



TOGETHER INTO THE WORLD

COMPANY **PROFILE**

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About **S-WORLD**

S-World is a next-generation media company with the capability to go global. Founded in 2020 during the Covid-19 pandemic, the company has never stopped moving forward like a trusty stallion and is prepared to enter a new world filled with undiscovered wonders.



The world is much smaller
if we know how to connect,
and new values are more attainable
if we are united.

”

VISION

Become a pioneering, next-generation media company with an ecosystem that connects Vietnam to the world.

MISSION

Strengthen connections and create new values via media, with a sense of perseverance while striving for perfection.

CORE VALUES

Pioneering - Celerity - Compassion - Innovation - Uniqueness

Why **CHOOSE US?**

HUMANS

A collective of people with the same vision, highly-trained media expertise, international competence and passion for creativity.

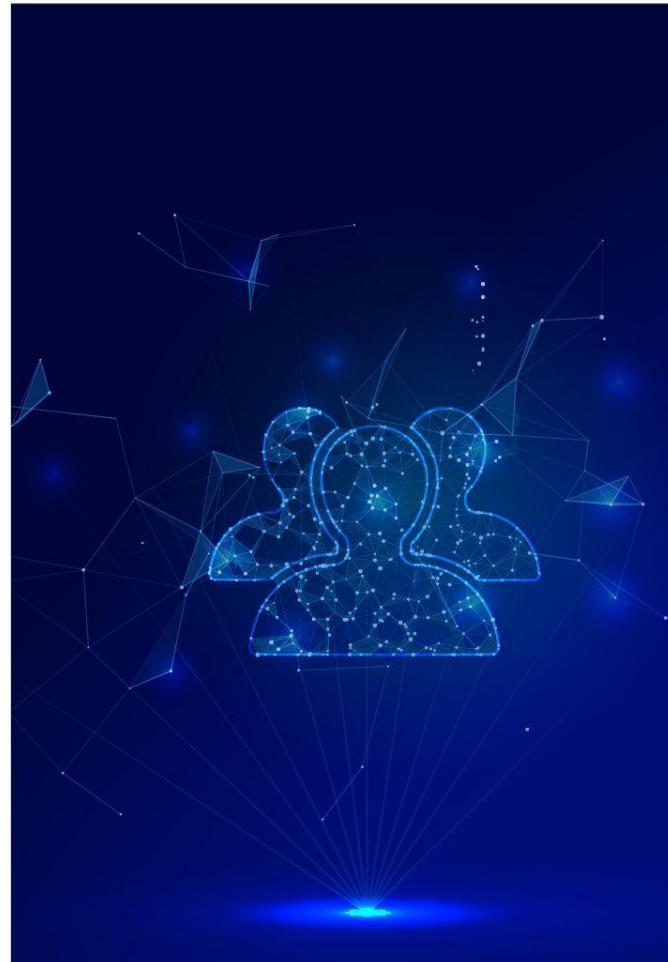
CULTURE

Connections to go **FAST** and **FAR** together.

CONNECTIONS

S-World has an extensive network of prestigious relationships. It aims to create new models of connectivity and creativity to: **GROW STRONGER TOGETHER.**

ABOUT S-WORLD



WHAT'S SPECIAL about S-World

ABOUT S-WORLD



PRODUCTION AND COMMUNICATION CAPABILITIES ARE OUR STRONGEST FOUNDATION

Our team consists of journalists, reporters and media members with extensive experience in Vietnam and internationally. We take pride in our modern, creative style that is capable of creating diverse and valuable products that can connect with customers on a personal level.

CONNECTION CREATES SUSTAINABLE VALUE

We always focus on connecting people via multimedia, linking prestigious units with organizations and colleagues, and the community with more than 100 Vietnamese and 20 international media outlets. This allows us to spread positive values naturally and sustainably.

OUR OVERALL CULTURE HELPS OPTIMIZE BUDGETS

A single idea with one implementation method can develop into different services across platforms to help customers enjoy the most effective communications.

PIONEERING COMMUNICATION IN NEW INDUSTRIES AND NEW TECHNOLOGIES

We are breaking ground for communicating and spreading positive values for new industries and new technologies with our broad knowledge base, market analysis abilities, data, speed, and creativity.

