

BACHELOR OF ARTS AND  
SCIENCE IN INTEGRATED  
INNOVATION  
PRESENTS

BACHELOR OF ARTS AND SCIENCE IN  
INTEGRATED INNOVATION

**BASci**  
SHOWCASE

**CAPSTONE**

**2023**

**Sci**

CHULALONGKORN  
SCHOOL OF INTEGRATED INNOVATION



**Bachelor of Arts and Science  
in Integrated Innovation**  
presents

BACHELOR OF ARTS AND SCIENCE IN  
INTEGRATED INNOVATION

**BAScii**

**CAPSTONE**

**FINAL SHOWCASE**

**2023**

**BAScii  
PROJECT  
PORTFOLIO**

## MESSAGE FROM THE EXECUTIVE DIRECTOR



It is my great pleasure to welcome all participants of the Capstone Final Showcase for the BAScii program. On behalf of the Chulalongkorn School of Integrated Innovation (ScII) and the entire ScII community, I extend my heartfelt congratulations to our first graduating batch of the Bachelor of Arts and Science in Integrated Innovation (BAScii) Program.



The BAScii program is a unique and innovative program designed to equip students with the knowledge, skills, and tools to address complex global challenges. The Capstone Final Showcase is the pinnacle of this program, showcasing the remarkable achievements of our students in their final projects.

As you peruse through this Capstone Showcase Booklet, I hope you are inspired by the creativity, ingenuity, and commitment that our graduates have demonstrated in their projects. Each project represents a significant contribution to their respective interests, addressing real-world problems and advancing solutions for a better tomorrow.

Once again, we express our heartfelt appreciation to our partners, mentors, and sponsors for their unwavering support, and we look forward to continuing our collaboration to foster innovation and drive positive change.”

**Professor Worsak Kanok-Nukulchai, Ph.D.**

Executive Director

Chulalongkorn School of Integrated Innovation

(26 April 2023)

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**CAPSTONE  
2023**

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**01**

**BUSINESS  
STARTUP  
PATH**



## MESSAGE FROM PATH SUPERVISOR



Yo, everyone!

Ronnakorn Vaiyavuth or P’Ronnie, the supervisor of the Capstone Startup/ Business Path is in the house. Carrying on from “Project Seed 1” subject in the first semester, we have witnessed the evolution of idea, mindset, and innovation from Seeds to Fruits. There is no guarantee to success for Innovation but some of our student teams prove that failures and mistakes can do no harm to BASCii Innovator. 18 of BASCii001 Innovators turn into 9 avenger teams with a view to solve a particular and specific problem as well as to demonstrate the capability and competency of BASCii graduate.



9 teams emphasis 9 different contexts from consultancy experiences to end user management, from sustainable technology to healthcare technology, from Automated Crypto trading platform to Pet donation platform, and from influencer-based solution to refill-based solution. Wide range of Innovation projects from our own first batch of students are shown in this showcase.

This is not the end nor the start of their projects. Welcome to their Innovation journey. Enjoy!”

**Business Startup Path Supervisor:**  
**Dr. Ronnakorn Vaiyavuth**  
Sustainable Development

Chulalongkorn School of Integrated Innovation

(26 April 2023)



# BUS-001 SOPet

## **GROUP MEMBERS**

Napat Sienglue

## **MENTORS/ADVISORS**

Dr. Ronnakorn Vaiyavuth

## **PROJECT STATEMENT**

Aim to be the No. 1 pet ecosystem platform in Thailand.

## **CONTACT**

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# THAILAND'S LEADING VET- TELECONSULTATION PLATFORM

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## SOPet

TELE-CONSULTATION PLATFORM CONNECTING PET OWNERS AND PROFESSIONAL VETS.

#vet #pet #consultation

SOPet is an online platform that provides virtual and telemedical care services for pets, enabling pet owners to connect with renowned veterinarians for immediate, in-depth consultations. The platform offers three types of services - chat, call, and video call - starting from 139THB, 159THB, and 179THB respectively. For pet owners who cannot afford to pay, SOPet has launched a new free consultation service that leverages AI technology to provide basic guidance on pets' health conditions.

SOPet currently operates on its website, SOPet.co, with over 6,000+ paid users, a remarkable 96% user satisfaction score (CSAT), and a team of 20 experienced veterinarians who specialize in treating 10+ types of animals and symptoms. Notably, SOPet has achieved all of this with a minimal advertising budget of ~1,000THB.

## FUTURE PROSPECTS

SOPet will expand its business in 2023, aiming to become the top veterinary platform in Thailand. Its subsidiaries, including "SmartCheck Symptoms Checker," "PetMall," and "BuyPet," have already been developed. SOPet also plans to increase partnerships with hospitals and clinics from 30 to 50.

# FUNDRAISING PLATFORM FOR PETS

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## PetFund

PETFUND IS A RELIABLE, EASY-TO-USE C2C FUNDRAISING PLATFORM ALLOWING OWNERS TO CREATE, DONATE, AND SHARE IN-NEED CASES.

#pet #fundraising #crowdfundingplatform

PetFund is a pet-dedicated fundraising startup which creates a reliable, easy C2C fundraising platform where pet owners create, donate, and share fundraising cases for pet medical care. Acknowledging the heartbreaking challenges and the huge economic burden faced by pet owners, we established this business to connect individual fundraisers and donors. The platform guarantees the reliability and validity of the cases, and any abnormality will result in a full refund of the donated money.

Moreover, the platform will be equipped with case update sections to help donors scope and receive updates on their funding via notifications and other significant tools to help ease the process of fundraising and donating, including shareable links and profiles. To date, PetFund has successfully raised more than 50,000 baht through its MVP to support various pet cases.

## FUTURE PROSPECTS

SOPet will expand its business in 2023, aiming to become the top veterinary platform in Thailand. Its subsidiaries, including “SmartCheck Symptoms Checker,” “PetMall,” and “BuyPet,” have already been developed. SOPet also plans to increase partnerships with hospitals and clinics from 30 to 50.



## **GROUP MEMBERS**

Nattaporn Trithepchulyakul  
Chawin Viriyasopon  
Dechathorn Rangsiyopash

Nathnicha Surattanavongkul

## **MENTORS/ADVISORS**

Dr. Ronnakorn Vaiyavuth  
Dr. Chaiyot Tanrattana

## **PROJECT STATEMENT**

PetFund helps owners and advocates raise funds for pet veterinary bills and expenses.

