



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.

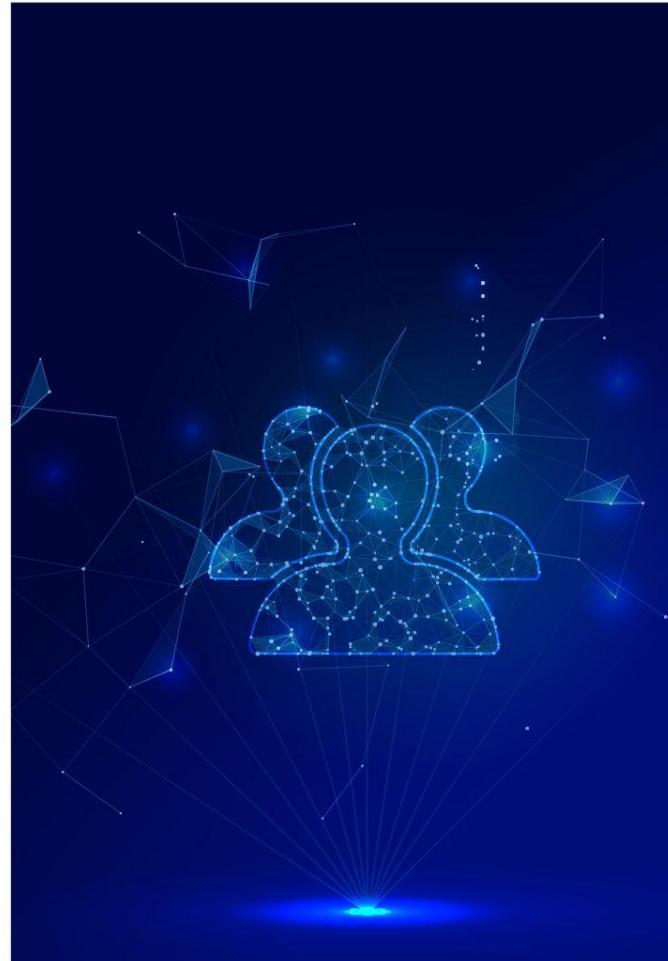
## CULTURE

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**

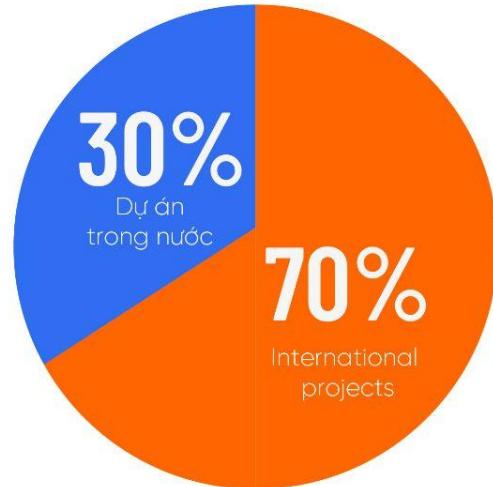
Community projects

**+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



# MEDIA PARTNERS



## QUỐC TẾ

intell*asia*.net

TA TECHINASIA

Deal  
street  
Asia

Bloomberg

NIKKEI Asia  
The voice of the Asian century

Forbes

KED  
GLOBAL

## BÁO CHÍ

VNEXPRESS

tuoitre

vietnam.net

Zing

Cafebiz

CafeF

Vietnam  
Forbes

KinhDoanh &  
ThiTruong

THANH NIEN

DoanhNhieu

KinhteSaigon

LAODONG

DANTRI

## TRUYỀN HÌNH

VTV4

VTV1

VTV24

HTV79

VTC  
1

VTC  
14

OUR PARTNERS

# U3

## OUR SERVICES



# PRODUCTION

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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<sup>®</sup>

## 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** 

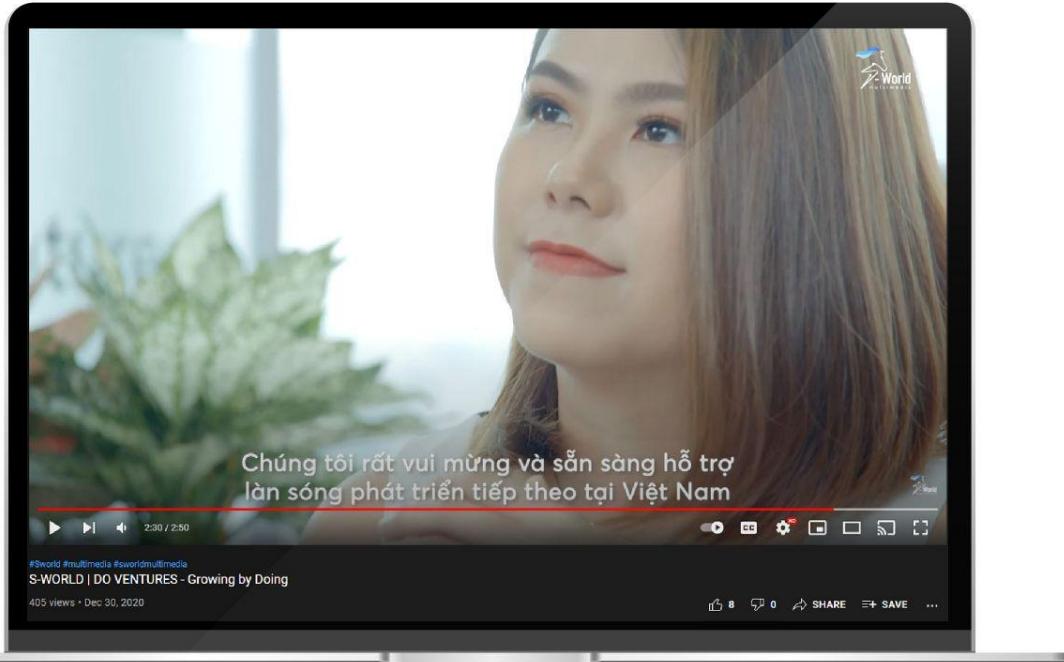
Fischer is German conglomerate, best known for its production of devices and components for the construction and auto industries.