The statistics,

1 YEAR AMIDST THE PANDEMIC



Founded in

6/2020

During the second Covid-19
outbreak's peak

100%

Growth:
Revenue & workforce

Supported

5

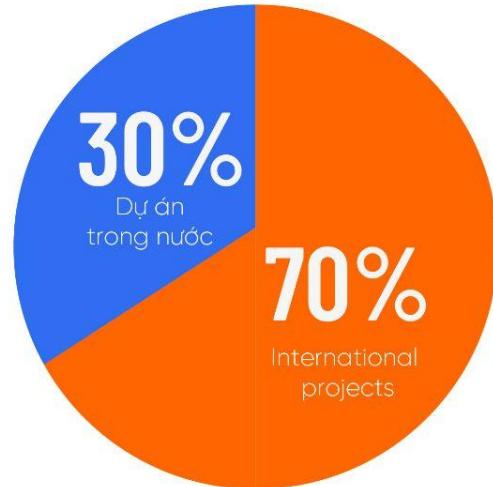
Community projects

+20

Projects domestically and
internationally completed



Domestic projects



- 03 partners in the US
- 01 partner in Japan
- 01 partner in the UK
- 01 partner in Germany
- 01 partner ADBV (Philippines)

Our **SPECIALTIES**



TECHNOLOGY



EDUCATION



MEDICAL



FINANCE



FOREIGN
AFFAIRS

Meet
OUR PARTNERS



m²



Metran (Japan) is a Japanese company specializing in R&D, production, sales and import and export of medical equipment, especially artificial ventilators, anesthesia equipment, and respiratory monitors. S-World is Metran's official media partner for global businesses. In this partnership, S-World helps the Metran group to connect with partners and potential customers around the world, and provides marketing and communication services for the launch of new products such as the O-Pro high-tech air purifier face mask.



STRATEGIC PARTNERS



Republic.co (USA) is a crowdfunding investment platform that connects individuals and institutional investors with a variety of investment opportunities. S-World is Republic's media partner in Vietnam, with two stages: "Big Boom" and "Sustain" with three outreach approaches: press-television (PR), social media, and event media.

MEET OUR PARTNERS



VnExpress is a Vietnamese online newspaper, operated by the FPT Corporation. It is the most popular online newspaper in Vietnam, with 40 million users and over 900 million views monthly. S-World has cooperated with VnExpress to produce the talk show Ngay Co, which had received millions of views across 6 platforms in 15 countries.



90.000+

Luot xem



STRATEGIC PARTNERS



ADB Ventures is a new branch of the Asian Development Bank (ADB), specializing in scaling technology solutions, with the aim of making an impact in the Asia and Pacific region. S-World is the production unit for ADB Ventures' Climatic: Asia-Pacific Climate Technology video series. The series is currently funded by an MDB-backed venture fund and built for 90,000+ viewers from ADB Ventures' most important audience.

OUR PARTNERS

OTHER PARTNERS



OUR PARTNERS

MEDIA PARTNERS

INTERNATIONAL NEWSPAPERS

intell*asia*.net

TECH*ASIA*

**Deal
street
Asia**

Bloomberg

NIKKEI Asia
The voice of the Asian century

Forbes

**KED
GLOBAL**

Vietnamese NEWSPAPERS

VN*EXPRESS*
TIN KHẨU VIỆT NAM

tuoitre

vietnam.net

Zing

Cafebiz

CafeF

Forbes
Vietnam

Kinh tế & Đầu tư
CỔ QUAN MẠNH LÃM ĐÀ GIAO TẾ HÀ NỘI

THÀNH NIÊN
ĐIỂM HÀM CỦA HỘI NHẬP THÀNH NIÊN VIỆT NAM

DoanhNhansaigon

KinhteSaigon

LaoDong

DANH TRỊ

TELEVISION CHANNELS

VTV4 **VTV1**

VTV24 **HTV7**

**VTC
1** **VTC
14**

OUR PARTNERS



U3

OUR SERVICES



PRODUCTION



Production is one of
S-World's greatest strengths



Products for businesses: TVC, viral videos, reportage, corporate documentaries



Television products (TV shows): documentaries, reportage, reality TV, talk shows, game shows, etc.



Digital products: E-newspapers and social networks

Talkshow **NGUY CƠ**



[Trailer | Nguy Cơ season 2](#)
[Landing Page on VnExpress](#)

Talkshow Nguy - Co is a collaboration between VnExpress and S-World Multimedia. This is a show for business people to share their stories about economics, with our host, speaker Nguyen Phi Van.

Talkshow Nguy - Co has been published on 7 platforms, reaching over 40 million people, gathering 900 million views in total every month. The show reached 15 countries, with 50 famous guests from domestic and international sectors.

+10 MILLION

Views on multichannels

+130

Articles on VnExpress

+280

Articles on
the other media

50

Guest
speakers

CLIMATIC

Talk show Project



CLIMATIC

Powered by ADB Ventures

[Trailer](#)

[Landing Page on ADB Venture](#)

Climatic is a series about the innovators decarbonizing Asia and the Pacific; the entrepreneurs making our region more resilient to climate change; and the corporate leaders partnering with them to scale operations.

