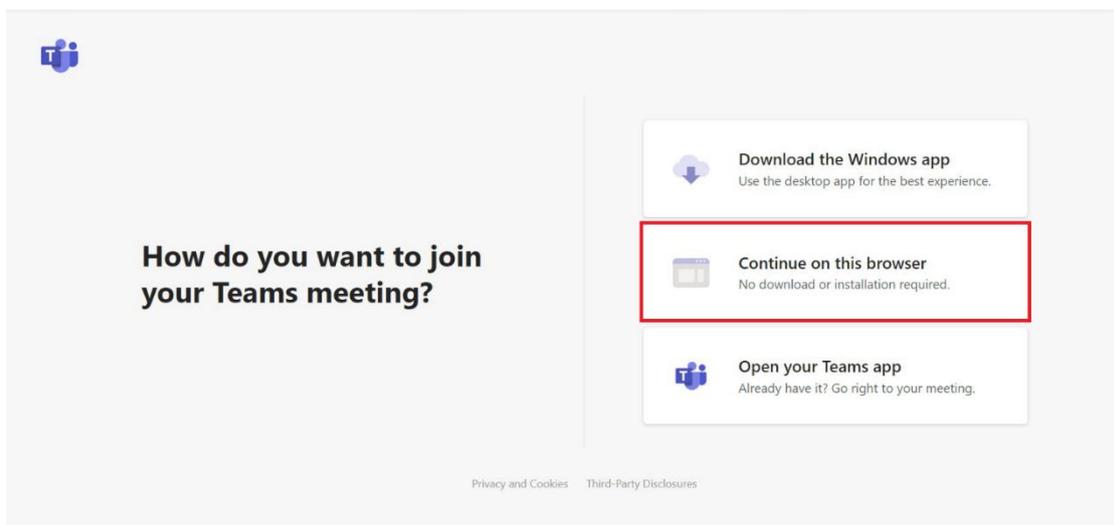
- CPU: 2 GHz Dual-Core I3 Processor
- RAM: 4GB
- Storage: 40GB
- Network Adapter : (Recommended)256Kbps/2Mbps ,
(Minimum)100Kbps/300Kbps
- Others: Digital camera(s), Speakers

II. Live Streaming Session & Participation Step by Step

- (1) For the **Introduction, Keynote Speech and Panel Session**, participants (except the speakers) will participate the event via live streaming.
- (2) Before the event, the Workshop Organizers will send an e-mail to all participants with a YouTube link inside.
- (3) It is recommended that event participants should click on the YouTube link 15 minutes before the event.
- (4) After being connected to the YouTube link, please leave a message on the comment section of the YouTube link containing the following information: **(Your economy name) + (Your first name) + (Your family name)**. For example, Jane Jackson from Canada will be “CanadaJaneJackson”; Tanaka Yui from Japan will be “JapanYuiTanaka”.
- (5) During the live streaming session, there will be a QR code on the screen. If you should have any questions or comments, please scan the QR code, it shall lead you to Slido where you can ask your questions. The questions will be answered during QA of each session. Please state **(Your economy name) + (Your first name) + (Your family name)** at the end of the question.

III. Online Conference Session & Participation Step by Step

- (1) For the Training, Self-Introduction and Experience sharing and the Board Meeting Simulation Sessions, participants will participate the event via an online conference.
- (2) **Microsoft Teams** is the platform selected for this workshop.
- (3) Participants does not need to register any new account. An e-mail will be sent by the Workshop Organizers containing a link to the conference.
- (4) Click on the Link, you should be re-directed to a page as shown below, with three options to choose from, “Download the (Microsoft Teams) Windows app”, “Continue on this browser” and “Open your Teams app”.



