Đổi mới sáng tạo thích ứng với khí hậu tại Đồng bằng sông Cửu Long; phân tích các nghiên cứu tình huống trong khu vực Mekong

Cantho, 16-17/7/2026

8 DRIVERS OF GREEN ENTREPRENEURSHIP

Global Forces. Local Opportunities. Sustainable Future.

1 CLIMATE CHANGE

WHY IT MATTERS

Climate impacts create risks but also drive demand for adaptation, mitigation and resilience solutions.

GLOBAL EXAMPLE

Climate-tech startups develop carbon capture, adaptation and resilience solutions.

VIETNAM EXAMPLE

Flood forecasting, climate-smart agriculture, mangrove restoration.

MEKONG DELTA EXAMPLE

AI irrigation, salt-tolerant rice, water management solutions.

2 ESG & GREEN FINANCE

WHY IT MATTERS

Investors prioritize ESG performance, creating more funding opportunities for green businesses.

GLOBAL EXAMPLE

BlackRock and other funds integrate ESG into investment decisions.

VIETNAM EXAMPLE

Green bonds and sustainable investment funds are growing rapidly.

MEKONG DELTA EXAMPLE

Green finance supports sustainable agriculture and SMEs.

3 CIRCULAR ECONOMY

WHY IT MATTERS

Businesses turn waste into resources, reduce costs and create new revenue streams.

GLOBAL EXAMPLE

IKEA and Patagonia use recycled and regenerative materials.

VIETNAM EXAMPLE

Ecoka turns water hyacinth into high-value furniture and decor.

MEKONG DELTA EXAMPLE

Rice straw, shrimp shells and coconut waste are recycled into products.

4 GREEN CONSUMERS

WHY IT MATTERS

Consumers prefer brands that are sustainable, ethical and socially responsible.

GLOBAL EXAMPLE

Patagonia builds loyalty through transparency and environmental impact.

VIETNAM EXAMPLE

More consumers choose eco-friendly food, packaging and products.

MEKONG DELTA EXAMPLE

Demand for organic produce and eco-tourism continues to rise.

5 RENEWABLE ENERGY

WHY IT MATTERS

Clean energy reduces costs, increases energy security and opens new industries.

GLOBAL EXAMPLE

Solar and wind are the fastest-growing sources of new power worldwide.

VIETNAM EXAMPLE

Strong growth in solar, wind and offshore energy projects.

MEKONG DELTA EXAMPLE

Solar-powered farms, biomass energy from agricultural residues.

6 GOVERNMENT POLICIES

WHY IT MATTERS

Policies, incentives and regulations create a favorable environment for green innovation.

GLOBAL EXAMPLE

EU Green Deal and US Inflation Reduction Act drive green investments.

VIETNAM EXAMPLE

Net Zero 2050 pledge and green growth strategies create opportunities.

MEKONG DELTA EXAMPLE

Government programs support climate resilience and green startups.

7 TECHNOLOGICAL INNOVATION

WHY IT MATTERS

New technologies make green solutions more efficient, affordable and scalable.

GLOBAL EXAMPLE

IoT, drones and biotech improve resource efficiency and productivity.

VIETNAM EXAMPLE

Smart farming, biogas and new materials are emerging.

MEKONG DELTA EXAMPLE

Sensors and drones optimize water use and crop yields.

8 ARTIFICIAL INTELLIGENCE

WHY IT MATTERS

AI accelerates decision-making, prediction and optimization for sustainable impact.

GLOBAL EXAMPLE

AI optimizes energy, logistics and carbon management worldwide.

VIETNAM EXAMPLE

AI supports smart cities, agriculture and waste management.

MEKONG DELTA EXAMPLE

AI predicts floods, salts intrusion and farm productivity.

8 GLOBAL DRIVERS
Reshaping the future of business

+

LOCAL INNOVATION
Turning challenges in Mekong Delta into opportunities

+

ENTREPRENEURIAL ACTION
Innovation, courage and collaboration

=

SUSTAINABLE IMPACT
People • Planet • Profit
A better future for our generation and the next

> "The greatest opportunities of our time come from solving the world's greatest challenges."

8 GREEN BUSINESS MODELS

Sustainable Value. Positive Impact. Long-term Success.

1 CIRCULAR SUPPLY CHAIN

Design out waste and keep resources in use.



EXAMPLE | IKEA – Take-back & furniture recycling

2 PRODUCT AS A SERVICE

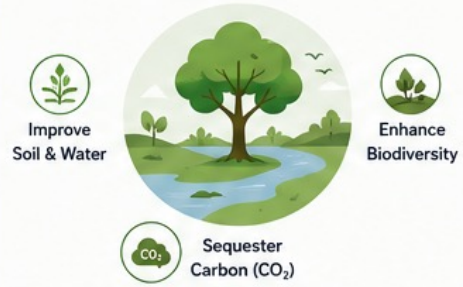
Provide the function, not just the product.



EXAMPLE | Philips – Lighting as a Service

3 REGENERATIVE MODEL

Restore and regenerate natural ecosystems.



EXAMPLE | Allbirds – Regenerative materials & carbon neutral

4 SHARED VALUE MODEL

Create economic value while solving social & environmental problems.



EXAMPLE | Danone – Improving health through sustainable food

5 RENEWABLE MODEL

Powered by renewable energy and clean technology.



EXAMPLE | Tesla – Clean energy ecosystem

6 BIO-BASED MODEL

Use renewable biological resources instead of finite materials.



EXAMPLE | Ecoka (Vietnam) – Water hyacinth into eco-friendly furniture

7 LOCAL & SHORT CHAIN MODEL

Source locally, reduce transport, support local communities.



EXAMPLE | Sokfarm (Vietnam) – Coconut blossom nectar with local farmers

8 REVERSE & RECOVERY MODEL

Collect used products and materials to recover value.



EXAMPLE | Apple – Trade-in & material recovery

WHY GREEN BUSINESS MODELS MATTER

- Protect our Planet
- Create Economic Value
- Improve Society
- Build Resilience & Long-term Competitiveness

THE ULTIMATE GOAL

Businesses that regenerate the planet while creating prosperity for all.



> "The best business models don't just reduce harm – they create positive impact for People, Planet and Profit."

TECHNOLOGY AS A GREEN ENABLER

Smart Technology. Sustainable Impact. Better Future.

Technology accelerates solutions to environmental challenges, drives efficiency, and creates new opportunities for people and planet.

1. RENEWABLE ENERGY TECH



Enables clean energy production, storage and smart distribution.

APPLICATIONS

- Solar & wind power systems
- Smart grids
- Energy storage
- Microgrids

EXAMPLES

- **GLOBAL** Tesla Megapack
- **VIETNAM** Trina Solar Projects
- **MEKONG DELTA** Solar-powered shrimp farms

2. INTERNET OF THINGS (IoT)



Connects devices and collects real-time data for smart decisions.

APPLICATIONS

- Environmental monitoring
- Smart farming
- Water management
- Waste tracking

EXAMPLES

- **GLOBAL** John Deere IoT
- **VIETNAM** BKAV Smart City
- **MEKONG DELTA** IoT-based salinity monitoring

3. ARTIFICIAL INTELLIGENCE (AI)



Analyzes big data, predicts outcomes, and optimizes solutions.

APPLICATIONS

- Climate risk prediction
- Crop yield optimization
- Waste sorting
- Energy demand forecast

EXAMPLES

- **GLOBAL** Google AI for Climate
- **VIETNAM** FPT.AI Platform
- **MEKONG DELTA** AI for rice yield & flood forecasting

4. BLOCKCHAIN TECHNOLOGY



Creates transparency, traceability and trust in supply chains.

APPLICATIONS

- Sustainable supply chain
- Carbon credit tracking
- Green certification
- Ethical sourcing

EXAMPLES

- **GLOBAL** IBM Food Trust
- **VIETNAM** Viettel Blockchain
- **MEKONG DELTA** Blockchain for traceable seafood

5. BIG DATA & ANALYTICS



Turns data into insights to improve efficiency and reduce impact.

APPLICATIONS

- Resource optimization
- Emission tracking
- Consumer behavior analysis
- Performance KPI

EXAMPLES

- **GLOBAL** Microsoft Sustainability Analytics
- **VIETNAM** Vinamilk Data Platform
- **MEKONG DELTA** Data analytics for water management

6. BIOTECHNOLOGY & BIO-TECH



Uses living systems to create sustainable products & processes.

APPLICATIONS

- Bio-based materials
- Biodegradable products
- Biofertilizers
- Waste-to-value

EXAMPLES

- **GLOBAL** Bolt Threads (bio-fiber)
- **VIETNAM** AnBio Biotech
- **MEKONG DELTA** Biofertilizer from agricultural waste

7. ROBOTICS & AUTOMATION



Automates operations to increase productivity and reduce waste.

