The University of the Future in the Digital Era: Digital Entrepreneurship Education for B40 Community in Thailand

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Abstract: **Thailand is a country that has very low unemployment when compared to others; it looks good in the big picture but terrible when zooming in. The rural places are most suffering due to lack of education people forced to do any jobs regardless of income or sustainability, and this for themselves not talking about their family from statistics World Bank poverty rate was increasing in 2018. Therefore, provide them with knowledge and skill about being good entrepreneurship is essential to develop and sustain community and (excellent) job opportunities. This paper offers a validated conceptual Malaysian UotF business model. The value proposition of the conceptual business model is to enhance the wellbeing of the B40 community in Thailand through humanizing digital entrepreneurship education activities and harnessing digital capability. The design and system thinking approach has been adopted in this paper to address the wellbeing issues of the B40 community in Thailand through understanding their need, and then followed by building conceptual business models using modeling tools, i.e., Business model canvas (BMC) and Value proposition design canvas (VPC). The approach includes conducting a literature review and interviews for understanding the needs, challenges, and critical problems, formulating and ideating initial business model options in solving the issues, and validation of the initial business model by interviewing the various customer segments.**

Keywords: **Digital Platform, B40 community, Thailand, Humanizing Digital, Entrepreneurship Education, SDGs, VPC, BMC, University of The Future, Wellbeing.**

I. INTRODUCTION

Today, the digital era fully arrives, we have fast internet, real-time responsive, digital platform, and so on. But more we evolving faster is more challenging we have got. If we look back on twenty years ago, we have Millennium Development Goals (MDGs), which has eight principles ended five years ago, and in 2015 United Nations (UN) coming up with a new agenda called Sustainable Development Goals (SDGs), which has 17 principles. The principles were doubled from MDGs. Moreover, the digital era also influences education as well, new ways of educating are emerging all the time, and traditional education needs to adapt itself more relevant to the digital age.

Islam taught us to help each other no matter Muslims or non-Muslims (Ummah), but for Muslims, we have to think about them first. For the record from The Global Competitiveness Report 2019 which conducted by WEF tells us that the Muslim nation is the most underdeveloped in the world. In this paper is a focus to help Thai people both Muslims and non-Muslims but priority is Muslims due to responding to the order of Islamic and SDGs. Malaysian UotF can be the primary role to solve the problem thru Digital Platform of B40 community in Thailand to be entrepreneurship and hope that they will help others.

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II.   PROBLEM STATEMENT

Thailand has minimal unemployment rate only 0.7% (Asian Development Bank, 2019) but people still poverty at the end of the day. Between 2015 and 2018, the poverty rate in Thailand increased from 7.2% to 9.8%, and the absolute number of people living in poverty rose from 4.85 million to more than 6.7 million. The increase in poverty in 2018 was widespread - occurring in all regions and in 61 out of 77 provinces (World Bank, 2020). This problem has occurred due to an economic issue (Nikkei Asian Review, 2020) even people have a job but that job cannot sustain life in this era and also Thailand has most suicidal rate in ASEAN. The ratio is 14.4 means that the people in 100,000 there are 14.4, which suicided (World Health Organization, 2019). There is more from the article "Poverty and Inequality of Thailand" tells that between 2015 - 2018 ratio of poverty of Thailand is raised from 7.21 per cent to 9.81 per cent and the absolute value of Thai people which in the poverty state raised from 4,850,000 to more than 6,700,000 (The World Bank, 2020). And the problems with unequal between poorest and richest, Thailand ranking is number 3 of unequal means that 1% of wealthiest people have asset more than 50 - 60% of people in Thailand (The world's most unequal countries, 2016). Therefore, all the problems need to addressing by making people become entrepreneurship with good income or enough to get pass B40 barrier.

In the quality of the education system (SDG 4) in Thailand was not taught people to become entrepreneurship; most of the education taught people to become an employee (Thairath, 2019). Therefore, the education system is the problem that needs to address, which this problem will tie with SDG 8 (Decent jobs and economic growth) not just have a job but a decent job. Therefore, when the SDG 4 is addressed SDG 8 also addressed as well. After that, Thailand needs to strengthen a Justice and Peace (SDG 16) for B40 community. To strengthen and sustain a good foundation of society, Thailand has to invest in SDG 16 initiatives. From statistic, Thailand lag of SDG 16 there is a lot of Corruption happens everywhere and trend to increase every year. Thailand corruption ranking is 101 from 180 countries (Corruption Perceptions Index, 2019). Therefore, it is necessary to implant the culture and value of "The Trust" for those who become entrepreneurship in the future.

