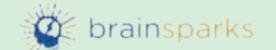


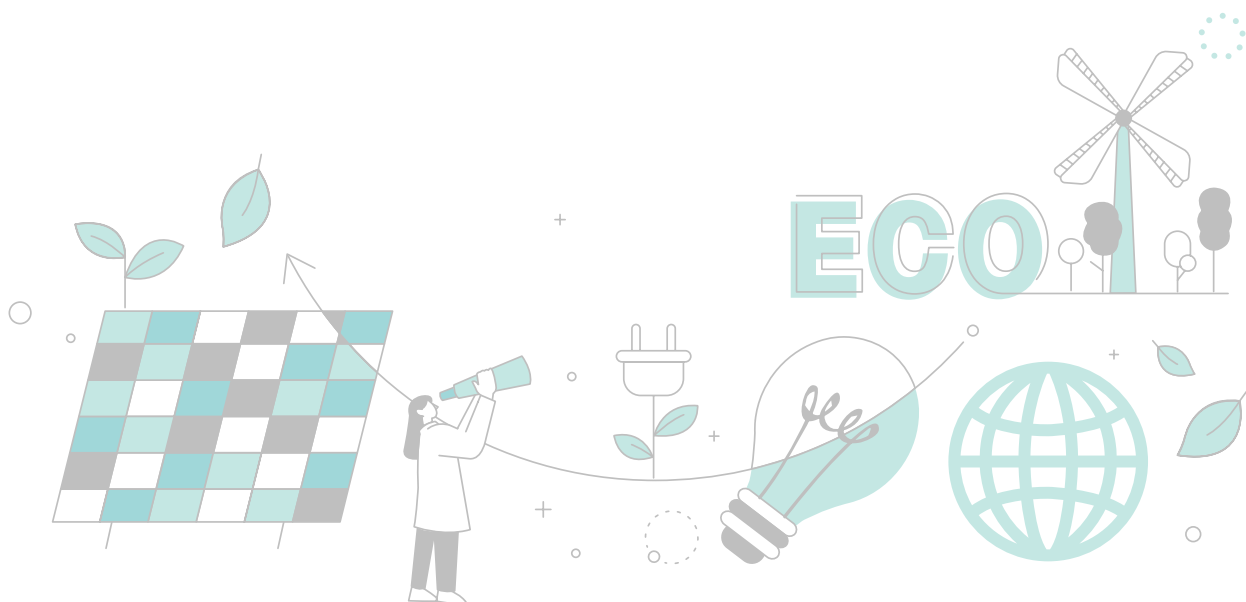
ASEIC ASEM SMEs ECO INNOVATION CENTER

#7F, 210, Gangnam-daero, Seocho-gu, Seoul 06736, Republic of Korea
www.aseic.org / ecothon.net



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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.

