ASAN FRONTIER ACADEMY

: 비영리가 기업가정신을 만나면 더 건강해 집니다

TEAM LEAD OF SOCIAL INNOVATION
- Sungjong PARK

아산나눔재단

ASAN NANUM FOUNDATION

THE ASAN NANUM FOUNDATION is

a nonprofit foundation established in October 2011 to commemorate
the 10th anniversary of the death of Hyundai founder Chung Ju-yung.

THE ASAN NANUM FOUNDATION is carrying out various programs throughout the society
To spread **the entrepreneurship** that inherited Asan's creative spirit.

ASAN NANUM FOUNDATION

Anyone who believes they can do anything
will be able to accomplish everything.

- ASAN Chung Ju-yung

A World where if you believe it,
You can achieve it.

Empowering **entrepreneurs** and **social innovators**
to change the world by **taking on challenges**,
learning by doing, and **sharing their capabilities**.

GANGNAM START TRACK

The beginning of *Start Track*

MARU

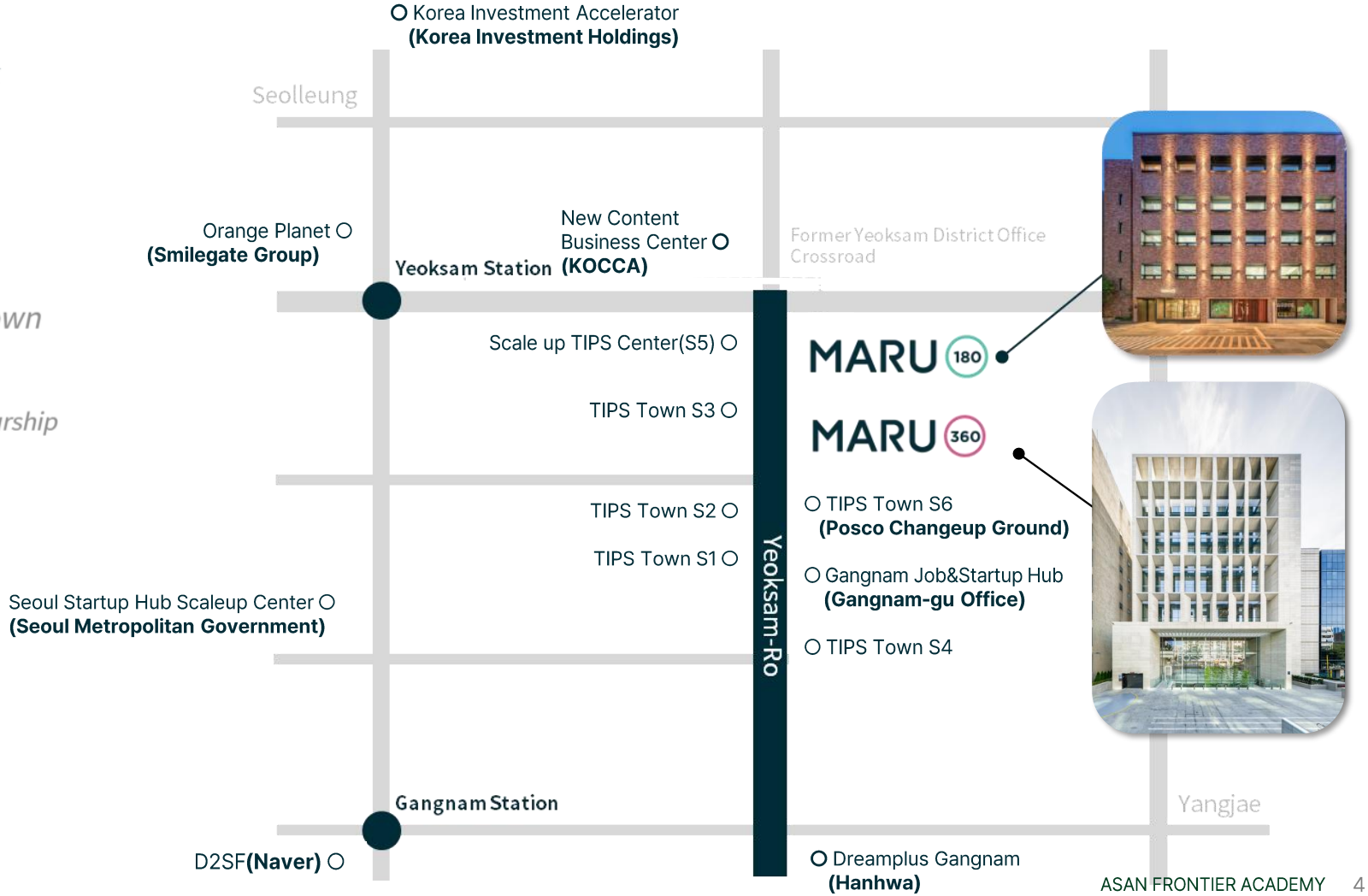
#MARU180 #MARU360

#Startup Valley #TIPS Town

#CHANGe UP Ground

#Gangnam youth entrepreneurship support center

#Dream Plus



OVERVIEW OF OUR INTIATIVES

1 Spreading Entrepreneurship