## **CONTACT**

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## **GROUP MEMBERS**

Chayapat Worahan  
Nathan Assavapisitkul

## **MENTORS/ADVISORS**

Agachai Kraisuwun

## **PROJECT STATEMENT**

We believe that good service does not always have to be expensive.

## **CONTACT**

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# RIDE-SHARING PLATFORM

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## LILUNA

A NEW GENERATION OF RIDE-HAILING SERVICE THAT IS AFFORDABLE, FLEXIBLE, AND COMFORTABLE.

#flexibleyetaffordable

LILUNA is a ride-sharing platform that brings passengers and drivers together for a hassle-free and efficient journey in the same direction. Through our platform, we set up the most cost-efficient and convenient routes for both the drivers and riders within their main routes.

The core objectives of the business is to save transportation cost, to offer better way of traveling, to make positive contributions to solve public concerns such as traffic congestion and air pollution, and finally to connect people together.

## FUTURE PROSPECTS

LILUNA will become one of the top transportation options in Thailand, at an affordable price yet still providing a comfortable ride. Thai people will have a new way of commuting not only into or within cities but also between provinces. With more and more people joining our ecosystem, they will have many opportunities to make new friends while reducing the number of vehicles being used. Thus, our society will become greener.

# TRADING BUDDY FOR CRYPTO TRADER

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## Doji

TOOLS THAT HELP CRYPTO TRADERS FIND THE RIGHT COIN AT THE RIGHT TIME AND KEEP UP WITH COIN PRICES IN REAL TIME.

#Cryptocurrency #Investment #Trader

Doji is a crypto trading buddy platform that aims to democratize crypto trading for everyone. Doji sees the time-consuming problem of screening for coins with potential signals and the inefficiency of existing coin screening tools. With that, Doji created 2 products:

1. Doji Radar: a real-time coin screener with an algorithm that picks only the coins that is filtered from the selected strategy and technical indicators
2. Doji Ticker: a real-time physical tool for price tracking

## FUTURE PROSPECTS

The bullish cycle of cryptocurrency prices will soon re-emerge. When it does, Doji will be ready to penetrate the market and become the leading crypto trading platform.



BUS-005  
**Doji**



## **GROUP MEMBERS**

Pasu Akaniwan  
Jidapa Jiajirakul

## **MENTORS/ADVISORS**

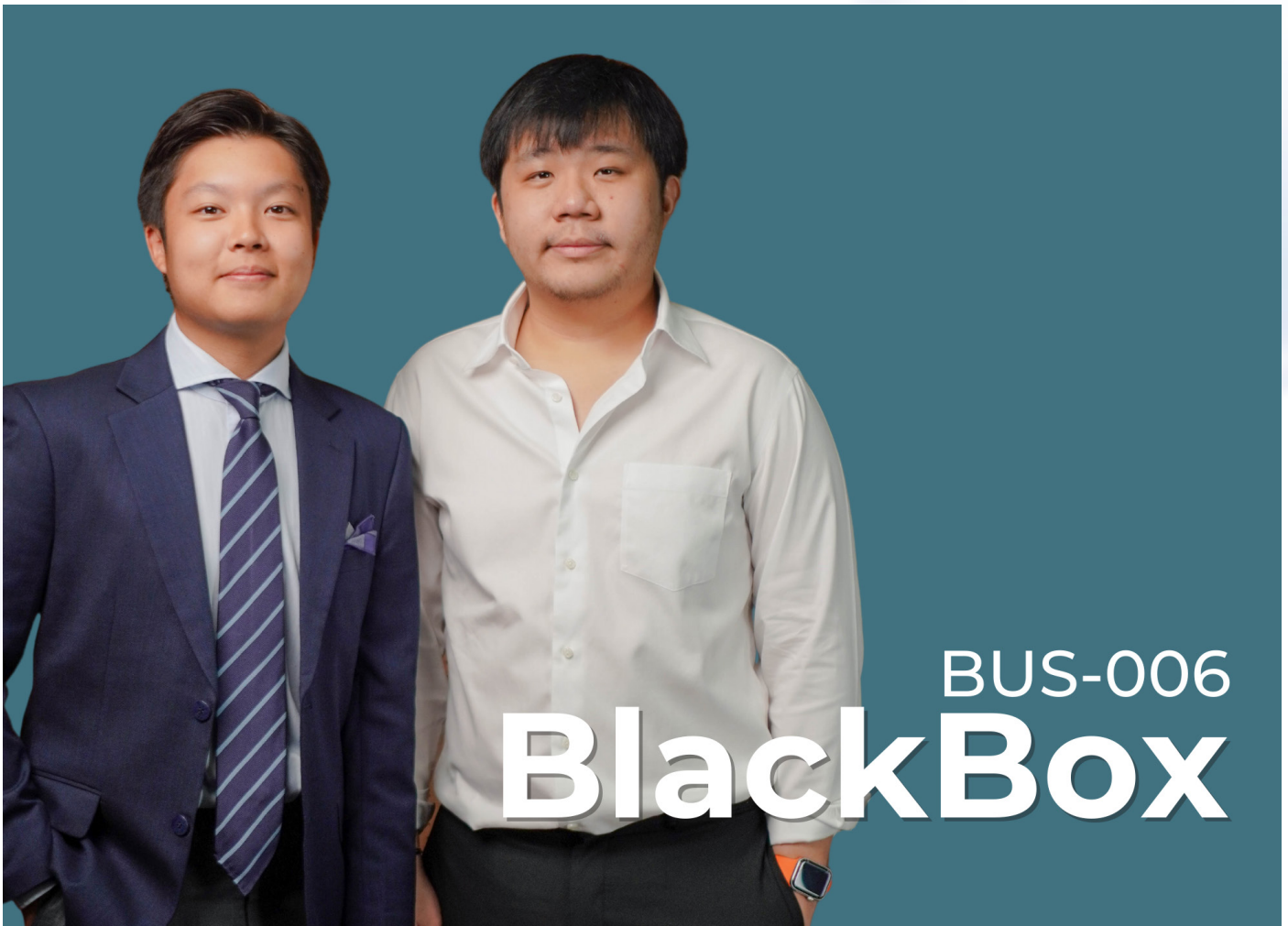
Dr. Ronnakorn Vaiyavuth  
Patai Padungtin

## **PROJECT STATEMENT**

Thai crypto traders lost a great deal of their initial investment. In response, we aim to simplify and democratize crypto trading for everyone.