The show was developed by ADB Ventures, a venture capital fund, that is part of Asian Development Bank. The show is currently being released on e27.co, the biggest online media outlet in Asia able to reach massive audience in the Asia-Pacific region as well as other parts of the world.

PRODUCTION - TV SHOW

UNDP

Online talk show

[Talkshow on VnExpress](#)

The UNDP online talk show is part of "Responsible Business for People, Planet and Prosperity Week," a collaboration between UNDP Vietnam and the Swedish government, with aims to raise awareness and encourage businesses in Vietnam to act responsibly.

The show was published by VnExpress, the most popular e-newspaper in Vietnam in terms of both domestic and international readers.



LEARN TO LOVE[®]

Talkshow



"Learn to love" is a brand new format for a talk show, and was broadcast by VnExpress on many social media platforms.

[Talkshow on VnExpress](#)

The show aimed to spread positive values by sharing stories of love and kindness. It has reached 500,000 total views across 7 episodes on VnExpress' landing page as well as many other social media pages.

+500K

Total views across 7 episodes

PRODUCTION - TV SHOW

Production - Documentary about the potential of Vietnam **FISCHER GROUP**

fischer 

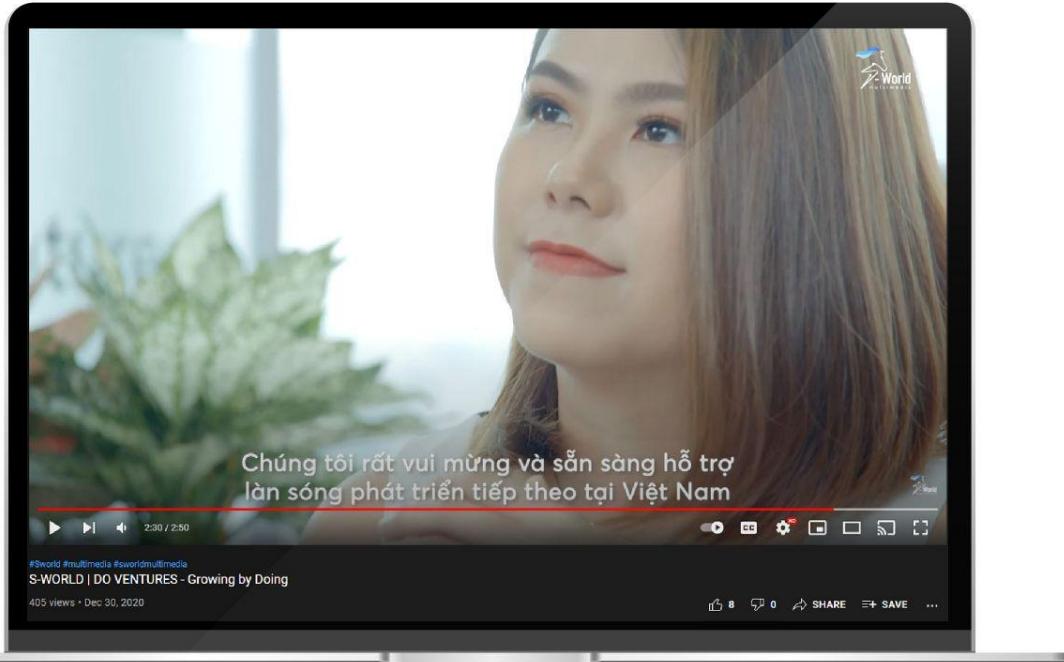
Fischer is German conglomerate, best known for its production of devices and components for the construction and auto industries.

This video footage provides a great foundation for Fischer to discover a new market filled with potential - Vietnam. The documentary also features information from Mr. Marko Walde, Chief Representative of the German Chamber of Commerce and Industry in Vietnam (GIC/AHK).

[Watch video here](#)



TVC Project **DO VENTURES**



20



[Watch video here](#)

Do Ventures is an early-stage venture capital fund that specializes in supporting technology startups in Vietnam and Southeast Asia. Do Ventures has partnered with the National Innovation Center (NIC), which is under the Ministry of Planning and Investment for the Vietnam Innovation and Technology Investment Report 2020.

With a message titled "Pioneer," this video provides a brief introduction of Do Ventures, and the opening of a new journey for finding and supporting aspiring creators. It reveals the efforts to provide a much-needed boost for the startup ecosystem at the end of the COVID-19 pandemic.

PRODUCTION - TVC

TVC Project **TECHFEST** VIETNAM 2020

[Watch Techfest' TVC video](#)

The national innovation and entrepreneurship day at TECHFEST VIETNAM 2020 took place from November 27th to November 29th in Hanoi.

