

श्री IT & युवा
तथा बसिष्ठ तथा
व्यवस्था
जिल्ला समन्वय समिति
काठमाण्डौ

जिल्ला समन्वय समिति

काठमाण्डौ



०१-४२५४९०४

०१-४२५४९०६

०१-४२५४९९७

पत्र संख्या: ०६९१०

चलानी नं. ४९

मिति: २०८०।०२।१७

विषय: नव प्रवर्तनको विश्व स्तरीय प्रतिस्पर्धा सम्बन्धमा ।

श्री काठमाण्डौ महानगरपालिका तथा नगरपालिकाको कार्यालय सबै,
काठमाण्डौ ।

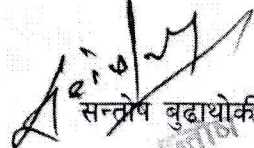
प्रस्तुत विषयमा समुदाय स्तरमा रहेका नवीन विचारहरूलाई खोजी तथा प्रोत्साहन गरी विश्वस्तरीय प्रतिस्पर्धा (start up world cup 2023) मा सहभागी गराउने उद्देश्य सहित start up Nepal, Kathmandu (SHN) र जिल्ला समन्वय समिति, काठमाण्डौ बीच मिति २०८०।०२।१६ (30 may, 2023) मा भएको सम्झौता बमोजिम तहाँ पालिका अन्तर्गतका प्रतिभाहरूको पहिचान गरी नव प्रवर्तन सम्बन्धमा उत्कृष्ट प्रस्ताव छनौट गर्ने गरी दुईपक्षीय समझदारी भएको छ ।

कुनैपनि वस्तु, सेवा वा प्रकृयाको विकास, उत्पादन र सञ्चालनमा नवीन विचार सहितको अन्वेषण एवं सृजनशील सोचको प्रयोग गरी कुनैपनि क्षेत्रमा आएको नवीन आविष्कारलाई नव प्रवर्तनको रूपमा बुझिने गरिएकोमा कुनैपनि क्षेत्रमा रहेको नवीन सोच, अन्वेषण सहितको उत्कृष्ट प्रस्ताव छनौट कार्य यस जि.स.स. को समन्वय र सहजीकरणमा नेपालमा प्रस्ताव छनौट गर्न अधिकार पाएको START UP HUB NEPAL को सहयोगमा तहाँ नगरपालिका बाट उत्कृष्ट प्रस्ताव छनौट गर्ने योजना रहेको छ। start up world cup 2023 को विषयमा मिति २०८०।०२।१० मा नगरपालिकाको सामाजिक विकास शाखा प्रमुख र सूचना प्रविधि अधिकृतलाई यस जि.स.स. बाट अभिमुखीकरण समेत गरिसकिएको छ ।

अतः यस सम्बन्धमा तहाँ पालिका स्तरमा भएका नवीन सोच सहितका प्रस्तावहरू संकलन गरी उत्कृष्ट भएको एक मात्र प्रस्ताव मिति २०८०।०३।१० (25 june, 2023) भित्रमा यस समितिमा आईपुग्ने गरी पठाईदिनुहुन अनुरोध छ। यस सम्बन्धमा आवश्यक पर्ने विधि, ढाँचा र प्रकृया समेत यसैसाथ संलग्न राखी पठाईएको व्यहोरा समेत जानकारीका लागि अनुरोध छ ।

बोधार्थ तथा कार्यार्थ

START UP HUB NEPAL, काठमाण्डौ ।


सन्तोष बुढाथोकी
प्रमुख



१. Start Up Programme मा सहभागी हुन चाहने व्यक्ति, समूह तथा संस्थाहरूलाई कार्यक्रममा आफ्नो विचार, अवधारण सहित निम्न ढाँचामा तयार गरी प्रस्तुत गर्न १५ दिनको म्याद दिई सूचना प्रकाशन गर्ने ।

ढाँचा निम्नानुसार छ ।

- क) शीर्षक : ख) परिचय : व्यक्तिगत परिचय, ग) परियोजना क्षेत्रको संक्षिप्त जानकारी (बढीमा १०० शब्द) •
घ) अन्वेषण गर्न खोजिएको विषय : ङ) लक्षित समूह : च) अन्वेषणले पार्ने सकारात्मक प्रभावहरू:
छ) अन्वेषण गर्न लाग्ने अनुमानित लागत रकम (बजेट) : (अ) हाल सम्म गरेको कामको रकम : (आ) परियोजनाको अनुमानित लागत :
ज) अन्य विषयहरू भए खुलाउने ।
झ) निवेदक : नाम : थर : ठेगाना : सम्पर्क नं. :