APPLICATIONS

- Precision agriculture
- Automated sorting
- Energy-efficient manufacturing
- Smart recycling

EXAMPLES

- **GLOBAL** ABB Robotics
- **VIETNAM** TH True Milk Automation
- **MEKONG DELTA** Automated shrimp feed system

8. GREEN MATERIALS TECH



Develops eco-friendly materials that reduce pollution and waste.

APPLICATIONS

- Biodegradable packaging
- Recycled materials
- Low-carbon concrete
- Sustainable textiles

EXAMPLES

- **GLOBAL** Notpla (seaweed packaging)
- **VIETNAM** An Phat Bioplastics
- **MEKONG DELTA** Bioplastics from bagasse & rice straw

WHY TECHNOLOGY MATTERS



Addresses complex environmental challenges



Increases efficiency, reduces cost and waste



Drives innovation and creates new green businesses



Improves quality of life and builds resilient communities

FROM TECHNOLOGY TO IMPACT



EXAMPLES OF IMPACT



30–50%
Water Savings in Smart Irrigation



20–40%
Carbon Emission Reduction



Higher Yields
Lower Costs
Stronger Resilience

Technology does not replace sustainability – it accelerates it. The future is green, and technology makes it possible.

From Student Research/Projects



Figure 1: Interdisciplinary capstone thesis defense of startup projects and the awarding of entrepreneurship scholarships.

To: Real-World Impact: Commercializing Innovation



Figure 2: Signing ceremony for the handover of application-based products and services to enterprises from FPT students' entrepreneurship experiential projects.

CASE STUDY: ECOKA

https://www.youtube.com/results?search_query=ecoka+english



Ecoka Joint Stock Company

Inclusive Business

Address: Hamlet 2, Vinh Thuan Dong Commune, Cantho City, Vietnam

https://www.youtube.com/results?search_query=ecoka+english

Ecoka
Bring nature to your life

1 NO POVERTY
2 ZERO HUNGER
3 GOOD HEALTH AND WELL-BEING
4 QUALITY EDUCATION
6 CLEAN WATER AND SANITATION
8 DECENT WORK AND ECONOMIC GROWTH
10 REDUCED INEQUALITIES
12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION
15 LIFE ON LAND

https://ecoka.vn

Climate change in the Mekong Delta region



10 years
0.96cm/year



saline intrusion
occurring 1-1.5 months

caused 600,000
160,000 hectares of land

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Why did Ecoka start?
Why did we choose eco-friendly handicraft products ?



Reduce plactic waste globally
2019: Estimated 353 million tons
2060: Estimated 1 billion tons
Source: OECD



The demand for eco-friendly products is rising rapidly, driven by mechanisms such as CBAM and carbon taxes



An abundant supply of local raw materials and traditional craft villages established for more than 20 years



The Mekong Delta is facing challenges such as migration, climate change, and unsustainable livelihoods.

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https://ecoka.vn

Mission of Ecoka JSC







Ecoka
Bring nature to your life



Vision of Ecoka JSC





Ecoka
Bring nature to your life



Researched and successfully developed more than 300 carbon-absorbing products that meet market demand, are eco-friendly, biodegradable, and adaptation climate change



Water hyacinth, seagrass, bulrush

Household goods



Macramé

Home décor





Water hyacinth, bulrush

Women's bag and accessories



Bulrush, water hyacinth, Typhacee

Kitchenware

Ecoka

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ECOKA JOINT STOCK COMPANY

An inclusive business model that seamlessly integrates green transition, digital transformation, and high adaptability. It is guided by a long-term ESG strategy, aiming to create sustainable livelihoods for women in craft villages, enhance the value of Vietnamese handicrafts, and contribute to reducing plastic waste.

FACILITY

Climate-resilient raw material zone

A manufacturing facility with an area of 6,500 m²

HUMAN

20 staff members

Production linkage with more than 1,000 smallholder craft villages

Production linkage with 15 craft cooperatives

CUSTOMER



Amazon, E-Walmart, Etsy



Alibaba, Suppermarket Chain, Horeca...

Craftperson production linkage model



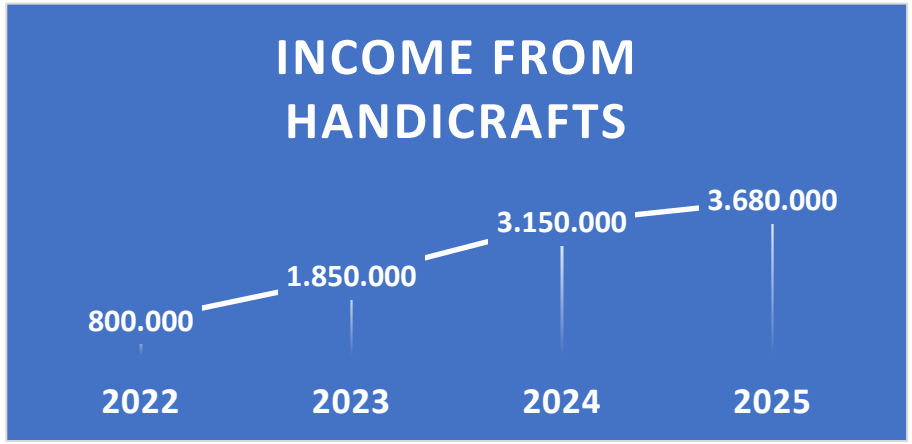


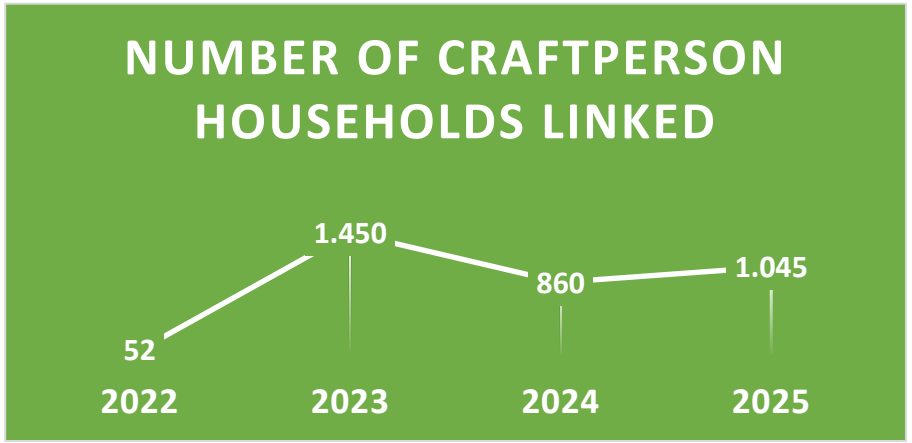


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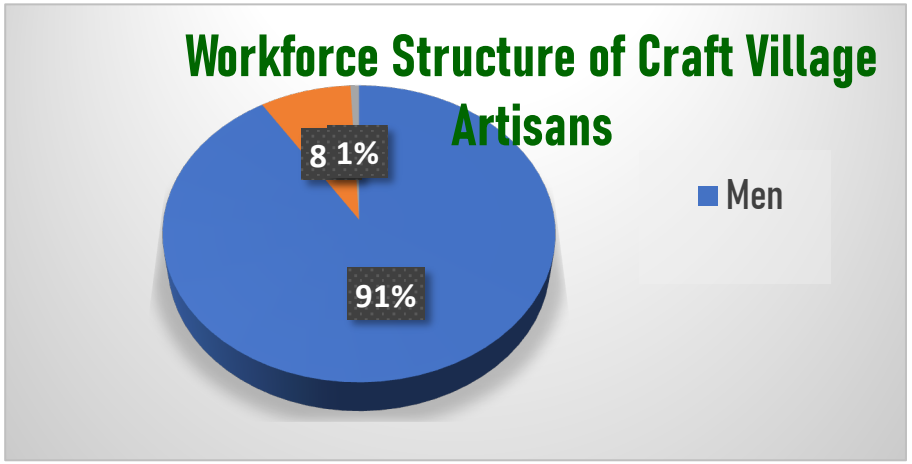
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Social Impact since the Establishment of Ecoka









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Educational project for children in craft villages