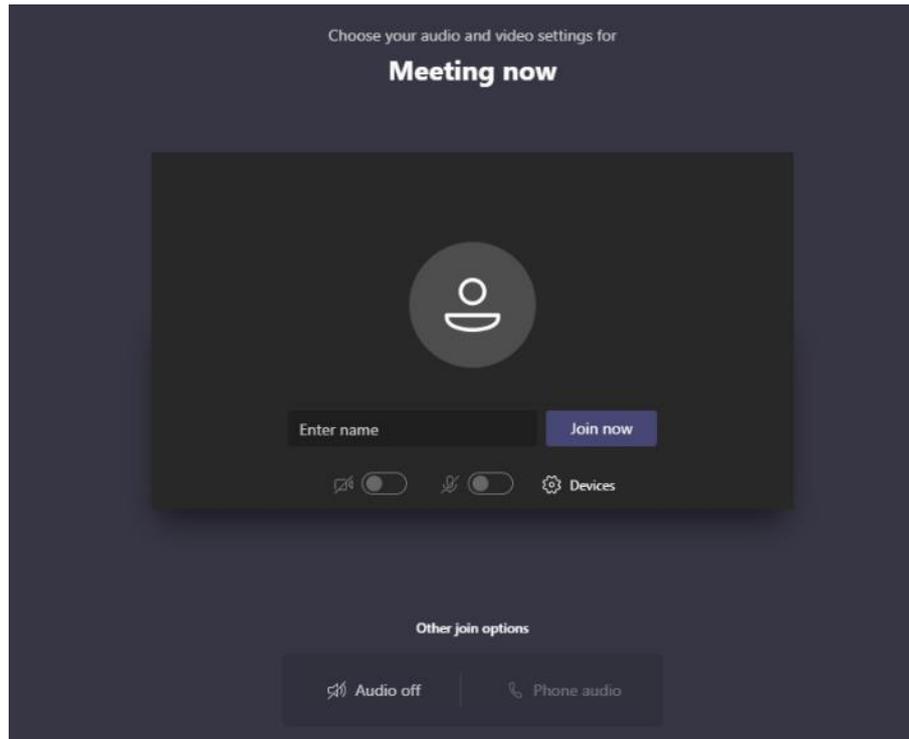
Here, our participant can just choose to click the “Continue on this browser” option. By doing so you don’t need to download any extra app to participate in the event.

However please note the “Continue on this browser” option is not available for smartphone/ tablets. We strongly recommend you use laptops or desk computers for the event.

Other than that, we recommend using “Google Chrome” if you are using an apple computer. The “Safari” browser may not have the “Continue on this browser” as well.

- (5) After Clicking on the “Join on the web instead” option, you will be re-

directed to a page as shown below:



(6) Here you will be able to enter a name to join in the conference. Please insert the following as your user name: **(Your economy name) + (Your first name) + (Your family name)**. For example, Jane Jackson from Canada will be “CanadaJaneJackson”; Tanaka Yui from Japan will be “JapanYuiTanaka”.

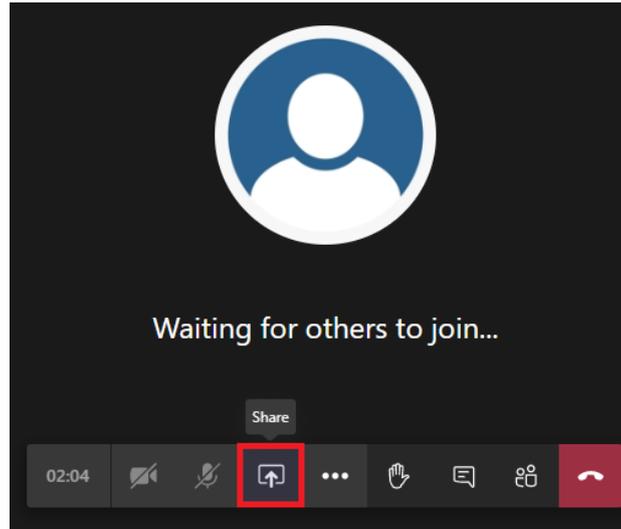
(7) Please make sure that you have turned on the Camera and the Microphone.



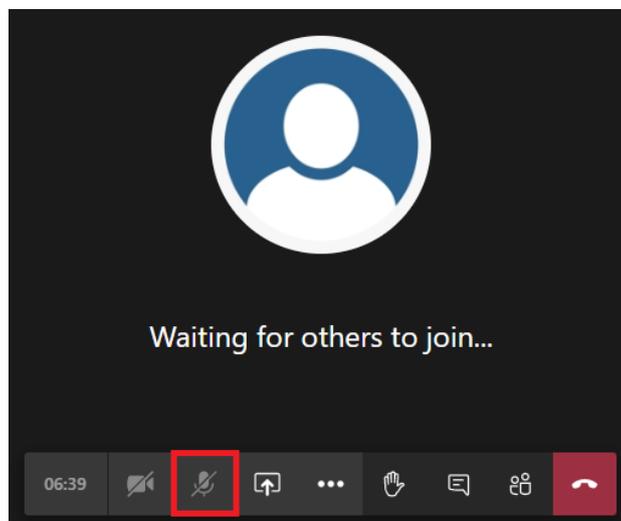
(8) Click on “Join now” button on the screen and you will be able to participate the online conference.

