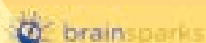


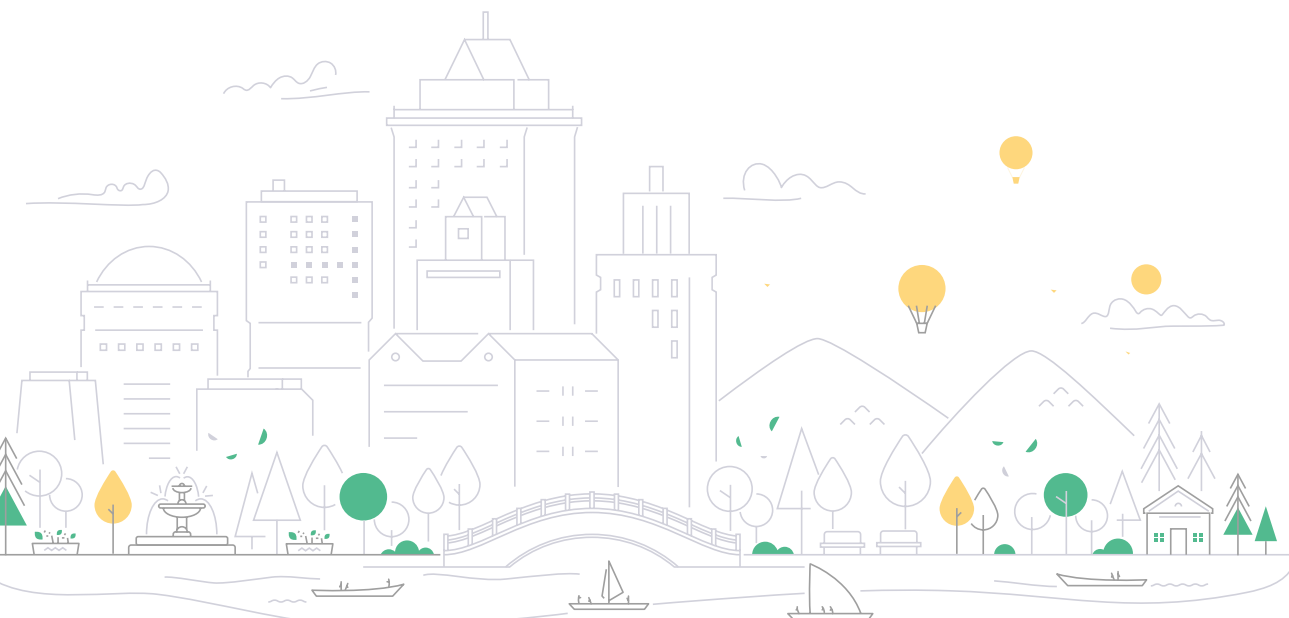


Ministry of SMEs
and Startups



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03	What is ECOTHON
04	Ecathon History
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What is SCP

SCP, Sustainable Consumption and Production

SCP refers to the use of services and products that minimize the use of natural resources and toxic substances, as well as the discharge of waste and pollutants from the service or product use cycle, so as not to jeopardize the needs of future generations. [UNEP, 2010]

Its implementation helps to achieve overall development plans, reduce future economic environmental and social costs, strengthen economic competitiveness, and reduce poverty.

SCP aims at decoupling economic growth from environmental degradation, increasing resource efficiency, and promoting sustainable lifestyles.



What is ECOTHON

◆ **ECOTHON (Eco-Entrepreneurs' Marathon)**

Ecathon is a sustainable and innovative business model competition that provides a selected group of startups in the ASEAN region with intensive training, mentoring, and coaching programs in making sustainable business strategies and IR pitching.

◆ **Objective**

Ecathon seeks to foster an eco-entrepreneurship and contribute to achieving the Sustainable Development Goals (SDGs), focusing on SDG 12-Sustainable Consumption and Production (SCP) by promoting and enabling an innovative and sustainable business model development that minimizes negative environmental impact.

◆ **Target Participants**

Startups and qualified business coaches from the ASEAN region committed to advancing sustainable enterprises and business development.

◆ **Target Industry Sectors**

Sustainable and innovative business models and ideas in any industry sector contributing to sustainable consumption and production (SCP) including but not limited to the following:

Agriculture, Food & Beverage (recycling, upcycling, waste management), Renewable (Alternative) Energy, Energy Efficiency and Saving Systems, Clean Technology, Biotechnology, Retail Tech, Health/Life Sciences, Healthcare & Safety, E-Commerce, Transportation/Logistics, Education, IT, Digitalization, Internet of Things (IoT), Advanced Manufacturing on Robotics, Sustainable Tourism, etc.

Ecothon History

Ecothon since 2019

2019

- Pilot run as part of the ROK-ASEAN Startup Partnership by the ASEAN Coordinating Committee on Micro/SMEs (ACCMSME)
- Country(1) : Cambodia

2020

- Official project for Korea-ASEAN Startup Partnership by the ASEAN Coordinating Committee on Micro/SMEs (ACCMSME)
- Country(3) : Cambodia, Lao PDR, Myanmar

2021

- Initiation of ASEAN Sustainable Business Coach Training (TOT) as part of the ACCMSME
- Country(5) : Cambodia, Indonesia, Lao PDR, Myanmar, Philippines

