

# Startup and IP during and after Covid-19

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Partner, Bun & Associates

## Presentation Outline:

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1. Current status of Startup in Cambodia

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2. Current ecosystem of Startup in Cambodia

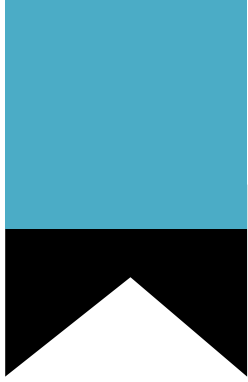
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3. Existing legal challenges facing Startup in Cambodia

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4. Concluding remarks

# 1. Current status of Startup in Cambodia



# 1. Current status of Startup in Cambodia - during Covid-19

“Covid-19 has spurred digital consumption as many new users switched to online services for the first time. Many startups — especially in the travel sector — have faced major setbacks, but those providing access to essential goods, education and entertainment have seen accelerated growth.” - said **Bun Tharum**, a blogger in Cambodia.

# 1. Current status of Startup in Cambodia - General Info.

- **More than 300 technology startups** currently active in the Kingdom with some as highlighted below by **Startup Cambodia** - a government initiative under the jurisdiction of the Ministry of Economy of Finance.

## Featured Startups



**CamboFinance**  
Year Of Establishment 2019  
Incorporated At 2021-03-26

INDUSTRY: **FinTech** BUSINESS MODEL:



**606 Digital**  
Year Of Establishment 2019  
Incorporated At 2019-03-16

INDUSTRY: **Media** BUSINESS MODEL: N/A



**Malis**  
Year Of Establishment 2018

INDUSTRY: **Artisan Goods** BUSINESS MODEL: N/A



**Luma System**  
Year Of Establishment 2017

INDUSTRY: **CleanTech** BUSINESS MODEL: N/A



**EDEMY & TESDOPI**  
Year Of Establishment 2016  
Incorporated At 2016-12-01

INDUSTRY: **EdTech** BUSINESS MODEL: N/A

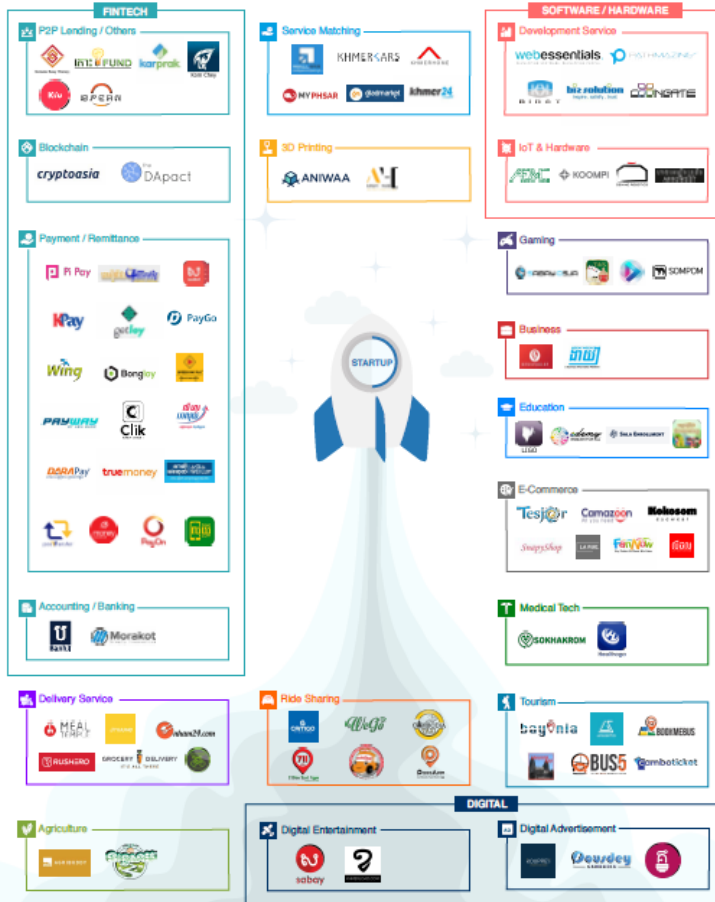


**Voltra**  
Year Of Establishment 2017

INDUSTRY: **Urban Mobility** BUSINESS MODEL: N/A



# Cambodia Startup



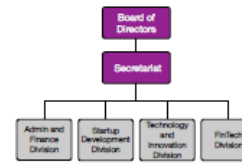
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Ignite Innovation, Lifting Up Cambodia

## About Techo Startup Center

Goal	Vision	Mission
To help build viable early-stage emerging tech startups with the possibility to grow and scale up by igniting innovation, technology and entrepreneurship.	To become a center of excellence where Cambodia's startups innovate and grow.	To nurture startups to grow into successful businesses by enhancing talents' entrepreneurship and innovation capabilities through well-established programs.