III.   OBJECTIVES

This paper focuses on building a conceptual sustainable business model of a Malaysian UotF for Digital Entrepreneurship Education. Thailand has problems with education for a long time and as well as a good job, especially for people B40 which are most suffering in these problems. The main objective of this paper is to offer a validated conceptual Malaysian UotF business model with focus on international community engagement programmes. The value proposition of the conceptual business model is to enhance the wellbeing of B40 community in Thailand through humanizing digital entrepreneurship education activities and harnessing on the digital capability, Thus, improving and sustain a better world in which B40 community in Thailand can enhance their wellbeing and become a balanced person - as adults, parents, ethical entrepreneurs and responsible citizens providing a balanced and humanizing education - Skills, Knowledge, *Amanah* - nurture to be good entrepreneurs in future, especially a Muslim amongst the B40 community in Thailand.

IV.   METHODOLOGY

This paper adopted the design and system thinking approach to develop a conceptual business model of a Malaysian UotF, including community engagement activities with solutions for enhancing the quality of life of B40 community in Thailand. The conceptual business model is designed through understanding the needs of B40 community in Thailand by using business modeling tools i.e., Business Model Canvas (BMC) and Value Proposition Design Canvas (VPC). BMC has nine building blocks for the business model; here is briefly describe BMC and VPC, 1. Customer Segment (CS) is the target audiences that plan to offer value with products or services 2. Value Proposition (VP) is how CS will value from unique offer and differentiate it from the competition 3. Channel is a way to deliver VP to CS 4. Customer Relationship (CR) is how to plan on keeping solid relationships with CS 5. Revenue Stream (RS) is how VP bring in revenues from each target audience 6. Key Resource (KR) is the assets available to the business that allows operations to run effectively 7. Key Activity (KA) is essential operations to the success of a business 8. Key Partnership (KP) is people or organization that help business meet success 9. Cost Structure is all of the costs associated with a firm and VPC is a tool which can help to ensure that a product or service is correct and meet customer requirement (Osterwalder, Alexander and Pigneur, Yves 2014). The approach involves carrying out a literature review and interviews to identify key issues, formulating and devising an initial business model in form of BMC and VPC, and value proposition that helps to enhance the quality of life of the B40 in Thailand. The initial business canvas (BMC) is validated by interviewing 10 Muslims, and five non-

Muslims (Buddhism), the value proposition canvas is validated by interviewing B40, Donors / Sponsor, Volunteers, and Sheikhul Islam Office. Design thinking is a methodology that uses the intuition and techniques of the designer to match the needs of people with what is technologically workable and what a viable business plan can turn into value for the customer and opportunity in the market.

V. LITERATURE REVIEW

A. University of the Future

The vital role of universities plays in enabling social mobility. Both the form of mediation and the interests mediated have changed since universities emerged out of monastic schools (Eva 2019). Higher education is more important than ever. Between 2000 and 2014 the number of students in higher education institutions more than doubled, rising from 100 million to 207 million (UNESCO, 2017). Therefore, University of the Future (UotF) needs to respond to the desire of students that increases every year. not just domestic but all around the world. the role of UotF has to change in the digital era in term of sustainable. According to (Alfonso, 2012) universities need to address 3+1 major challenges these challenges based on six issues and trends (1. Globalization, 2. Private R&D budget cuts, 3. Public R&D budget stagnation, 4. Cost and complexity of research and innovation processes, 5. Aging, 6. New education needs) [1] the "+1" a culture change: all six issues and trends cited in the Introduction directly related to the "+1" challenge. Universities need to change and evolve to keep into account a world that is changing at a speed never seen in the past. To address this challenge, universities cannot be overly biased or limited by traditions and consolidated practices. [2] Invent the future: universities must keep their role of "inventing the future" by preserving and strengthening their research capabilities. [3] Serve society: Universities have a massive capital of human resources and knowledge that can be fruitfully exploited to have a direct and immediate impact on society. Indeed, this is the expectation and request of public bodies, private companies, and decision-makers: universities should promote the public good by directly supporting the competitiveness of industries, the quality of public administrations, the overall development of the society. [4] Teach how to learn: It is not essential to assess the student's ability to provide correct answers to specific questions or problems. We need to help them develop the ability to continuously learn through any step of their professional and working experience. It is a profound and extremely complex pedagogical challenge that requires new education skills, methods, and approaches. The key point from this literature review is to know about how to make a UotF survive or still relevant in future and can help B40 people to get study (Pain Relievers).