## **CONTACT**

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BUS-006

# BlackBox

## GROUP MEMBERS

Zhi Yi Ning  
Kasidit Sudlabha

## MENTORS/ADVISORS

Dr. Christopher Dixon

## PROJECT STATEMENT

Implementing a trusted quantitative investment platform accessible to everyone.

## CONTACT

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# INVESTMENT PLATFORM ACCESSIBLE TO EVERYONE

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## BlackBox

INCREASES TRUST AND ACCESSIBILITY IN QUANTITATIVE  
INVESTMENT PLANS.

#Cryptocurrencies #Funds #Trading

Blackbox is an innovative quantitative investment fund that uses a sophisticated machine learning model to make investment decisions. The fund is fed by six years of data, allowing it to accurately predict market trends and make profitable trades. This cutting-edge technology sets Blackbox apart from other investment funds, making it a popular choice for investors looking to take advantage of the latest advancements in artificial intelligence.

One of the unique features of Blackbox is its fee structure. Instead of charging a traditional management fee, the fund only asks for 20% of the net profit when an investor decides to withdraw their funds. This fee structure is highly attractive to investors, as it means that they only pay when they profit from their investment. This aligns the interests of the fund managers with those of the investors, ensuring that everyone is working towards the same goal of maximizing returns.

## FUTURE PROSPECTS

Trust and accessibility in quantitative investment solutions.

# A SUSTAINABLE REFILL SERVICE FOR HOUSEHOLD CLEANING PRODUCTS

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## Refiew

SUSTAINABLE REFILL SERVICE FOR HOUSEHOLDS AND  
SMALL BUSINESSES WITH BOTH SUBSCRIPTION &  
ON-DEMAND OPTIONS.

#ReuseReduceRefill #refiewrefiryll #refilldelivery

Refiew is a refill service that offers a convenient solution for household cleaning products to individuals and small businesses. Our mission is to save customers time and money by providing high-quality, affordable products with a variety of choices. Sustainability is at the heart of our business, as we seek to reduce single-use plastic waste through refillable containers.

Our team provides exceptional service to ensure customer satisfaction, and we offer both subscription and on-demand sales options. With Refiew, customers can feel good about their purchase, knowing they are making a positive impact on the environment while enjoying the benefits of a reliable and hassle-free refill service.

## FUTURE PROSPECTS

Refiew's refill service provides a sustainable solution for household cleaning products that helps small businesses reduce their costs and maximize their profits. Refiew offers affordable, quality products, saving customers time and money, while reducing plastic waste. Through exceptional service and both subscription and on-demand sales options, Refiew empowers small businesses to make environmentally conscious choices while achieving financial success.



## **GROUP MEMBERS**

Saruta Kreangpichitchai  
Thanapat Phatraachariyakul  
Thanaree Thongmee

## **MENTORS/ADVISORS**

Phannarong Srinapaphan  
Dr. Ronnakorn Vaiyavuth

## **PROJECT STATEMENT**

Providing a sustainable refill service for household cleaning products that saves time, money, and the environment.

## **CONTACT**

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BUS-008

# Homey

## **GROUP MEMBERS**

Hao Zheng  
Nattapoom Ninwatcharamanee

## **MENTORS/ADVISORS**

Dr. Ronnakorn Vaiyavuth  
Intust Prachakitkult

## **PROJECT STATEMENT**

Homey is a homestay booking website for tourists, exchange students, and workers offering both short-term and long-term stay.

## **CONTACT**

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# A HOMESTAY SPECIFIC BOOKING WEBSITE

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## Homey

WE AIM TO HELP NOT ONLY TRAVELERS TO FIND THEIR BEST HOMESTAY THAT IS SUITED TO THEIR INTEREST THE MOST, BUT LOCAL PEOPLE BY ADVERTISING, PROMOTING ,AND INVESTING TO HELP DEVELOP SUSTAINABLE COMMUNITY-BASED TOURISM AS WELL.

#Homey #Homestay #TheBestWayToExperienceLocal'sLives

Homey is a homestay booking website for tourists, exchange students, and workers offering both short-term and long-term stay.

We intend to spread community-based tourism to be more well-known including improving standards for homestays to develop sustainable community-based tourism.

## FUTURE PROSPECTS

We intend to advocate community-based tourism internationally as well as improve standards for homestays and develop sustainable community-based tourism.

# THE NEXT GENERATION INFLUENCER PLATFORM

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## Shout

SUGGESTING SUITABLE INFLUENCERS FOR BRANDS BY USING DATA AND ALLOWING BRANDS TO ORGANIZE THEIR CAMPAIGN ON OUR PLATFORM IN REAL TIME.

#ShoutOutLoud #Influencer #RealTimeBranding

Shout is a platform that connects brands with influencers. We organize your campaign and allow you to monitor the results and data in REAL TIME.

We do not charge consulting fees, agency fees and management fees. The only thing we charge is media spending fees which are calculated by our data. With us there is no overpaying!

## FUTURE PROSPECTS

Influencers are special: they are there at every step of the customer buying process, from raising awareness to retention. This makes them perfect salespersons for any product or brand. In addition, they also have influencing power no one else has apart from them. In the future, Influencer commerce will represent 20% of the e-commerce market.



# BUS-009 Shout



## **GROUP MEMBERS**

Kanokjade Kongnithichalerm

## **MENTORS/ADVISORS**

Jirapath Bunyawetchewin

## **PROJECT STATEMENT**

Developing a platform that uses data to suggest suitable influencers for brands.

## **CONTACT**

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**02**

**INDUSTRY**

**PATH**

## MESSAGE FROM PATH SUPERVISOR



Hi everyone, this is Pietro Borsano, and as the deputy executive for industrial and global alliances of ScII I manage to establish partnerships with companies for students to be exposed to real business projects. The culmination of the collaborative endeavor between ScII and the industrial partners is represented by Senior capstone project - Industry track, whereby teams of students are engaged by companies for 10-month projects. The industry track is uniquely positioned to fill a gap between academia and the working world, in thus making BAScii graduates readily employable after graduation.