## Governance Structure



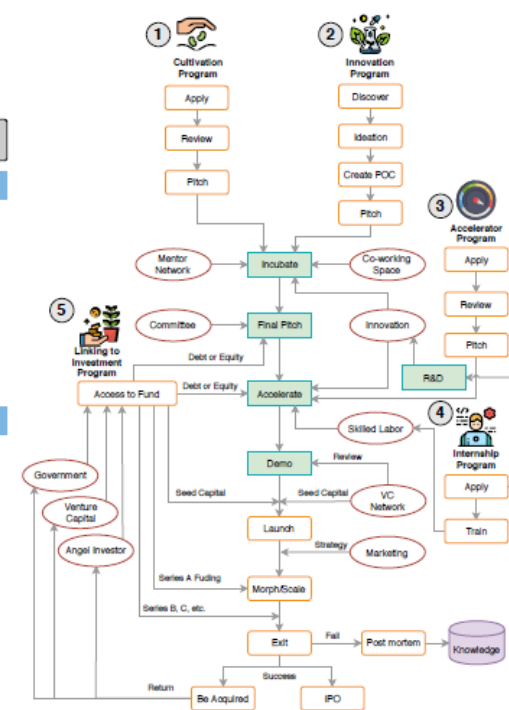
## Services

- Incubator** transforms an innovative idea into a business model.
- Accelerator** gears up the business model to be a viable product.
- R&D** generates a source of innovation to enrich startup development.

## Programs

- Cultivation Program** For general startups
- Innovation Program** For researchers
- Accelerator Program** For startups in product development stage
- Internship Program** For R&D and skilled labors
- Linking to Investment Program** For funding startups

## Detail Process



# 1. Current status of Startup in Cambodia

- A quick reading of various sources also indicate the growing number of startups in Cambodia.

## Five Cambodia startups transforming the country's tech ecosystem

Written by [Stephanie Pearl Li](#)  
Published on 7 Sep 2020 • 6 mins read

Share    



## Top 25 Startups to Watch in Cambodia

PLEASE SHARE THIS



Atouf A - August 30, 2021 - Uncategorized - 0 Comments

Over the last decade, Cambodia's digital startup ecosystem has developed into a vibrant and dynamic space. Cambodia's economy has sustained an average real growth rate of 7.7% between 1998 and 2021, making it one of the fastest-growing economies in the world. Cambodia has a spirited market to enable a significant digital economy of tech-driven products and services. Cambodia's startup scene is leading towards a more diverse and digitally focused entrepreneurship, particularly in the tech industry. Giant corporations and companies are taking notice of the steady growth of Cambodia's tech startups.

Cambodia has positive market conditions for foreign investment and government support for the tech startup ecosystem. Capital flows are significantly less restricted than neighboring ASEAN markets coupled with aspects that improve ease of doing business, such as registration and immigration. A foreign national can move to Cambodia, register their tech business, and wholly own their company in a matter of weeks, making it an attractive destination for tech entrepreneurs.

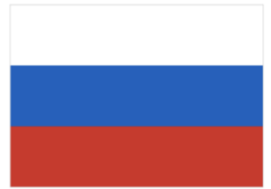
### List of Top 25 Startups to Watch in Cambodia

## 2. Current ecosystem of Startup in Cambodia

# 2. Startup Ecosystem in Cambodia



Organized by



*With financial support from the Russian Federation*



In collaboration with



[BLUETRIBE](https://www.bluetribecambodia.com)

For more information on this startup program, visit link:  
<https://www.bluetribecambodia.com>.

## 2. Startup Ecosystem in Cambodia

[TECHO STARTUP CENTER](https://www.techostartup.center)

For more information on the center, visit the link: <https://www.techostartup.center>.