B. Muslim in Thailand

The Muslims are minority religious in Thailand most of them are in the southernmost province of Narathiwat, Pattani, Yala and Satun. Islam is said to have been introduced to the Malay Peninsula by Arab traders and adventures during the 13th century. There are about 7.5 million (12%) of proximately 62.5 million (number may vary depending on the reference and how to collect the data), and most of the Thai people are Buddhists (87.2%). Thai governments and parliaments have attached incredible significance to advancing Islamic affairs and the status of Thai Muslims. Both institutions dedicated to protecting Thai Muslims with the goal that they can preserve identity and live according to Islamic standards, conventions and lifestyles.

The Act on the Administration of Islamic Organizations was ordered in 1997, leading to the formation of the Central Islamic Committee of Thailand. The Central Islamic Committee is managed by the Chularajmontri (Shiekhul Islam or Grand Mufti) Who acts as a state guide on Islamic undertakings. Under the Central Committee, each province with an adequately huge Muslim populace has its own Provincial Islamic Committee. The provincial committee acts in an advisory capacity on Islamic affairs at the provincial level and has the power to appoint the Committee of the Mosque. At present, there are a total of 3,460 committees of the mosques nationwide.

"South Thailand Insurgency" this situation happened in 3 provinces (Narathiwat, Pattani, Yala) in Thailand starting since 1948 at that time the violence is not high and be like this for decades until 2004 the situation getting more violence. In between 2004 - 2011 there are death people around 4,500 and injured 9,000 (Niklas & Emma 2004). After 2011 situations are more controllable. On the beginning of Insurgency reason, it came from religious and race in region Malay Pattani due to want to divide the land to be independent of Thailand but right now the reason for Insurgency is way more complex.

The key point of this literature review is to know the life of Muslim in Thailand how important of Muslim people to government and conflict in 3 southern provinces, which why paper focus on Muslims B40.

C. Thailand Socio Economic

Thailand's GDP will follow from industry and services, which ratio is 39.2% of GDP. Agriculture ratio is 8.4% of GDP, which less than Transportation and Trade and also Communication that has 13.4% of GDP and 9.8% of GDP respectively. Construction and Mining ratio is 4.3% of GDP, and other sectors (Finance, Education, Hotels and Restaurants) ratio is 24.9% of GDP. Communication and Trade are going to be a center of expansion of industry and economic competition (Sujinda, Amir 2008). Thailand has a problem with poverty and inequality, one percent of the Thai population estimated to own 58 percent of Thailand's wealth. Thailand has a gap between high income and low income around 10.3 times, and Thailand's inequality ranked 25th in the world. From the World Economic Forum 2018 tells that between 5 years (2013 – 2018) The wealth inequality in Thailand increasing 2.5%. In 2018 poverty occurring in every region and 61 out of the 77 provinces. The number of poor increasing by over half a million over the same period (Bangkok Post 2020).

D. Digital Platform and IR4.0

The digital platform is essential in this era when some people want to build a business. University itself has to move to a digital platform in terms of surviving. In 2016 there are 7,000 million phones, which means people are using up to 7,000 million. Therefore, it is necessary to take advantage of this. When we talk about a digital platform with education, it cannot run away from "online learning", which happens many years ago until "MOOCs" or Massive Open Online Course, which is upgraded from Online learning. But there is something that exciting more than MOOCs and better than MOOCs in terms of acquiring actual knowledge, not just certificate, it is "MAITs" or Massive Adaptive Interactive Text. MAITs were introducing by Alexander Niema Moshiri, MAITs base on two principles. [1] Transform impersonal MOOC into emulated equivalent of ONE-ON-ONE experience with a teacher and [2] Address learning breakdowns MORE EFFICIENTLY than even a teacher in a small classroom. Moreover, natural of digital platform can help and support every type of student i.e. All age groups, Various academic backgrounds, All over the world, Full-time workers, Parents with young children and so on. In Thailand, IR4.0 is currently built-in national strategy which we are using right now from 2018 until 2037. The national strategy using technology and digital platform to respond IR4.0 in six main strategies 1. strategy of stability 2. increase capability of competitive 3. develop and reinforce human potential 4. shaping opportunity and equal in society 5. shaping life quality which is more friendly to environment 6. adjust and improve government system administration (National Strategy 2018).