DỰ ÁN GIÁO DỤC CHO TRẺ EM LÀNG NGHỀ
EDUCATION PROJECT FOR CHILDREN IN CRAFT VILLAGES

THƯ VIỆN MIỄN PHÍ
FREE LIBRARY

Thời gian:
- Từ thứ 2 đến thứ 7: 17:30 - 22:00
- Chủ nhật: Cả ngày

Time:
- From Monday - Satrurday: 17:30 - 22:00
- Sunday: All day

LỚP HỌC TIẾNG ANH
FREE ENGLISH CLASS

Thời gian:
- Thứ 4: 18:00 - 19:30
- Thứ 6: 18:00 - 19:30

Time:
- Wednesday: 18:00 - 19:30
- Friday: 18:00 - 19:30

LỚP HỌC TIN HỌC
FREE IT CLASS

Thời gian:
- Thứ 5 : 18:00 - 19:30

Time:
- Thurday : 18:00 - 19:30











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ECOKA & MARKET



ECOKA JOINT STOCK COMPANY

- Manufactor in Vietnam
- Branch in United Kingdom

- Representative office in Filand

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Awards Achieved by Ecoka JSC



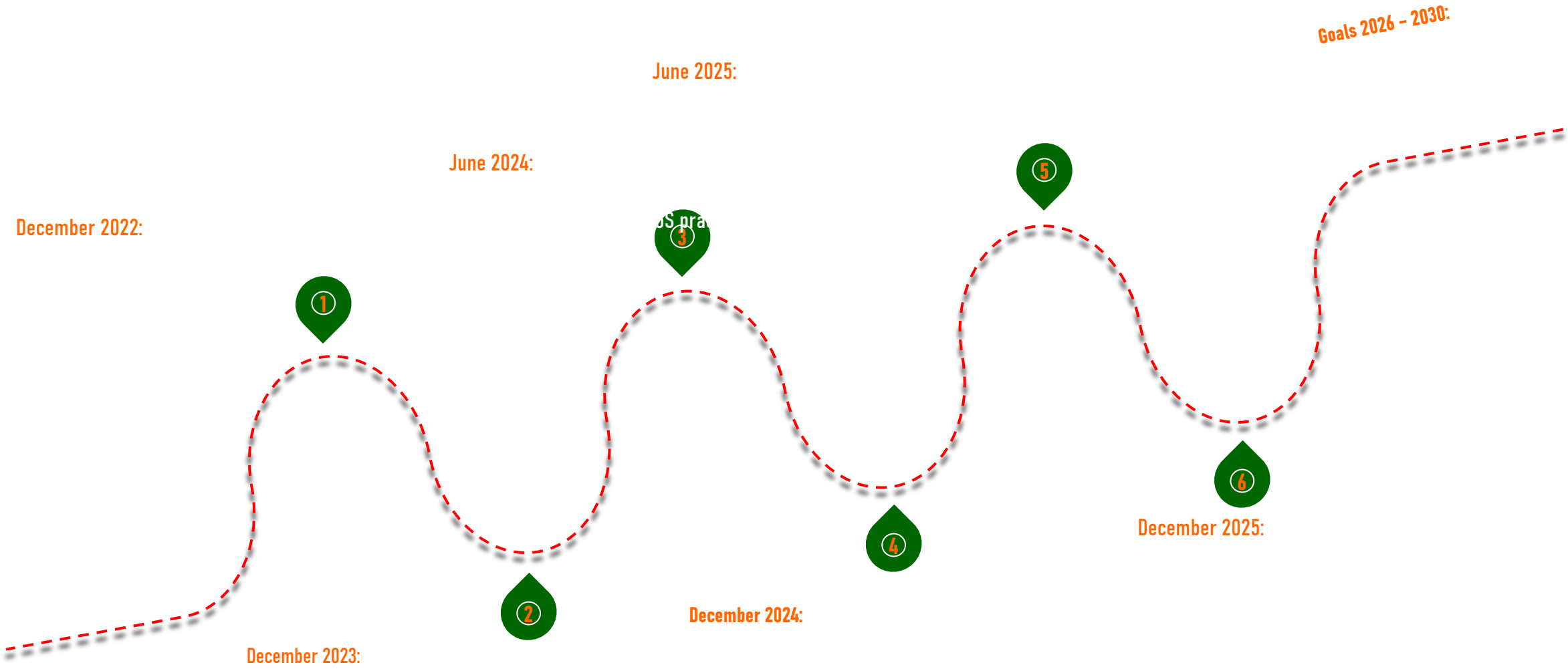




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The Journey of Ecoka JSC since its establishment in December 2022



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Ecoka Board of Directors (BOD)



Mrs. Quang Chan Chan
Chairperson - Founder

- Agricultural Engineer, Bachelor of Business Administration.
- 17 years of experience as Sales Manager at Metro, Abbott, and other companies.
- 8 years of experience as an Amazon Sales Expert.
-1 year of experience in Sustainable Business Management and ESG



Mr. Ha Anh Truong
CEO – Founder

- Electrical & Electronics Engineer, Master of Computer Science.
- 6 years of experience as IT Manager at Vung Tau Airport.
- 5 years of experience in production management in the handicraft industry.
- 1 year of experience in Sustainable Business Management and ESG.



Mrs Beyonce Nguyen
CFO – Founder

- Bachelor of International Business.
- 10 years of experience in the international transportation industry.
- Currently in charge of EU sales – Ecoka Finland Branch.



Mrs Aniie Tran
Co – Founder

- Bachelor of Public Management Economics, Master of Logistics & Supply Chain Management.
- 8 years of experience in Business Process Optimization in the logistics industry in Singapore.



Mrs Tran Rex
Co – Founder

- Master of Business Administration.
15 years of experience as an International Student Adviser at Manchester College.
- 6 years as Founder of Teddy4life Limited – Fulfillment and Warehousing Services.
- Currently responsible for the UK market – Ecoka.

Ecoka
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Our Story

Our Website

Our E-catalogue

Our shop on Alibaba.com

Ecoka
Bring nature to your life

Appendix


VÒNG CHUNG KẾT
BUSINESS CHALLENGE
READY TO WIN
THE CHAMPION
BẬT MOOD KHỞI NGHIỆP
GreenShield
Mekong
GreenLife • GreenMind • GreenSight

WHY BETTER THAN CURRENT SOLUTIONS

ESG & Green Export Alignment
Meet ESG requirements and sustainable export expectations.

Unique Brand Storytelling
Create emotional differentiation through local Mekong identity.

Agricultural Protection Design
Suitable for fruit packaging and transportation protection.

Biodegradable & Eco-friendly
Reduce plastic waste and support sustainable packaging trends.

Mekong Local Biomass
Utilize water hyacinth and lotus leaves from the Mekong Delta.

Competitive & Community-driven Value
Lower import dependency while supporting local livelihoods and the circular economy.

Prioritized Hypotheses

PROBLEM
60% Need green packaging

SOLUTION
50% Product-market fit validation

PRICE
30% Willing to pay more for ESG

PERFORMANCE
Performance
Fruit protection validation

TRUST
50% QR increases customer trust

GO-TO-MARKET
10 Leads/month
Go-to-market validation

Water Hyacinth & Lotus Leaves
- Local Mekong Biomass
- Circular Economy Model

Digital Transparency
- QR Traceability
- Raw Material Mapping
- ESG-friendly System



Product Applications
- Fruit Packaging
- Horeca Products
- Green Consumer Goods

BIODEGRADABLE
Reduce single-use plastic waste

LOCAL MATERIALS
55 - 65 %
lower material cost

CUSTOMIZED DESIGN
Fruit protection
& anti-damage support

SOCIAL, ENVIRONMENTAL IMPACT
Community livelihood & CO_2 reduction

FPT UNIVERSITY ENTREPRENEURIAL EXPERIENCE ECOSYSTEM

Learn – Experience – Innovate – Impact

KEY RESOURCES

FUNDING
Seed funding, grants, scholarships, sponsorships

TALENT
Students, alumni, lecturers, experts, mentors

TECHNOLOGY
Labs, tools, platforms, digital infrastructure

FACILITIES
Coworking space, makerspace, studio, equipment

POLICIES
IP support, legal advice, startup-friendly policies

ACADEMICS & LEARNING

- Entrepreneurship curriculum
- Project-based learning
- Interdisciplinary collaboration
- Faculty, expert guidance

INNOVATION & INCUBATION

- Innovation programs & challenges
- Pre-incubation & incubation
- Prototyping & testing support
- FPTU Innovation & Incubation Center

INVESTORS & FUNDING NETWORK

- Angel investors, VC firms
- Investment matchmaking
- Demo day & pitch events
- Access to funding

MENTORSHIP & EXPERTISE

- Experienced mentors
- Industry & domain experts
- One-on-one coaching
- Advisory board

FPT Education

FPT UNIVERSITY



STUDENT & STARTUP TEAM

IDEATE – BUILD – VALIDATE – GROW

ECOSYSTEM PARTNERS

- Government agencies
- Startup ecosystem organizations
- Accelerators & incubators
- Local & international partners