“We need to orient our young talents toward research and innovation in corresponding to the new economic development context by enhancing skills and entrepreneurial capabilities to develop new startups.” - said **H.E. Dr. Aun Pornmoniroth**, Deputy Prime Minister, Minister of Economy and Finance.

# 2. Startup Ecosystem in Cambodia

**TECHO STARTUP CENTER**

IGNITE INNOVATION, LIFTING UP CAMBODIA

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RUPP's Compound, Russian Federation Blvd., Toul Kork, Phnom Penh, Cambodia

## ABOUT US

“ We need to orient our young talents toward research and innovation in corresponding to the new economic development context by enhancing skills and entrepreneurial capabilities to develop new startups. ”

-H.E. Dr. Aun Pommoniroth  
 Deputy Prime Minister,  
 Minister of Economy and Finance

## VISION

A center of excellence where Cambodia's startups innovate and grow.

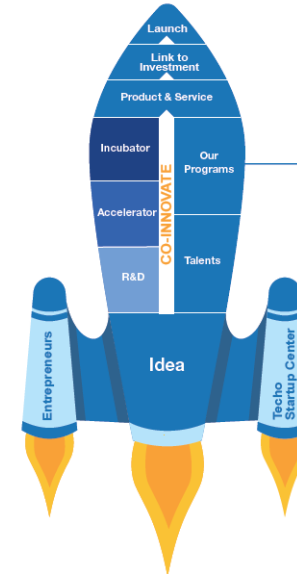
## MISSION

To nurture startups to grow into successful businesses by enhancing talents' entrepreneurship and innovation capabilities through well-supported programs.



## WHY US ?

Techo Startup Center adopts the co-innovation model by teaming up with Cambodian entrepreneurs, and young talents in a way we all could benefit from working collectively toward a common goal to build tech startups, founded on innovation, which can be launched and scaled up into successful businesses.



## OUR PROGRAMS



**Internship Program**  
 It is for university students who do not run a startup but want to be part of the innovation process. They can apply for the internship as junior researchers or skill labors for startups.



**Cultivation Program**  
 From ideation to a concrete business model, this program provides qualified mentorship and enhance entrepreneurship skill to the startups at the early stage.



**Innovation Program**  
 Startups founded on intellectual property (IP) have competitive advantage yet hardly commercialized due to the lack of entrepreneurship spirit. This program turns those IP-based startups into companies.



**Accelerator Program**  
 This program is designed to accelerate startups from a concrete idea to a prototype by providing substantial technical assistance and shaping toward competitive innovation in the field.



**Investment Program**  
 This program bridges startups to the right investors within our networks for seed funding and beyond. Connecting to pre-seed funds is also possible unless the startups present uniquely innovative ideas.

Source: Techo [Shttps://www.techostartup.center/tartup\\_Center](https://www.techostartup.center/tartup_Center)

# 2. Startup Ecosystem in Cambodia

**STARTUP**  
CAMBODIA

PROGRAMS EVENTS ECOSYSTEM RESOURCES

## What is Startup Cambodia?

Startup Cambodia is the National Program led by the Ministry of Economy and Finance with a mission to support local startups and build a vibrant entrepreneurship ecosystem in Cambodia.