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.

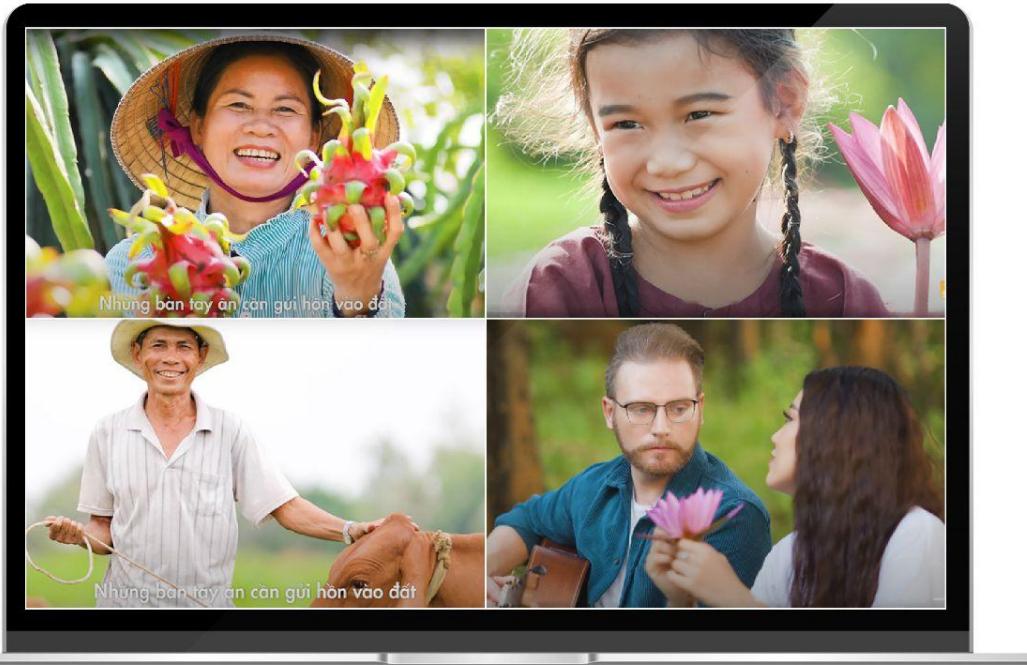
This is the largest annual event that brings together individuals, organizations and networks to support domestic and international innovation creators in the startup community.

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



[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

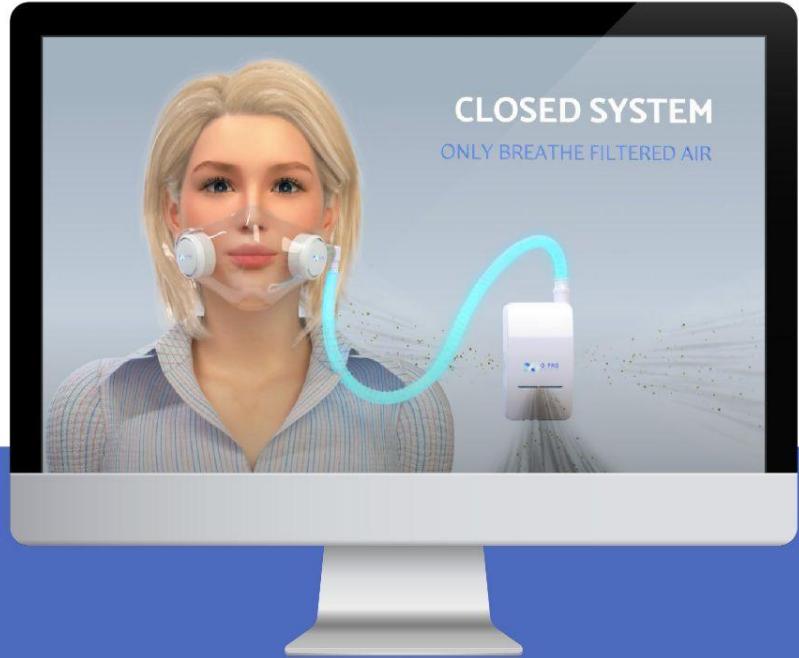
# O-PRO High-tech masks Next-gen tech powers