INDUSTRY & CORPORATE PARTNERS

- Industry collaboration
- Real-world problem statements
- Internship & co-op opportunities
- Corporate mentoring & support

MARKET & CUSTOMERS

- Market access
- Customer discovery & validation
- Sales channels & pilot projects
- Feedback & co-creation

COMMUNITY & CULTURE

- Entrepreneurial mindset
- Club activities & events
- Hackathons & competitions
- Peer learning & support

IMPACT & OUTCOMES

ECONOMIC IMPACT
New startups, job creation, revenue growth

SOCIAL IMPACT
Community solutions, social value, inclusion

TECHNOLOGICAL IMPACT
Innovative products, IP creation, technology transfer

GLOBAL IMPACT
Global mindset, international collaboration, FPT brand enhancement

SUPPORTING FOUNDATIONS

ENTREPRENEURIAL MINDSET
Curiosity, resilience, creativity, ownership

EXPERIENTIAL LEARNING
Learning by doing, reflection, iteration

NETWORK & CONNECTION
Building relationships, collaboration, trust

COMMUNICATION & STORYTELLING
Pitching, branding, public speaking

DIGITAL PLATFORM
Online platform, resources, knowledge sharing

OUTCOME: EMPOWERING INNOVATORS – BUILDING STARTUPS – SOLVING REAL-WORLD PROBLEMS – CREATING SUSTAINABLE IMPACT

Lessons Learned from Entrepreneurial Experience at FPT University

01



Entrepreneurship is Iterative

- Entrepreneurship is an iterative process that requires continuous experimentation, feedback, and adaptation.
- Students build resilience, critical thinking, and the ability to operate under uncertainty – essential competencies in startups and modern workplaces.

02



Ecosystem Linkages are Essential

- Strong connections with enterprises, mentors, startups, and innovation networks accelerate idea development and market relevance.
- Real industry and societal challenges ensure projects are both innovative and practical.
- Ecosystems bridge academia and the real world, enabling knowledge transfer, co-creation, and sustainable innovation.

03



Seed Funding Catalyzes Innovation

- Seed funding empowers early-stage ideas to build prototypes, test assumptions, and refine business models.
- Strategic use of seed funding is key: prioritize validation, optimize resources, and align spending with measurable outcomes.
- Seed funding drives both innovation and disciplined execution.

04



Solve Community Problems

- Projects address real local and societal challenges such as education, environment, healthcare, and social inclusion.
- Entrepreneurship is about creating meaningful social impact, not just profit.
- Engaging with communities leads to deeper insights and more relevant, sustainable solutions.

05



Technology Application Drives Impact

- Leverage strengths in IT and digital transformation: AI, data analytics, IoT, cloud, and digital platforms.
- Technology enables solutions to be scalable, efficient, and adaptable.
- Innovation today is deeply intertwined with technological capability.

06



Application Creates Lasting Value

- Focus on real-world application ensures ideas generate economic, social, and environmental value.
- Experiential learning, ecosystem collaboration, seed funding, and technology create scalable and meaningful solutions.
- Equips students with the mindset, skills, and values to lead innovation and contribute to sustainable development.

Impactful innovation at FPT University is built on learning by doing, connecting, validating, solving real problems, and leveraging technology to create sustainable and scalable solutions.





Lecturers as Industry Practitioners (Enterprises)
Students experience a unique business learning journey at F University through mentorship support
Case Study: Exploring sustainable startup models of *Sok Farm coconut nectar (Trà Vinh)* and *Ecoka*









Students participate in talk shows with renowned entrepreneurial speakers











Students have opportunities to participate in talk shows with renowned entrepreneurial speakers.

















Students receive support and collaboration from the university, incubators, and experts when participating in startup competitions, with funding support of up to 50 million VND.

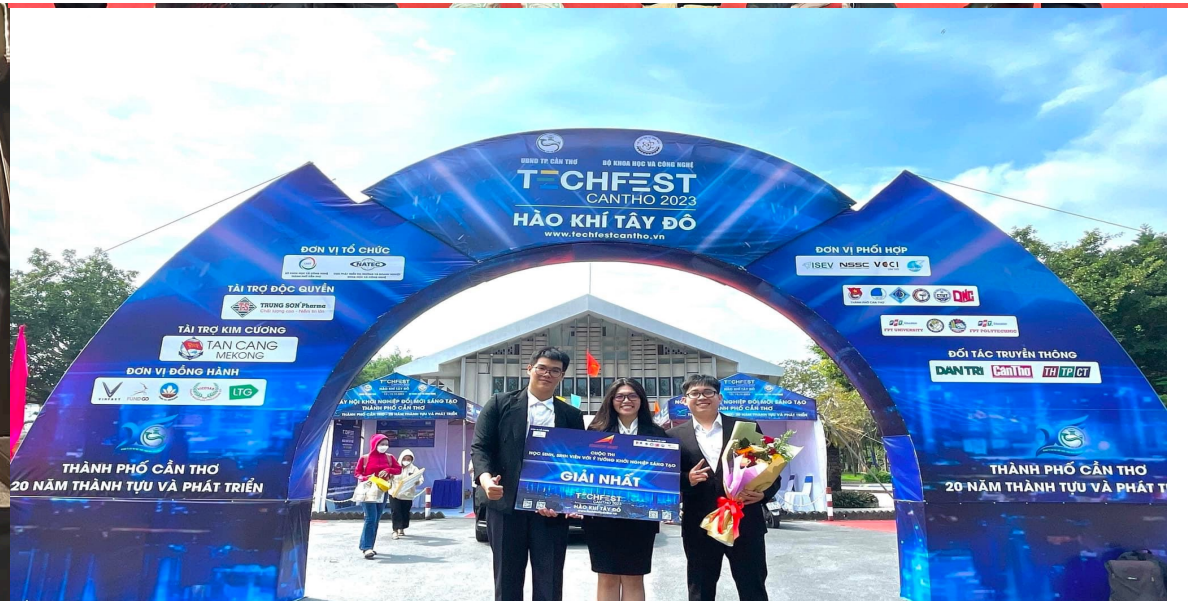




FPT University's Three Core Experiential Values:

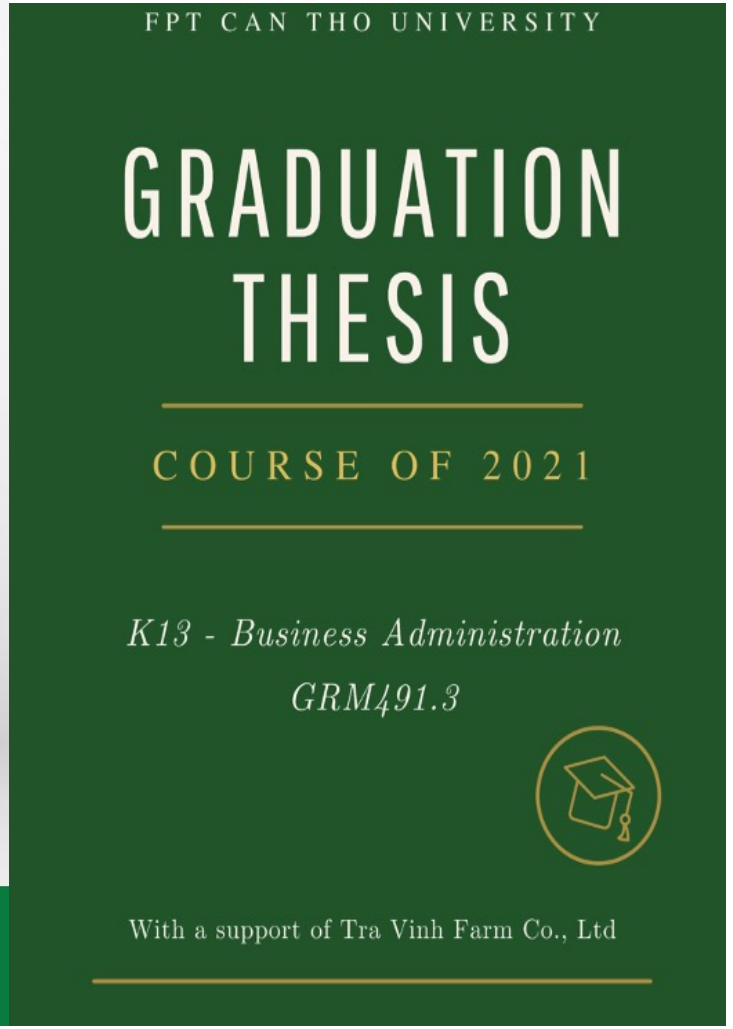
- **Entrepreneurial Experience** – Learning by building real ventures
- **International Experience** – Global exposure and cross-cultural learning
- **Technology Experience** – Applying cutting-edge technologies in practice











Students support businesses in developing startup products through their graduation theses.