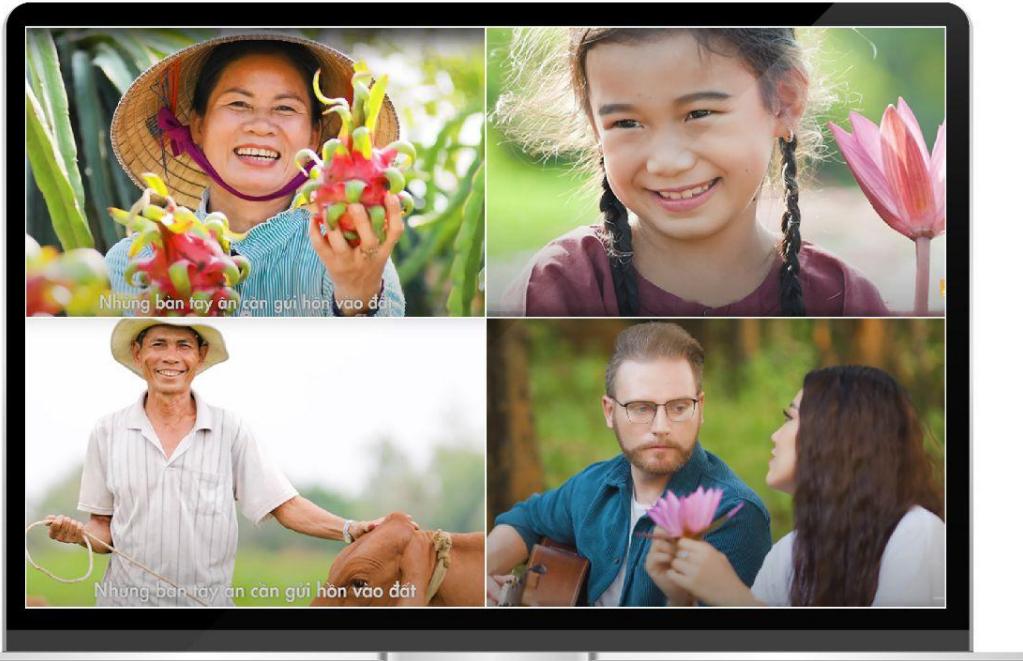
This is the largest annual event that brings together individuals, organizations and networks to support domestic and international innovation creators in the startup community.

The event was organized by the Ministry of Science and Technology in collaboration with other ministries and agencies. The event was also honored to have the presence of Vietnam's Prime Minister and leaders of ministries and branches in the country.

PRODUCTION - TVC



TVC Project LONG AN - THE PROMISED LAND



Nhưng bạn tay an cơn gửi hòn vào đất

Nhưng bạn tay an cơn gửi hòn vào đất



Hopeland

[Watch TVC here](#)

TVC Long An is part of a media project that provides a top-down view of Long An province. This project is a collaboration between VTC NETVIET and the Department of Information and Communications of Long An province.

The TVC featured appearances by Miss Universe Vietnam 2019 runner-up - Kim Duyen and famous singer Kyo York as main actors. The project has reached nearly 2 million views on Facebook and Youtube.

The TVC includes never-before-seen images of Long An, a land bustling with potential for foreign and domestic investors alike, as well as young entrepreneurs looking to set up their own startups.

PRODUCTION - TVC

Video 3D

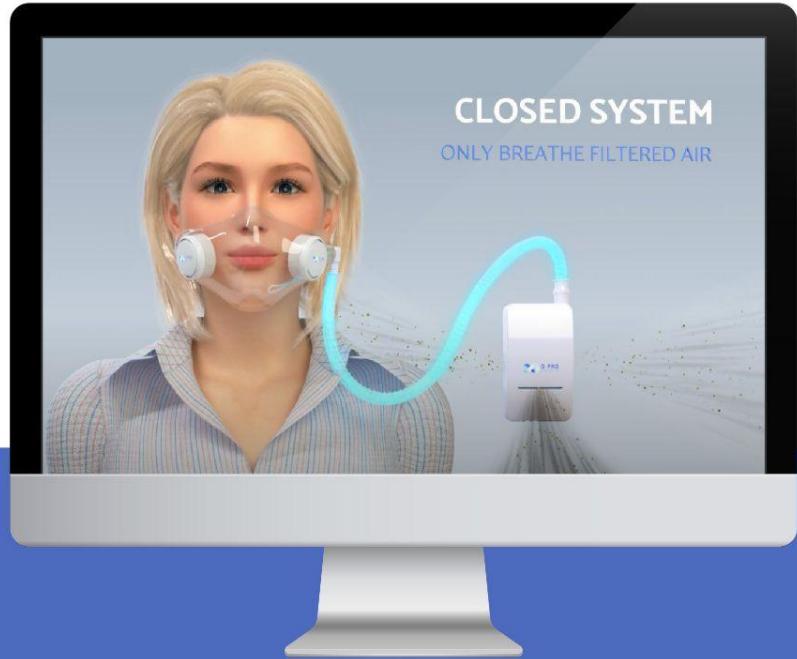
O-PRO High-tech masks Next-gen tech powers