२. १५ दिन भित्र व्यक्ति समूह वा संस्थाले वस्तु, सेवा र प्रक्रियाको विकास, उत्पादन र संचालनमा आफ्नो अन्वेषण र सृजनशील सोचको विस्तृत विवरण सहित तोकिएको ढाँचामा अवधारणा पत्र दर्ता गराउने ।

३. महानगरपालिकाहरू तथा नगरपालिकाहरूले आफू समक्ष पेश हुन आएका प्रस्तावहरूलाई जि.स.स. सँग सहकार्य गरेको Start Up Hub Nepal को सहयोग लिई प्रारम्भिक छनौटको कार्य गर्ने ।

४. प्रारम्भिक छनौटमा छानिएका प्रस्तावकहरूका विषयमा प्रस्तावकहरूबाट छलफल एवं प्रस्तुत गर्न लगाई Start Up World Cup - 2023 ले तोकेको मापदण्ड, विधि, प्रक्रियाको अनुसरण गरी प्रस्तावहरू छनौट गर्नुपर्नेछ ।

५. यस कार्यक्रमको कार्यान्वयन गर्न आवश्यक पर्ने वित्तीय श्रोत र साधनको व्यवस्था सम्बन्धित स्थानीय तहलेनै गर्नेछ ।

६. प्रस्तावहरूमाथि हुने छलफल, प्रस्तुतिकरण एवं छनौट प्रक्रियामा जिल्ला समन्वय समितिलाई समेत सहभागी गराउनुपर्नेछ ।

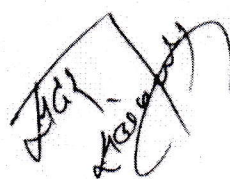
७. छनौटमा परेको उत्कृष्ट प्रस्ताव मिति २०८० साल असार १० गते (जुन २५, २०२३) भित्र जि.स.स.काठमाडौंमा पठाई सक्नुपर्नेछ ।

८. जि.स.स.ले छनौट गर्ने प्रस्तावहरूको समेत Start Up World Cup - 2023 ले तोकेको मापदण्डको आधारमा गर्नेछ ।

९. प्रत्येक महानगरपालिका तथा नगरपालिकाहरूबाट छनौट हुने उत्कृष्ट प्रस्तावहरूले राष्ट्रिय प्रतिस्पर्धामा समेत सहभागी हुनेछन् ।

१०. Start Up World Cup - 2023 ले तोकेका मापदण्डहरू, विधि र प्रक्रियाको जानकारी Start Up Hub Nepal ले उपलब्ध गराउने ।

११. यस सम्बन्धी विषयमा थप जानकारी लिनु परेमा Start Up Hub Nepal (अध्यक्ष डा. सम्भु पोखरेल, सम्पर्क.नं.९८५१११०२२६, email : StartUpHubNepal@gmail.com) सँग सम्पर्क गर्न सकिनेछ ।


सम्भु पोखरेल
प्रमुख

To
District Coordination Committee Office
Kathmandu, Nepal

Date: 05-28-2023

Subject: Organizing Regional (Kathmandu District) Startup World Cup 2023

I am writing to express our interest in organizing a Regional (Kathmandu District) Startup World Cup in Kathmandu in 2023. As a leading organization dedicated to fostering innovation and supporting startups, we believe that hosting this prestigious event will provide a valuable platform for entrepreneurs in the region to showcase their ideas, gain exposure, and attract potential investment.

Event Modality:

1. Idea Submission:

Participants will be required to submit their startup ideas through a dedicated website or online platform. The submission process will include providing details about the problem they are addressing, their unique solution, target market, revenue model, and team composition. The submission deadline will be clearly communicated to participants.

2. Idea Filtering:

A team of experienced judges and industry experts will review and filter the submitted ideas based on predetermined criteria. The filtering process will focus on factors such as innovation, market potential, scalability, and social impact. The top ideas that meet the criteria will proceed to the next stage.

3. Call for Presentation:

The selected participants will be notified and invited to present their ideas in front of a distinguished panel of judges, investors, and industry experts. The call for presentations will include guidelines on the format, time limit, and key elements that participants should cover in their presentations.

4. Regional Startup World Cup:

The presentations will be conducted as part of the Regional Startup World Cup event. The top 30 startups from Nepal, selected through the filtering and presentation stages, will be eligible to participate in the Regional Startup World Cup. This event will provide a platform for these startups to compete, network, and gain exposure.

