# Ascend



DULWICH COLLEGE [SEOUL] 덜위치 칼리지 서울



DULWICH COLLEGE | BEIJING | 北京德威英国国际学校



# ENTREPRENEURSHIP SUMMARY REPORT

THE ACADEMIC YEAR 2024/2025

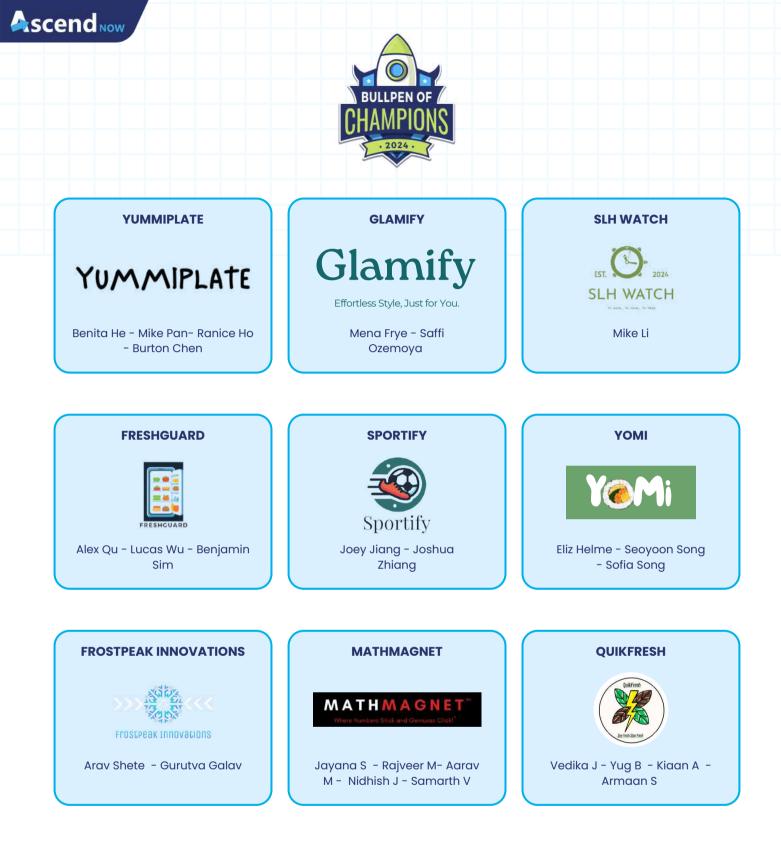
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# **PROGRAM REVIEW**



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#### **ABOUT THE TEAM**

Passionate and creative girls who are dedicated to tackling challenges faced by young adults and students in Seoul. With innovative ideas, they work tirelessly to create impactful solutions for a better future.

## Ӻ Project



**Yomi** is an app that offers nutritious, homemade meals specifically designed for Korean teenagers, especially those attending late-night academies. By providing healthy, balanced options, Yomi supports students' dietary needs, enhancing their academic performance and overall well-being.



#### **Outcome**

- A WebApp prototype that allows Korean students to easily pre-order healthy, affordable meals from nearby underground kitchens for late-night academy sessions.
- A community service that promotes better nutrition and supports late-night students, while empowering housewives through involvement in food preparation and operations.





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#### **ABOUT THE TEAM**

Arav and Gurutva are **hardworking boys, passionately built their project from scratch.** They have a quiet strength that inspires trust. They have meticulously designed and crafted their project, pouring dedication into every step—from concept to final product.

# 🔆 Project



Developing a portable air-cooling device designed for indoor use, made using recyclable materials and offered at an affordable price to ensure accessibility and environmental sustainability.



#### 🎯 Outcome

- A product that offers affordable, eco-friendly temperature regulation for underserved communities in extreme climates.
- A service for a community to have a better quality of life through sustainable cooling access, health resilience, and energy savings.