- 아산유스프러너 — ASAN YOUTH-PRENEUR
- 아산티처프러너 — ASAN TEACHER-PRENEUR
- AER Asan Entrepreneurship Review — ASAN ENTREPRENEURSHIP REVIEW
- 아산 리더십코칭 — ASAN LEADERSHIP COATCHING

2 Support for Startups

정주영 창업경진대회
CHUNG JU-YUNG STARTUP COMPETITION

- 아산 보이저 — ASAN VOYAGER
- 아산 유니버시티 — ASAN UniverCT
- 아산 상회 — ASAN SANGHOE
- 아산 두어스 — ASAN DOERS

3 Promoting Social Innovation

- ASAN FRONTIER ACADEMY — ASAN FRONTIER ACADEMY
- 아산 비영리 스타트업 — ASAN NONPROFIT STARTUP

4 Enhancing Innovation Ecosystem

- 혁신생태계 파트너십 — INNOVATION ECOSYSTEM PARTNERSHIP
- Chung Ju-Yung ANGEL INVESTMENT FUND — CHUNG JU-YUNG ANGEL INVESTMENT FUND

Fostering future entrepreneurs and social innovators by training educators and offering high-quality entrepreneurship programs & content

Providing **young entrepreneurs** with opportunities and a supportive environment **to take on bold challenges**

Driving social innovation grounded in entrepreneurship for all **to build a better future**

Contributing to an innovation ecosystem through research, advocacy, grants, and investment