[Watch video here](#)

+64K

Reach

O-Pro is a high-tech air purifier mask designed and produced by Metran, the world's first and still Japan's only HFO ventilator manufacturer.



This 3D video of O-Pro products ushers in a whole new approach in today's video marketing field. With impressive sound effects and graphics that provide a brief glimpse of future technology, this video has received a positive response on social media platforms, reaching over 64,000 people and gaining nearly 30,000 views on O-Pro Own The Air's media channels.

PRODUCTION - 3D VIDEO

BRANDING

S-World provides a set of comprehensive branding solutions:

-
- ➔ Brand identity
 - ➔ Brand story
 - ➔ Brand development strategy
 - ➔ Sustainable brand communications strategy

METRAN



METRAN is a company based in Japan with over **35 YEARS** of experience in producing and providing professional medical supplies.



[Browse O-pro website here](#)



S-World collaborated with Metran in advertising the O-Pro high-tech air purifier mask product line.

4 main services: **Branding, Production, Communication (Social Media + PR) Website Creation and International relations.**

Communication purposes: Brand building and positioning – sales in international markets: America, Europe, and Asia (including Japan and Vietnam).

BRANDING PROJECTS

Logo project

WIRELESS & SENSOR SYSTEMS LAB (WSSL)



[Browse WSSL website here](#)

WSSL is a research laboratory at the University of Texas at Arlington, USA (UAT). WSSL is focused on exploring new systems, mobile and wearable devices for healthcare and environmental monitoring and analysis.

The logo of WSSL was designed by S-World based on 3 main ideas: **WIRELESS NETWORK, PEOPLE, AND CONNECTIVITY**. It relied on 3 colors typically associated with the environment, education, and health. The logo of WSSL therefore presents a modern, fresh identity, but also reflects the characteristic academic research ethos of WSSL.

BRAND COMMUNICATION

S-World provides multi-platform brand communication solutions with 4 interconnecting services

- Press - television (PR)
- Social media
- KOLs & Influencers
- Marketing - sales
- Social media crisis management
- Corporate social responsibility



The screenshot shows a news article from e27. At the top, there's a navigation bar with links for News, Startups, Investors, Jobs, Events, PRO, Contribute, and Advertise. Below the navigation, there are three categories: INVESTMENTS, STARTUPS, and VIETNAM. The main title of the article is "Deals of less than US\$500K up but later-stage deals down in Vietnam in 2020: Report". A subtext below the title states: "The total capital invested decreased by 48 per cent to US\$451M in 2020, reveals a study jointly conducted by Do Ventures and NIC." Below the text is a photo of two people, Sainul Abudheen K and Do Ventures General Partner Vy Le, sitting in a modern office setting. To the right of the photo are social media sharing icons for Facebook, Twitter, LinkedIn, WhatsApp, and others. Below the photo, the caption reads: "NIC Director Vu Quoc Huy (L) and Do Ventures General Partner Vy Le". At the bottom of the screenshot, there's a note: "This article was first published on May 31, 2021." and a short summary: "The number of early-stage investment deals of less than US\$500,000 increased by 11 per cent in 2020 amidst the crisis brought about by the pandemic, says a new report." Another note at the very bottom states: "However, the year saw a rise in terms of both deal size and deal number in the second half."

Do Ventures

VIETNAM INNOVATION AND TECH INVESTMENT REPORT 2020

[Click to see detailed report](#)

Do Ventures is an early-stage venture capital fund that specializes in supporting technology startups in Vietnam and Southeast Asia. Do Ventures has partnered with the National Innovation Center (NIC), which is under the Ministry of Planning and Investment for the Vietnam Innovation and Technology Investment Report 2020.

Thanks to S-World brand communication services, Do Ventures appeared in 75 news articles across many prestigious media channels such as *VnExpress*, *Tuoi Tre*, *Zing* etc. as well as 12 famous e-newspapers in Asia such as *e27.co*, *techinasia*, etc.

The Do Ventures brand has been widely covered and reached Vietnamese readers who are interested in start-ups and businesses. The Vietnam Innovation and Technology Investment Report 2020 also provided valuable information for businesses in these turbulent times.