There are currently 13 student teams who are working on industry capstone projects with firms in energy, retail, venture capital, consumer product, eCommerce, education, consulting, software development and more. Most host companies are international firms, so students are immersed in a multicultural environment that develops global mindset, communication skills, and cultural adaptability. In addition, working on projects with ScII industrial partners enable students to master essential 21st century competencies including project management, corporate etiquette, negotiation, inclusion, system dynamics, managing up and more. Managing up is a unique skill that students can only learn by being immersed in a real world setting - I find it extremely essential that students learn how to meet the

management's expectations and goals, since this is a typical challenge fresh graduates face in the early stage of their career.

There is also an industry track aimed at the digital transformation of family-owned businesses, thus promoting operations improvement and innovative mindset in the family entrepreneurship context, which is the real backbone of Thai economy and in dire need of advancing capabilities to reach the progressive digitalization of the economy. There are currently 2 student teams working on family business capstone projects in the plastic manufacturing industry to improve operations and automate the warehouse."



**Industry Path Supervisor:**  
**Dr. Pietro Borsano**  
Business (Entrepreneurship)

Deputy Executive Director for  
Industrial and Global Alliance

Chulalongkorn School of  
Integrated Innovation

(26 April 2023)

# SCB 10X

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## Web3.0 Venture Building

THE PROJECT WILL ASSIST AND SUPPORT VENTURE BUILDER TEAMS IN TOPICS RELATED TO WEB3.0, DEFI, AND NFT PROJECTS AS WELL AS CURATING, IDEATING, AND ORGANIZING VB'S SOCIAL MEDIA AND ONLINE AND OFFLINE EVENTS.

#Web3.0 #Blockchain #VentureBuilding

SCB 10X has been set up with the mission of creating new future and long-term value for SCBX through exponential thinking and innovation. SCB10X is exploring the next ventures to build in the area of WEB3.0 and metaverse projects. We have taken up the challenge to support SCB 10X Venture Builders into curating and building a world class blockchain community based, for the brightest and most innovative minds in the space internationally.

Our approaches are through intensive WEB3.0 research, contribution to existing online content creation, managing, assisting WEB3.0 project as well as on-site events for the best experiences.

### **COMPANY NAME (IND)**

SBC 10X

### **FUTURE PROSPECTS**

SCB 10X should have more international stakeholders in both online channels (Medium, Twitter, etc.) and offline channels in their new web 3.0 collaborative space as DISTRICTX is expanding as a world-class blockchain and web3.0 community hub in Asia.

# IND-001 Web3.0 Venture Building



## GROUP MEMBERS

Tanyaras Ruktasirisanon  
Emiri Hiraoka

## MENTORS/ADVISORS

Dr. Pietro Borsano  
Dr. Yon Jung Choi

Unnawut Leepaisalsuwanna

## PROJECT STATEMENT

To shine the spotlight on SCB 10X Venture Builders responsible for incubating and accelerating promising projects.

## CONTACT

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## **GROUP MEMBERS**

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Ploynapas Sirinuanchonaon  
Viranporn Sakulchaipornwong

## **MENTORS/ADVISORS**

Patrick Lemoine  
Daniel Frick

Jean F. Laugier

## **PROJECT STATEMENT**

Tracing Smiles aims to provide traceability and transparency in the supply chain, utilizing emerging technologies and applying it to the supply chain.

## **CONTACT**

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# YUMMO CONSULTING ASIA

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## Tracing Smile

WE PROMOTE TRANSPARENCY, TRACEABILITY, AND SUSTAINABILITY WHILE ENSURING PRODUCT SAFETY AND QUALITY THROUGH SUPPLY CHAIN TRACKING.

#YummoConsultingAsia

Tracing Smile's purpose is to provide transparency, visibility, traceability, and awareness among consumers. The projects involve the tracking and management of products through the supply chain, from the point of origin to the point of sale.

Thus, ensuring product safety and quality, preventing fraud, and promoting sustainability.

### **COMPANY NAME (IND)**

Yummo

### **FUTURE PROSPECTS**

Potentially continue working in the industry, since we have gained so much experience and knowledges in the sector.

# INNOVATING BEYOND BOUNDARIES, TRANSFORMING THE FUTURE

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## Tea-WORKs

INTRODUCE UP-TO-DATE TRENDS AND INFORMATION  
AND PROVIDE A SAFE SPACE FOR INNOVATIVE IDEA  
SHARING.

#InnovativeCulture #BHackHackathon #IGNITE

True innovation starts from within. Recognising the importance of cultivating an innovative culture within organisations and beyond, Banpu and Tea-WORKs joined together on projects aimed at achieving both internal and external factors in strengthening this culture.

The goal is to foster creativity and promote new ideas, which have the potential to change the world.

## COMPANY NAME (IND)

Banpu

## FUTURE PROSPECTS

Our project is expected to impact positively on innovative culture, both internally to the company and externally. The project will also provide opportunities for young talent to develop and showcase their skills and ideas, which will offer benefits in two ways: the company will gain innovative ideas from an external point of view and acquire new business ideas, while participants will be offered opportunities to intern with Banpu.





IND-003

# Tea-WORKS

## GROUP MEMBERS

Wachirawit Siridachanon  
Bhakamol Intanil

Chananya Asawaworarit  
Chosiya Losuwonkul

## MENTORS/ADVISORS

Supree Leeratanaruk  
Junjira Wanitcharoenkarn

## PROJECT STATEMENT

Strengthening innovative creativity in Banpu's workplace and allowing for more opportunities to connect.

## CONTACT

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IND-005

**M.A.F.I.A**

## **GROUP MEMBERS**

Pusin Puriwatthanapong  
Paemika Jomsiriwattana

## **MENTORS/ADVISORS**

Supree Leeratanaruk  
Phonkrit Pintaya

## **PROJECT STATEMENT**

Connecting and providing the missing link in data utilization.

## **CONTACT**

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# BANPU - MICRO AGRICULTURE FARMING INTELLIGENCE AUTOMATION

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## M.A.F.I.A

SMART DATA GATHERING TOOL AND DATABASE  
FOCUSED ON MEASURABLE DATA RELATED TO SPECIFIC  
PLANT.