Signature
9/1/2023

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✉ info@startuphubnepal.com
☎ + 977 1 5149704
🌐 www.startuphubnepal.com

5. Opportunity to Represent Nepal:

The winner of the Regional Startup World Cup in Nepal will earn the opportunity to represent Nepal at the Startup World Cup Grand Finale in the United States. They will have a chance to showcase their startup on a global stage and compete for a \$1 million investment prize. This not only provides a significant incentive for participation but also acts as a catalyst for attracting the best startups from Nepal.

6. Mentorship and Support:

Throughout the process, participating startups will receive mentorship, guidance, and support from experienced entrepreneurs, industry professionals, and mentors. They will have access to workshops, and networking events aimed at helping them refine their ideas, strengthen their business models, and enhance their presentation skills.

7. Post-event Opportunities:

Even after the Regional Startup World Cup concludes, participating startups will have access to post-event opportunities. This may include continued mentorship, networking with investors, potential partnerships, and exposure to additional funding avenues. The aim is to provide ongoing support to help these startups grow and succeed beyond the event.

By following this modality, the Regional Startup World Cup in Nepal aims to identify, nurture, and showcase the top startups from the region. It offers participants the chance to represent Nepal at the global level, gain exposure to international networks, and potentially secure significant investment for their ventures.

Cost On Organizing Event

This can vary depending on several factors. We anticipate that the total cost for organizing the event would be approximately 2,00,000 (Two Lakh Nepali Rupees) per city. It is important to emphasize that this amount is provided as an estimate and can be adjusted based on the actual needs and circumstances of the event. However, here is a sample breakdown of potential costs for organizing a event:

1. Venue rental
2. Equipment rental (audio-visual, lighting, etc.)
3. Decorations and signage
4. Food and beverage
5. Marketing and promotion
6. Staffing and volunteer management
7. Accommodation And Transportation
8. Honorarium
9. Contingency budget (unforeseen expenses)

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STARTUP HUB NEPAL

The total cost of the event could depend on the factors mentioned above. It's essential to create a detailed budget and keep track of expenses throughout the event planning process to ensure that you stay within your budget.

We are confident that organizing the Province Startup World Cup in Kathmandu will not only foster innovation and entrepreneurship in the province, but also showcase the region's potential and contribute to its economic development. We seek your active partnership to make this event a resounding success.

We kindly request a meeting to discuss responsibilities, and potential collaboration opportunities in detail. We are open to exploring different avenues to ensure the smooth execution of the event and maximize its impact on the regional startup ecosystem.

Kathmandu can use this global platform for exploring World level ideas from the local talents and probe itself as a center of excellence.

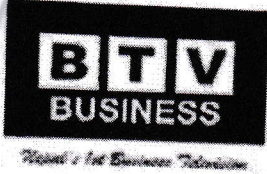
We are providing you an exclusive Opportunity to organize this Province level Startup World Cup 2023 competition for Kathmandu..

Thank you for showing your interest to conduct STARTUP WORLD CUP 2023-Kathmandu Valley. We eagerly await your response and the opportunity to work together to organize a remarkable Province level Startup World Cup 2023- Kathmandu Valley.

Sincerely,

Dr. Sambhu Pokharel
Chairman & MD

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STARTUP
COMMUNITY NEPAL

STARTUP
HUB NEPAL

Coordinating Partner



Kathmandu Coordinating Partner



PROPOSAL For Coordination

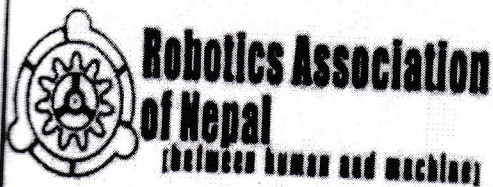
Contact Information

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Kathmandu-32, Kathmandu, Bagmati, Nepal

In Association with:



www.startuphubnepal.com

STARTUP WORLD CUP 2023

06th July 2023

9AM - 5PM

OUR PROSPEROUS PROMISE FOR NEPAL

A MOVEMENT OF EXPLORING GLOBALLY COMPETITIVE IDEAS FROM NEPAL

In this STARTUP WORLD CUP 2023-NEPAL, we are organizing competition among 200 Startups (Selected from 600,000 Students/ entrepreneurs) and selecting top 20 from them. From the top 20, top 1 will be selected to the final event which is going to take place in SAN FRANCISCO, USA. We will take the topper of NEPAL in our (organizer's) cost to USA and give them the global forum for competition. In that forum, Our Startups can witness/interact with World's top Startups Enthusiasts and World's top Venture Capitalists as well. AND THE WINNER WILL GET US \$ 1,000,000 INVESTMENT PRIZE. (Around NRs. 13.2 CRORE)

Startup Hub Nepal (under World Trade Group-Nepal) is organizing STARTUP WORLD CUP 2023-NEPAL regional competition on 06th July 2023 (Third time in Nepal). Our Mission is always to promote Nepal in global arena. To make this possible, we are on the move to foster local innovation and giving them the GLOBAL platform to harvest the market beyond Nepal along with domestic market. We are going to provide the international stage to our local buds of innovation so that they will promote entrepreneurship throughout the nation by learning from International STARTUP FRATERNITY. We are Nepal's biggest Platform of Startups for providing them international access.