2022

- Country(6) : Cambodia, Indonesia, Lao PDR, Malaysia, Philippines, Vietnam

2023

- Country(4) : Indonesia, Lao PDR, Malaysia, Philippines

2024

- Country(5) : Indonesia, Lao PDR, Malaysia, Philippines, Vietnam



7 Countries in the ASEAN region have participated and achieved the following results



177

Certified Coaches



266

Certified Startup Teams



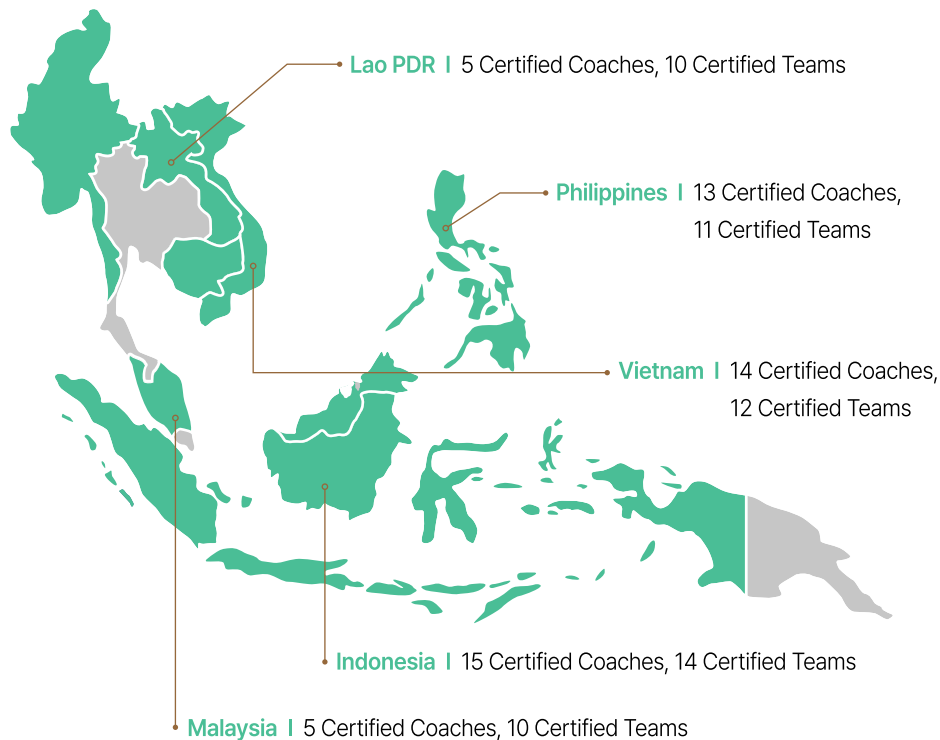
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Winning Startup Teams