E. Sustainable Development Goals 1, 4, 8, and 16

The sustainable development goals have 17 principles which start using from 2015 until 2030. SDGs was proposed by the United Nations (UN). It is a new purpose and target of economic, social, and environment. SDG 4 is born to education, especially. If we look carefully, SDG 4 is an important principle that helps other principles get better or achieve the purpose. SDG 4 made people have skills and knowledge, which bring an SDG 8 (Good jobs and economic growth) more success and due to reflect of SDG 8 people will get rid of poverty (SDG 1). Moreover, people (Primarily Muslim) skills and knowledge is not enough. There is one thing we need to cultivate. It is "The Trust" (Amanah), which match with SDG 16 (Peach and Justice) more or less. To achieve the goals, Trust is more important than ever.

F. Humanizing Digital Entrepreneurship Education

Social entrepreneurship is an approach developed, financed and implemented by start-up enterprises and entrepreneurs to tackle social, cultural or environmental issues (Guma & Dahlan 2019). Social entrepreneurship can include social purpose business ventures, such as for-profit community development banks, and hybrid organizations mixing not-for-profit and for-profit elements, such as homeless shelters that start businesses to train and employ their residents (Dees 1998). The heart of social entrepreneurship is "applied" knowledge and skills to operating business, which makes a profit through product manufacturing or service to the customer or others organizational. Therefore, it will make a passive income to support a mission that develops and fixing social problems. Therefore, because of favourable macro-factors, the social enterprise landscape of Thailand becomes more complete since its configuration in the 1970s. It is estimated that over 1,000 organisations, self-organised groups and networks in Thailand are operating similarly to a social enterprise, of which approximately 361 organisations meet the government's definition of a social enterprise, and only 101 are certified (British Council Vietnam, 2012; Office of the National Economic and Social Development Board, 2018; The Nation Thailand, 2018). Since late 2000s, several policies and programs were set out to support social enterprises. Not only do they officially recognise the sector and directly support it, they also motivate other actors to get involved. Together with movements from the private sector and civil society, efforts from Thai government solicit and fulfil the Thai social entrepreneurship ecosystem (Khanh-Minh A. LE 2019).

VI. THE VALIDATED BUSINESS MODEL BMC AND VPC

6.1 Background of Interviews

The Business Model Canvas (BMC) was designed to improve the performance of Thai B40 to become good entrepreneurship and IIUM will be the primary provider role to Customer Segments (CS). To validate the initial BMC, it will need Interview to verify, and the Interview must come from Customer Segments, especially B40 (Both Muslims and non-Muslims). When everything collected, the final BMC is show in Table 1. Moreover, about the Interview, there are 10 Thai Muslims (live in Thailand and from IIUM Thai community) and five non-Muslims (Buddhism) all participated is regardless of age and gender. The Interview conducted thru digital platform (Discord, Facebook Messenger). Face to Face cannot use due to Covid-19 outbreak.

6.2 Key Finding

After finishing an interview with 15 persons, who are 10 Muslims and five non-Muslims. The key finding from this interview is fascinating; the Muslims and non-Muslims are sharing the same problems from "What is the middle between you and to become entrepreneurship" the answer is 1. No money to start (or kickstart) the business 2. Lack of connection (ex. connection of production plant) 3. Lack of Knowledge, Skills. These three elements are the main problem from Interviewees. And there is some of them have problem with Idea or Creative. But when the interviewer asks them about "Trust or Value (Amanah), is that necessary to become entrepreneurship?" the answer came out surprisingly different between Muslims and non-Muslims. The partial quote from Muslims interviewees *"...at the end of the day, Amanah is an important thing to sustain business in the long term when you do business without cheat and illegal thing either country nor Islam, there is a chance to live alive but if you do cheat or illegal thing of course that you will live with the fear even you still alive..."*. But when asked the same question to the non-Muslims, the answer is different, here is partial quote *"...If our Idea is interesting enough and can expand (doing other business), Trust or Value is not that important than opportunity and go first for it..."*

6.3 Business Model Canvas

The Business Model Canvas (BMC) is a strategic tool that was developed by Alexander Osterwalder (2010). There are nine segments in BMC which who have to use this need to fill all nine parts. The BMC is focused on the firm's value (VP) and the customer (CS) to be served and others part as well. all nine segments will be discussed in the next sub-topic.