Ecathon History

Ecathon 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

2025 • Country(3) : Lao PDR, Malaysia, Philippines



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



177
Certified Coaches



301
Certified Startup Teams

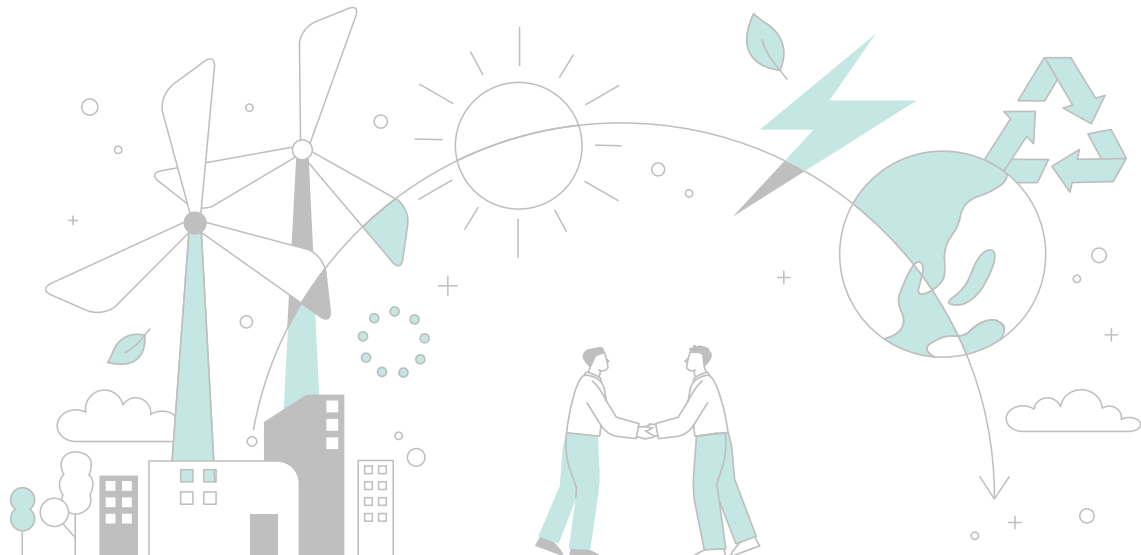
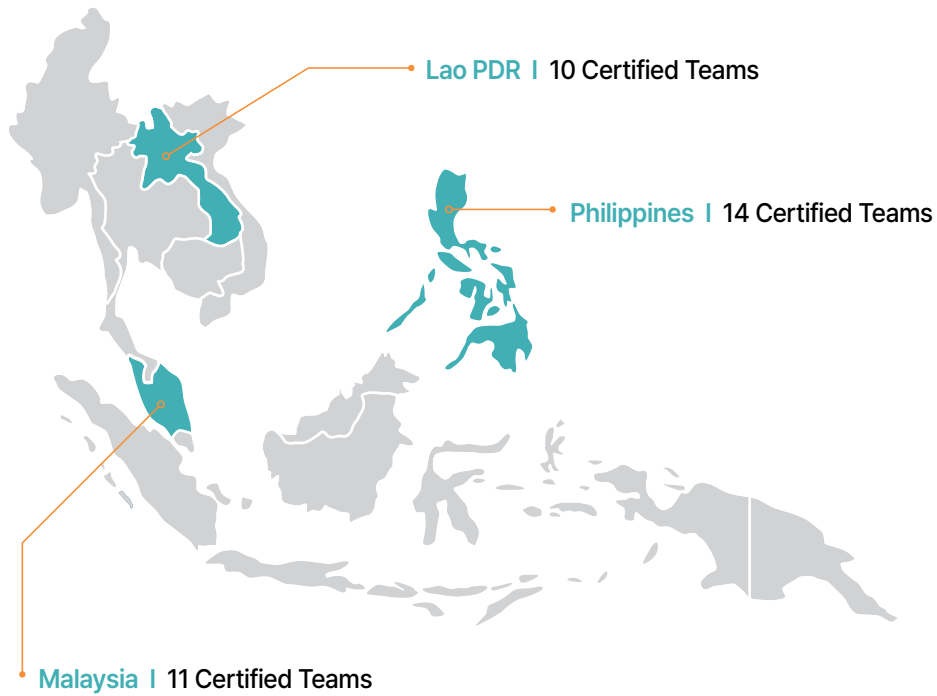


89
Winning Startup Teams

2025 Ecothon Achievements

◆ Total of 35 Certified Teams


I Participating Countries I



2025 Ecothon Overview

Title	The 7 th Ecothon for Sustainable Consumption and Production
Date	<ul style="list-style-type: none">- (Online Training Seminar) 26 - 27 July- (Coaching) 14 August - 16 September- (Demo day) 11 September – 15 October
Host	<ul style="list-style-type: none">- (Republic of Korea) Ministry of SMEs and Startups (MSS)- (Lao PDR) Ministry of Industry and Commerce (MoIC)- (Malaysia) Ministry of Entrepreneur and Cooperatives Development (MEDC)- (Philippines) Department of Trade and Industry (DTI)
Partnership	<ul style="list-style-type: none">- (Laos) LAO ICT and Digital Association (LIDA)- (Malaysia) Centre for Entrepreneur Development and Research (CEDAR)- (Philippines) Brainsparks Inc.
Organizer	ASEM SMEs Eco-Innovation Center (ASEIC), Hanns Seidel Foundation (HSF)