75

Articles

49

Media in Vietnam

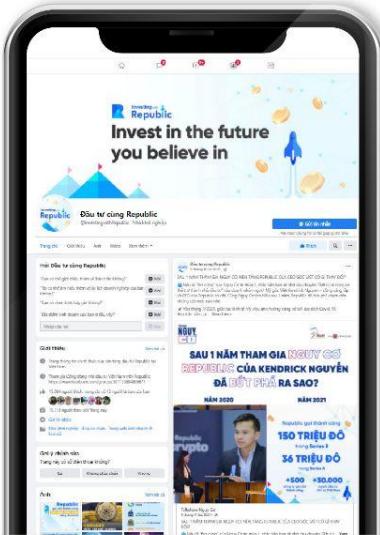
PREVIOUS BRAND COMMUNICATION PROJECTS

REPUBLIC

[Click to see detailed report](#)

REPUBLIC is one of the largest fintech company in the US, specializing in retail investment and blockchain technologies. With approx. 30,000 Vietnamese investors participating in these fields, Republic wants to increase their presence in the investment community in Vietnam.

In order to form a direction for the Republic brand, 2 services have been implemented:



[Investing with Republic](#)

Social Media: Facebook fanpage. After only 7 months, the page "Đầu tư cùng Republic" managed to connect with young investors in Vietnam, reaching impressive statistics:

15.000
Page likes

900,000
Users reached
50,000
Total engagement

120
Articles



PREVIOUS BRAND COMMUNICATION PROJECTS

Brand communication projects

METRAN JAPAN M Metran

METRAN JAPAN is a company with more than **35 YEARS** of experience in manufacturing medical equipment, particularly respiratory aids, and their presence is known globally. Metran was founded by Mr. Tran Ngoc Phuc, the inventor of the MV20 ventilator.

+36

Articles in Vietnam

+7

Newspapers/
radio channels

+16

Articles for Talkshow "Ai roi cung khát"

[Click to see detailed report](#)

S-World has worked with Metran to spread brand love and the group's product values to the Vietnamese community across 36 prestigious Vietnamese newspapers, including *VnExpress*, *Tuoi Tre News*, *Zing News*, *Lao Dong Online*, *VOV* etc, 7 newspapers like *ICT News*, *Vietnamnet*, the Leader and TV channels such as *VTB*, *HTV*, *MCV* and *VnExpress*, *Tuoitre*, *Zingnews*, *Lao động*, *VOV* etc. It attracted great attention from more than 16 articles when the Talk show "Everybody is thirsty" was released.



S-World has also succeeded in building the brand via social media and increasing the market for O-Pro products such as high-tech air purifier masks, on 5 main platforms: Facebook (+18,000 followers), Instagram, YouTube, LinkedIn, and the brand website. Since then, it has attracted the attention of thousands of potential customers for products and brands in Vietnam and in the global market.

BRAND COMMUNICATION PROJECTS

EVENTS

In order to attract customer attention and create a positive brand resonance for businesses, S-World offers a diverse range of event communication services on both online and offline platforms:

ONLINE

Webinars, online conferences, seminars

OFFLINE

Ceremonies, conferences, grand openings, product launches, etc.



Webinar

"THE POSITION OF WOMEN IN THE FUTURE OF INVESTMENT"



32

102,000 Views

32 3,000

Articles

Interactions

The webinar "The position of women in the future of investment" featured the appearances of **RANDI ZUCKERBERG**, former marketing leader at Facebook and **LE DIEP KIEU TRANG**, former director of Facebook Vietnam. It brought new perspectives on the importance of women in investment fields.

The webinar was hosted by VnExpress and was shared across online media, gathering incredible statistics: 32 news articles and multimedia channels, 102,000 views and more than 3,000 interactions on Facebook channels.

COMPLETED EVENTS - ONLINE



Open Talks is a series of online webinars jointly organized by the Young Businesspeople Association of Ho Chi Minh City (YBA) and IBP Vietnam, with support from the Youth Start-up Support Center (BSSC), Shark Tank Vietnam, and S-World.

The series of talks brings new perspectives on challenges and opportunities in today's turbulent times for Vietnamese businesses from well-known leaders and intellectuals in the region. Open Talks has achieved certain successes after only a few episodes on the air, and it has been bringing valuable and practical lessons to the Vietnamese business community.

Open Talks Webinar Series VIETNAM CEO FORUMS

OPEN TALKS #3

“MẶT TRỜI LÓ ĐẠNG NƠI ĐÂU?