IV. Online Conference Control Panel

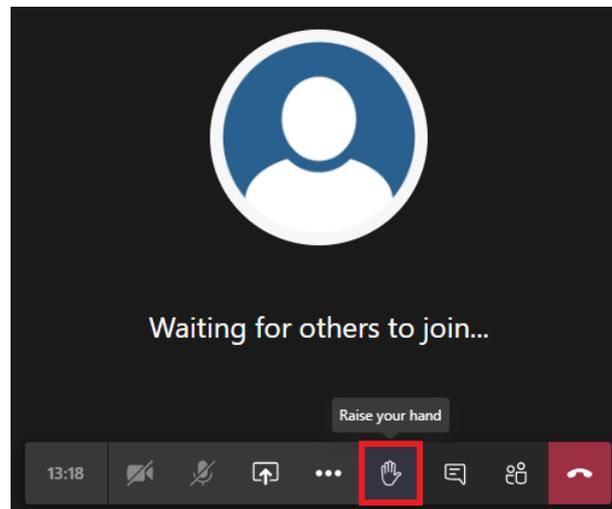
- (1) If you would like to share whatever you have on your computer screen please press the “Share” button on your control panel. A request will be sent to the moderator of the conference, you will be able to share your computer screen if the request is approved. However, for this event, all slides and files should be sent to the organizer prior to the event, we will not approve any request to share your screen.



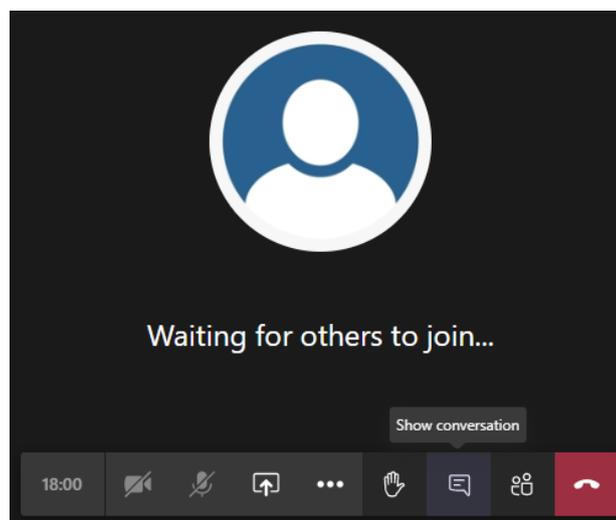
- (2) To improve the quality of the conference, when it is not your turn to speak, please turn off your microphone. If the microphone is turn on not only will it receive unnecessary sound in the conference, it will also take up bandwidth to process and reduce the quality of connection for all other participants.



- (3) If you want to speak or respond to any comments during the conference, please press the “Raise your hand” button. This will send a request to speak to the moderation, and after the moderation address you to turn on the microphone, you may turn on the microphone and make your response or comment.



- (4) If you have any question, comment or technical issues that you need address or ask for assistance, please use the text conversation by clicking on the “Show conversation” button. The moderator and the technical teams will help you with anything you need.



V. Agenda and Operation During the Event

16 November (Mon.)	
<p>Operation Note</p> <p>(1) All Participants (Except the panel speakers in their respective panels) will participate the morning sessions via Live Streaming.</p> <p>(2) A formal YouTube link will be provided to all participants one week before the event.</p> <p>(3) After connecting to the event through the YouTube link, please leave a comment on the comment session as a registration with the (Your economy name) + (Your first name) + (Your family name) format.</p>	
09:00–09:30	Registration and Reception (Online)
09:30–09:40	<p><u>Introduction</u></p> <p><u>-Workshop overview and goals</u></p> <p>A short introduction to the event, due to the challenge brought about by the COVID-19 crisis. This workshop will be conducted as a virtual event. The precautions for this online workshop will be explained.</p> <ul style="list-style-type: none"> ● Dr. Jason Kao, Director, Southern Program Office, Taiwan Institute of Economic Research (<i>Chinese Taipei</i>)
09:40–10:00	<p><u>Opening Ceremony</u></p> <ul style="list-style-type: none"> ● Ms. Pei-Ti Hu, Deputy Director General, Small and Medium Enterprise Administration (SMEA), Ministry of Economic Affairs (MOEA)
10:00–10:40	<p><u>Keynote Speech</u></p> <p>A keynote speech by accelerators to introduce what accelerators play in the development of a startup and what resources they can provide. In amidst of the pandemic this speech will be given online through live streaming</p> <ul style="list-style-type: none"> ● Mr. Anton Kannemeyer, Program Analyst, BE Accelerator (<i>South Africa/ Chinese Taipei</i>)
10:40–11:10	<p><u>APEC Women-led Start-Up Training Manual</u></p> <p>Short introduction to the training manual and its purpose. This session will be conducted via live streaming.</p> <ul style="list-style-type: none"> ● Dr. Jason Kao, Director, Southern Program Office, Taiwan Institute of Economic Research (<i>Chinese Taipei</i>)
11:10–11:25	Break
11:25–12:40	<p><u>Panel</u></p> <p><u>-Access to market: expanding your business in an international market (75 mins)</u></p>