Key Components

<p>1</p> <p>Ecothon</p> <ul style="list-style-type: none">• Training courses (Online)• Coaching and mentoring (On-Offline)• Demo day (On-Offline)* Certificate* Prize<ul style="list-style-type: none">- 1st 1,500,000 KRW- 2nd 1,000,000 KRW- 3rd 500,000 KRW	<p>2</p> <p>Follow-up Events</p> <p>Supporting the winners from each country's demo day to participate in 'ASEAN Circular Economy Forum (ACEF) 2025'</p> 
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1 Ecothon

1-1 Training Seminar

Provided a series of lectures on eco-friendly entrepreneurship and business model development to strengthen the business capacity of participating teams. The seminar also featured a group feedback session conducted by the Ecothon TOT Coaches to improve the overall effectiveness of the training.

Program

Day1 26 July (7 hours)	Day2 27 July (7 hours)
<ul style="list-style-type: none">- Introduction to Ecothon- Exploring SCP and Business Impact- Sustainable Business Model Development- Validation of Business Models- Investment Cases and Strategies for Green Startups- The Art of Business Plan Creation	<ul style="list-style-type: none">- Global/ASEAN Green Startup Ecosystem Trends- Enhancing Business Competencies- Business Plan Optimization and Practical Application- Ecothon Best Practices- Crafting the Ideal Investor Pitch- Group Feedback

Lecturers

Jisong Joe Lim

CEO, Node415 Ventures

Sarah Jung

CEO, SJ Momentum

Byung Ik Jung

Dean, Busan International College

Giulia Marsan

ERIA Center for Digital Innovation and Sustainable Economy, Head of Startups and Digital Inclusion

Inhyuk Koo

Professor, Sookmyung Women University

Victor Chua

Founder&Managing Partner, Vynn Capital

Taehyung Lee

UDImpact, Head of Global Division

Carlo Delanter

Partner, Gobi Partners

Mark Bantugon

CEO, Pili AdheSeal

Akmal Amir

CEO, ADA Biotech

Thongthavi Vannavong

CEO, Print Squares



1-2 Coaching

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

◆ Courses

Guidance on writing a business plan and composing an IR pitch deck

◆ Coaches

Lao PDR



Manilay Vanphavong

Business Coach, Freelance

Thavisone Mounlasane

Deputy Head of Center/Incubation Manager,
National University of Laos

Bounyalith Chanrasanichone

CTO, IQURI Tech

Dalayphone Sayasithsena

Founder/CEO, Saya Brand

Ophakorn Kouphokham

Founder/Managing Director,
XM Technovator



Malaysia



Normen Bin Mukhtar

Managing Director,
8NITE

Sanimar Bin Zul

Business Coach,
Freelance



Philippines



Darl Brean Abrea

Founder, Kakawani

Felix Concepcion Veroya

Founder/CEO,
Ask Lex PH Academy

Pebbles Badillo Sanchez-Ogang

Executive Director,
Plan International Pilipinas

Shearyl U. Arenas

Student Innovation Discovery and
Technopreneurship,
Technological Institute of Philippines

Maria Arlene Fernali T. Disimulacion

Professor, Far Eastern University



1-3 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.

Ecothon in Philippines



Date 11 September

Venue Dusit Thani Manila, Makati City

Team List



Agrabah

Providing a platform for adopting sustainable agricultural practices



Agrinovators

Producing sustainable animal feed from BSF larvae on organic waste



FilRobotics Technologies, Inc.