19:45 | Thứ Năm, 14/10/2021 | Hình thức: Online qua ZOOM

NHỮNG CON SỐ ấn tượng CỦA SERIES OPEN TALKS

3 Toà đàm **9** Diễn giả **65+** Bài báo

3.667 Luợt đăng ký

3.480 Khách mới tham gia

TRƯỜNG LÝ HOÀNG PHI
MST: 031100000000000000000000
Công ty: Hestia Co., Ltd

TRAN NGỌC A THAI SON
Founder & CEO My Pham Phi

NGUYỄN THÁI PHÌN
Phó Tổng Giám đốc Kinh doanh
và Tài Chính Wooratex

HOÀNG NAM TIỀN
Chủ tịch FPT Telecom

LÊ TRÍ THÔNG
Tổng Giám đốc
PM Chủ tịch HĐQT - CEO Công ty
Gia Gia Gia Vàng và Gia Gia Phú Thành

COMPLETED EVENTS - ONLINE

DO VENTURES

Appreciation Day



DO VENTURES is an early-stage venture capital fund that specializes in supporting information technology startups in Vietnam and Southeast Asia.

With the image of a harbor representing the starting point of Vietnamese startups, Do Ventures' journey is similar to the journey of boats going out to sea, ready to explore new horizons and new lands with courageous pioneers.

COMPLETED EVENTS - ONLINE

THE "CONNECTING AND PROMOTING RESOURCES TO HELP VIETNAMESE STARTUPS GO GLOBAL" seminar in 2019



10.000

Live viewers

The "Connecting and promoting resources to help Vietnamese startups go global" seminar made a great impression, with 200 participants consisting of experts, startup leaders, directors, and other influential figures in Vietnam and abroad, including the presence of:

- Ministry of Science and Technology, represented by Deputy Minister Tran Van Tung.
- US Consulate General in Ho Chi Minh City represented by US Consul General Marie C. Damour.
- Overseas Vietnamese State Committee Ho Chi Minh City, represented by Chairman Phung Cong
- Department of Market Development and Science and Technology Enterprise, represented by Director Pham Hong Quat

The conference attracted more than 10,000 live-stream viewers and was reported by more than 40 press and television outlets.

COMPLETED EVENTS - OFFLINE

- CONNECT VIETNAM WITH THE WORLD
- CONNECT THE WORLD WITH VIETNAM
- FORM CONNECTIONS BETWEEN PEOPLE - BUSINESSES - ORGANIZATIONS



INTERNATIONAL RELATIONS

Positioning itself as a bridge between Vietnam and the world with its strength in multimedia communication, S-World brings new solutions to businesses and organizations:

COOPERATIVE CONNECTION



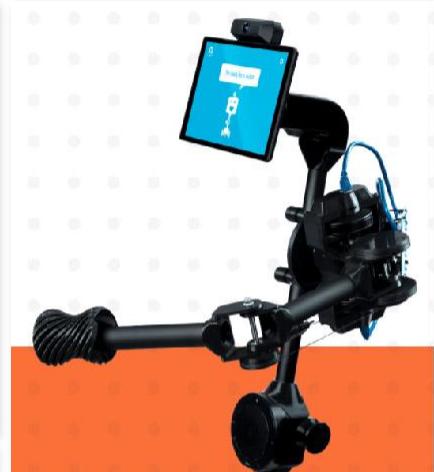
Metran



BENH VIEN QUAN Y 175



PRODUCT CONNECTION



COMMUNITY PROJECTS

LIBRARY
—OF—
dreams



BAN ƠI
KHOẺ
KHÔNG?

Chung tay
vì Việt Nam ❤️



Giúp tôi!



OUR PARTNERS

CSR communication projects **BAN OI KHOE KHONG? - HOW ARE YOU, FRIEND?**

[Facebook Group](#)

This is a non-profit project with the aim of connecting a team of experts across physical and mental health fields to work together for a healthy and stable Vietnam working to overcome the pandemic. S-World accompanied "Ban oi khoe khong?" by supporting the organization via weekly webinars with well-known speakers; supporting PR activities, and facilitating communication on social media channels. After just over 2 months, the group has now attracted more than 11,000 members, 80,000 interactions, 20 events, nearly 3000 check-ins at the mental health map and more than 10 news articles.

BRAND COMMUNICATION PROJECTS

+12.000 Members **+80.000** Interactions
20 Events



CSR communication projects

NOI NIEM TIN BAT DAU... - WHERE THE FAITH BEGINS...



