

TECHNOPRENEURSHIP STUDY MISSION

LEONG JUNKANG, GABRIEL | TAN SIYING

OUR COMPANIES



**STARTUP
ALLIANCE**

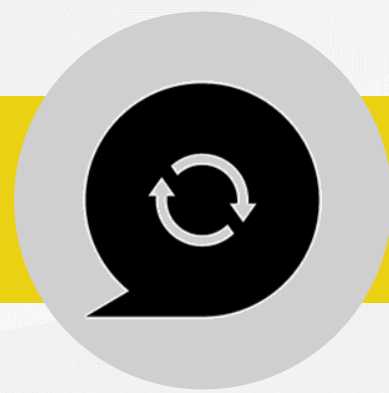


D.CAMP



**STARTUP
ALLIANCE**

OUR PROGRESS UPDATES



Date	Action
20 Jan 2015	Send 1 st request email to Startup Alliance
29 Jan 2015	Send 2 nd request email to Startup Alliance
01 Feb 2015	Confirmation of visit to Startup Alliance on 29 April (Wednesday), 11:30am – 1:30pm
02 Feb 2015	Startup Alliance provided contact to D.Camp
05 Feb 2015	Request connection to Daum Kakao (Kakao Talk) via Startup Alliance

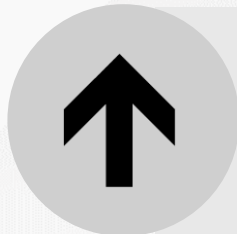
ABOUT STARTUP ALLIANCE



A joint effort between private and public sector



Enrich Korean startup ecosystem & help Korean Startups go global



Includes leading Korean IT Companies

Example includes Naver, Daum, Kakao Talk, South Korean Government Ministry of Science, ICT and Future Planning

ABOUT STARTUP ALLIANCE

Government Institution	 미래창조과학부 <small>Ministry of Science & ICT</small>	 KISA 한국인터넷진흥원 <small>Korea Internet & Security Agency</small>			
Leading Company	 NAVER	 D&M	 SK communications	 TALK	
Telecom	 SK telecom	 kt			
Investor	 KVIC 한국벤처투자(주) <small>Korea VC Investment Corp</small>	 DFJ Athena	 DSC 인베스트먼트	 INVESTMENT	
	 Bon Angels	 Ventures	 SoftBank Ventures Korea	 suprema investment	
	 STONEBRIDGE	 CAPSTONE	 COOLIDGE CORNER	 QUALCOMM VENTURES	
	 DREAM BANK	 DEMODOY	 founders camp	 NEOPLY	 SK planet
	 goventure	 SMILEGATE	 ORANGEFARM	 sGen Campus	
Public & Private Incubator	 SNU	 목원대학교 <small>MOKWON UNIVERSITY</small>	 is	 부산정보산업진흥원 <small>Busan IT Industry Promotion Agency</small>	 DIP (과)대구디지털산업진흥원 <small>Daegu Digital Industry Promotion Agency</small>
	 SVI 서울벤처인큐베이터 <small>Seoul Venture Incubator</small>	 KSI 숭실대학교 <small>신체창업단 / 연구·신약협력처</small> <small>Shungsil University</small>	 인천대학교 창업보육센터 <small>Incheon National University</small>	 XNU 강원창업보육센터 <small>XNU</small>	
	 MIA 중소기업진흥공단 <small>Ministry of Industry, Trade & Energy</small>	 INIS 인천정보산업진흥원 <small>Incheon Information Service</small>	 jico 인천창업보육센터 <small>Incheon Startup Incubation Center</small>	 GITCT 과천시벤처산업진흥공단 <small>Gyeonggi Tech Incubation Center</small>	
	 CAU 중앙대학교 <small>중앙벤처·창업보육센터</small>	 TWOSUN 두산벤처파트너스(주) <small>DuSan Venture Partners</small>	 창업보육센터 <small>Center for Business Incubation</small>	 연세대학교 창업지원단	
	 KU 벤처창업지원센터				
Association & Media	 MOIBA 중소기업중앙회 <small>Ministry of Industry, Trade & Energy</small>	 K-Internet 사)한국인터넷기업협회 <small>Korea Internet Enterprise Association</small>	 be SUCCESS Korea's Leading Startup Tech Platform	 Platum	VENTURE SQUARE

VISION & MISSION

"To help start-ups grow and go global by fostering connections within Korea's start-up ecosystem"