Ecosystem  
Resources  
Programs  
Events

Source: Startup Cambodia <https://startupcambodia.gov.kh/odia - Home>



Home > Ecosystem

## Ecosystem



87  
Startup



45  
Mentor



12  
Investor



9  
Government Institution



16  
Academic Institution



9  
Service Provider



6  
Development Partner



17  
Co-Working Space



7  
Incubator And Accelerator



13  
Community And Association

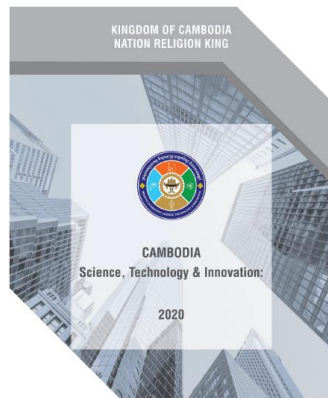
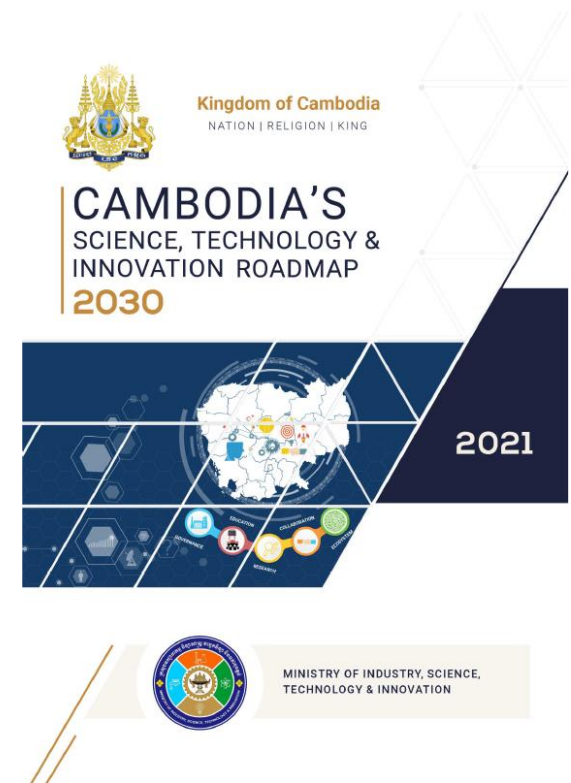
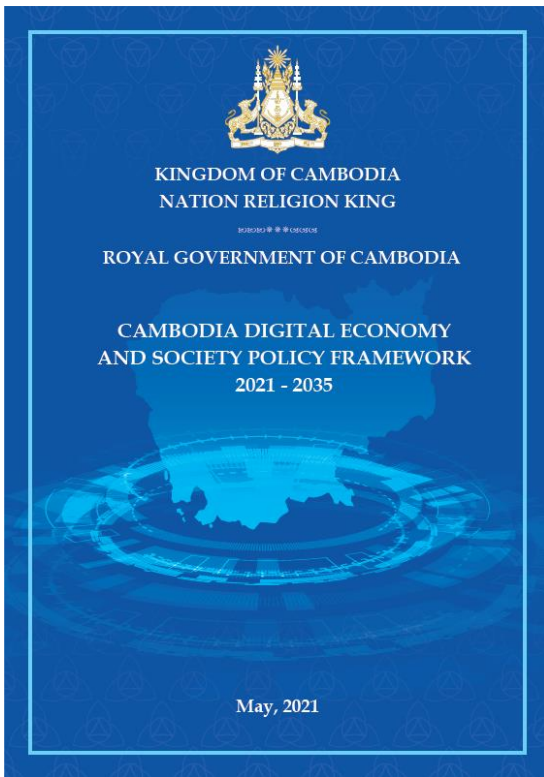


11  
Corporate



14  
Media

Source: [Startup Cambodia](https://startupcambodia.gov.kh/ecosystem) <https://startupcambodia.gov.kh/ecosystem> - Ecosystem



Ministry of Industry, Science, Technology & Innovation (MISTI)



INSPIRE, CONNECT & TRANSFORM

GO

ICT (Information Communication...

Services

Agriculture

Manufacturing



**ICT (Information Communication Technology)**

Khmer Enterprise provides support in ICT (Information communication Technology) sector which mainly focus on technology startups, SMEs digital transformation, and digital environment.

**Services**

Khmer Enterprise also targets to support service sector, which includes tourism, hospitality, and logistics.



**Agriculture**

Agriculture is one of four prioritized sectors that Khmer Enterprise is working to support on its three cross-cutting fields such as productivity, agro-processing, and market.

**Manufacturing**

Khmer Enterprise reinforces manufacturing sector by mainly focusing on import substitution and industrial/SME clusters.



Capacity Upgrading

Entrepreneurial Culture Promotion

Networking

Seed Funding



Capacity Upgrading



Entrepreneurial Culture Promotion



Networking



Seed Funding





## Innovation in Products & Services

When you invest in innovation and product development, you see benefits across your entire organization, impacting everyone...



## SME Digitalization

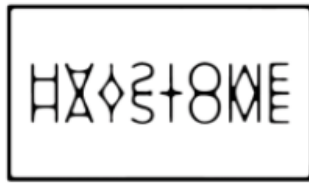
The impact of technology on our day to day lives has grown exponentially over the past decade. Whether it be laptops, tablets, or...



## E-commerce

E-commerce is rapidly evolving, and businesses are trying to adapt to take advantage of new platforms. It offers man...