#MAFIA #IoTforPlant #BanpuXBAScii

M.A.F.I.A or Micro Agriculture Farming Intelligence Automation is a project idea initiated by Banpu to explore a market gap and possibly create a viable product that addresses the indoor agriculture/horticulture/planting market. The project was initially set to make use of data from sensors integrated in an embedded system that will be deployed in grow pots.

However, due to multiple limitations and constraints, the product scope has been shifted. To tackle our most prominent constraints, data, we put our focus on creating a data gathering tool that allows us to capture measurable data for further utilization.

## COMPANY NAME (IND)

Banpu

## FUTURE PROSPECTS

We believe that our tool is a solid step towards creating an effective planting experience for everyone. With measurable data gathered through our sensors, we will be able to utilize that data for many other possible related future initiatives. We believe that autonomous systems tailored to each individual with different habits or even other novel approaches such as a community platform are within reach.

# aCommerce - ECOMMERCEIQ MARKET INSIGHT

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## AMA

TO REDESIGN AND INTRODUCE A NEW CORE INFRASTRUCTURE FOR ACOMMERCE'S MARKET ANALYTICS SYSTEM ECOMMERCEIQ.

#aCommerce #Dashboard #Brand

eCommerceIQ's current state lacks the ability to optimally provide functional and aesthetic value to prospective clients. Clients and their pain-points must be addressed in order for aCommerce to stay ahead of the curve. In order to do so, we will be introducing a redesigned version of eCommerceIQ and equipping it with an insightful dashboard.

It is our objective to create and deploy a viable, competitive and state-of-the-art market analytics service that is suitable for Fortune 500 brands. Through our redesign, we will guarantee them the information necessary for making informed business decisions and planning eCommerce strategies.

## COMPANY NAME (IND)

aCommerce

## FUTURE PROSPECTS

This project will result in the creation of a satisfactory and sustainable market analytics system that will deliver a unique, state-of-the-art experience to future clients seeking the services of aCommerce's market analytics system eCommerceIQ.

# IND-007 AMA



## **GROUP MEMBERS**

Alex Sarat Appleby  
Akkaramanee Jolie Songsilp  
Mattawan Supapimo

## **MENTORS/ADVISORS**

Dr. Jirawat Tiawkittichote

## **PROJECT STATEMENT**

To innovate and deliver the perfect balance between functional and aesthetic qualities

## **CONTACT**

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## **PROJECT LEAD**

Mintra Poonsap  
Pawarun Hathaisantitham  
Jiratchaya Nimitpanya

Chayaporn Laowattanachai

## **MENTORS/ADVISORS**

Peeranat Meesommon

## **PROJECT STATEMENT**

Creating a dashboard include all the necessary information users may need to improve the sales strategy and increase sales.

## **CONTACT**

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[mintrapoonsap@gmail.com](mailto:mintrapoonsap@gmail.com)

# aCommerce - ECOMMERCE BUSINESS INSIGHTS

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## Infinity Stone

CREATE A NEW SALES DASHBOARD SUITABLE FOR ALL PRODUCT TYPES IN ORDER TO INCREASE ONLINE SALES.

#Dashboard #aCommerce #Promotion

aCommerce is the biggest end-to-end omnichannel enabler in Southeast Asia and also the biggest end-to-end omnichannel enabler and software solutions supplier in Southeast Asia, enabling success for the top brands in the globe. Many of the most well-known brands in the world rely on it as the top facilitator in Southeast Asia.

With its full-service enablement approach, clients can access world-class standards, exceptional speed to market, and local knowledge. Designed for scalability, without the extra expenses and inconvenience of needing to construct internal infrastructure.

## COMPANY NAME (IND)

aCommerce

## FUTURE PROSPECTS

Brands and retailers embrace the use of aCommerce dashboards, which compile all essential information. This lessens the difficulty involved in using many platforms. Thus, salespersons can use the simple and easy dashboard to increase sales and enhance sales strategies.

# BOLV

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## TIEX (1)

RESEARCHING THE MARKET, CUSTOMERS,  
REGULATION.

#bubblewine #China #ImportedWine

Our team is working with a family-owned alcohol company called BOLV located China to assist in the development of a new bubble wine product and facilitate expansion into the Thai market. We helped them develop the bubble wine packaging along with the marketing contents to be most fitted into Thai market.

Moreover, we are looking into importing process to try bringing sample products to sell in Thailand.

## COMPANY NAME (IND)

BOLV

## FUTURE PROSPECTS

The successful expansion of this Chinese bubble wine company into the Thai market will lead to increased revenues and market share for the company. It will also stimulate economic growth by creating new jobs and generating revenues for local distributors and retailers. Additionally, it will further promote cultural exchanges between China and Thailand through the shared appreciation of wine.