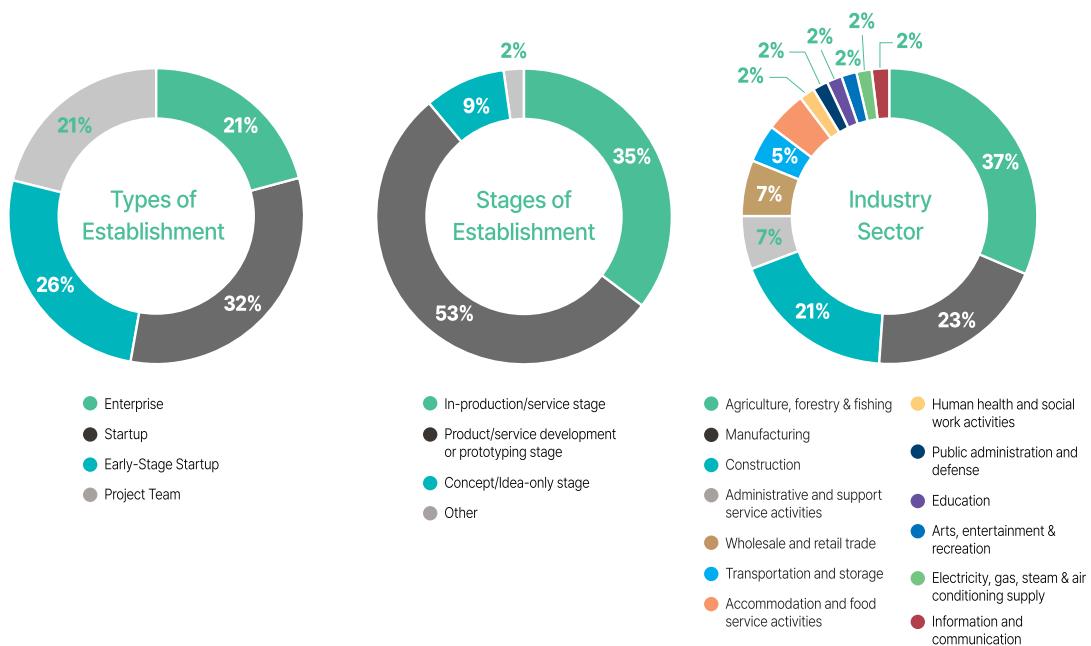
2024 Ecothon Achievements

◆ Total of 52 Certified Coaches, 57 Certified Teams

Participating Countries



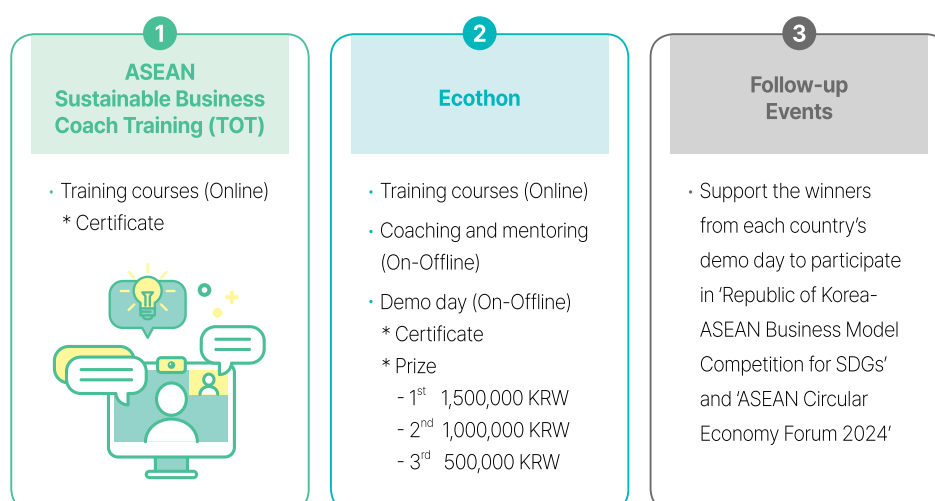
Distribution by business sector



2024 Ecothon Overview

Title	The 6 th Ecothon for Sustainable Consumption and Production
Date	<ul style="list-style-type: none">- ASEAN Sustainable Business Coach Training (Online training courses) 22-23 July- Ecothon (Online training courses) 1-7 August (Coaching and mentoring) 12-22 August (Demo day) 29 August - 6 September
Host	<ul style="list-style-type: none">- (Republic of Korea) Ministry of SMEs and Startups (MSS)- (Indonesia) Ministry of Cooperatives and SMEs (KUKM)- (Lao PDR) Ministry of Industry and Commerce (MoIC)- (Malaysia) Ministry of Entrepreneur and Cooperatives Development (MECD)- (Philippines) Department of Trade and Industry (DTI)- (Vietnam) Ministry of Planning and Investment (MPI), The Agency for Enterprise Development (AED)
Partnership	<ul style="list-style-type: none">- (Indonesia) The Local Enablers (TLE)- (Lao PDR) LAO ICT and Digital Association (LIDA)- (Malaysia) Centre for Entrepreneur Development and Research (CEDAR)- (Philippines) Brainsparks Inc.- (Vietnam) FTU Innovation and Incubation Space (FIIS)
Organizer	ASEM SMEs Eco-Innovation Center (ASEIC), Hanns Seidel Foundation (HSF)

Key Components



* TOT has been terminated as of 2025, and certified coaches from 2021 - 2024 will be utilized for future programs.

01 ASEAN Sustainable Business Coach Training (TOT)

ASEAN Sustainable Business Coach Training (TOT) provided various lectures to enhance coaching capabilities to support local startups. Upon completing the training, participants received a certificate issued by the host, co-hosts, and organizers, along with the opportunity to act as Ecothon coach.

* TOT has been terminated as of 2025, and certified coaches from 2021 - 2024 will be utilized for future programs.

Modules

Day1 22 July (5 hours)	Day2 23 July (5 hours)
<ul style="list-style-type: none"> - Advancing Knowledge of SCP and Business Impact - Reviewing Sustainable Business Model - Analyzing Business Plan & Drawing feedback on Business Plan 	<ul style="list-style-type: none"> - (Business Strategy) Enhancing Marketing Capabilities - (Business Strategy) Elevating Market Share Capabilities - (Business Strategy) Exploring Realistic Funding Channels - How to Give Competitive Pitches

Lecturers

Joe Lim

Adjunct Professor,
Woosong University

Inhyouk Koo

Assistant professor,
Solbridge International School of Business

Natalia Kim

Vice Dean,
Busan International College

Faye Wongso

Founder, KUMPUL

Byung Ik Jung

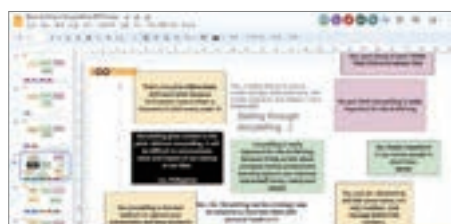
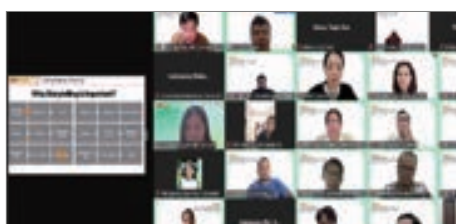
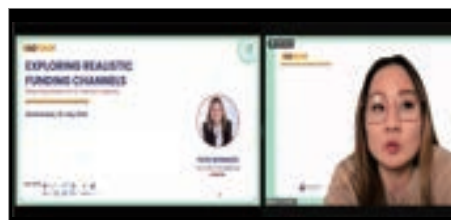
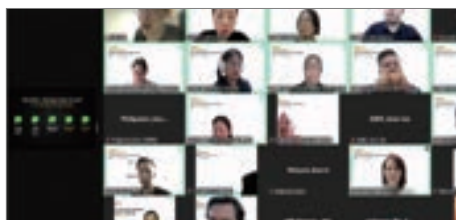
Dean, Busan International college

Minwook Byun

Deputy Team Leader,
Merry Year Social Company

Marta Allina

Program Director,
South Korea, Start2 Group



02 Ecothon

02.1 Training courses

Training courses provided a series of lectures on eco-friendly entrepreneurship and business model development to strengthen the business capacity of participating teams. To enhance the effectiveness of training, the courses were divided into two groups based on the startup ecosystems of the participant countries. The curriculum was developed and finalized based on the opinions from the experts in the fields of entrepreneurship and investment.