[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

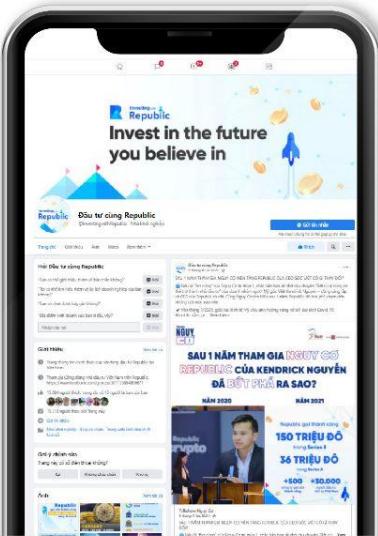
PREVIOUS BRAND COMMUNICATION PROJECTS

# 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



# 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

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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



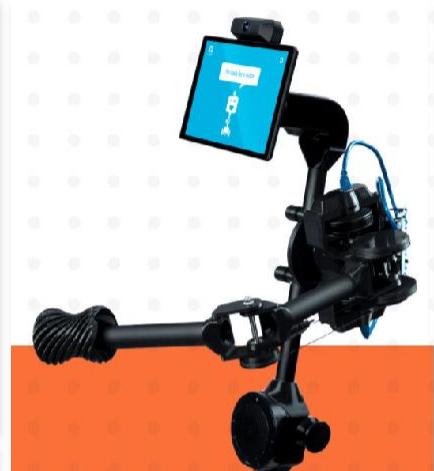
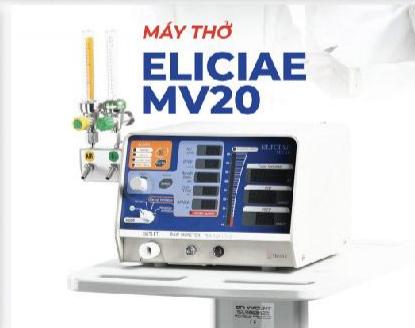
Metran



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

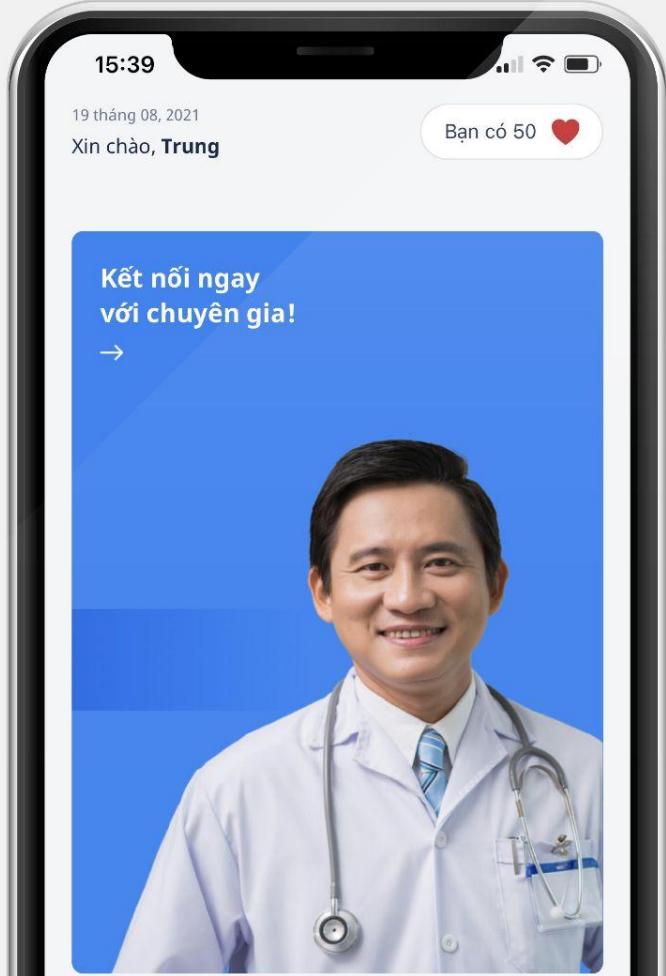
Articles

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



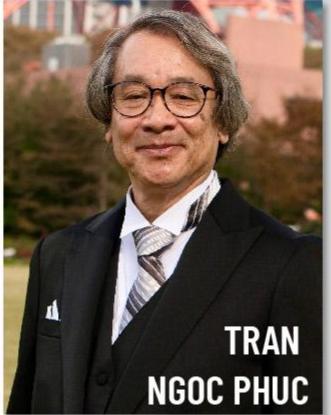
MEET

# OUR FOUNDER & ADVISORS

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# 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