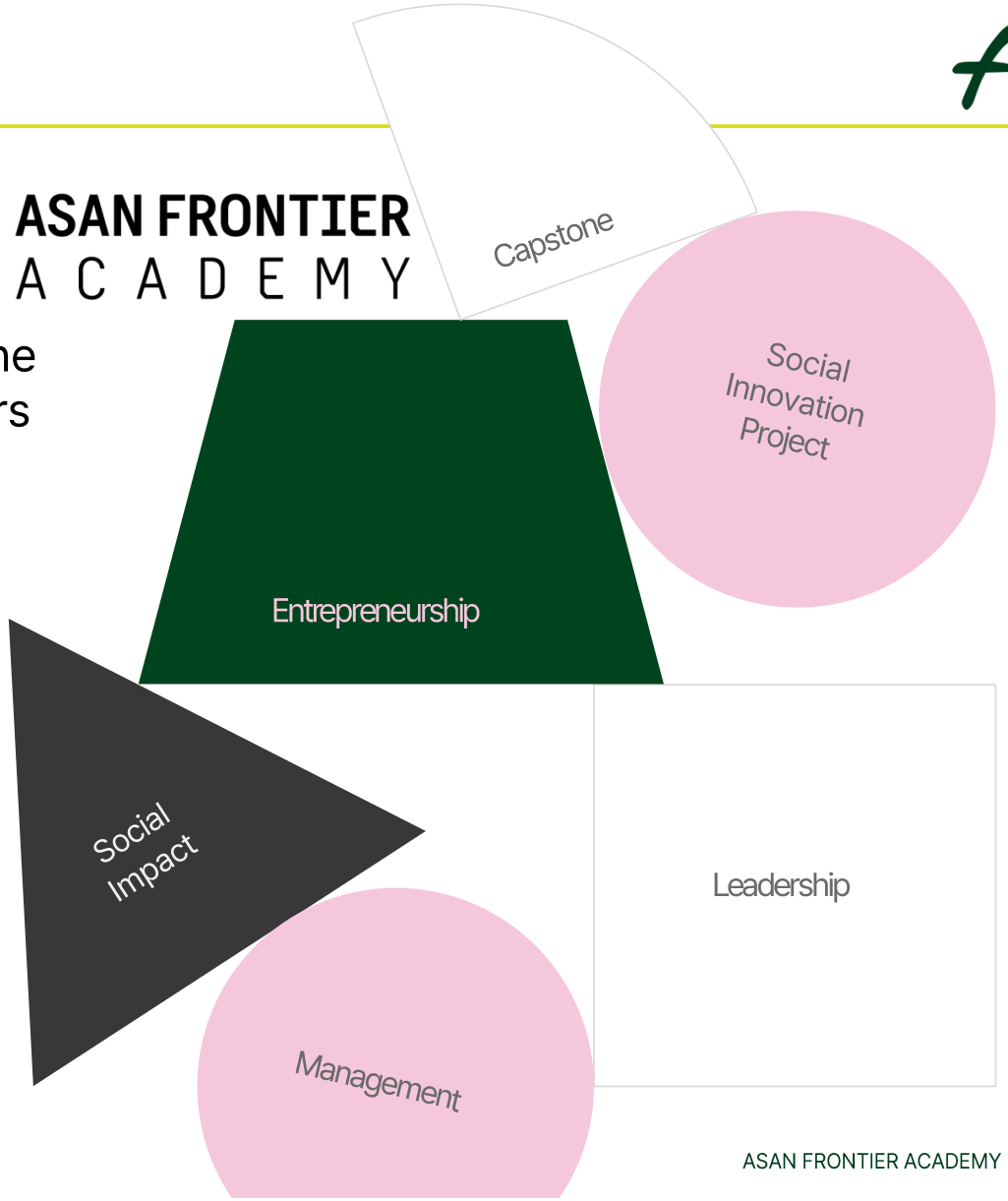
ASAN FRONTIER ACADEMY

PROGRAM

- A specialized training program nurturing the next generation of social innovation leaders
- A comprehensive curriculum for mid-level leaders and entrepreneurships with the social sector.

HISTORY

- In 2023 ASAN FRONTIER ACADEMY Launching
- In 2024 Short AFA Launching
- In 2025 Global Lecture Launching



MISSION

- To strengthens the entrepreneurial capacity of next-generation leaders who are paving the way towards social changes in Korea

CURRICULUM

PARTICIPANTS

- 35 (Nonprofit.30, Profit 5)