Providing GPS-based autonomous tractors



Biosiga

Producing charcoal briquettes made from waste banana peels



Braveco Solutions, Inc.

Providing real-time food demand forecasting



Green Solution.PH

Producing biofuels and upcycled products from CME, etc.



Haraya

Producing nanotechnology-enhanced banana-based fertilizer



I-AM Consulting

Providing sustainability strategies for aviation and logistics



I-Board Marketplace

Operating an asset-light platform for co-managed smart dormitories



Karbon Corp

Providing waste management services for urban areas



Klimatech Innovative Solutions, Inc. (Oyloop)

Recycling used cooking oil into biodiesel, fertilizer, etc.



Nascent Batteries

Providing eco-friendly, lead-free sodium-ion SLI batteries



Ramilo Renewable Commodities Corporation

Producing clean-burning, high-energy biocoal from agricultural waste and energy crops.



VISON Technologies Corporation

Developing an AI-based vision system integrating ethical monitoring



Ecathon in Laos



Date 22-23 September

Venue Souphattra Hotel, Vientiane

Team List



AppZap Greenchain

Providing a POS solution to restaurant local suppliers



Rebag (Oops)

Producing biodegradable bags from cassava starch and corn husks



Cleaner and Greener Future

Producing biodegradable food boxes from natural leaves



Plastic Construction

Manufacturing upcycled construction bricks, from plastic waste



Eco Rover

Developing "Aquaterra," a low-cost, solar- and battery-powered waste collection machine



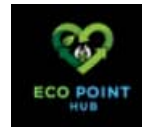
Prea Rong Rung

Producing herbal teas using local Lao herbs to address women's health issues



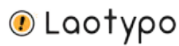
Estella

Creating handcrafted upcycled accessories from plastic water bottles



Ecopoint hub (Recycle with Heart)

Providing a smart recycling system with waste sorting and reward incentives



Laotypo

Developing a web game and community-based language correction mode



The Phoenix Fold

Producing eco-friendly products from crushed rice straw



Ecathon in Malaysia



Date 14-15 October

Venue Sheraton Imperial, Kuala Lumpur

Team List



Akustika AI Sdn Bhd

Providing pipeline anomaly detection using acoustic emission-based monitoring technology



Renewcell (M) Sdn Bhd

Offering battery regeneration, reuse, and recycling services



Biome Home

Manufacturing cleaning and hygiene products from biodegradable materials



Resavour by the moonbeam.co

Upcycling beer byproducts and coffee grounds into healthy, tasty baking snacks



Circular Collaborative Hub

Offering a platform using AI analytics, ESG reporting, waste-to-resource matching, etc.



RS Argo Pulp and Paper Innoation

Converting oil palm frond (OPF) biomass into composites, panels, and bioenergy materials



LJD Corporation

Upcycling plastic waste into useful products



SE Haven

Providing household drug disposal systems using IoT smart medicine bins and mobile apps



NCC1803P

Providing immersive eco-tours with sustainable food experiences



Tradisi Aquatech Solutions

Producing sustainable organic vegetables and fish for communitie



Pembinaan Kiawayan Sdn Bhd

Delivering sustainable, gravity-fed green water supply systems to rural communities



2 Ecothon Follow-Up Events

Provided Ecothon-winning teams with opportunities to present their business model on global stages. The winners were supported in the ACEF 2025.

◆ ASEAN Circular Economy Forum (ACEF) 2025

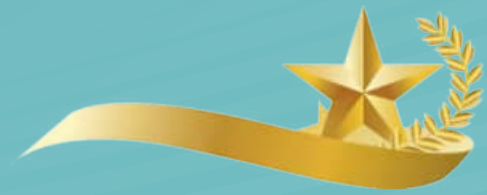
The first and second place winning teams from each country in Ecothon 2025 were given the privilege of participating in the ASEAN Circular Economy Forum (ACEF) 2025, held on 16-17th October 2025.