6.4 Validated BMC

TABLE I: VALIDATED BMC

Key Partner	Key Activities	Value Proposition	Customer Relationships	Customer Segments
- OIC, UN - NGO - Alumni - Donors and Sponsors - Business Community in Thailand - Sheikhul Islam Office - 3rd Party websites	- Social Entrepreneurship Education - Enhanced Digital Platform Capabilities - Mentoring / Coaching - Community Engagement -R&I on Digital Entrepreneurship	- Balanced Education - Enhanced Entrepreneurship Opportunity - Freemium Education model - Enhance Quality of Life - Trusted / Capable Platform - Offering Serviced Digital Platform	- Online Engagement - Consultation - Networking - Face-to-Face - Digital Platform - Mentoring & Coaching	- Poor (B40) • Muslim • Others - Donors • Individual • Company - Volunteers/NGO - Sponsors - Sheikhul Islam Office - OIC - Government agencies - 3rd Party (ex. Advertising)
	Key Resources - Digital Platform - MOOCs or MAITs - Staff and Student - Alumni		**Channels** - Digital Platform - Alumni Office - Mosques - 3rd Party websites	
Cost Structure - Cost in conducting Key Activities - Cost to acquire and maintain Key Resources		**Revenue Stream** - Donation and Zakat - Sponsors - fees		

6.4.1 Value Proposition (VP)

This segment is necessary, by only this segment might tell that BMC is good enough for the organization (which might be part of Customer Segments) to adopt or good enough to sustain. From the paper's topic, this VP will aim to [1] Balanced Education (skills, knowledge, and The Trust) for B40 in Thailand and also [2] Enhanced Entrepreneurship Opportunity to make B40 has a chance to become entrepreneurship and hope that they will help others. [3] Freemium Education Model, which is very important for B40 people cannot effort to pay fees in higher education. when we can conduct 1 - 3 of VP [4] Enhance Quality of Life will emerging. [5] Platform needs to be Trusted, and Capable for the Customer Segments (especially Donor and Sponsor) and the last one is [6] Offering Serviced Digital Platform to sustain and for B40.

6.4.2 Customer Segment (CS)

In this part also important after VP. The CS is related to the VP that is the reason why it is crucial. This paper focuses on Poor Muslim people (B40) mainly, and after that is other people. The main reason why this paper is focusing on Muslim is that Muslim is the poorest and not adequately educated in the world. Next is Donors may either Individual or Company depend on Donors. VP has a Freemium Education model which need to relate to Volunteers due to financial challenge. Moreover, Sponsors also necessary equivalent to supporting from Sheikhul Islam Office and maybe OIC too. The last one is 3rd Party like advertising and so on.

6.4.3 Key Partner (KP)

The head of KP is UotF to conduct most of the things, i.e. Education, Digital platform and so on. KP also related to OIC, UN (SDGs) and Alumni for helping new face. Donors and Sponsors are essential for revenue to the university. And to help Thai people to build an opportunity for entrepreneurship, they will need a Business Community in Thailand to guide and push them to the correct way. After that, we need the Sheikhul Islam Office to support financial, including a path of opportunity. The last one is 3rd party websites for marketing.

6.4.4 Key Activity (KA)

To proposal VP to CS, there will need various VA to draw attention. Begin with Social Entrepreneurship Education which is the main focus on this paper to give a chance to B40. Higher education needs to provide skills, knowledge, and Amanah (Trust). After that Enhanced Digital Platform Capabilities for sustaining in future and answer the desire of CS. The last one is Mentoring/Coaching to give experience and people connection for B40 to bring them more possible to be entrepreneurship.

6.4.5 Key Resource (KR)

Starting with Digital Platform, which is the beginning of everything to give B40 a chance to study Digital Platform is a key, and inside the Digital platform, it has MOOCs or MAITs to provide knowledge. Also, there are Staff to keep things in place and main character Poor (B40). Alumni to help with their experience and 3rd Party Sitelinks for advertisement.

6.4.6 Customer Relationship (CR)

CR is for CS what CR can provide to CS; it needs to base on the digital platform. The first is Online Engagement to reach out to CS, Consultation for problem addressing, Networking, and Privacy which is very concern in this era. The key system is E-Learning which is the main point to B40.

6.4.7 Channels

The Channels are using for communication or using for CS to participate in this purpose, and of course, Digital Platform is the central part in Channels after that Alumni Office, Mosques for networking and 3rd Party Websites for marketing and shout out for our Digital platform in other websites.