Sinh viên Đại học FPT Cần Thơ xuất sắc lọt TOP 35 Cuộc thi Khởi nghiệp Châu Á DB-SNUbiz Global Startup Challenge

15/05/2023

Ngày 10/05/2023, Cuộc thi Khởi nghiệp Châu Á DB-SNUbiz Global Startup Challenge công bố kết quả Top 35 với sự góp mặt của nhóm sinh viên đến từ ngành Kinh tế Đại học FPT Cần Thơ.

Năm 2023, Cuộc thi Khởi nghiệp Châu Á DB-SNUbiz Global Startup Challenge với chủ đề "The voice of the last challengers" chính thức khởi tranh. Trong số 324 đại diện đến từ 13 nước, nhóm sinh viên Trần Khánh Kiệt, Phạm Nguyễn Minh Anh (chuyên ngành Kinh doanh quốc tế) và Nguyễn Mai Vinh (Digital Marketing) đến từ Đại học FPT Cần Thơ đã thành công chinh phục Top 35 Cuộc thi Khởi nghiệp Châu Á DB-SNUbiz Global Startup Challenge dưới cái tên KAV (ba chữ cái đầu tiên trong tên của thành viên).





Nhóm sinh viên Trường Đại học FPT Cần Thơ tận dụng rau củ hư, dập làm xà phòng thân thiện với môi trường. Ảnh: NVCC

Nhóm CO-17 và Hành trình đến Giải Nhất cuộc thi Khởi nghiệp sáng tạo Xanh

31/05/2023

"Chúng mình sẽ sống mãi tuổi 17 với những hoài bão của thanh xuân" – Đó là những chia sẻ từ nhóm CO-17 sau khi xuất sắc dành được Giải Nhất của cuộc thi Khởi nghiệp sáng tạo Xanh. Trong bài viết này, chúng ta hãy cùng lắng nghe những chia sẻ thú vị của nhóm trong hành trình tuyệt vời này nhé!





Many student teams go on to launch their own businesses after joining entrepreneurship competitions

ENTREPRENEURIAL EXPERIENCE COURSE GROUP

Learning by Doing – Innovating for Impact



The Entrepreneurial Experience Course Group is implemented to achieve the university's educational objective of developing students' **entrepreneurial mindset and skills, including creativity, critical thinking, and problem-solving.**



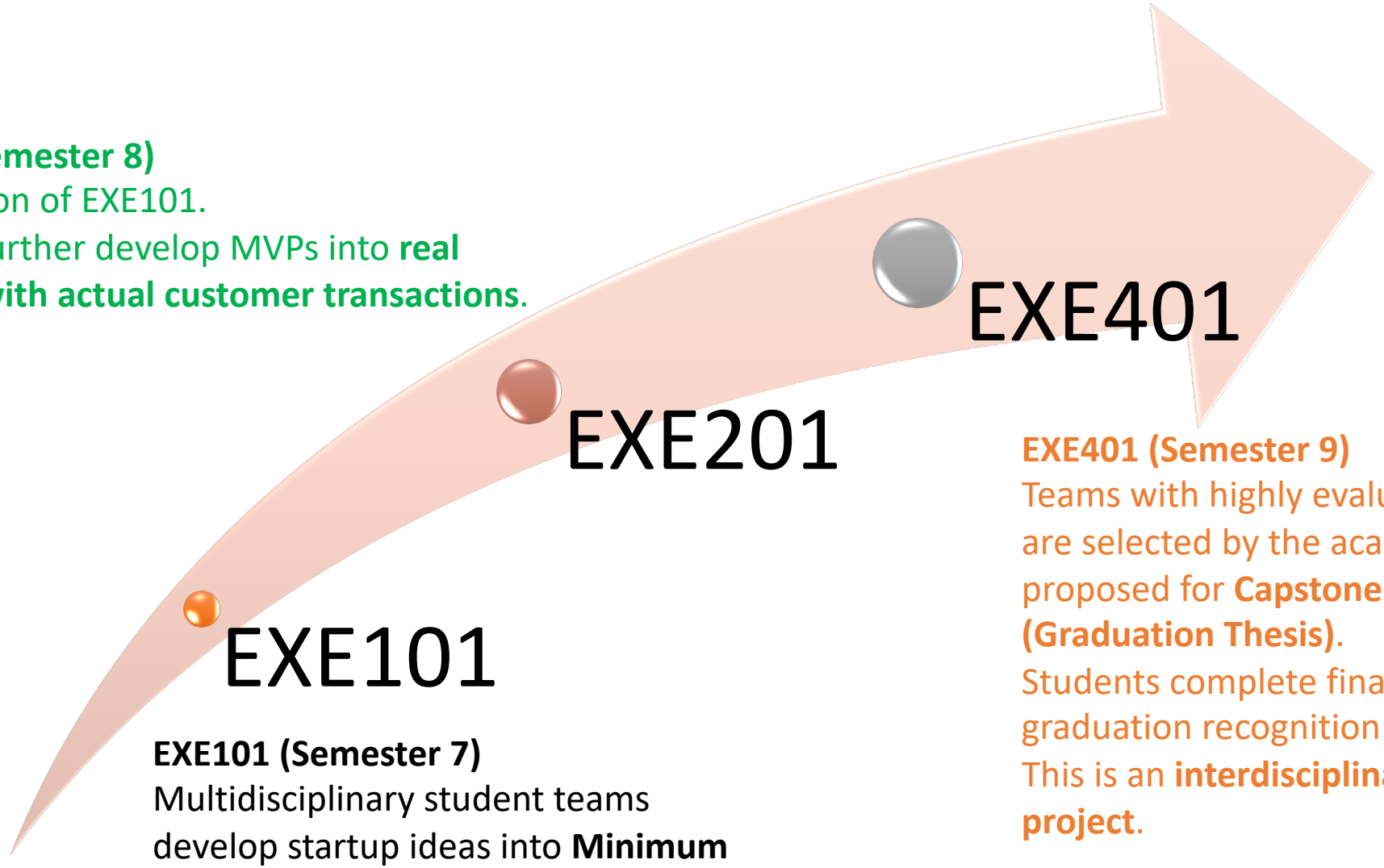
Students are equipped with **practical knowledge** of innovation and the startup process, and are exposed to **new resources and global methodologies.**

Students gain real-world experience under the guidance of **lecturers and mentors.** (*mentoring*).



Student projects are implemented with clear outcomes, including the **development of a product, a business plan,** and the **building of a customer base.**

Entrepreneurship Learning Pathway: From Idea to Market (EXE101 → EXE401)



EXE201 (Semester 8)
Continuation of EXE101.
Students further develop MVPs into **real products with actual customer transactions**.

EXE101 (Semester 7)
Multidisciplinary student teams develop startup ideas into **Minimum Viable Products (MVPs)**

EXE401 (Semester 9)
Teams with highly evaluated products are selected by the academic board and proposed for **Capstone Projects (Graduation Thesis)**.
Students complete final reports for graduation recognition.
This is an **interdisciplinary capstone project**.