#### **ABOUT THE TEAM**

**A team of dynamic pre-teens** who have surpassed expectations, building a business with the potential to **transform education.** These brilliant young minds with a curiosity, innovation and dedication promise a lasting impact on learning for future generations.

### 🔆 Project



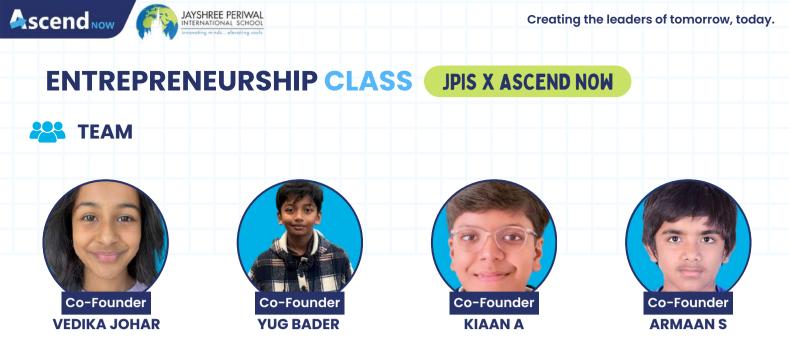
**MathMagnet** is committed to delivering highquality, affordable math education for learners of all backgrounds, empowering them to build strong foundations and succeed academically.



#### **Outcome**

- A WebApp prototype that enables students from grades 2–8 to access affordable, peer-led math learning, participate in competitions, and track progress through personalized dashboards.
- A service for a community to have a better-accessed, student-driven math education that builds confidence, nurtures problem-solving skills, and fosters a culture of collaborative learning.





#### **ABOUT THE TEAM**

A team of passionate and dedicated preteens has taken a bold step toward solving the world's waste problem. With creativity and determination beyond their years, they have designed, and developed innovative solutions to reduce waste.

## Project



Smart pH-Based Label: An innovative, colorchanging label that responds to pH changes in food, offering a real-time visual indicator of freshness. This simple yet effective solution helps reduce food waste and ensures safer consumption by alerting consumers when food is no longer fresh.



#### **Outcome**

- A Ph. Label supported by a WebApp that allows consumers and businesses to track food freshness data, receive spoilage alerts, and manage inventory using smart label integration.
- A service for the community to have a better understanding of food safety and reduce food waste through affordable, real-time freshness detection tools.

#### Results



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#### **ABOUT THE TEAM**

This bright group of students is not only academically gifted, but also **incredibly hard-working.** They have an entrepreneurial spirit from day one! The group works well together and they have done offline edits and met up after class.

#### Project



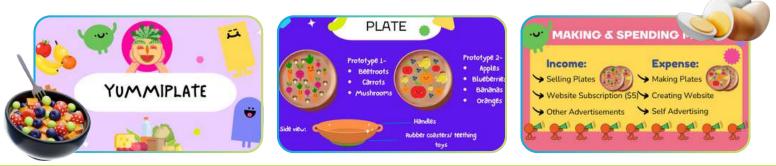
**YummiPlates** turns mealtime into an exciting adventure! With colorful, portioned plates and fun food challenges, kids enjoy eating fruits, veggies, and balanced meals. Gamify nutrition, spark creativity, and build lifelong healthy habits —one delicious bite at a time!



#### 🎯 Outcome

- Promotes lifelong healthy eating habits through playful gamification by making nutritious eating enjoyable with engaging challenges and portioned plates.
- Transforms mealtime into a joyful, interactive adventure, reducing resistance and fostering curiosity and appreciation for wholesome foods.

#### Results





#### **ABOUT THE TEAM**

**Curious and always eager to learn, he isn't afraid to ask questions and explore new ideas.** With a strong entrepreneurial spirit, he is driven by a desire to make a positive impact and help others through his innovative inventions.