◆ Program by Country Groups

👤 Group 1 | Lao PDR

Day1 1 August (6 hours)	Day2 2 August (6 hours)
<ul style="list-style-type: none"> - Exploring SCP and Business Impact - Sustainable Business Model Development - Implementing and Scaling Sustainable Business Models 	<ul style="list-style-type: none"> - Diverse Validation Methods - Comprehensive Guide to Business Plan Success - Real-World Business Models Comparison and Application - Crafting the Ideal Investor Pitch

👤 Group 2 | Indonesia, Malaysia, Philippines, Vietnam

Day1 5 August (4.5 hours)	Day2 6 August (3 hours)	Day3 7 August (4.5 hours)
<ul style="list-style-type: none"> - Exploring SCP and Business Impact - Crafting Business Models with Eco-Value - Advanced Validation of Business Models 	<ul style="list-style-type: none"> - The Art of Business Plan Creation - Business Plan Optimization and Practical Application 	<ul style="list-style-type: none"> - Enhancing Business Competencies - Mastering the Eco Impact Investment Ecosystem - Crafting Winning Investor Pitches

◆ Lecturers

Joe Lim

Adjunct Professor, Woosong University

Inhyouk Koo

Assistant professor,
Solbridge International School of Business

Sarah Jung

Program associate, 500 Global

Hyunjeong Kim

CEO, All Thing Asia

Byung Ik Jung

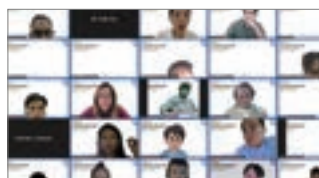
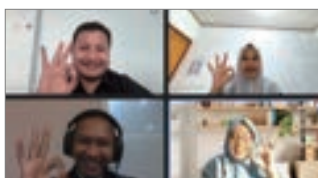
Dean, Busan International college

Minwook Byun

Deputy Team Leader,
Merry Year Social Company

Sowmya Keshava

Founder & CEO, Nilah Advisors



02.2 Coaching and mentoring

Provided individual coaching and mentoring on business model and strategy consolidation, as well as advice on IR documents for each participating team.

◆ Courses

- Coaching : Guidance on writing a business plan
- Mentoring : Guidance on writing and composing an IR pitch deck

◆ Coaches and Mentors

👤 Coaches

Indonesia



Lupantui Wiguna

CEO,
RuangKonsep

Eny Widaryanti

Head of later stage and post incubation,
Telkom University

Aditya Pratama Nugraha

Founder, Startup Development Foundation

Purbaningsih Dini Sashanti

Senior Programme Management Officer,
Global Inclusion & Sustainability
Development MEL Officer

Herdiansyah Gustira Pramudia Suryono

Lecture & Business Coach,
Telkom University

Lao PDR



Manilay Vanphavong

Founder,
Gai Art Studio

Soulinny Keomanivong

Founder/CEO, deepsoft

Thavisone Mounlasane

Faculty of Engineering,
National University of Laos
Incubation Manager

Dalayphone Sayasithsena

Founder/CEO, SAYA BRAND

Malaysia



Muhd Nurizman Bin Abdul Rahman

Director, MODESTRIDE NETWORK

Choong Jian Ming

Founder,
Impactz Social Enterprise

Siok Jin Lim

Lecturer,
New Era University College

Mohd Nazrul Hazeri Bin Nazirmuddin

Co-Founder, Kapitani

Sanimar Bin Zul

Associate,
Entrepreneur Development & Intervention:

Philippines



Darl Brean Abrea

Ecommerce Manager, Emcor Inc.

Felix Concepcion Veroya

Founder & CEO,
Ask LexPHAcademy

Fernando Jaminola Jr.

Assistant Professor II, Cagayan State University

Maria Arlene Fernali T Disimulacion

Professor, Far Eastern University

Pebbles Badillo Sanchez-Ogang

Co-Founder,
Magnus Pet Solutions Inc.,

Vietnam



Truong Thi Le Hang

Director,
5MS Management Solutions Company
Limited

Doan Duc Thuan

Deputy CEO, Kowil Fashion

Tran Anh Tuan

Deputy Director,
Institute of Research & Applied Innovation for
Enterprise (3AI)

Nguyen Thi Huyen

CEO, VIETNAM STARANISEED CASSIA
MANUFACTURING AND EXPORTING JOINT
STOCK COMPANY

Nguyen Thi Tuyet

COO, BambuUP jsc

Mentors

Indonesia



Dwi Purnomo

Founder,
The Local Enablers & Design Thinking
Academy

Jacobus Wiwin Kuswinardi

Commissioner,
PT. Wahana Integra Nusantara

Lao PDR



Nini Vilivong

Co-Founder,
Manirat Import-Export Co.

Aluna Thavonsouk

General Manager,
Thabonsouk Resort

Malaysia



Teoh Eng Tat

Business Coach,
CEDAR and SME Bank

Normen Bin Mukhtar

Managing Director/o-Founder,
8nite

Philippines



Gina Siron

Institute of Computer Engineers of
the Philippines (ICpEP)

April Ong-Vaño

Head of Environmental, Social, and
Governance, Quest Ventures

Vietnam



Jeong Byeong-ik

Dean, Dongmyeong University

Koo In-hyuk

Professor,
Solbridge International School of Business

02.3 Demo day

Held demo days in each country to provide participating teams with the opportunity to present their improved business plans through training, coaching, and mentoring in front of judges for fair assessment. Three teams from each country, selected by judges, were awarded prizes.

Offline

(Lao PDR) 29-30 August
(Indonesia) 12-13 September

Online

(Malaysia) 4 September
(Vietnam) 6 September
(Philippines) 10 September

Ecothon in Lao PDR



Date 30 August

Venue LaoTel Hotel, Vientiane

Team List



BuddyBox

Providing eco-friendly packaging



Print Squares

Manufacturing 3D printing products using recycled PET plastic waste



Green Defenders

Providing flood prevention solution



RIFFAI

Providing flood prediction and water management service



KhodThay

Providing a platform connecting tourist-local



Super Bean

Producing health supplements using soybeans



Moov2Go

Providing EV car rental service



The Green Solution

Providing a platform for eco-friendly chicken raising system



Open Tech Lab

Providing carbon measurement and reporting service



Yord Doi Wild Honey

Producing and distributing high-quality wild forest honey



Ecothon in Indonesia



Date 13 September

Venue ASTON Priority Simatupang Hotel & Conference Center, Jakarta

Team List



AgriTronz

Providing smart farming solution based on smart-of-things integrated data management systems