## **GROUP MEMBERS**

Pusadee Prasertwit  
Mata Wijithanarak  
Piyabud Lertthummajinda

Punt Thaosuwan

## **MENTORS/ADVISORS**

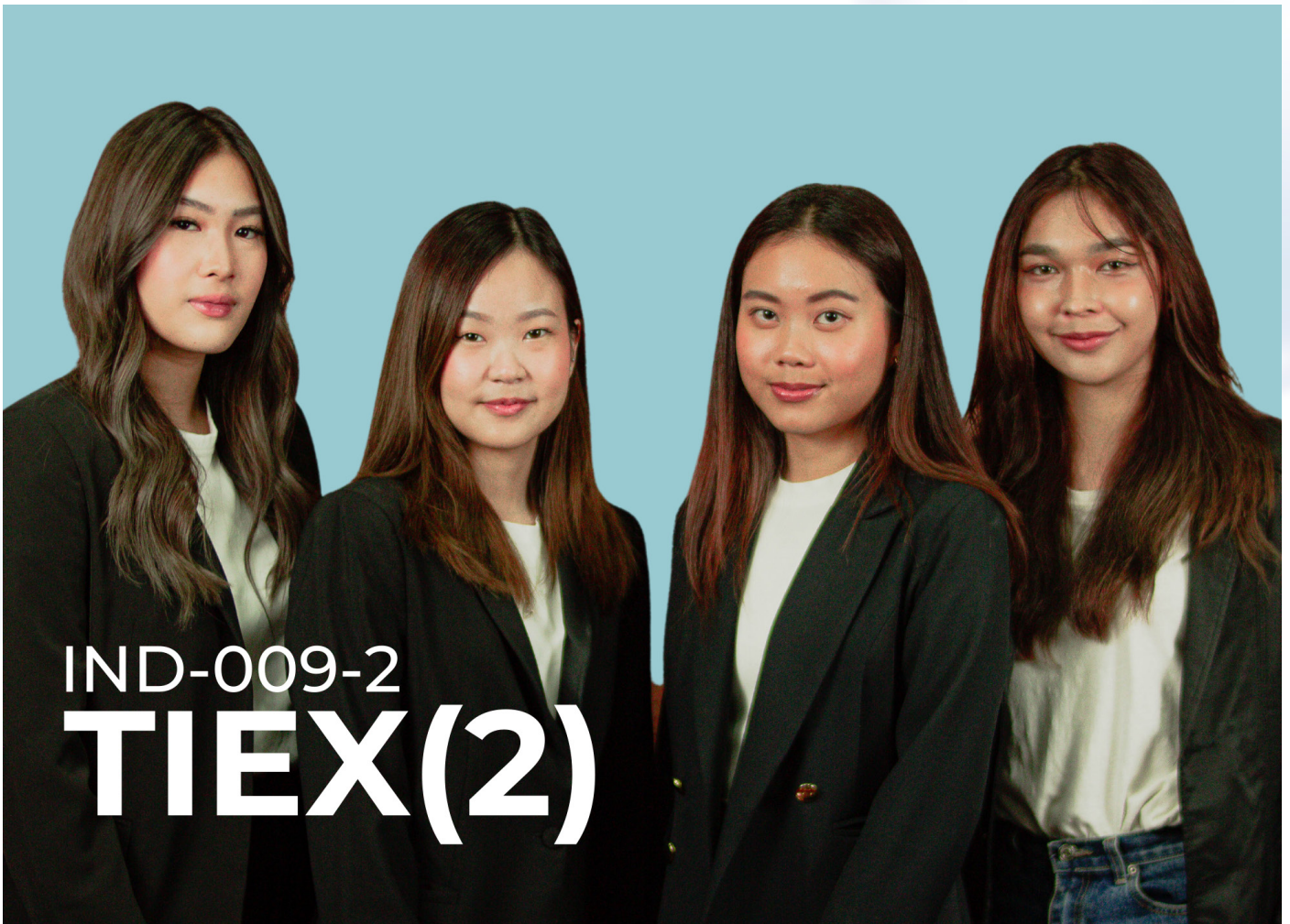
Dr. Pietro Borsano  
Summer Shen

## **PROJECT STATEMENT**

Designing, importing, and selling a new Chinese bubble wine that is expanding into the Thailand market.

## **CONTACT**

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# IND-009-2 TIE X(2)

## GROUP MEMBERS

Thanapong Chuliang  
Jidapa Wachiradejkul  
Tanyathon Tresirikasem

Punsita Poonapanont

## MENTORS/ADVISORS

Dr. Pietro Borsano

## PROJECT STATEMENT

Developing a marketable fruit wine that satisfies customer preferences and enhances brand reputation.

## CONTACT

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Tel: +66 85-666-1937

# BOLV

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## TIEX (2)

REBRAND AN EXISTING FRUIT WINE PRODUCT IN ORDER TO MEET TARGET CUSTOMER'S NEEDS.

#FruitWine #Health #Marketing

A Chinese food SME is planning to introduce their fruit wine product to the market, however, they lack the target insights and value to capture a new target group for younger generation.

We conduct research to analyze the existing product to develop a new product design that will create value for its customers.

## COMPANY NAME (IND)

BOLV

## FUTURE PROSPECTS

As more people seek out healthier alcoholic options, the rise of fruit wine could lead to a shift away from traditional grape-based wines towards fruit-based alternatives. This could provide consumers with a wider range of low-alcohol and low-sugar options, thus promoting healthier drinking habits and a more balanced lifestyle.

# BOL - Matchlink

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## Team CCCP

AN IMPROVED USER INTERFACE AND USER EXPERIENCE THROUGH CHANGES IN FUNCTIONALITY.

#UX/UI #WebsiteDesign #featuresandfunctionality

MatchLink is a social business platform designed for SMEs to match their business needs and link with the right connections. It provides loans, business connection opportunities and information. The goal of our project is to improve the existing website through maximizing the efficiency of different functions and features.

Research is conducted to determine the weak points of the website interface and then a prototype User Interface of the website is created with extra functions that customers have requested to enhance the usability of the webpage. Finally, user experience testing will be conducted to determine the final results of the project and a full report will be produced.

## COMPANY NAME (IND)

BOL

## FUTURE PROSPECTS

Our new solution will help customers navigate their way through the website more easily, thus increasing the number of users on the website. Through the use of our analytical research, we predict that users will be more confident in using Matchlink if certain functions and features are added.



IND-010

# Team CCCP

## **GROUP MEMBERS**

Chanon Sirimontaporn  
Putt Thantiviramanon  
Chutiwat Kraijirachote

## **MENTORS/ADVISORS**

Dr. Pietro Borsano  
Thiti Nantapuwadol

## **PROJECT STATEMENT**

Our objective is to propose a newly improved user interface and user experience through changes in functionality in order to increase the customer retention rate.

## **CONTACT**

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IND-011

# Road to Startup

Showtime: 27 April, 11.15-11.30

## GROUP MEMBERS

Ploynri Muncharntip  
Niracha Seripattanapol  
Ravikarn Limprasertsiri

Pannathorn Hanmatheekuna  
Ponthakorn Methavichit

## MENTORS/ADVISORS

Dr. Pietro Borsano  
Dr. Yonjung Choi

Khairul Rusydi  
Chanika Pudhom

## PROJECT STATEMENT

Scaling up Reactor in the Thai Market through B2B and B2C channels while overcoming language barriers.

## CONTACT

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# SCALING REACTOR SCHOOL IN THE THAI MARKET

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## Road to Startup

REACTOR'S NEW PRODUCT AN ENTREPRENEURIAL BOOTCAMP TARGETING STUDENTS AND SCHOOLS IN THAILAND.