+9

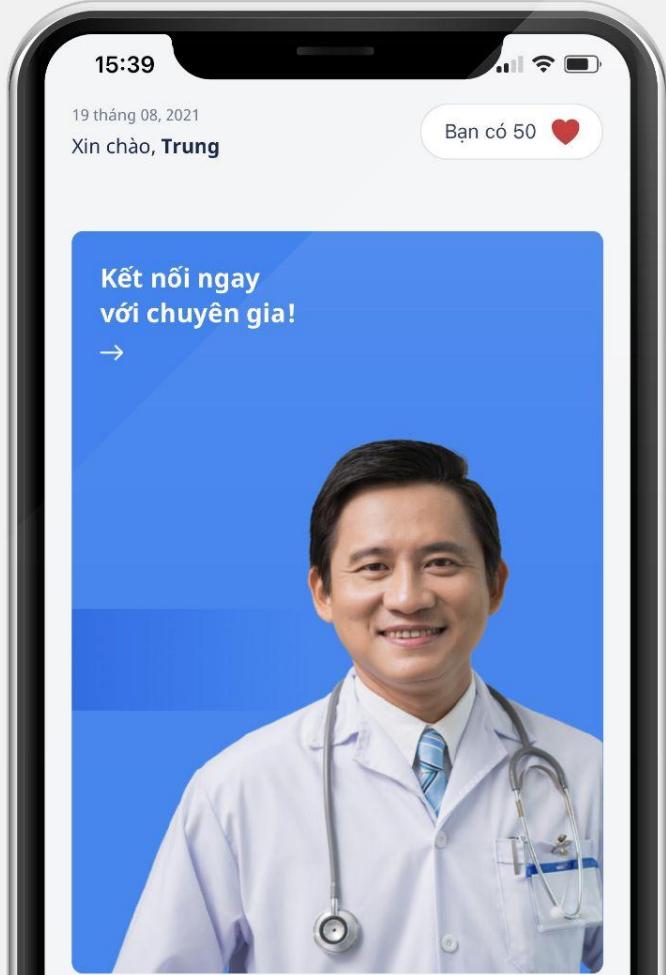
Articles

4.200

Live viewers

Webinar

The webinar "Where Faith Begins..." was held to share the perspectives of 4 volunteer groups from Vietnam, the USA, and Canada (Stay Strong Saigon, Chung tay vi Viet Nam, Oxy Saigon, Nhịp Tho Que Huong), all of which have been actively contributing to the community. The webinar was organized by S-World and supported by the Vietsuccess organization. It has reached 4,200 live views with more than 9 articles shared with many comments and lively discussions about volunteering and community in Vietnam amid the pandemic.



CSR communication projects

GIÚP TÔI!-HELP ME!



[Website](#)



This is a completely free 24/7 counseling application that supports people affected by COVID-19 nationwide by providing them a way to receive reliable medical assistance. S-World contributed by organizing PR activities and quickly providing information about "Giúp Tôi" through 20 news articles to help bring this meaningful application to the community.

20

Articles

BRAND COMMUNICATION PROJECTS

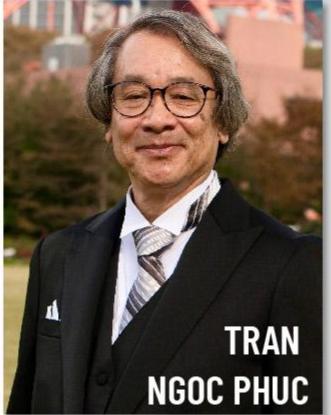


MEET

OUR FOUNDER & ADVISORS

OUR ADVISORS

President of Metran Group Japan
Business Advisor



TRAN
NGOC PHUC

President of LogiGear Corporation, US
Business Advisor



LE HOANG
UYEN VY

Co-Founder & Director of Do Ventures
Business Advisor



DON LE

▲ Founder and CEO of Everest Education
Inspirational advisor

Partner at Antler Global Venture Fund
Business Advisor



NGUYEN
QUOC HUNG



ERIK
JONSSON

OUR FOUNDER



S-World's founder and CEO has over 12 years of experience in the media and journalism industries. She has worked in over 20 countries around the world, most notably the United States.

As a former Director of VTC10-NETVIET's Southern Branch, a Vietnamese foreign cultural television channel, she also served as the Ministry of Science and Technology's Master Communication Advisor for Techfest Vietnam 2020.

Soan Dang also works closely with several ministries, branches, and localities, most

notably the Ministries of Foreign Affairs, Science and Technology, and Information and Communication. In addition, she has developed numerous connections with diplomatic agencies and international organizations in Vietnam.

Previously, the founder of S-World also worked as a director, journalist, and producer for a wide range of genres, including TVC, documentaries, talk shows, reality TV, and game shows on VTV, VTC, and HTV channels and more.

CONTACT US

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-  youtube.com/channel/UCzod695AmgnnUeKSSUZ-tIA



— Thank you