Klora

Providing recycling motivation platform and waste disposal collecting service



ANG GREEN

Producing fish feed from food waste



Kunang Jewelry Studio

Crafting jewelry from waste and operating recycling motivation platform



Charcoaline

Producing products using natural dyeing



NutraDate Innovationsa (Alumna)

Producing health supplements made from date seed waste



Containder

Providing digital waste management system



Rappo Indonesia

Producing products made from recycled waste materials



Econella

Producing bio-additive product for fuel oil efficiency



Seratnusa

Providing a platform selling home décor/accessories made from waste materials



Excess Indonesia

Providing a platform to sell overstock food



Sky Farm Glenmore

Providing eco homestay with various eco friendly programs



Filagain

Producing 3D printed products using waste materials



Tococo Indonesia

Producing various products from coconut waste



Ecothon in Malaysia



Date 4 September

Venue Online

Team List



Borneo Fertilyst

Producing honey processed products



Koondos Ecocycle

(Moyog Innovation House)

Transforming glass waste into recycled glass products



BuzzLoop

Providing smart reusable products that track and reward every reuse



QuinTerra

Providing a system converting food waste into fish feed using Black Soldier Fly Larvae



Complemen+

Producing eco-friendly candles



Reclimate

Running biochar-based carbon credit platform



Entomal Biotech

Producing food waste treatment using black soldier flies



Social Farming Enterprise

Providing hydroponic farming service



HadiVenture

Operating a platform connecting owners with contractors for renovation and new construction services



ZapDrive

Providing AI-powered EV charging management software



Ecothon in Vietnam



Date 6 September

Venue Online

Team List



Carbon Credits Vietnam

Managing forest-based carbon credit sales platform



Coffuel

Offering biomass pallets from coffee grounds



ReLander

Selling eco-friendly recycled paper



FUWA Biotech

Providing eco-friendly cleaners made from pineapple waste



Prosus

Processing agricultural waste and byproducts using black soldier flies



KAN Nature

Producing green prevention and treatment product for fungal and bacterial diseases in durian trees



Macaland

Producing cosmetics made from macadamia oil



ONBECRAFT

Producing handcrafted products made from biodegradable grass materials



Pika Pika VietNam

Providing nutritious porridge, plant-based milk, and traditional Vietnamese dishes



Than Xanh

Transforming agricultural waste into eco-friendly charcoal



WINDOU

Operating platform for recyclable waste and converting reward points



SISTA

Producing and trading processed ginseng products



Ecothon in Philippines



Date 10 September

Venue Online

Team List



Farmtri

Providing services improving crop production efficiency through sustainable precision agriculture and optimized food supply chains



Pili AdheSeal

Providing innovative and sustainable sealant and adhesive solutions for various applications



Bambuhay

Offering circular economy products such as Plantable Toothbrush



LITHOS Manufacturing

Leveraging clay nano-technology to develop innovative solutions aimed at addressing climate change and advancing sustainability



Biobam Solutions

Developing bamboo microbial fuel cells advancing sustainable technology for clean energy solutions



DevMinds

Offering software solution for solid waste management, engaging communities with tools for scheduling, recycling, segregation, and issue reporting



BioPhil

Creating biocharcoal, aiming to reduce carbon emissions and promote eco-friendly energy solutions



Revolve Eco.Logical

Producing fabric using recycling PET bottles



Pagbayaw

Producing eco-friendly paper products from dried banana leaves, reducing pollution



Ecoloop

Offering a flexible and sustainable building system that repurposes shipping containers, providing eco-friendly solutions for modern construction needs



ElectrifAI

Providing AI-powered solution that improves electricity distribution efficiency



03 Ecothon Follow-Up Events

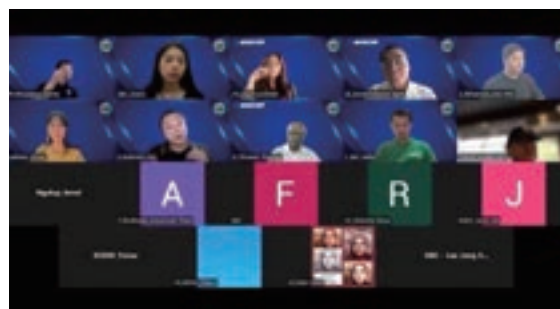
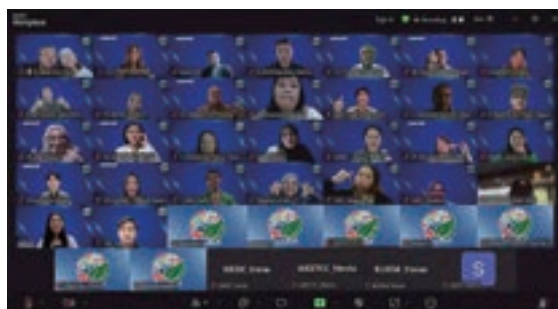
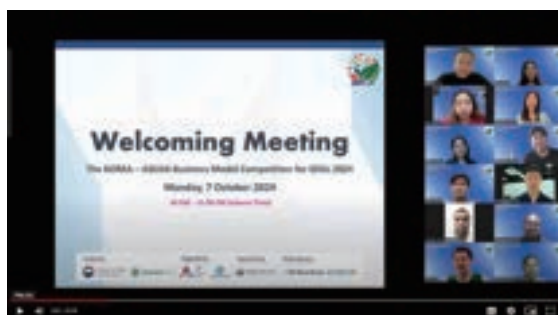
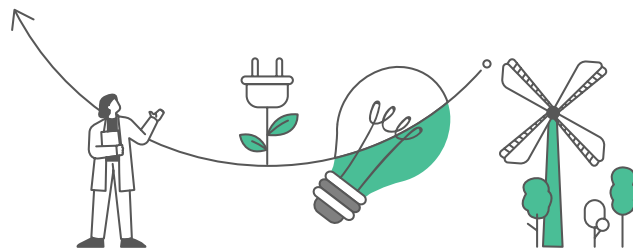
Provided Ecothon-winning teams with opportunities to present their business model on global stages. The winners were supported in participating in the ROK-ASEAN SDGs Business Model Competition (BMC) and the ACEF 2024.