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 had the opportunities to network with global stakeholders who are committed to accelerating the circular transition in the ASEAN region.

The winners also visited the 2024 Ecothon winner's facilities in Malaysia, allowing for even more diverse exchanges and interactions.





**Winners of
2025
ECOTHON**

Run Your Idea and Business in a More Sustainable Way

ECOTHON

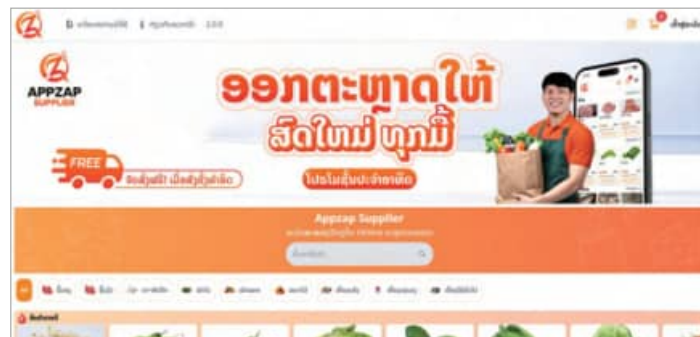


Lao PDR



Appzap Greenchain

Appzap GreenChain provides a “Data-driven supplier platform” and “Smart demand analysis system” for restaurants and farmers to build a single, transparent, and sustainable food supply chain. It aims to support farmers in planning crop production based on real-time market data, stabilize ingredient pricing and help restaurants reduce costs by eliminating middlemen. The platform enhances supply chain efficiency, promotes fair trade and contributes to the development of a greener and more sustainable food ecosystem in Laos.



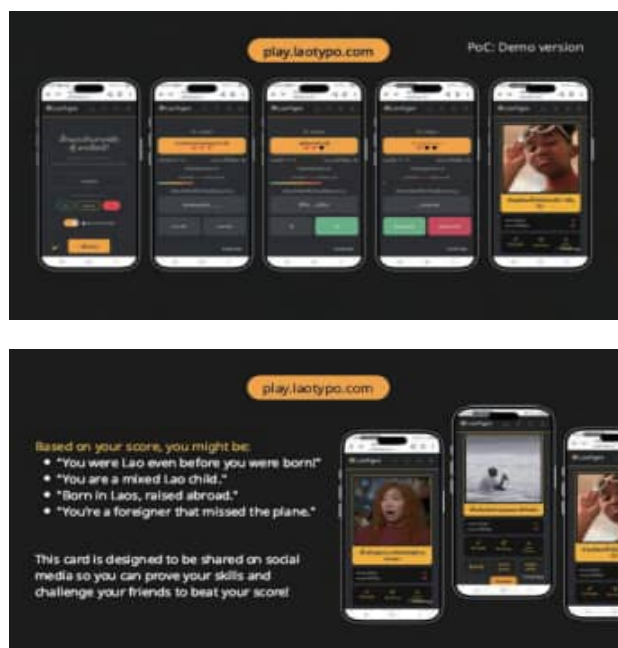
Comments from the winner

From participating in Ecothon, I learned the power of innovation, collaboration, and sustainability, understanding how integrating technology with sustainability can create efficient solutions that positively impact business, society, and the environment. Additionally, I developed skills in presenting ideas clearly and persuading investors, while building a network of partners to expand business opportunities and social impact.



Laotypo

The Laotypo is a specialized Lao linguistic data collection and development team, addressing the critical risk our language faces in this digital transformation era. Our purpose is two-fold: to launch a fun, viral web game that makes preserving the Lao language a national movement, and to simultaneously build the unique, community-driven dataset that will power the future of Lao AI.