We are conducting this STARTUP WORLD CUP 2023-Nepal Third Edition in partnership with different organizations working in startup domain.

Startup World Cup is a global competition which provides world class forum for the selected startups to present themselves and to win extra-ordinary partnership along with the prize.

The Winner of the World Cup will win USD 1M (Around NRs. 13.2 Crore)


Investment Prize.

Besides that, Nepali startups will get chance to meet global startups with vibrating ideas, will also get access to new deals all around the world, & to build network with investors and corporate representatives. The regional event in Nepal will select the potential startups that will represent Nepal in the grand finale in **San Francisco, USA.**

And one final thing to convey to you: *This is not only the competition where somebody takes parts and wins some prize and some people celebrate. This is the movement for exploring vibrant ideas, which possibly can change the whole ecosystem of the world, proudly from Nepal.*

I am writing this letter to invite you to be our Sponsor/ Supporter/ Partner of the event. Your collaboration will mean a lot to us to the success of this grand event. We also ensure that your company will benefit well from this event. As a Sponsor/ Supporter/Partner your company will have benefits from different aspects.

Scratching from the CRAZY IDEA SUMMIT 2018, followed by STARTUP SUMMIT 2019, we have already conducted the Apex of the movement: STARTUP WORLD CUP- NEPAL Season-1 & 2. And we are with the proposal of the partnership for the very next such event, STARTUP WORLD CUP- 2023 Season-3.



It's not just the landmark event in the country but also the promising event for the younger generation. Globe is same for every human being in the world. Market is same for all the individuals in the world, either they are from Silicon Valley or they are from Kathmandu or anywhere else. The fundamental concept behind the glittering of the Startups in the world is **the value of idea is far bigger than the value of money or the wealth.**

So, discontinuously from the classical concept of growing business and gaining some financial heights, Startups are the metamorphic new concepts where idea can take Business into the unexpectedly new height.

Idea can not only be cultivated in the Silicon Valley. It can be everywhere. A Crazy mind can change the whole ecosystem of the world, it doesn't matter where it comes from, and which country its origin is.

So, Cultivating Concept to Harvesting Ideas, Business TV along with its sister concern: **STARTUP HUB NEPAL** is involved in extracting such IPs to make change in the global ecosystem.

STARTUP WORLD CUP 2023-NEPAL is a stepping step of that mission.

And we promise this event will continue for coming years too.

This time we are towards the direction of building a startup ecosystem in Nepal, which would be pivotal to convert ideas into entrepreneurship. As the country is lacking vibrant ideas to abrupt into the massive development, we are trying to cultivate some concept into ideas and ideas into entrepreneurship/venture. Your cooperation in this mission will add one more stone on our move to make our country prosperous in an eruptive way.

How a small idea can change the whole ecosystem and how a startup can change the economy of the country, can be seen through some Startup-companies well known in the world like:

1. Facebook
2. Amazon
3. Microsoft
4. Alibaba
5. Airbnb
6. Trip Advisor

Besides these, we can see some startups which gained the value of Billion + USD in a short period of time.

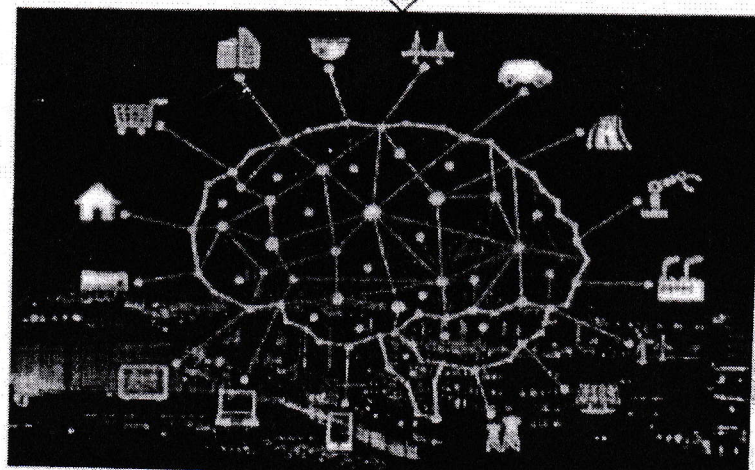
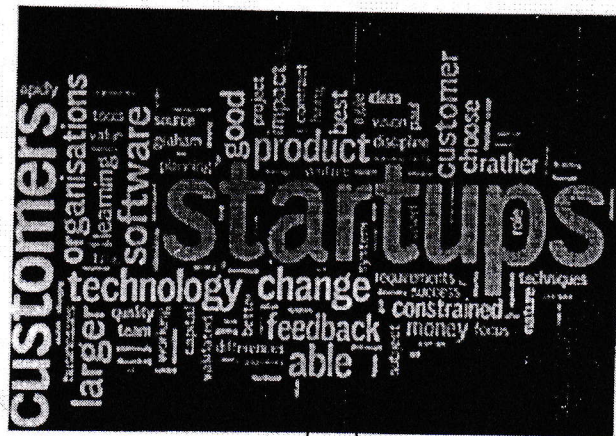
7. Uber
8. Ola
9. Grab, etc.