◆ ROK-ASEAN SDGs Business Model Competition (BMC)

The top 3 winning teams from each country in Ecothon 2024 were given the privilege of participating in the ROK ASEAN SDGs Business Model Competition (BMC), which was held on 16 October 2024.

ROK-ASEAN SDGs Business Model Competition (BMC) is an annual competition hosted by the Ministry of SMEs and Startups, Republic of Korea (MSS) and the Ministry of Cooperatives and SMEs of The Republic of Indonesia (KUKM) to promote the startup ecosystem in ASEAN countries.

Among the 15 Ecothon winning teams, **RIFFAI** and **Print Squares from Lao PDR** advanced to the final round and had a chance to pitch their business models.

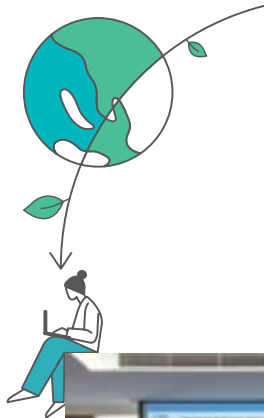


◆ ASEAN Circular Economy Forum (ACEF) 2024

The first-place winning team from each country in Ecothon 2024 were given the privilege of participating in the THINK GLOBAL SUSTAINABILITY NETWORK's Delegation to the ASEAN Circular Economy Forum (ACEF) 2024, held on 30 September 2024.

ACEF is an annual platform where ASEAN policymakers and other stakeholders gather to discuss how to improve a circular transition through national policies and regional initiatives. It aims to develop strategies that encourage and enable innovation and entrepreneurship accelerating the circular transition.

The winners joined the event and had the opportunities to network with global stakeholders who are committed to accelerating the circular transition in the ASEAN region.







Winners of **2024** **ECOTHON**

Run Your Idea and Business in a More Sustainable Way

ECOTHON



Lao PDR



PrintSquares



Print Squares is a sustainable 3D printing company that recycles PET plastic waste into high-quality recycled PET (rPET) filament. The company transforms discarded plastic bottles into materials for 3D printing, creating a circular economy by reducing plastic waste and offering eco-friendly alternatives. Print Squares services include custom 3D printing and the sale of rPET filament, catering to businesses and individuals looking for sustainable and customizable manufacturing solutions. With a focus on environmental impact, Print Squares also contributes to social causes, such as developing prosthetics for landmine victims in Laos.



Comments from the winner

I learned how to pitch and prepare necessary information in order to let the target audience or investor understand what we do and how we make money from it.



RIFFAI

RIFFAI is an AI tech using real-time satellite imagery to detect flooding and other environmental changes. The company provides tailored early warning and adaptation planning for government and business to each project's challenges from climate change and extreme weather.



Comments from the winner

Ecothon is more than a competition - Every challenge is a chance to innovate, and every pitch is a step toward real-world impact. Stay passionate, stay focused, and remember, you're already contributing to a better world. Good luck, and may your energy inspire positive change!



Yord Doiy Wild Honey

Yord Doiy Wild Honey is a local eco entrepreneur from the northern province of Lao PDR. It is seeking a potential to support generate incomes for local communities and combating with the loss of biodiversity.

Yord Doiy Wild Honey promotes a saving of local species mainly native bees and provides techniques and market for their raw honey.



Comments from the winner

I learned how to promote our business in a way of supporting the demand of the customers and identify a clear problem in a business and possible solutions.

Indonesia



Rappo Indonesia



Rappo Indonesia is a social enterprise offering eco-friendly services and souvenir products for corporate and event needs, made from recycled waste materials (plastic waste, synthetic leather waste, textile waste). Established in 2020 in Makassar, Indonesia, Rappo Indonesia focuses on empowering women, particularly coastal women, underprivileged women, and disabled women. Rappo's products aim to enhance the branding and social responsibility of the companies.



Comments from the winner

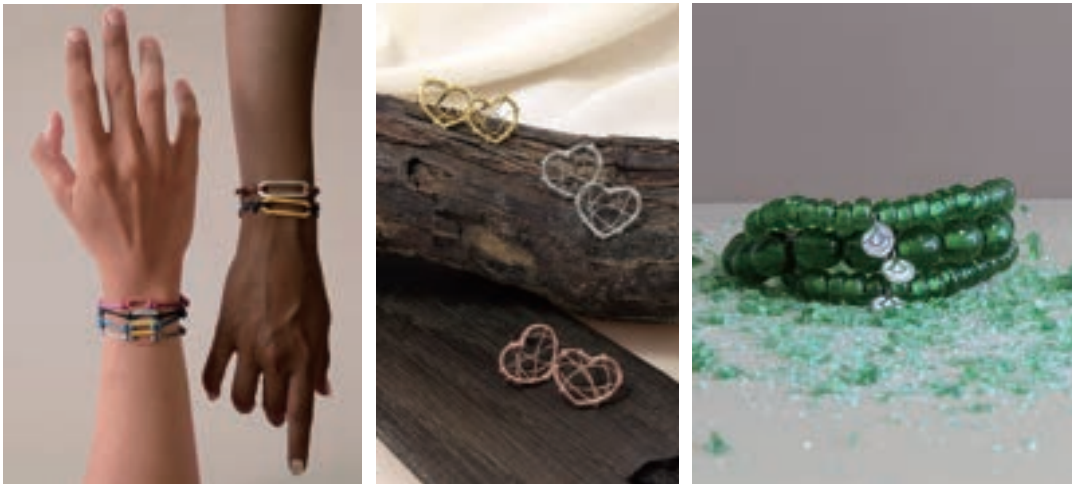
We gained valuable insights to strengthen our eco-values in our business model. The curriculum was designed to reinforce the foundation of circular economy initiatives, especially in circular consumption and production, while integrating a business framework to support sustainability.