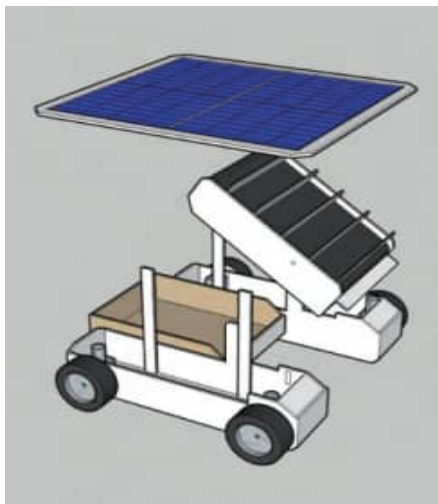
Comments from the winner

To next year's participants: Seeing a problem and having a solution idea is the start. The next step is to dive in with an open mind, which means being receptive to an idea changing, welcoming feedback, and learning from teammates. The final pitch is just one part of the journey; the true value lies in the workshops, connecting with mentors and alumni, and mastering the fundamentals.



Eco Rover

Eco Rover Team is dedicated to developing sustainable technology to solve waste management problems in Laos. Their goal is to reduce land and water pollution through Eco Rover, an innovative machine designed to collect waste efficiently and help improve environmental cleanliness in urban and rural areas. Eco Rover Team focuses on developing practical and scalable solutions that can enhance waste collection systems and promote eco-friendly practices across the country.



Comments from the winner

For future participants, we would like to share that teamwork and communication are the most important keys to success. A strong team spirit, clear communication, and shared vision can turn even small ideas into meaningful innovations that create real change.



Malaysia



Biome Home



Biome Home aims to revolutionize cleaning and hygiene care products through powder-to-gel technology, offering eco- and skin-friendly refillable solutions that reduce single-use plastic bottle waste. We also develop our own green cleaning chemicals. Biome Instant Stick Soap, powered by powder-to-gel technology, is a compact, lightweight, space-saving, and skin-friendly cleaning product. Made from biodegradable ingredients, it offers convenient refills that encourage households to practice sustainability — saving plastic bottles and reducing carbon footprint. Consumers simply add tap water, shake it, and it turns into a bottle of gel soap.



Comments from the winner

Ecothon is more than just a competition - it's a platform that allows us to connect with other eco-entrepreneurs. Ecothon has sharpened our pitching skills and improved our business model. Sharing our motto with you: Start where you are, use what you have, do what you can. Thank you, Ecothon - and good luck to next year's Ecothoneurs!



resavour by the moonbeam.co

resavour
by the moonbeam.co.

resavour by the moonbeam.co is a circular food company that transforms high-volume manufacturing byproducts, specifically brewer's spent grain (BSG) and spent coffee grounds (SCG), into premium, functional baked goods, including high-fiber cookies, granola, and breads. Their innovation is two-fold, addressing both the product and the systemic business model. They produce upcycled snacks such as cookies, breads and seasonal items through their proprietary food technology, ensuring the products are genuinely delicious, high in fiber and protein, and have proven health benefits (e.g., medium-low GI).



Comments from the winner

For next year's participants, come in with an idea and a goal, but also a strong narrative on why you think your solution is the way forward. This allows us to remember our beliefs, persuade others, and strengthen our own conviction when the going gets tough. All the best.



Renewcell (M) Sdn Bhd



Renewcell focuses on extending the lifespan of industrial and renewable energy batteries through advanced battery regeneration, repurposing, and circular energy solutions. Their mission is to reduce waste, lower replacement costs, and support sustainability by promoting reuse, regeneration, and redistribution within the battery ecosystem. Instead of disposing of batteries after one use, their solution restores and reintroduces them into operation, reducing waste, minimizing carbon emissions, and lowering replacement costs. This circular approach maximizes resource efficiency, supports sustainable energy practices, and contributes to a cleaner, more resilient energy ecosystem.