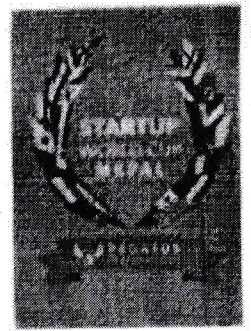
We can simply understand

Where idea has more value than the investment, then it's called in better way **THE STARTUPS**. Let's hunt such ideas and let's create a startup ecosystem in Nepal. Let's try to develop a new model of innovation in our local areas which could change the ecosystem of not only Nepal, but also of the Globe. For that, our startups should know the world, should compete with them, and get some innovative ideas to make their ideas a **LIVELY PRACTICAL** one. Yes, it is possible. And the forum is being provided by us, one push from you as an Encouragement can change our Country and whole ecosystem.

A MILESTONE FOR STARTUP ECOSYSTEM

This event is first such an event in Nepal from prospect and access point of view. From 70 Countries, the topper will be selected to compete in the global forum. But, during these events, we are side by side advocating for the **startups ecosystem in Nepal**. If start-ups ecosystem is made in Nepal, believe us, **OUR NATIONAL INNOVATION WILL REACH TO THE NEXT LEVEL** which is never imagined.





Why Startups are crucially important in Nepal?

1. Startups are borderless.
2. Can compete to the world.
3. Easy to Get Funding.
4. Fastest Growth.
5. Can Change the Global Business Ecosystem.
6. Can place Nepal in globally countable country.

About the event

Title- Startup World Cup 2023- Nepal

Type- Startup Idea competition, Nepal regional competition

Date: 06 July 2023

Venue: Kathmandu, Nepal

No. of Startups Participating: 300 +

Event organizers: Business TV/ Startup Hub Nepal (under World Trade Group)

Targeted Participants: Startups, Government Authorities, Corporates, Venture Capitalists, Investors, Mentors, Experts, Universities, Bankers, etc.

Why to attend startup world cup?

For Startups:

- To check your own idea: how vibrant it is?
- To check competitor's idea: how they are planning?
- To get new idea: How a concept can be executed in a vibrant way?
- To get idea: How to Pitch the Deck in a fantastic way?
- To grab opportunity: be topper and be a Millionaire Billionaire.
- To scale your idea: Insider information only can't be sufficient.
- To know the world: Startups, Startups Incubators, Venture Capitalists, Sponsors, Government Authorities, Policy makers etc.
- To do networking: To get connected to the supply side or demand side of your product you are planning.
- To make connection: To make connection with Investors, Hardware/Software suppliers.
- To listen the Voice: To know the market need where your idea can be implemented.
- To do partnership: To do partnership with others after knowing to each other.

For Others:

- To know what's happening in the world in terms of innovation.
- To judge ourselves in which position we stand in innovation.
- To predict Our own sector: where it is going and where we are planning?
- To observe the global ecosystem in our sector so that we could plan to adjust that accordingly.
- To build Network.
- To explore the world ecosystem.
- To predict: which sector is going to Extinct? And which sector is going to be Vibrant?
- To enter into the Innovation club.

STARTUP WORLD CUP 2023,

FEW STEPS OF ACTIONS

1. Orientation to IT Officers or node officers
2. Dispatching information to potential candidates via Municipal's channel and social media
3. Interacting with the Municipals
4. Collecting application/information/proposal
5. Boot camp 2 days for potential candidates
6. screening
7. Competition
8. Announcing City Champions
9. Top 1, Automatically enrolling to the top 50
10. National Competition
11. Silicon Valley Competition

FEW STEPS OF A

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