## ART & CULTURE



**Haystome** is the best platform for booking authentic art experiences in Cambodia, generating revenue for local artists and connecting people directly with the country's artistic heritage.



**Vibe Soul** is a group of people who love adventure and come together to create awesome videos.

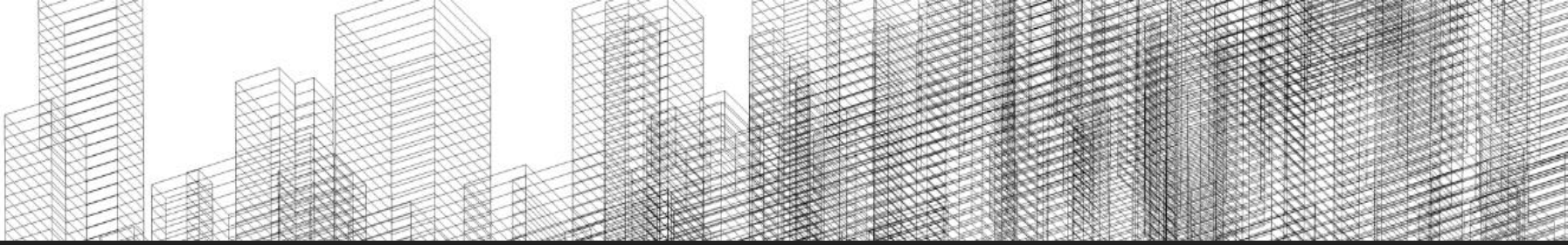


**Wapatoa** (meaning culture in Khmer) is a bilingual website that answers the urgent needs for fun, intelligent content regarding knowledge that makes one's life better.



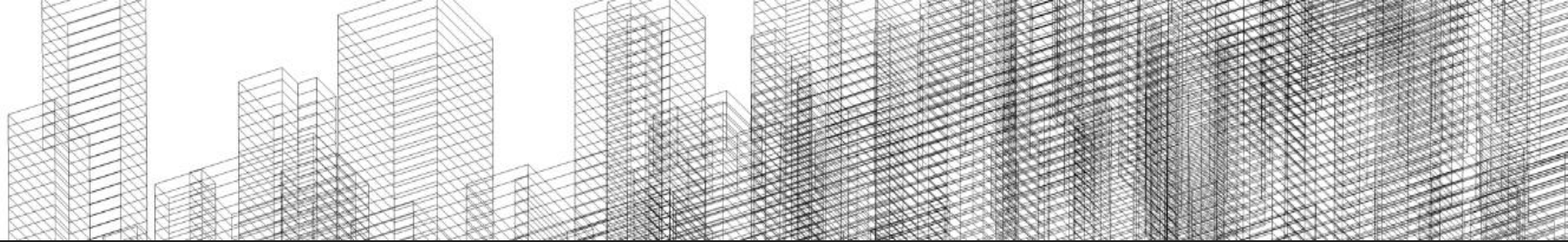
**La Chhouk** are a recycled and creative fashion brand, designing and producing recycled dresses, showcasing the ability of LGBTQ people and preserving Cambodian traditional art.