Kunang Jewelry Studio



Kunang Jewelry is a Bali based brand with a mission to transform the jewelry industry by upvalue waste into beautiful, handcrafted pieces that empower local artisans and uplift communities. #CraftedMetalWaste is not only a jewelry but a movement about how the company responsibly sourcing materials and craft it by collaborating with skilled craftsmen to preserve traditional artistry while making a meaningful impact.



Comments from the winner

We learned how to have a proper pitch. We are still learning yet Ecothon Mentors and Coaches are superbs! The feedbacks were focused, precised and detailed.

Ecothon is our first business pitch ever and we are going to make sure that it will not be our last since now we already have more confidence to do our next pitch. Thank you Ecothon!



Seratnusa

Seratnusa was established to reduce environmental impact by empowering local craftswomen through skills training, and economic improvement. Their initiative utilizes village organic waste, in the form of banana trunks, which would otherwise rot away in almost every village yard. By turning it into economically valuable products, in the form of crafts, the company enhances the potential of thirty village women, through training and empowerment.



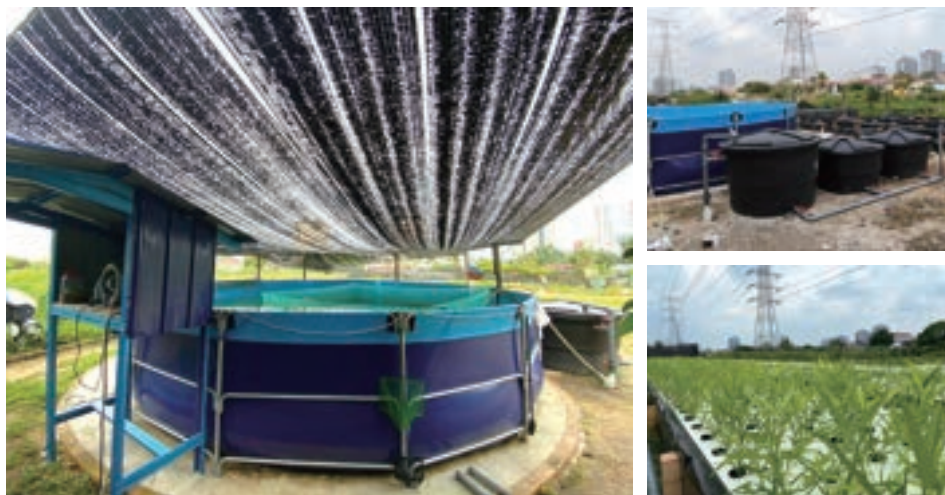


Malaysia



QuinTerra

QuinTerra tackles food waste and food security in Malaysia with an innovative, regenerative farming model. The company redirects food waste from landfills to the facility, where it's converted into animal feed and fertilizer using Black Soldier Fly Larvae (BSFL). This BSFL becomes fish meal for our in-house Aquaponics system, reducing costs and reliance on traditional fish feed. The vegetables in the system filter water, reducing our water reliance by 90%, creating a sustainable, closed-loop process.



Comments from the winner

We gained valuable insights into the importance of collaboration and innovative thinking in addressing environmental challenges. We learned how crucial it is to communicate the impact of our solutions effectively to a broader audience, especially when aiming for policy influence.



Entomal Biotech

Entomal Biotech pioneers sustainable waste management solutions by harnessing the power of black soldier flies (BSF). Their innovative technology transforms food waste into valuable resources, including insect protein and organic fertilizers, reducing the burden on landfills and preventing carbon emissions.

The company offers scalable solutions for waste treatment while promoting environmental education and sustainable practices.



Comments from the winner

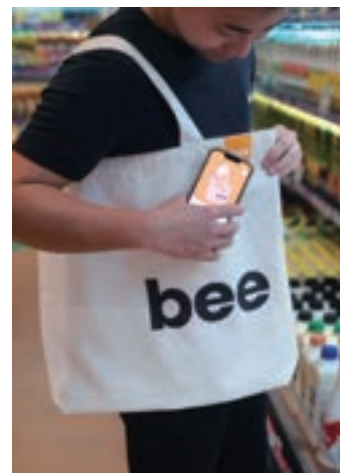
It was a great platform to connect with so many other eco-related businesses in the country, learning from each other and exploring room for collaboration. The mentoring sessions opened up the chance for the participants to ask questions we're facing in the business, helping us to gain fresh perspectives and new ways of problem solving.



Buzzloop

BUZZLOOP

BuzzLoop is a social enterprise with a mission to reduce single-use plastics in Malaysia through empowering shoppers, retailers and corporates. BuzzLoop promotes the use of reusable items by making every reuse a rewarding experience. They achieve this by integrating unique NFC chip and QR code into everyday reusable items, which works with the Buzz Rewards App to reward shoppers each time they reuse.



Comments from the winner

Ecothon significantly help BuzzLoop in gaining better clarity in defining and aligning existing social impact goals and outcomes to their business model. By refining the business model, we acquired greater business gap awareness required for further strengthening. Interacting with social enterprises from diverse culture and background from other ASEAN countries also gave BuzzLoop greater insights on the emerging opportunities untapped in the local region.



