



Shaping ASEAN's Digital Startup Ecosystem Pathways to Post COVID-19 Recovery

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In The Next 15 Minutes



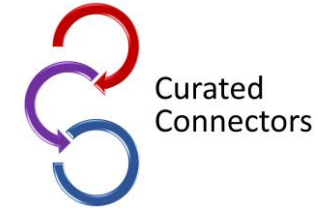
1. About Us

2. Ecosystem Overview

**3. Emerging Technologies
– Prospects and
Challenges**

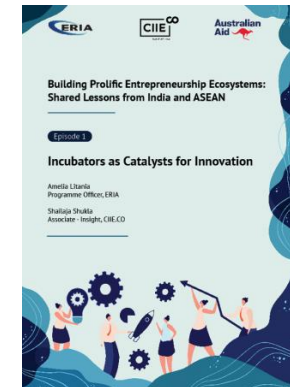
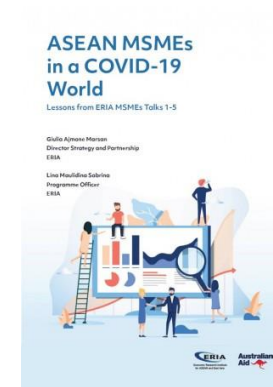
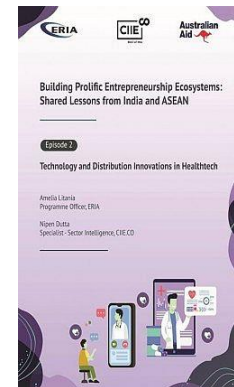
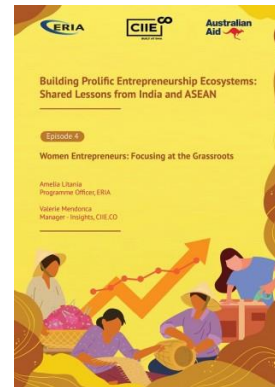
4. The Path Forward

About Us



- E-S-I = Entrepreneurship, Start-ups, Innovation
- 2022 Initiative of ERIA to engage the E-S-I community
- Website: www.esi-eria.org
- LinkedIn: [linkedin.com/company/e-s-i-knowledge-lab](https://www.linkedin.com/company/e-s-i-knowledge-lab)

- MSME Consulting, Established in 2020
- Empowering Lives Through Connecting Businesses
- Website: www.curatedconnectors.com
- LinkedIn: [linkedin.com/in/tjooi](https://www.linkedin.com/in/tjooi)



Ecosystem Overview

- ASEAN - ~650 mill population. ~USD3.17 trill GDP (*Statista, 2022*)
- MSMEs represent more than 96% of all firms in the region (*ASEAN, 2020*)
- In 2018, estimated 5,800 startups across SEA (*ASEAN, 2020*)
- In 2021 alone, the region saw 21 unicorns, bringing its total to 40 unicorns, and counting (*EDB, 2022*)



Ecosystem Overview

- **The Situation Today**

- Uncertainty of economy – looming recession
- Cautious Investors – Decline in global venture funding
- Cost cutting across major unicorns – SEA, Grab
- Mega trade agreements, but real benefits to startups and MSMEs not known



Emerging Technologies



Wide Ranging
Data-centric
People-centric
Climate-centric

Prospects for MSMEs

- Increased productivity (more for same manpower)
- Expanded consumer outreach (domestic and global)
- Access to ecosystem opportunities
- Sustainability
- Empowerment (Rural, Women, Next Generation)

Better Livelihood, Better Future

Challenges for MSMEs

- Access to information and education
- Access to technology and infrastructure
- Access to financial and government support
- Ability to capitalize on emerging technologies
- Ability to start, maintain, and grow the business

Diversity of MSMEs = Challenge to Support

The Path Forward – Public Sector



- Better understand diversity of needs (rural vs urban, industry verticals)
- Better public-private engagement and dialogue
- Review accessibility to public policies pertaining to the digital ecosystem
- Awareness and Education for MSMEs
- Talent Development



The Path Forward – Private Sector



- Be proactive to engage
- Regularly review business model relevancy
- Deepen understanding of business sector and overall economy
- Deeper integration into the service offering ecosystem
- Network and expand connections



Closing Perspectives

How can the digital start-up ecosystem in the region be enhanced further as an economic recovery engine?

- **ENGAGE – Collaboration, not Competition**
- **EMPOWER – Internal and External Stakeholders**
- **EMBRACE – Change, Uncertainty, Synergy, Opportunities**





THANK
 YOU