#Entrepreneurship #Bootcamp #Futuregeneration

Reactor School, one of the leading entrepreneurship schools in Singapore, aims to scale their business in Thailand. However, most of their products are tailored to students in Singapore. Therefore, our team has created a new product, Road to Startup Bootcamp, which is a 2-day program where students will get to learn more about startups, get to experience a Hackathon competition, and to receive insights from BAScii.

To ensure that it would meet the needs and interests of Thai high school students, the data collected from market research was applied during the design process and in order to measure the potential of this product, an MVP was conducted.

## COMPANY NAME (IND)

Reactor School

## FUTURE PROSPECTS

We aim to build stronger brand awareness for a Reactor School in Thailand to give more Thai high school students the opportunity to develop their entrepreneurial skills and potentially help improve their student profiles so that they stand out from others.

# NFT METaverse BY Siam Piwat

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## NFT.METaverse

CREATE AN O2O FASHION SHOW AND SELL DESIGNER CLOTHES IN BOTH PHYSICAL AND DIGITAL STORES.

#NFT #Metaverse #Web3

Siam Piwat intends to establish a decentralized platform that employs Web 3.0 technologies like blockchain and smart contracts, capitalizing on the rising concept of the “Web 3.0 era”. We aim to build a community of young innovators, utilizing the advantages of NFT technology to provide more efficient, transparent, and secure real-world experiences.

We have collaborated with ZEPETO, a South Korean social application where users can create and interact as 3D avatars in the Metaverse. Through this collaboration, we gained a deeper comprehension of the opportunities and obstacles of digitalization, and how Siam Piwat is utilizing technology to improve its products and services, as well as create value for its customers.

## COMPANY NAME (IND)

Siam Piwat

## FUTURE PROSPECTS

This project validates the possibility of merging offline and online experiences as well as the potential of metaverse from the user engagement we achieve as a result. In the retail sector, selling O2O clothes from the BIFW in ZEPETO will provide users with new experiences and has the potential to become a new monetization channel.





IND-012

# NFT. Metaverse

## GROUP MEMBERS

Punnalin Sriwongthai  
Voraporn Thirapatarapong

## MENTORS/ADVISORS

Dr. Pietro Borsano

## PROJECT STATEMENT

Exploring Web.3 and reaching new target segments by merging the offline and online worlds

## CONTACT

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IND-013

# Brain for Green Buoy

## **GROUP MEMBERS**

Phobpakorn Nanthamanop  
Kophong Ruangwattanakul

## **MENTORS/ADVISORS**

Dr. Chatawut Chanvanichskul

## **PROJECT STATEMENT**

The ocean plays a critical role in our ecosystem, and having a centralized location for data related to the ocean will help us make informed decisions about how to protect it. The platform will be useful to researchers, scientists, policymakers, and anyone interested in ocean-related data.

## **CONTACT**

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# PTTEP

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## Brain for Green Buoy

WE HAVE IMPLEMENTED USER AUTHENTICATION AND A DASHBOARD FOR VIEWING DATA. WE'RE DEVELOPING DATA VISUALIZATION TOOLS AND ANALYTICAL MODELS TO HELP USERS MAKE PRECISE DECISIONS.

#Ocean #Platform #DataAnalytics

We are developing the oceanographic data platform that aims to centralize the data for researchers, scientists, fisherman,

and policymakers to be able to access data that related to the ocean and make more precise decision based on that data.

## COMPANY NAME (IND)

PTTEP

## FUTURE PROSPECTS

The ocean plays a critical role in our ecosystem, and having a centralized location for data related to the ocean will help us make informed decisions about how to protect it. The platform will be useful to researchers, scientists, policymakers, and anyone interested in ocean-related data.

# CREATING STRATEGY FOR ONLINE MARKETING

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## Sombatchai

A REALISTIC PLAN FOR OUR ONLINE STRATEGY AND  
MANAGE OUR RESOURCES, INCLUDING MANPOWER,  
PLATFORMS, AND TEAM SKILLS.

#onlinemarketing #socialmedia #development

We have engaged in a marketing development initiative aimed at modernizing our approach with online marketing and expanding our reach through social media channels to connect with a larger audience.

Expanding business through new channels is now achieved through online marketing. We create new sales channels for the company such as Facebook, Line Official, Shopee, and more. We also develop the areas where the organization is lacking to reach new customers more effectively.

## FUTURE PROSPECTS

Being a prominent plastics brand (among the top three in Thailand) and establishing a new B2C product warehouse with success.



FSB-001

# Sombatchai

## **GROUP MEMBERS**

Kritapas Punpermcharoenkit  
Siraphop Pattarakodchakorn

## **MENTORS/ADVISORS**

Dr. Pietro Borsano  
Jean F. Laugier

## **PROJECT STATEMENT**

E-commerce is powerful, so keep moving forward.

## **CONTACT**

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## **GROUP MEMBERS**

Poonyapat Wongvitaya  
Naphat Panombanchong  
Natsha Taechamongkalapiwat

Kongpasit Rojyaroon

## **MENTORS/ADVISORS**

Supat Candido

## **PROJECT STATEMENT**

Building a smart warehouse plan by prioritizing features based on ROI.

## **CONTACT**

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# STRATEGIC PLANNING FOR TRADITIONAL SMES TECHNOLOGY IMPLEMENTAION

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## UPPlastic

AGVS, IOT-RFID, OBJECT DETECTION, AS/RA, AND WMS.

#DigitalizeAutomaticWarehouse

We transform the transitional warehouse into a smart warehouse with tangible KPIs to track improvement. We want to create a roadmap for warehouse development that aligns with the company's development plan.

The plan has been separated into 4 phases: moving finished product, old warehouse development, new warehouse preparation, and the backend system. The project will highlight the challenge of most SMEs facing the budget problem and carefully prioritizing their investment.

## FUTURE PROSPECTS

As manufacturing has to meet personalization demands, a transitional warehouse may not be suitable for more complex tasks.

**03**

**SOCIAL/  
DEPART-  
MENTAL  
PATH**



## MESSAGE FROM PATH SUPERVISERS



Greetings! We are Yon Jung Choi and Christopher Dixon, the co-supervisors of the Capstone Social/Departmental Path. We believe this third path is a very unique one that students can experiment various innovative endeavors to meet social and departmental needs with great flexibility.

From early on, BAScii students have been very mindful about complexities of various societal concerns and been actively identifying their important roles in them as responsible global citizens.