	<p>In this session, government representatives, retailers or investors will give guidance of expanding business in an international market. The speaker will focus on gaining resources, potential market, law and assistance from local government in Indonesia in the era of the COVID-19 pandemic, the session will be conducted through conference call between the panelist, and will be streamed online.</p> <p><u>Moderator:</u></p> <ul style="list-style-type: none"> ● Dr. Jason Kao, Director, Southern Program Office, Taiwan Institute of Economic Research (<i>Chinese Taipei</i>) <p><u>Speakers :</u></p> <ul style="list-style-type: none"> ● Dr. Hasnaa Fatehi, Founder, QARALOGIC Consulting (<i>Canada</i>) ● Ms. Rachel Hatch, Founder, MOTIVE Realities (<i>New Zealand</i>) ● Ms. Yulia Kostevich, Co-founder, Smart Business Trips and Lingvista LLC (<i>Russia</i>) ● Dr. Shau-Feng Chang, CEO, BELX Bio-Pharmaceutical Co. Ltd. (<i>Chinese Taipei</i>)
12:40-13:50	Lunch Break
<p>Operation Note</p> <p>(1) For the afternoon sessions, all Participants will be separated into 3 virtual conference rooms. The link to each conference room will be provided to the participants one week before the event. The participants should log on to the conference room at least 15 minutes before the lunch break ends.</p> <p>(2) A staff will be assigned to each virtual conference room to help with the technical issues and help operate the training sessions.</p> <p>(3) Please turn off your microphone when you are not speaking, only turn on your microphone accordingly with the instruction of the moderator.</p>	
13:50–14:20	<p><u>Self-introduction and experience sharing</u></p> <p>Participants will be separated into 3 groups and interact with one another through a conference call guided by their mentor. Each participant will be given an opportunity to introduce of themselves, including their career and their successful experience or difficulties.</p> <p><u>Mentors :</u></p> <ul style="list-style-type: none"> ● Dr. Hasnaa Fatehi, Founder, QARALOGIC Consulting (<i>Canada</i>) ● Ms. Rachel Hatch, Founder, MOTIVE Realities (<i>New Zealand</i>) ● Ms. Catherine Peng, Founder, Toplogis (<i>Chinese Taipei</i>)
14:20-15:50	<p><u>Training</u></p> <p><u>-Case study and the approach to gain access to market</u></p>

	<p>Based on the training manual, the mentors will guide the participants to discuss the possible approach to expand their business via conference call.</p> <p><u>Mentors :</u></p> <ul style="list-style-type: none"> ● <i>Dr. Hasnaa Fatehi</i>, Founder, QARALOGIC Consulting (Canada) ● <i>Ms. Rachel Hatch</i>, Founder, MOTIVE Realities (New Zealand) ● <i>Ms. Catherine Peng</i>, Founder, Toplogis (Chinese Taipei)
15:50-16:00	<p><u>Closing Remarks</u></p> <p>The mentors announce the end of the session.</p>

17 November (Tue.)	
<p>Operation Note</p> <p>(1) All Participants (Except the panel speakers in their respective panels) will participate the morning sessions via Live Streaming.</p> <p>(2) A formal YouTube link will be provided to all participants one week before the event.</p> <p>(3) After connecting to the event through the YouTube link, please leave a comment on the comment session as a registration with the (Your economy name) + (Your first name) + (Your family name) format.</p>	
09:00–09:30	Registration and Reception (Online)
09:30–10:50	<p><u>Panel</u></p> <p><u>-Access to capital: the successful stories</u></p> <p>Inviting official representatives from APEC economies, female entrepreneurs, venture capital firm or NGOs to share the approach to gain access to capital in the era of the COVID-19 pandemic. The panel will be conducted through conference call and live streaming.</p> <p><u>Moderator:</u></p> <ul style="list-style-type: none"> ● <i>Dr. Jason Kao</i>, Director, Southern Program Office, Taiwan Institute of Economic Research (Chinese Taipei) <p><u>Speakers :</u></p> <ul style="list-style-type: none"> ● <i>Ms. Filipa C. Araújo</i>, Program Director, the Future Minds Accelerator and SheStarts, BlueChilli (Australia) ● <i>Ms. Mona Din</i>, Founder, Leesa Formula (Malaysia) ● <i>Ms. Catherine Peng</i>, Founder, Toplogis (Chinese Taipei)
10:50–11:10	Break
<p>Operation Note</p> <p>(1) For the training session, all Participants will be separated into 3 virtual conference rooms. The link to each conference room will be provided to the</p>	