### **3. Existing legal challenges facing Startup in Cambodia**



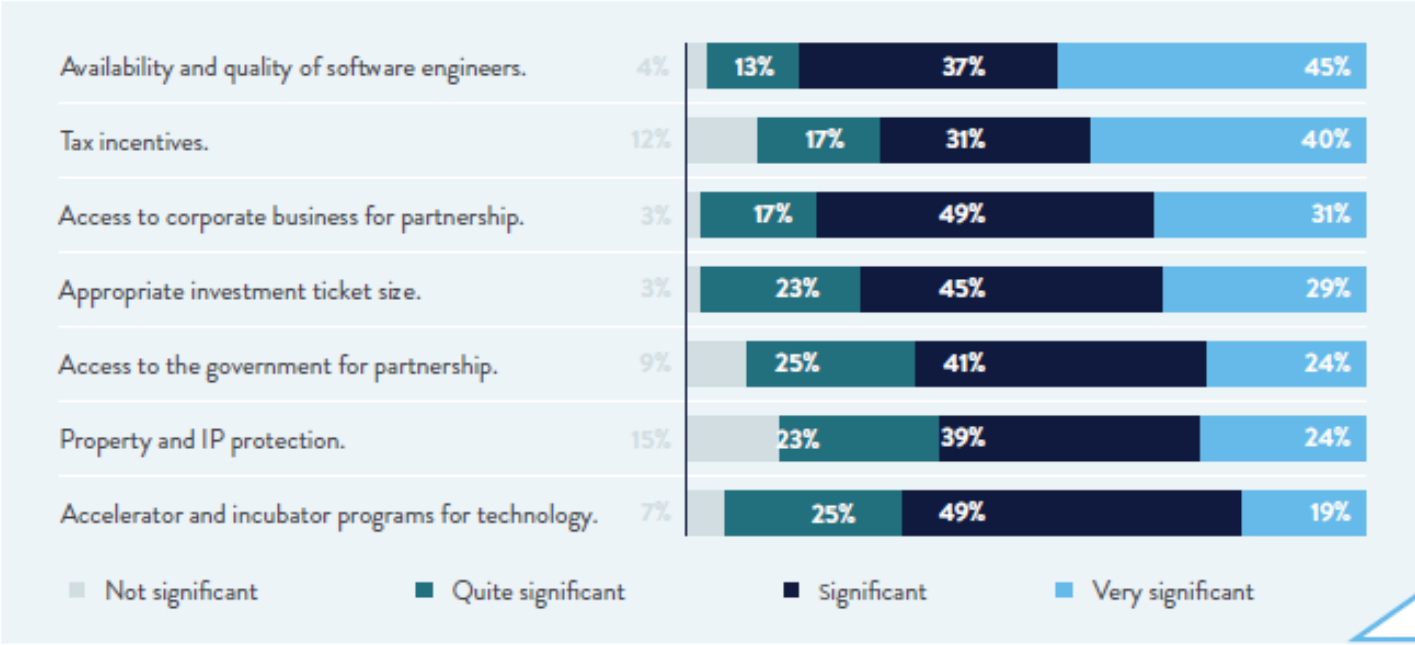
### **3. Existing Legal Challenges facing Startups in Cambodia**

- “Cambodia’s intellectual property laws are relatively more advanced than those of other ASEAN member States, but enforcement is uneven and challenging...” - a 2021 study conducted by ESCAP of the United Nations.



### 3. Existing Legal Challenges facing Startups in Cambodia

Figure XIII: Survey on perceived factors significant for a tech startup to succeed in Cambodia



Over **80%** of founders believe availability of high-quality software engineers and access to corporate business for partnerships will be a critical to their success.

Source: MSP & Raintree survey



### 3. Existing Legal Challenges facing Startups in Cambodia

“Entrepreneurs and startup founders in the Kingdom need to take the law seriously to avoid tax, intellectual property, and other legal issues and mishaps in the future...” - stated Cambodia StartUp Advisers’ Director David Haskel.

“60% of founders surveyed consider legal and tax information important support to enable success, but 61% indicate that it’s the most inaccessible service in the ecosystem.” - 2018 study conducted by Mekong Strategic Partner with government institutions.



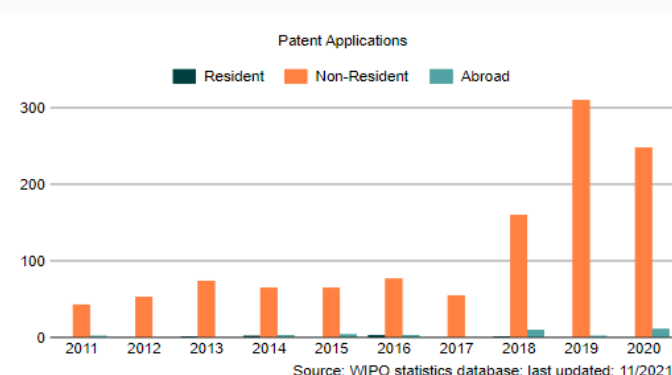
### 3. Existing Legal Challenges facing Startups in Cambodia

- “A consistent barrier and challenge identified by nearly all participants was the lack of government transparency. Access to accurate, up-to-date information about laws and regulations was consistently highlighted as not only difficult, but also a barrier to the growth of entrepreneurship and innovation ecosystems in Cambodia.” - a 2019 study by Cambodia Development Resource Institute.
- “Information about funding, as well as legal and tax advice are extremely important for SMEs but highly inaccessible... They report struggling to find up-to-date, definitive resources that guide them through policy...” - a 2021 study conducted by ESCAP of the United Nations.