This year, we have three very interesting projects in this path - one offering easier and affordable educational opportunities to everyone through SNS, another trying to solve the difficulty in multiple transit payment options in Bangkok, and the last to improve walkability in Bangkok. We are proud to share what our students in this path have done with their capstone projects.”



**Social/Departmental Path Supervisor:**

**Dr. Yonjung Choi**  
Public Policy, Ethics in AI

Chulalongkorn School of Integrated Innovation

**Dr. Christopher Dixon**  
Technology, Machine Learning

(26 April 2023)



DEP-001

# Chat.pLearn

## GROUP MEMBERS

Wongsapat Kulkitkamchon  
Athitchai Wanapaison  
Thrisawan Ratpitaksanti

Teerapat Leerahanan

## MENTORS/ADVISORS

Dr. Pietro Borsano

## PROJECT STATEMENT

We aim to decrease the socioeconomic gap pertaining to accessibility to education.

## CONTACT

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# AI-POWERED INTERACTIVE MICRO- LEARNING PLATFORM

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## Chat.pLearn

WE AIM TO DEVELOP AN AI-POWERED INTERACTIVE MICRO-LEARNING SERVICE CONNECTED TO MESSAGING APPLICATIONS.

#EdTech #AI #Accessibility

Chat.pLearn, an AI-powered micro-learning solution, utilizes messaging applications on smartphones to offer quality education in Thailand. Due to Covid-19, online learning surged, but nearly half of rural Thai students lack the necessary devices. By identifying the 97.9% smartphone possession rate among 15-24-year-olds, we bridge the rural-urban gap, providing equal access to digital education.

Integrated with LINE, the most popular Thai messaging application, our platform features reminders, rule-based questions, an AI chatbot, and quizzes, allowing engaging learning experiences anytime, anywhere, on devices students already own.

## FUTURE PROSPECTS

Chat.pLearn aims to have an impact on more than a million students in Thailand and ASEAN to ensure that more learners in all these locations have access to equitable quality online education by 2028.

# SEAMLESS COMMUTE WITH UNIPAY

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## Unipay

UNIPAY IS A MULTIMODAL PLATFORM UTILIZING NFC TECHNOLOGY FOR TAP-TO-PAY WHILE COMMUTING IN BANGKOK'S TRANSIT MODES.

#SmartBKKPublicTransport #OnePlatformforAll #SeamlessCommute

UniPay is an integrated multimodal payment platform that utilizes NFC “tap-to-pay” technology for local and international commuters to use in all public transportation modes in Thailand. UniPay has an innovative payment model and other useful features that will streamline the payment process, reduce cash transactions, and improve the overall commuter experience.

This would ultimately increase efficiency, reduce costs, and improve revenue streams for public transportation operators. Moreover, it would encourage more people to use public transportation, leading to a reduction in traffic congestion and air pollution, and contribute towards a smarter sustainable development of Thailand.

## FUTURE PROSPECTS

UniPay, an integrated payment platform for public transportation modes in Bangkok, will streamline the payment process, reduce cash transactions, and improve the overall commuter experience. This will ultimately increase efficiency, reduce costs, and improve revenue streams for transportation stakeholders. Additionally, it will encourage more people to use public transportation, leading to a reduction in traffic congestion and air pollution, and contribute towards the overall sustainable development of the city.



## **GROUP MEMBERS**

Sudev Bhatia  
Chia-Han Wu  
Bhira Songsaeng

Anita Maihom  
Onpreeya Dechanantachat

## **MENTORS/ADVISORS**

Dr. Lisa Kenney

## **PROJECT STATEMENT**

Developing a comprehensive digital payment system integrating all public transit modes for seamless travel in Bangkok.

## **CONTACT**

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## GROUP MEMBERS

Prim Hutchesson  
Thanathep Preedawiphat  
Napatsakorn Sae-heng

Patcha Vacharapinyo  
Pimchanok Pen-umporn

## MENTORS/ADVISORS

Dr. Lisa Kenney

## PROJECT STATEMENT

Using human-centered design thinking and wayfinding to create a convenient, comfortable, and enjoyable walking experience.

## CONTACT

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# WAYFINDING AND PLACEMAKING FOR A WALKABLE CITY

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## WalkableBKK

CREATING ACTIVITIES TO ENCOURAGE POSITIVE ATTITUDES TOWARDS WALKING ALONG WITH A SOCIAL CAMPAIGN TO FOSTER A PEDESTRIAN-FIRST MINDSET.

#walkablebkk #walkability #walkers

“WalkableBKK” aims to promote walkability in areas around Bangkok, starting in Chulalongkorn University area. Our goal is to reduce dependency on vehicles, encouraging people to walk more, through pedestrian-friendly infrastructure and various walking activities.

A secondary long-term goal of our project is to create a culture of pedestrian priority, where pedestrian safety is the major concern on roads and in urban planning. This project utilizes the concept of wayfinding, placemaking, smart city, and decision science.

## FUTURE PROSPECTS

Pedestrian-friendly designs are becoming increasingly common, encouraging people to choose to walk instead of using other means of transportation for short distances. People will develop greater awareness of the benefits of walking and of a pedestrian-first culture.

Dr. Chaiyot Tanrattana

Jirapath Bunyawetchewin

Dr. Chatawut Chanvanichskul

Junjira Wanitcharoenkarn

Dr. Christopher Dixon

Khairul Rusydi

Dr. Jirawat Tiawkittichote

Patai Padungtin

Dr. Lisa Kenney

Patrick Lemoine

Dr. Pietro Borsano

Peeranat Meesommon

Dr. Ronnakorn Vaiyavuth

Phannarong Srinapaphan

Dr. Yon Jung Choi

Phonkrit Pintaya

Agachai Kraisuwun

Summer Shen

Chanika Pudhom

Supat Candido

Daniel Frick

Supree Leeratanaruk

Intust Prachakitkult

Thiti Nantapuwadol

Jean F. Laugier

Unnawut Leepaisalsuwanna

# MENTORS/ ADVISORS



# CAPSTONE 2023 INDUSTRY PARTNERS

Siam Commercial Bank

Yummo Asia

Banpu

aCommerce

BOLV

BOL

Reactor School

Siam Piwat

PTTEP

Sombatchai Plastic

Udomchoke Plastic

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## CONTACT US:

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