#### 🗜 Project



**The SHL Watch** is a lifeline for the elderly and those in need. With emergency alerts, health tracking, and easy-to-use features, it ensures help is always within reach. Affordable, reliable, and life-saving-because everyone deserves peace of mind.



#### 🎯 Outcome

- The SHL Watch offers instant emergency alerts, ensuring safety and peace of mind for users and their families.
- With real-time health tracking and a user-friendly design, it enhances quality of life and supports independent living, especially for the elderly and those with medical needs.

# Results SLH Watch To save, To love, elp



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#### **ABOUT THE TEAM**

The duo came together to tackle an age-old problem plaguing youngsters: the inability to afford costly equipment. United, they embody the **perfect blend of dedication and intelligence, truly making a difference.** 

#### 🗧 Project



An online platform designed for sports enthusiasts to **buy and sell refurbished sports equipment at affordable prices.** It promotes sustainability by giving pre-owned gear a second life, while making quality equipment more accessible to a wider community.



#### **Outcome**

- Provides affordable, quality sports gear through a trusted resale marketplace, making active lifestyles more accessible.
- Encourages sustainability by extending the life of sporting goods, reducing waste, and promoting eco-conscious habits.





TEAM

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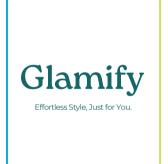




#### **ABOUT THE TEAM**

**Two best friends bonded by a shared passion for fashion.** Mena started first, and Saffi joined a little later, quickly catching up with enthusiasm and creativity.

# Ӻ Project



**Glamify** makes fashion design effortless and fun! With easy-to-use tools, templates, and Alpowered customization, anyone can create stunning clothing designs—no experience needed. Unleash your creativity, design your dream wardrobe, and make fashion truly yours!



#### 🎯 Outcome

- Glamify empowers users to easily create personalized fashion designs, using intuitive tools and AI to reflect their unique style.
- It makes fashion design accessible and fun, inspiring creativity and self-expression for everyone.





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#### **ABOUT THE TEAM**

Since their first class, three **passionate and hardworking boys** have dedicated themselves to reducing waste. Working offline, they meticulously designed and built their solution, turning their vision into a tangible, impactful product.

#### 🗧 Project



Create a **mobile app** that helps consumers **manage their food inventory** by tracking expiration dates, providing proper storage tips, and suggesting recipes to use up ingredients before they spoil.



#### **Outcome**

- A WebApp that allows consumers and businesses to track food freshness data, receive spoilage alerts, and manage inventory.
- A service for the community to have a better understanding of food safety and reduce food waste through mobile notifications.

#### Results



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# **TEACHERS & COORDINATOR**



ARIANNA SASIA

Coordinator and Relationship Manager



**EMMA GOLDIE** 

Head of Business Studies, Head of Individuals and Societies



# **CLARE ANDERSON-AU**

Head of Senior School



SONIA J

Entrepreneurship Coach



SHIVAM S

Entrepreneurship Coach



SOPHIE M

**Entrepreneurship Coach** 



Ascend Now Founder and Promoter



Head of Dulwich College Beijing

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# **TEACHERS & COORDINATOR**



**ARIANNA SASIA** 

Coordinator and Relationship Manager



**PAUL SWEET** 

Director of University Counselling at Dulwich College Seoul



**BECKY GARDNER** 

Head of Senior School



Entrepreneurship Coach



**Entrepreneurship Coach** 



Ascend Now Founder and Promoter



Head of Senior School Seoul





# **TEACHERS & COORDINATOR**



Coordinator and Relationship Manager



**Deputy DP Coordinator** 



#### SHWETA MISHRA

**BM Head of Department** 



Entrepreneurship Coach



Ascend Now Founder and Promoter



**AYUSH PERIWAL** 

CEO - Jayshree Periwal Group of Schools







# WINNER 1



SLH Watch

The SHL Watch provides emergency alerts, health tracking, and simple features, keeping help always within reach.



# WINNER 2

QuikFresh

An online platform designed for sports enthusiasts to buy and sell refurbished sports equipment at affordable prices.