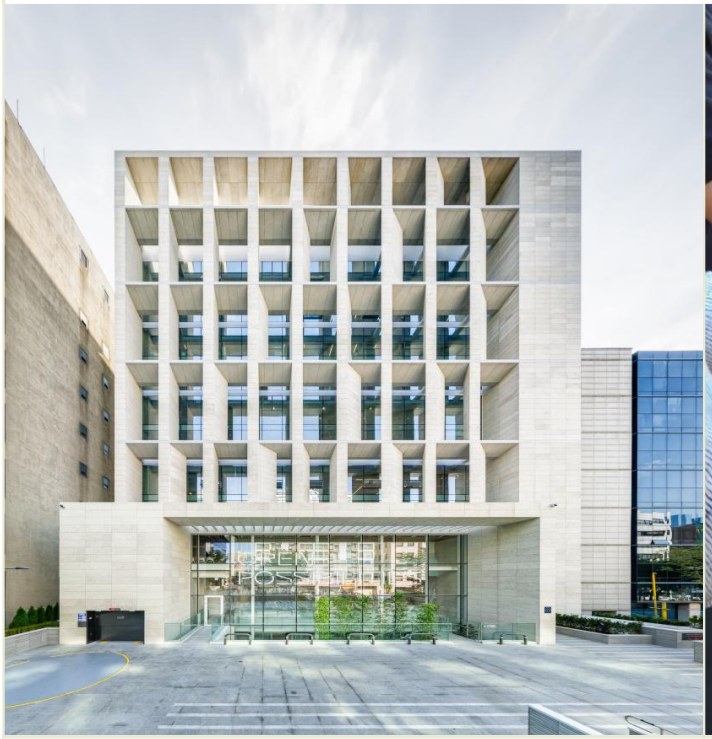
CURRICULUM

- 7 months, 140 hours (May to November)

51 hours | 36 hours | 53 hours | 15 days

CLASSES

@MARU360	TUE. / THU. *18:30~21:30	With Special Experts



SOCIAL INNOVATION PROJECT by McKinsey 7 steps

Project building (May, June)	Review(4 times)	N_FORUM(August)	Execution (July ~November)	Final pitching (November)
Lecture	Social mission & Execution Review	N_Forum	Project execution	Pitching class

EXTRACURRICULAR ACTIVITIES & CEREMONY

Opening Ceremony Orientation Workshop	Mid-term Workshop	Global Study (approximately 7 days)	Final Presentation Closing Ceremony
May	August	September ~ October	November

AFTER

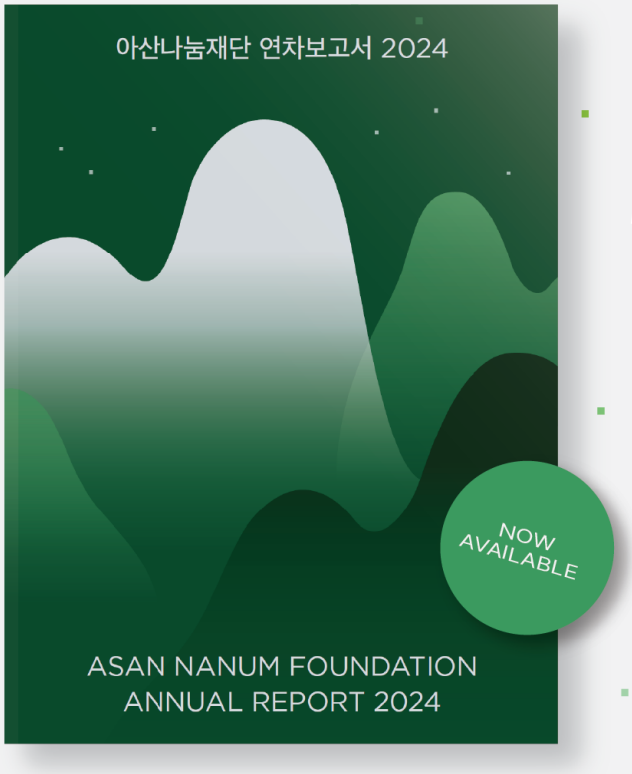
COHORTS	N_SQUARE	CONTINUING
35 colleagues who embody Challenge, Growth, and Sharing	Organization: 289 Total alumni: 392	Coaching, Project supporting

SHORT-TERM ASAN FRONTIER ACADEMY

Introductory Lecture (Trial Session)	Problem-Solving Experience	Social Innovation Community Experience
Town Hall, Strategy, Impact, Leadership & Capstone (9hrs)	Social Innovation Project (5hrs)	Workshop (3days)

GLOBAL LECTURES

Global Social Innovation Leaders' Insights	Global Knowledge Exchange on Nonprofits & Social Innovation



2024
아산나눔재단 연차보고서