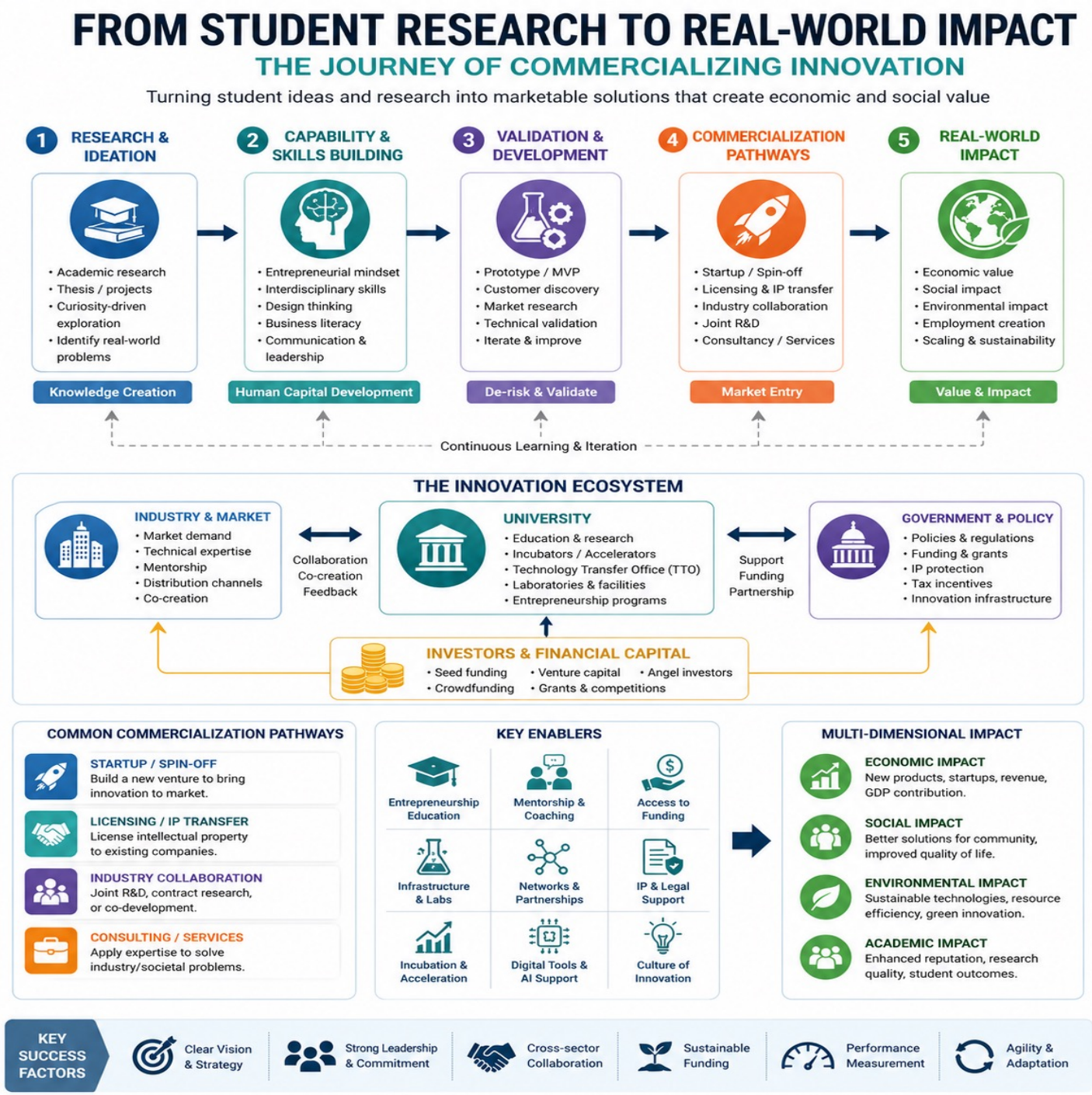
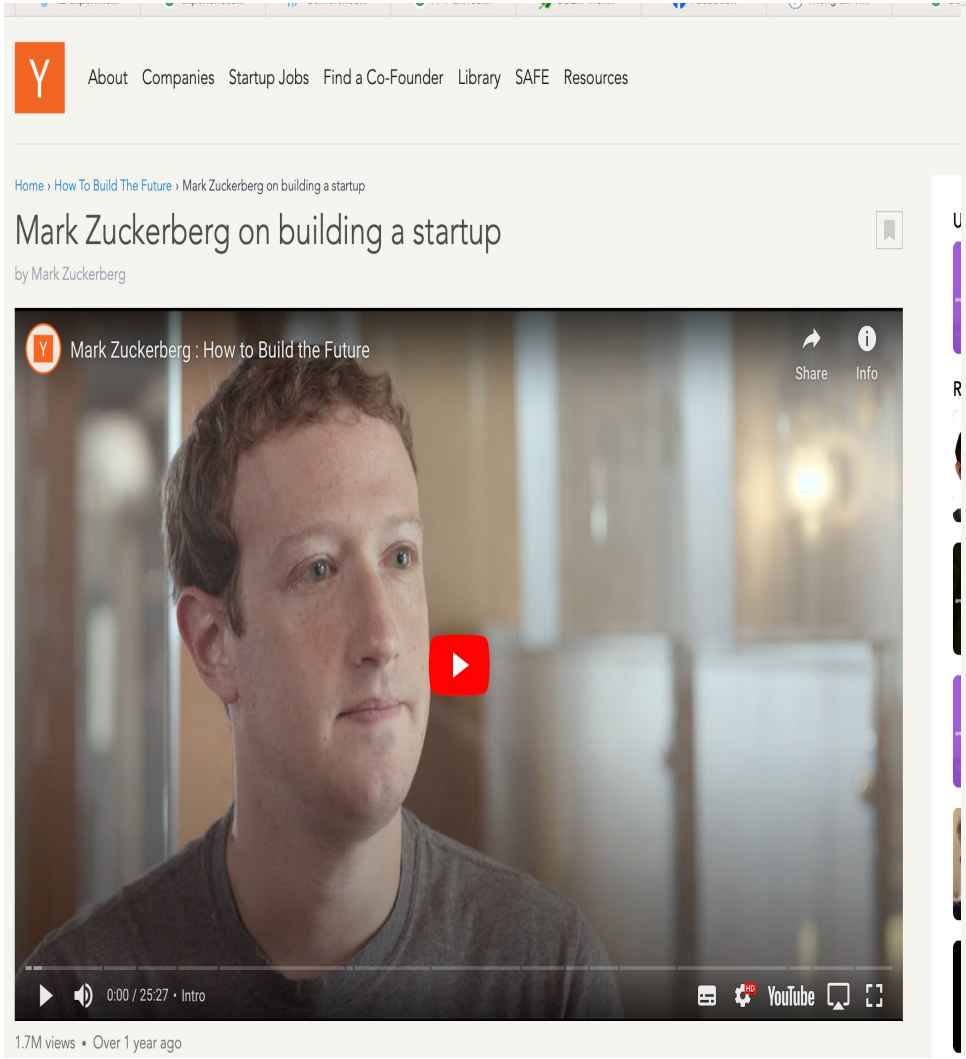
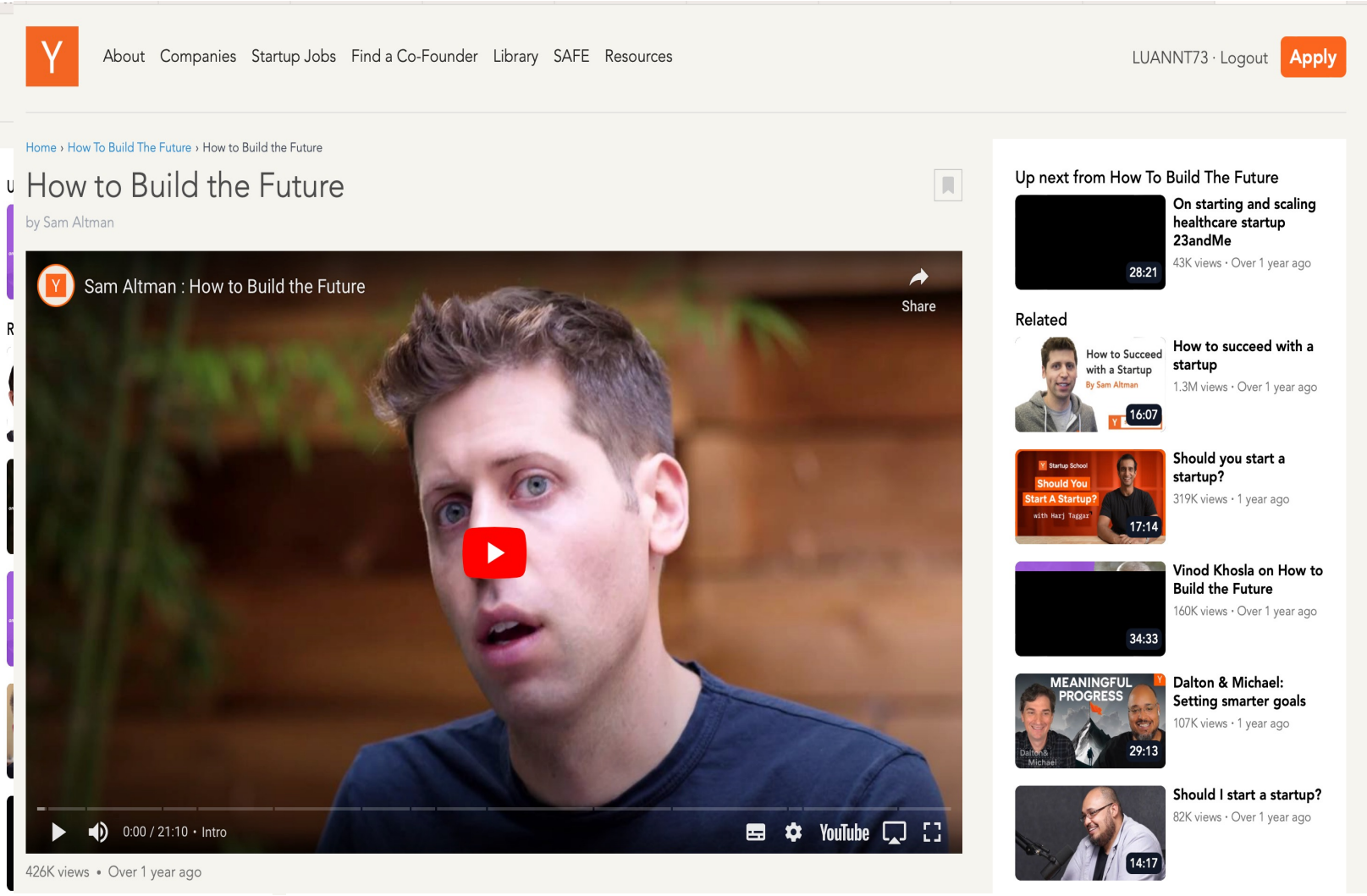


Figure: Integrated framework illustrating the transformation of student research into real-world impact through capability development, validation, and commercialization within a multi-stakeholder innovation ecosystem.