Comments from the winner

Go into Ecothon with an open heart and a curious mind. It's not only about winning, it's about discovering how your ideas can make a real difference. Be willing to learn, to listen, and to collaborate. Most importantly, let your passion for sustainability guide you, because what you create here can truly shape a better, greener future.



Philippines



Nascent Batteries

Nascent Batteries is a pioneering Filipino engineering and research firm composed of a multidisciplinary team of electrochemists and electrical engineers dedicated to advancing battery energy storage and renewable energy solutions. The team's purpose is to accelerate Southeast Asia's transition to net zero by developing and deploying next-generation sodium-ion batteries. The NOVA SLI is a next-generation sodium-ion battery designed as a drop-in replacement for conventional lead-acid batteries used in vehicles, generators, and backup power systems.



The NOVA Battery: S-Series

The Nova Battery is Nascent's flagship drop-in replacement for lead-acid car battery, offering 3x the lifespan, zero maintenance, reliable safety for tropical roads, and lower total cost of ownership.

- Drop-in replacement
- 3x lifespan*
- No maintenance
- NovaGuard Smart BMS
- P30k savings/truck by Y5
- Predictive Maintenance

NOVA: Next-generation sodium-ion battery
Built for pickups, vans, and light commercial fleets

Powered by Smart products
Nova Guard Smart BMS Technology

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Comments from the winner

To next year's Ecothon participants: embrace the challenge and stay curious. Don't be afraid to think boldly and test unconventional ideas. The journey may be intense, but it will sharpen your purpose, expand your network, and deepen your passion for sustainable innovation. Remember—Ecothon isn't just a competition; it's a movement toward building a greener, smarter, and more resilient future. Give it your all and let your ideas make an impact.



Haraya

AniPlus, a proprietary innovation by the strategy and innovation consultancy Haraya, is a revolutionary nanotechnology solution designed to address the challenges facing Filipino crop farmers, specifically the increasing cost of traditional fertilizers and stagnant crop yields. Aniplus is a cutting-edge nanofertilizer that offers a greener approach to nutrient management. By leveraging nanotechnology, it significantly increases Nutrient Use Efficiency (NUE) and minimizes nutrient runoff into groundwater. This addresses the environmental hazards posed by the excessive, unregulated use of synthetic fertilizers, which causes high soil toxicity and imbalance.



Comments from the winner

Your idea will be shaped and strengthened by the comprehensive framework Ecothon provides. Get ready to challenge your assumptions, push your limits, and turn a great idea into a solution that matters. This platform will give you the tools—the impact is up to you! We are cheering you on!



Filrobotics Technologies Inc.

Filrobotics Technologies Inc. is a Filipino innovation team dedicated to modernizing agriculture through robotics and automation. The team developed the AGROTIS Navigation System, a GPS-guided technology that converts hand tractors into autonomous machines to enhance farm efficiency and reduce labor dependence. Validated by the Agricultural Machinery Testing and Evaluation Center (AMTEC), it improves field efficiency to 80% and reduces land preparation time from 44 to 20 hours per hectare, significantly lowering labor costs.



Comments from the winner

To the next participants: Be bold, creative, and collaborative - Ecothon is your chance to turn passion into purpose and make your innovation matter.

Ecothon Alumni

◆ Benefits

Starting in 2025, teams that have successfully completed Ecothon programs since 2019 will be offered a unique opportunity.

All alumni are invited to an exclusive seminar focused on global market entry and IR development. Selected teams will also have the opportunity to receive one-on-one consulting sessions on IR readiness and business expansion.

In addition, participants can take part in offline programs, including Demo Day and visits to startup support organizations, as well as engage in one-on-one meetings with global venture capitalists (VCs).

◆ 2025 Ecothon Alumni

- Over 100 participants in the online seminar (27 Nov)
- 1:1 coaching session for 15 selected teams
- Offline Program including visits to local startup organizations, participation in Demo Day and VC meetings (8-10 Dec)



Memo



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