6.4.8 Cost Structure

On three segments (Key Partnership, Key Activities, and Key Resources) will need to have a budget to conduct. There will be the cost of Staff, Bills (electric, internet, and so on), Digital Platform. Moreover, Maintenance also important to take care of everything and made a purpose stay on the right track (keep things flow). Marketing and Utilities also need to use a budget.

6.4.9 Revenue Stream

Revenue Stream came from various activities, most of the revenue came from Donation (Individual and Company) and Sheikhul Islam Office and maybe coming from 3rd Party for 3rd Party activities (i.e. advertisement, promote) and traditional income Payment fees and the last one is Sponsor which depends on them.

6.5 Validated Value Proposition Design Canvas

Value Proposition Canvas (VPC) is a powerful tool to validate Business Model Canvas (BMC) that if the Value Proposition (VP) matches with Customer Segments (CS). VPC comes from interviewing with CS, which were validated as shown in Table 2.

TABLE II: VALIDATED VPC

Customer Segments	Customer Profile			Value Map		
	Job-To-Do	Pains	Gains	Products & Services	Pain Relievers	Gain Creators
Poor (B40) Muslims & non-Muslims	- Learn Entrepreneurial Skills - Business Ideas - Find Connection	- Expensive Study Fees - Lack of Entrepreneurship Institutions - Lack of Funding - Motivation	- Increase Entrepreneurship Skill - Increase Entrepreneurship Chance	- MOOCs or MAITs - Digital Platform - Mentoring/ Coaching	- Freemium Education - Opportunity to be an Entrepreneurship - Funding for Start Up - Mentoring/ Coaching	- More Entrepreneurial in Thailand - Good Job Opportunity - Good Entrepreneurship
Donors / Sponsors	- Giving Charity and Zakat - Giving Opportunity or Path	- The Digital Platform Trust Issue - Online Transaction Issue	- Produce More Thai Entrepreneurship - Good Social Wellbeing	- Digital Platform - Responsible to Social Wellbeing - More Opportunity to B40	- Trusted / Capable Platform	- Sustainable Society - Be Trusted Entrepreneurship
Volunteers	- Provide a Knowledge, Skill, Value - Follow University Purpose	- Cost (Time, Money, Energy) to Bear - Risk of Life	- Enhance Knowledge, Skill, Value - Social Wellbeing - Connection	- Digital Platform - Provide University Guideline	- Financial Support - Health Care	- Experience -SDGs Purpose
Sheikhul Islam Office	- Support Thai (B40) Student - Partner Up With IIUM - Open Other Scholarship, Not Only Islamic Studies Scholarships	- Limited Scholarship from Donors/ Sponsors/ Government - Not Enough Support from Government	- Produce More Entrepreneurship - Get Support from Formal Scholarship Students	- Full Support Thru Digital Platform - Statistic & Student Reports - The Connection Between Other Islam Office	- Freemium Education - Successful student report to the Thai government	- A Support from Muslim Entrepreneurship - Noticed how important of entrepreneur - No Poverty

VII. CONCLUSION AND FUTURE WORK

Thailand needs to address the problem of education. Education, not just study - graduates - find work, but it needs to be something that open path to the new things instead loop. Paper focused on building a conceptual sustainable business model of a Malaysian UotF for digital entrepreneurship education. Even the unemployment rate is very low, but most of the jobs are not efficient (In terms of income and task) enough to elevate themselves out of B40. Therefore, to adjust from the foundation that relates to B40 can help them sustaining in B40 or even move themselves to M40. Two foundations 1. Education 2. Entrepreneur (Humanize), these two are the purpose of this paper, which focuses on producing humanizing

entrepreneurship. The main character is Malaysian UotF, and Digital Platform to mediation reach to Customer Segments (CS). the BMC and VPC are validated, the interviewees are agreed to use this (Entrepreneurship Education) if it happens. They also mention the same things about the barriers 1. No Money to start business 2. Lack of Connection 3. Lack of Knowledge, Skills.

The future of this paper can continue the idea wide open because everything is developed on the Digital Platform. It can add features continuously, which in the future, the author thinks that other universities can join our Digital Platform to provide knowledge in different branches to success an SDGs. For example, Life below water, Climate action. And to translate the conceptual business model into the project and change management plan for the development of the digital platform, supported with change management, and execution of key activities and programs for enhancing the wellbeing of B40 in Thailand through entrepreneurship education and the development of the DP (digital platform).

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