Students engage in self-paced online learning through Silicon Valley startup incubator educational platforms.






VCCI
2.000.000 VND


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GIẢI NHẤT









Lecturers as Industry Practitioners (Enterprises)
Students experience a unique business learning journey at F University through mentorship support
Case Study: Exploring sustainable startup models of *Sok Farm coconut nectar (Trà Vinh)* and *Ecoka*





Students participate in talk shows with renowned entrepreneurial speakers











Students have opportunities to participate in talk shows with renowned entrepreneurial speakers.











Students receive support and collaboration from the university, incubators, and experts when participating in startup competitions, with funding support of up to 50 million VND.





Students support businesses in developing startup products through their graduation theses.



The OrcaX project had the opportunity to present its model and development vision to healthcare experts and industry leaders in Phnom Penh, receiving strong recognition from the international community. This achievement, supported by both industry partners and faculty, highlights FPT University's practice-oriented education model, where students gain real-world experience alongside academic knowledge.





From water hyacinth in the Mekong Delta, FPT University students have developed the GreenShield Mekong project—a bio-material and sustainable packaging solution integrated with AI and digital technologies, with strong potential for export to international markets.



Multidisciplinary Project





- Nhóm BALABIN (ECO BẮP)
- Top 50 Startup Wheels
- Nhóm Triển vọng Business Challenge 2024
- Chương trình “Cà phê sáng VTV3”





Multidisciplinary Project

POSE

Product Description

1 **The biodegradable spoon is the flagship product**



Widely applicable in the food service industry, especially in cafés, fast-food restaurants, events, and street food vendors

2 **The cup coaster features a compact**



User-friendly, and refined design, making it suitable for various styles of coffes or home settings









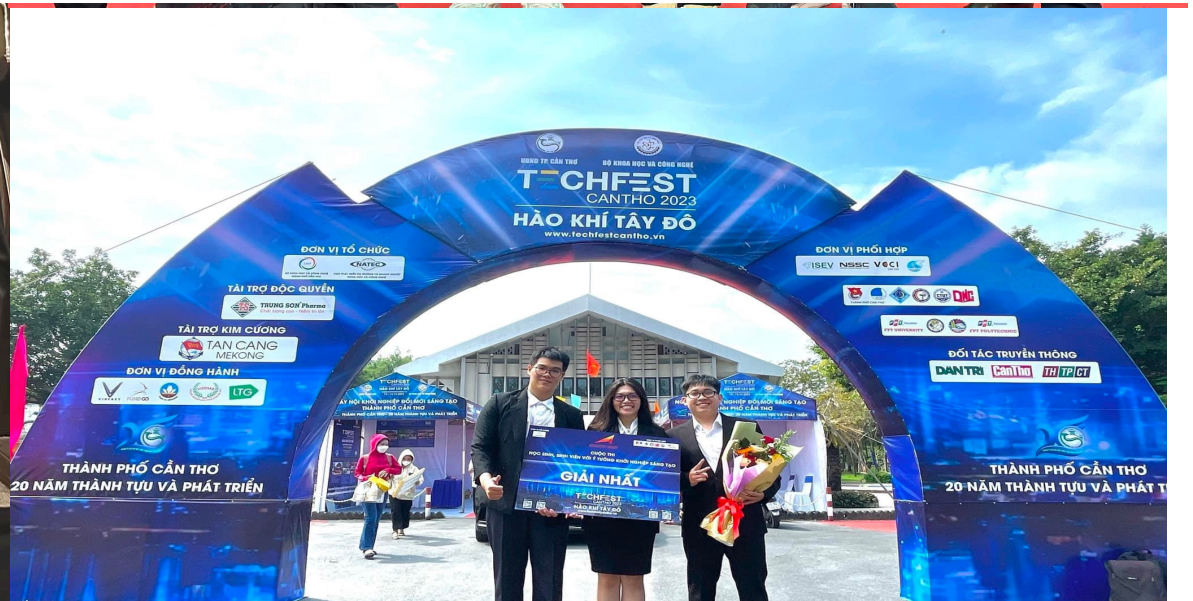




FPT University's Three Core Experiential Values:

- **Entrepreneurial Experience** – Learning by building real ventures
- **International Experience** – Global exposure and cross-cultural learning
- **Technology Experience** – Applying cutting-edge technologies in practice





Sinh viên Đại học FPT Cần Thơ xuất sắc lọt TOP 35 Cuộc thi Khởi nghiệp Châu Á DB-SNUbiz Global Startup Challenge

15/05/2023

Ngày 10/05/2023, Cuộc thi Khởi nghiệp Châu Á DB-SNUbiz Global Startup Challenge công bố kết quả Top 35 với sự góp mặt của nhóm sinh viên đến từ ngành Kinh tế Đại học FPT Cần Thơ.

Năm 2023, Cuộc thi Khởi nghiệp Châu Á DB-SNUbiz Global Startup Challenge với chủ đề "The voice of the last challengers" chính thức khởi tranh. Trong số 324 đại diện đến từ 13 nước, nhóm sinh viên Trần Khánh Kiệt, Phạm Nguyễn Minh Anh (chuyên ngành Kinh doanh quốc tế) và Nguyễn Mai Vinh (Digital Marketing) đến từ Đại học FPT Cần Thơ đã thành công chinh phục Top 35 Cuộc thi Khởi nghiệp Châu Á DB-SNUbiz Global Startup Challenge dưới cái tên KAV (ba chữ cái đầu tiên trong tên của thành viên).





Nhóm sinh viên Trường Đại học FPT Cần Thơ tận dụng rau củ hư, dập làm xà phòng thân thiện với môi trường. Ảnh: NVCC

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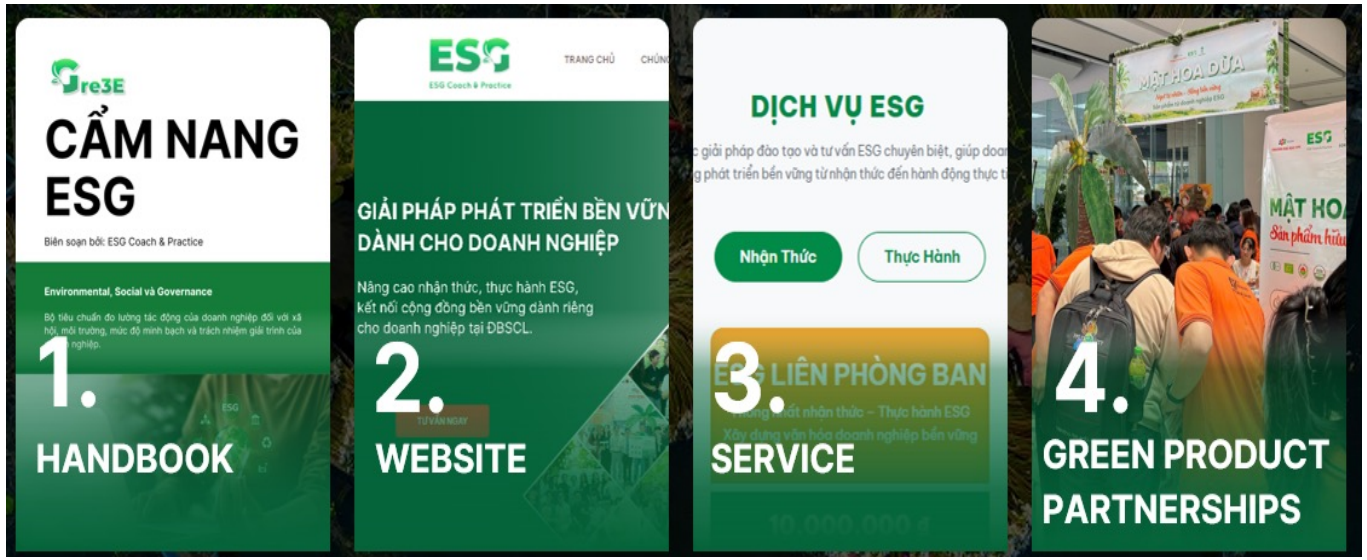