<p>participants one week before the event. The participants should log on to the conference room at least 10 minutes before the Break ends.</p> <p>(2) A staff will be assigned to each virtual conference room to help with the technical issues and help operate the training sessions.</p> <p>(3) Please turn off your microphone when you are not speaking, only turn on your microphone accordingly with the instruction of the moderator.</p>	
11:10–12:40	<p><u>Training</u></p> <p><u>-Case study and the approach to gain access to capital</u></p> <p>Based on the real case and advice from the mentor team, the training manual includes successful cases and the possible ways to gain access to capital. The training manual will be used as the guideline for discussion. The session is conducted through a conference call.</p> <p><u>Mentors :</u></p> <ul style="list-style-type: none"> ● <i>Dr. Hasnaa Fatehi</i>, Founder, QARALOGIC Consulting (Canada) ● <i>Ms. Rachel Hatch</i>, Founder, MOTIVE Realities (New Zealand) ● <i>Ms. Catherine Peng</i>, Founder, Toplogis (Chinese Taipei)
12:40-13:30	Lunch Break
<p>Operation Note</p> <p>(1) All Participants will participate the Board Meeting Simulation through Conference Call. The link will be provided to all participants one week before the event. The participants should log on to the conference room at least 10 minutes before the lunch break ends.</p> <p>(2) Please turn off your microphone when you are not speaking, only turn on your microphone accordingly with the instruction of the moderator.</p> <p>(3) The order of presentation will be announced one week before the event, please do not turn on your microphone when others are presenting. The moderator will moderate how mentors and other participants respond to the presenter.</p>	
13:30-16:00	<p><u>Board Meeting Simulation</u></p> <p>The participants, speakers, mentors will all play a role in this board meeting simulation. Several participants will be chosen to give a presentation based on the capacity built in the two-day workshop and their own experience. Advice and feedback will be given by the rest of the members. Through this session, we wish that all the participants will be able to apply the concept learned in this event and apply them in real case. The session will be conducted in a conference call. Though means of the conduction is different, commitment towards a healthy, resilient and inclusive Asia-Pacific SME community remains the same.</p>

	<p><u>Mentors :</u></p> <ul style="list-style-type: none"> ● <i>Dr. Hasnaa Fatehi</i>, Founder, QARALOGIC Consulting (Canada) ● <i>Ms. Rachel Hatch</i>, Founder, MOTIVE Realities (New Zealand) ● <i>Ms. Catherine Peng</i>, Founder, Toplogis (Chinese Taipei)
16:00-16:15	Break
16:15-17:15	<p><u>Board Meeting Simulation</u></p> <p>The participants, speakers, mentors will all play a role in this board meeting simulation. Several participants will be chosen to give a presentation based on the capacity built in the two-day workshop and their own experience. Advice and feedback will be given by the rest of the members. Through this session, we wish that all the participants will be able to apply the concept learned in this event and apply them in real case. The session will be conducted in a conference call. Though means of the conduction is different, commitment towards a healthy, resilient and inclusive Asia-Pacific SME community remains the same.</p> <p><u>Mentors :</u></p> <ul style="list-style-type: none"> ● <i>Dr. Hasnaa Fatehi</i>, Founder, QARALOGIC Consulting (Canada) ● <i>Ms. Rachel Hatch</i>, Founder, MOTIVE Realities (New Zealand) ● <i>Ms. Catherine Peng</i>, Founder, Toplogis (Chinese Taipei)
17:15–17:30	<u>Ending remarks</u>

VI. Contact

If you should have any other problems or Questions regarding the operational procedure of the workshop, please contact *Mr. Sean Wu* at d33708@tier.org.tw and *Mr. Henry Hsieh* at d33254@tier.org.tw