# WINNER 3

#### YummiPlate

YummiPlates turns mealtime into an exciting adventure! With colorful, portioned plates and fun food challenges.



WINNER 3 Frostpeak Innovations

Developing an affordable, portable indoor air-cooling device made from recyclable materials for accessibility and sustainability.



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# **STUDENT EXPERIENCE**

QUESTION	INITIAL SCORE AVERAGE	FINAL SCORE AVERAGE	IMPROVEMENT
I know what Entrepreneurship is.	6.4	8.0	17.6%
I have the ability to work as a team member	7.9	8.3	5%
I am a good listener.	7.7	6.3	18%
I know how to conduct research and apply it to create a successful business.	6.6	8.3	25%
I know how to create a business/revenue model for a business.	5.8	7.8	34%







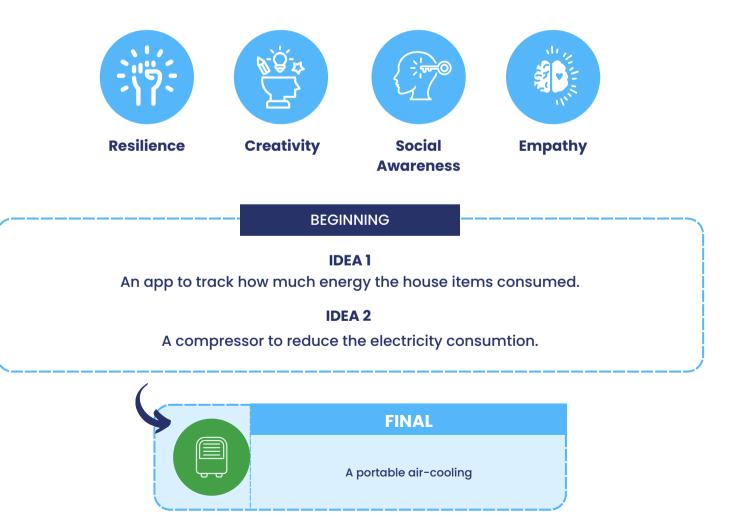
# **STUDENT LEARNING**

**OBJECTIVE:** Get students to embrace the idea of problem solving, and sustainability and have them validate and test their ideas for impact.

They were pushed to think beyond problems they personally experienced, which led them to explore broader and more impactful challenges. Their second idea showed improvement, but it was still far from being validated or fully developed.

Their final concept evolved into a thoughtful response to a pressing sustainability issue: **a portable air-cooling device designed for indoor use, made from recyclable materials and offered at an affordable price to ensure both accessibility and environmental responsibility.** This idea shows promise not only in its social and ecological relevance but also in its feasibility they plan to validate and test the product through prototyping, taking important steps toward real-world application.

#### **Skills Demonstrated:**







# **STUDENT LEARNING**

**OBJECTIVE:** To teach students that the easy way isn't always the best way. Going back to the drawing board is hard, but worth it.

In this example, we had a group of students who initially identified a problem they wanted to solve in the food and health space. However, after conducting research, they discovered the market was oversaturated and difficult to differentiate in.

They then pivoted to a more straightforward idea—sustainable water bottles. While feasible, it wasn't something they felt genuinely passionate about. This became a key learning moment: taking the easy route doesn't always lead to the best outcomes.

Refocusing on their original interest in food and health, they dug deeper into the segment and uncovered an overlooked area with real potential. Their final concept was **a Smart pH-Based** Label—an innovative, color-changing label that reacts to pH levels in food, providing a realtime visual indicator of freshness. This simple yet impactful solution not only promotes food safety but also helps reduce unnecessary food waste, empowering consumers to make better decisions at a glance.





#### FINAL

Smart pH-Based Label—an innovative, color-changing label that reacts to pH levels in food, providing a real-time visual indicator of freshness





# THE EVENT