Many student teams go on to launch their own businesses after joining entrepreneurship competitions

Multidisciplinary Project







Multidisciplinary Project







THE EVOLUTION OF ENTREPRENEURSHIP

From Profit-Driven Business to Purpose-Driven Innovation

TRADITIONAL ENTREPRENEUR

FOCUS	Profit is the primary goal
VALUE CREATED FOR	Shareholders / Owners
TIME HORIZON	Short-term growth
RESOURCE APPROACH	Extract resources
BUSINESS MODEL	Linear economy
WHAT THEY SELL	Products
SUCCESS MEASURED BY	Financial KPIs
ULTIMATE OUTCOME	Financial success

MINDSET SHIFT

OLD QUESTION

How can I make more money?

NEW QUESTION

How can I solve an environmental problem while building a profitable business?

TRIPLE BOTTOM LINE



GREEN ENTREPRENEUR

FOCUS	Profit enables long-term impact
VALUE CREATED FOR	Stakeholders / Society / Environment
TIME HORIZON	Long-term sustainability
RESOURCE APPROACH	Regenerate resources
BUSINESS MODEL	Circular economy
WHAT THEY DELIVER	Sustainable solutions
SUCCESS MEASURED BY	Triple Bottom Line (People, Planet, Profit)
ULTIMATE OUTCOME	People + Planet + Profit

REAL WORLD EXAMPLES

FASHION

TRADITIONAL		GREEN
• Fast Fashion • High Production • High Waste • Low Cost	VS	• Durable Products • Repair & Reuse • Lifetime Value • Customer Loyalty

MATERIALS

TRADITIONAL		GREEN
• Plastic Packaging • One-time Use • Landfill • Pollution	VS	• Water Hyacinth • Natural Fiber • Furniture & Home Décor • Circular Economy

AGRICULTURE

TRADITIONAL		GREEN
• Raw Coconut • Sell Commodity • Low Value • Limited Income	VS	• Harvest Blossom Nectar • Premium Products • Higher Farmer Income • Export Market

AGRICULTURAL WASTE

TRADITIONAL		GREEN
• Burn Residues • Air Pollution • No Value • GHG Emissions	VS	• Corn Residues • Biodegradable Products • Create Value • Reduce Emissions

AUDIENCE INTERACTION

Imagine you have **US$100,000** to start a business.

COMPANY A

Manufactures disposable plastic packaging.

COMPANY B

Produces biodegradable packaging using agricultural waste and AI-optimized production.

- Which company is more likely to attract future customers?
- Which company is more attractive to ESG investors?
- Which company is more resilient to future environmental regulations?

Discuss with the person next to you for one minute.

1 MIN

> Traditional entrepreneurs ask: ***"What can I sell?"*** Green entrepreneurs ask: ***"What problem can I solve?"***

The future belongs to those who create value for both the economy and the environment.

GREEN STARTUP IDEATION CHALLENGE

MEKONG DELTA INNOVATION SPRINT

Goal: Develop innovative and sustainable business ideas that address real environmental and social challenges in the Mekong Delta through technology, creativity, and entrepreneurship.



TEAM	INNOVATION THEME	KEY REGIONAL CHALLENGES	OPPORTUNITIES & GREEN BUSINESS IDEAS	RELEVANT SDGs
TEAM 1	Circular Agriculture & Bioeconomy	• Agricultural waste and biomass burning • Low-value by-products • High GHG emissions from farming	Biochar from rice husks • Mushroom cultivation using agri-waste Organic fertilizer from fruit peels & livestock waste Biodegradable packaging (rice straw, water hyacinth) Coconut-fiber biomaterials • Insect farming for protein Carbon credit services for farmers	2, 8, 12, 13, 13, 15
TEAM 2	Climate Change Adaptation & Water Innovation	• Salinity intrusion • Water scarcity • Flooding & erosion • Climate uncertainty	Smart salinity monitoring devices (IoT) AI climate advisory platform for farmers Floating agriculture systems • Smart rainwater harvesting Solar-powered water purification • Precision irrigation Climate risk insurance platform	6, 9, 11, 13, 15
TEAM 3	Green Food, Aquaculture & Sustainable Fisheries	• Unsustainable aquaculture • Food waste • Seafood by-products • Low-value agri. products	Eco-friendly shrimp farming technologies Sustainable fish feed from insects & algae Upcycled seafood by-products into health products Plant-based food using local ingredients Cold-chain solutions with renewable energy AI & IoT for smart aquaculture monitoring	2, 3, 8, 12, 12, 14
TEAM 4	Green Digital Innovation & Smart Communities	• Limited ESG adoption • Inefficient waste mgmt. • Lack of sustainability data • Digital transformation gap for SMEs	Carbon footprint tracking application • AI waste sorting assistant Green marketplace for farmers & consumers Blockchain agricultural traceability platform ESG reporting platform for SMEs • Smart community environmental dashboard • AI sustainability chatbot	9, 11, 12, 13, 17
TEAM 5	Eco-tourism, Circular Lifestyle & Community Enterprises	• Low sustainable tourism • Declining traditional crafts • Plastic waste • Youth migration	Zero-waste homestays • Community-based eco-tourism Refill stations for household products Upcycled handicrafts (water hyacinth, coconut waste) Community sharing & repair platform Eco-friendly souvenirs from local by-products	8, 11, 12, 13, 15

DESIGN THINKING PROCESS

1 EMPATHIZE
Understand people, communities and the environment. Interview, observe, and identify real problems.

2 DEFINE
Analyze insights and define one key sustainability challenge worth solving.

3 IDEATE
Brainstorm widely using techniques like SCAMPER, Crazy 8s, Brainwriting.

4 PROTOTYPE
Build a simple prototype or business model (Lean Canvas, Business Model Canvas).

5 PITCH
Present your solution, impact, feasibility and scalability in a 5-minute pitch.

EVALUATION CRITERIA

Innovation & Creativity	Environmental Impact (ESG/SDGs)	Business Feasibility	Technology & AI Integration	Scalability & Market Potential	Pitch Quality
25%	20%	20%	15%	10%	10%

CHALLENGE STATEMENT

> Design an innovative green startup that addresses a real sustainability challenge in the Mekong Delta by integrating technology, circular economy principles, AI, or climate adaptation solutions while creating measurable environmental, social, and economic impact.

SUSTAINABLE • INNOVATIVE • IMPACTFUL • SCALABLE



GREEN STARTUP DESIGN CHALLENGE

20 JULY 2026

Each team will develop an early-stage green business concept by completing the following tasks.



1 PROBLEM IDENTIFICATION



- What environmental or social problem are you addressing?
- Why is it important in the Mekong Delta?
- Who is affected?

TIPS
Use data, local insights, and real stories to validate the problem.

2 GREEN SOLUTION DESIGN



- Describe your product or service.
- What makes it innovative?
- How does it contribute to sustainability?

TIPS
Focus on innovation, feasibility, and measurable sustainability benefits.

3 CUSTOMER DISCOVERY



- Who are your target customers?
- What customer needs or pain points are solved?
- What unique value do you offer?

TIPS
Understand your customers deeply. Validate with interviews or surveys.

4 BUSINESS MODEL DEVELOPMENT



- Revenue streams
- Key partners
- Key resources
- Cost structure

TIPS
Use Business Model Canvas (BMC) to structure your business idea clearly.

5 SUSTAINABILITY IMPACT ASSESSMENT



Evaluate the expected impact using the ESG Framework:

E ENVIRONMENTAL
Carbon reduction, waste minimization, resource efficiency

S SOCIAL
Community development, employment, inclusion

G GOVERNANCE
Ethical management, transparency, responsible business practices

TIPS
Think long-term impact and measurable outcomes.

FINAL OUTPUT:
Each team will present a 5–7 minute pitch deck and submit a 1-page summary of your green startup concept.

PITCH DAY:
Teams will present on **20 July 2026**

WIN CRITERIA:
- Innovation
- Feasibility
- Sustainability Impact (ESG)
- Scalability

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