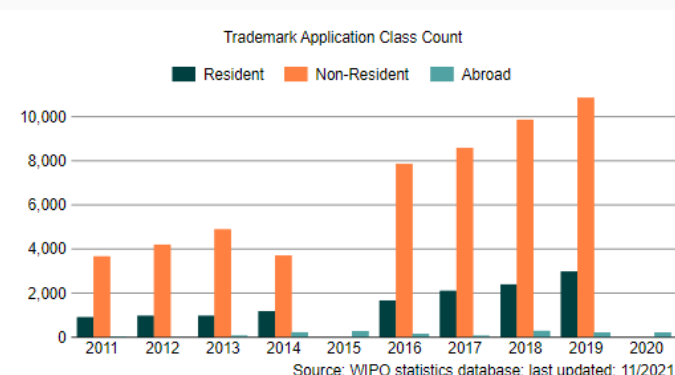


**Patent****Patent Applications**

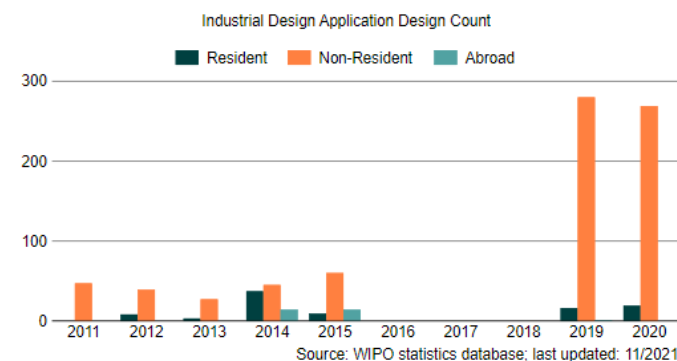
Year	Resident	Non-Resident	Abroad
2011		43	2
2012		53	
2013	1	74	
2014	2	65	3
2015		65	4
2016	3	77	3
2017		55	
2018	1	160	10
2019		310	2
2020		248	11

**Trademark (class count)****Number of Classes Specified in Trademark Applications**

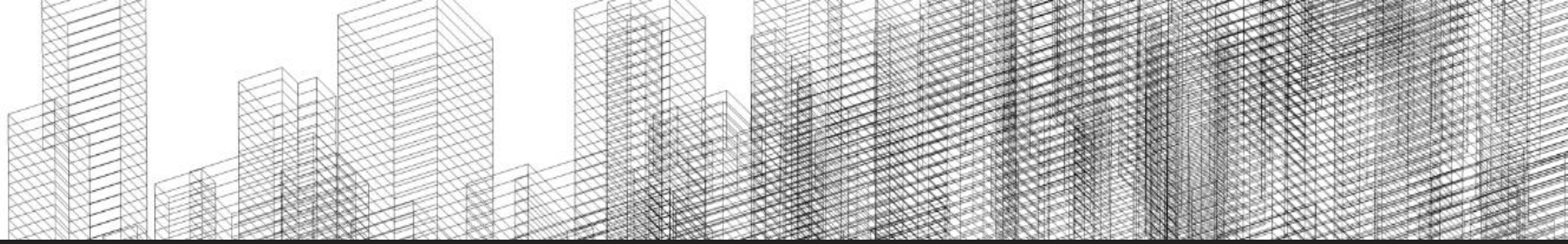
Year	Resident	Non-Resident	Abroad
2011	903	3,664	35
2012	968	4,200	6
2013	968	4,886	68
2014	1,182	3,707	226
2015			281
2016	1,669	7,855	157
2017	2,103	8,580	66
2018	2,395	9,862	289
2019	2,980	10,853	219
2020			222

**Industrial Design (design count)****Number of Designs in Industrial Design Applications**

Year	Resident	Non-Resident	Abroad
2011		47	
2012	8	39	
2013	3	27	
2014	37	45	14
2015	9	60	14
2016			
2017			
2018			
2019	16	280	1
2020	19	269	



## 4. Concluding remarks



## 4. Concluding remarks

- Promoting awareness of importance and value of IP created by startups
- Ensuring appropriate IP transactions among startups
- Supporting the use of IP by startups, including the integration of IP into the existing Cambodia startup ecosystem
- Enhancing IP usage environment in potential areas/sectors of startups

**Bun & Associates**  
— ATTORNEYS AT LAW —

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