

MARKET EXPANSION AT KENAN FOUNDATION ASIA

PROGRAMS



STEM education

digital training,
improving labor
practices, women
in business, and
vocational
training for people
with disabilities.



COMPETITORS

There are 3 takeaways from our competitor analysis:

1. There is a gap disability inclusion programs
2. Digital literacy for SMEs is a growth area
3. Government partnerships are important

INTERVIEWS

We interviewed the following companies:



DONORS



Donors value strong relationships with Vietnamese gov't



Facebook is a good partner for education and community initiatives



Tech companies prioritize funding STEM education and economic equality initiatives

RECS FOR KF ASIA

- Partner with Vietnamese Assistance for the Handicapped (VNAH)
- Utilize UNC connections for grant assistance and financial support
- Leverage international STEM curriculum

REFLECTIONS

- Networking with potential donors is highly beneficial
- Identifying social issues in Vietnam was insightful
- Communication is key in global experiences

CONCLUSION

To summarize, through our research, we have identified the needs of the Vietnamese market in the following areas: Digital Training, Labor Practices, Women's Economic Empowerment, Vocational Training for People with Disabilities, and STEM education. These areas all line up with donor interests and Kenan Foundation Asia's current expertise.