Vietnam



FUWA Biotech

The FUWA BIOTECH team aims to provide eco-enzyme cleaners made from pineapple waste, utilizing eco-enzyme technology. The products effectively tackle dirt, odors, and stains while being free from harmful chemicals and artificial fragrances. Gentle enough for sensitive skin, these products are perfect for households with babies and individuals with allergies. Operating on a circular economy model, the project reduces industrial chemicals and minimizes plastic waste through effective, environmentally friendly refill stations.



Comments from the winner

At Ecothon, our team gained valuable insights from mentors and fellow participants. We learned about business model innovation and green business models, as well as effective pitching techniques. The collaborative environment fostered learning and creativity, helping us enhance our understanding of sustainable practices in entrepreneurship. Please cherish your opportunity at Ecothon.



Carbon Credits Vietnam



Carbon Credits Vietnam is a leading company focused on developing and managing carbon credit projects, contributing to Vietnam's environmental sustainability and climate change mitigation goals. We offer a comprehensive suite of services, from measuring and estimating forest biomass reserves to developing and selling nature-based carbon credits, all with an emphasis on transparency, sustainability, and co-benefits. CCV caters to a diverse clientele, including smallholder forest owners, large plantation companies, corporations, and NGOs seeking high-quality carbon offsets. With technological advances and in-depth expertise, CCV is positioned to unlock Vietnam's potential in the burgeoning voluntary carbon market, driving economic development and environmental conservation.



Comments from the winner

A better future, together.



Prosus Agritech

Prosus is driven by a diverse team of experts in biotechnology, microbiology, and sustainable business practices. The team's expertise in the field allows Prosus to innovate and promote sustainability in agriculture and waste management.

Prosus uses Black Soldier Fly larvae and biotechnology to convert agricultural waste into sustainable animal feed and fertilizer.

Their innovative two-in-one solution addresses both agricultural waste management and food security, ensuring a closed-loop, sustainable agricultural system.



Comments from the winner

Participating in Ecothon taught me the core value of combining business with sustainability. I learned how to build strategies not just to create a product, but to scale it and make a greater impact. The competition showed me the importance of flexibility, staying committed to goals, and, most importantly, how to turn my idea into something that can truly transform the market.



Philippines



Pili AdheSeal



Pili AdheSeal Inc. is a green technology company that offers innovative, pioneering, and sustainable adhesive and sealant solutions for every application. The company revolutionizes the global industries but championing circular economy and environmental sustainability to provide accessible, sustainable and responsible products.

Pili Seal revolutionizes the global industries by championing Circular Economy through repurposing 155-million-kilogram annual agricultural waste for the formulation of sustainable sealant + adhesive product while ensuring cost-effectiveness, safety and non-toxic effects on user's health and environment (based on Toxicity Test).



Comments from the winner

We learned to cultivate a deep understanding and passion for the underlying problem itself instead of fixating on a particular solution.



Farmtri

Farmtri's Precision Agriculture technology is AI-driven through IoT Sensors and Data Analytics with a Predictive Model that increases farmer efficiency, prevents food loss wastes, and contributes to an 85% carbon capture and 60% water savings, challenging the norms of traditional Agriculture.



Comments from the winner

The 1:1 mentoring and coaching sessions helped us to have more clarity with our business especially when highlighting the sustainable impact we contribute to society. We were already contributing to the sustainability goals but it was only in Ecothon that we learned to highlight this aspect especially when pitching our product. Thank you Ecothon for the wonderful learnings, the new network we gained, and the knowledge you have shared from the global experts who taught us in this cohort. We definitely recommend you to join the Ecothon cohort!



LITHOS Manufacturing



LITHOS Manufacturing is a startup that develops and distributes advanced mineral products, such as natural zeolite, bentonite, and calcium carbonate, enhanced through nanotechnology. These products are applied in climate technology solutions, focusing on sectors like animal health, regenerative agriculture, aquaculture, water management, and wastewater treatment. The company is driven by its mission to create sustainable innovations that address global environmental challenges.



Comments from the winner

There are many webinars and trainings that helped us during the 2024 Ecothon. The discussions on business plan, investor pitches, business model, business impact and impact investment were very helpful.

I recommend the next year's participants to engage and participate well in the trainings and webinars. Apply your learnings to your companies and operations.

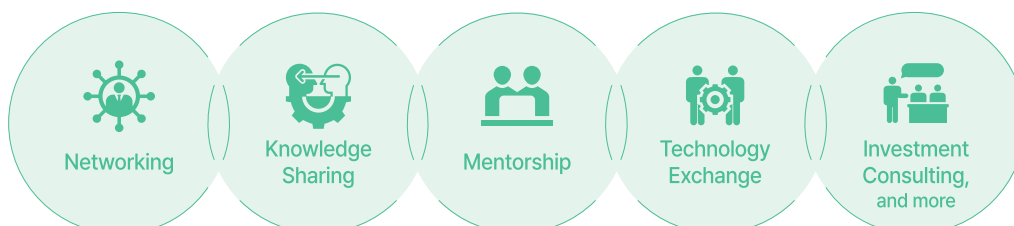
Ecothon Alumni

Starting in 2025, a unique opportunity awaits teams that have successfully completed previous Ecothon programs since 2019. The Ecothon Alumni aims to support the sustainable growth of the startup ecosystem in the ASEAN region through national and cross-border collaboration and networking.

A range of customized programs tailored to the needs of alumni will be offered through both online and offline platforms.



◆ Benefits:



Detailed information will be updated on the Ecothon website (<https://ecothon.net>)

For any questions related to the Alumni workshop, please feel free to send to our email address (hrlee@aseic.org) at any time.



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