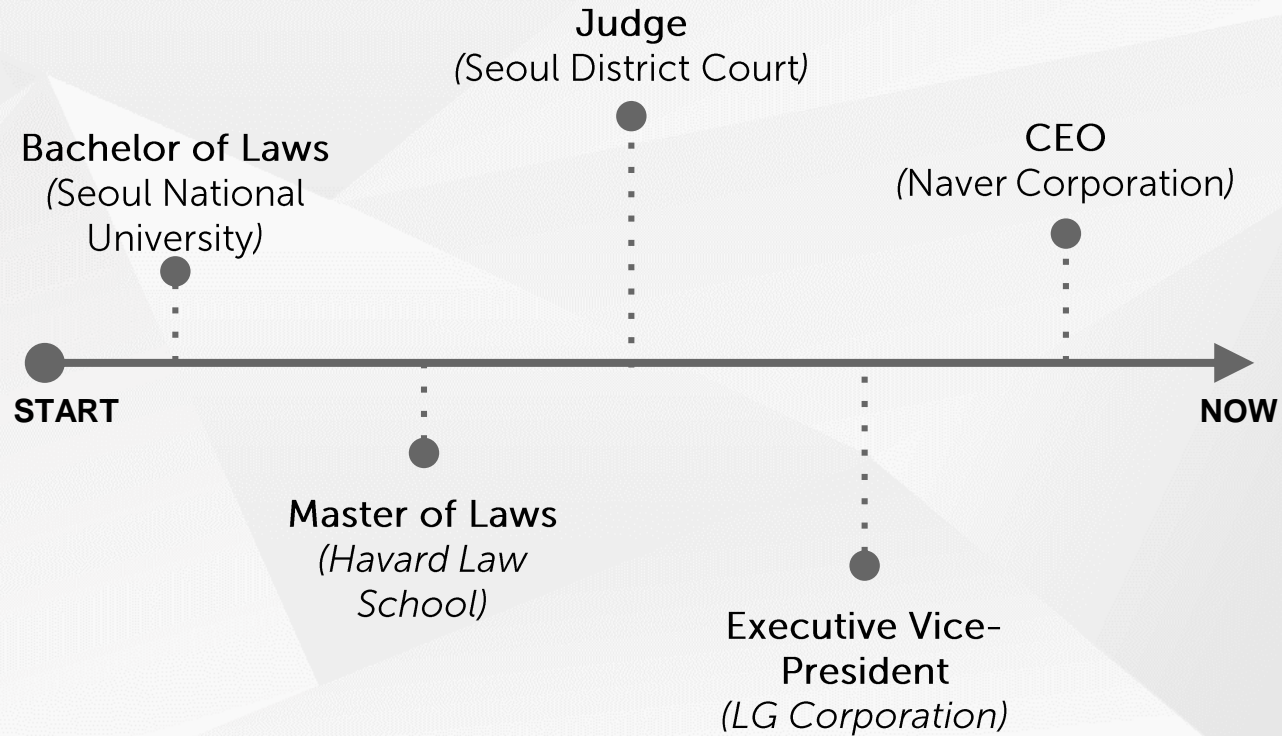


THE TEAM



KIM SANGHUN

Chairperson

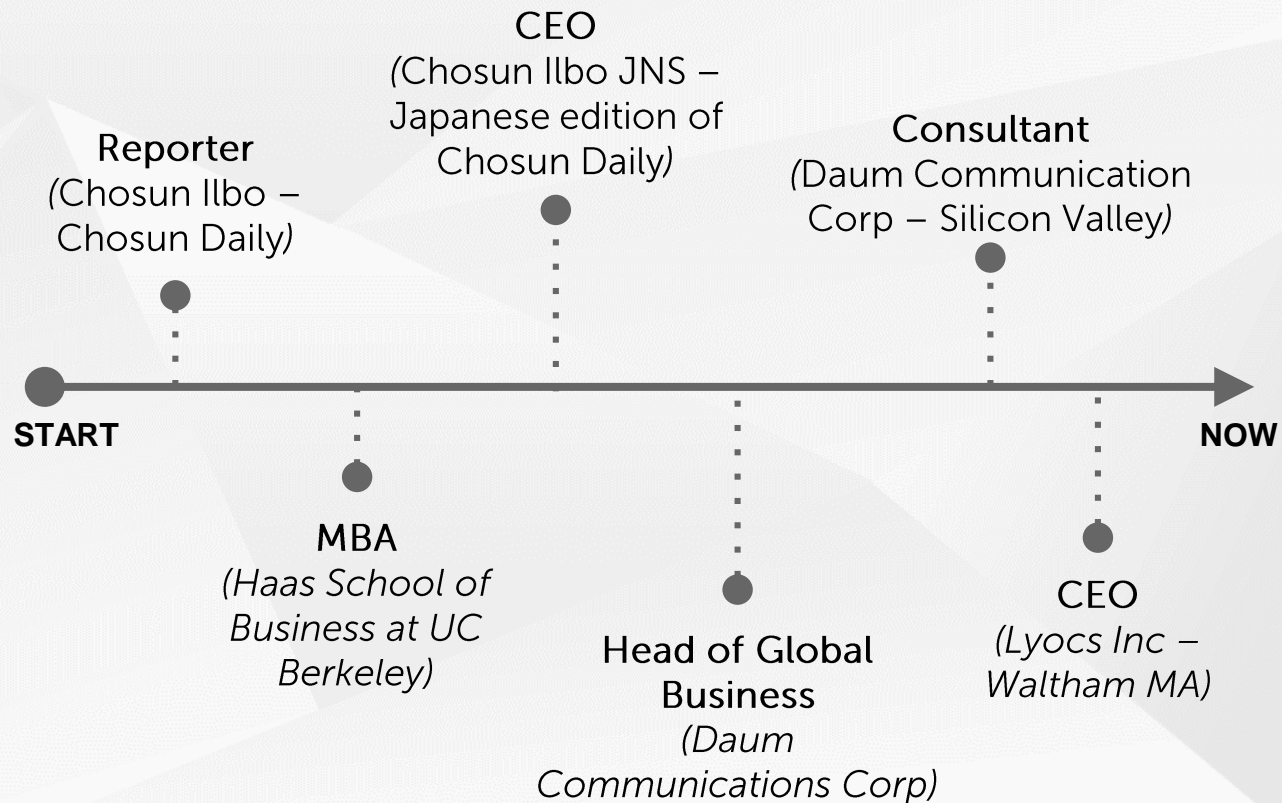


THE TEAM



JUNGWOOK LIM

Managing Director

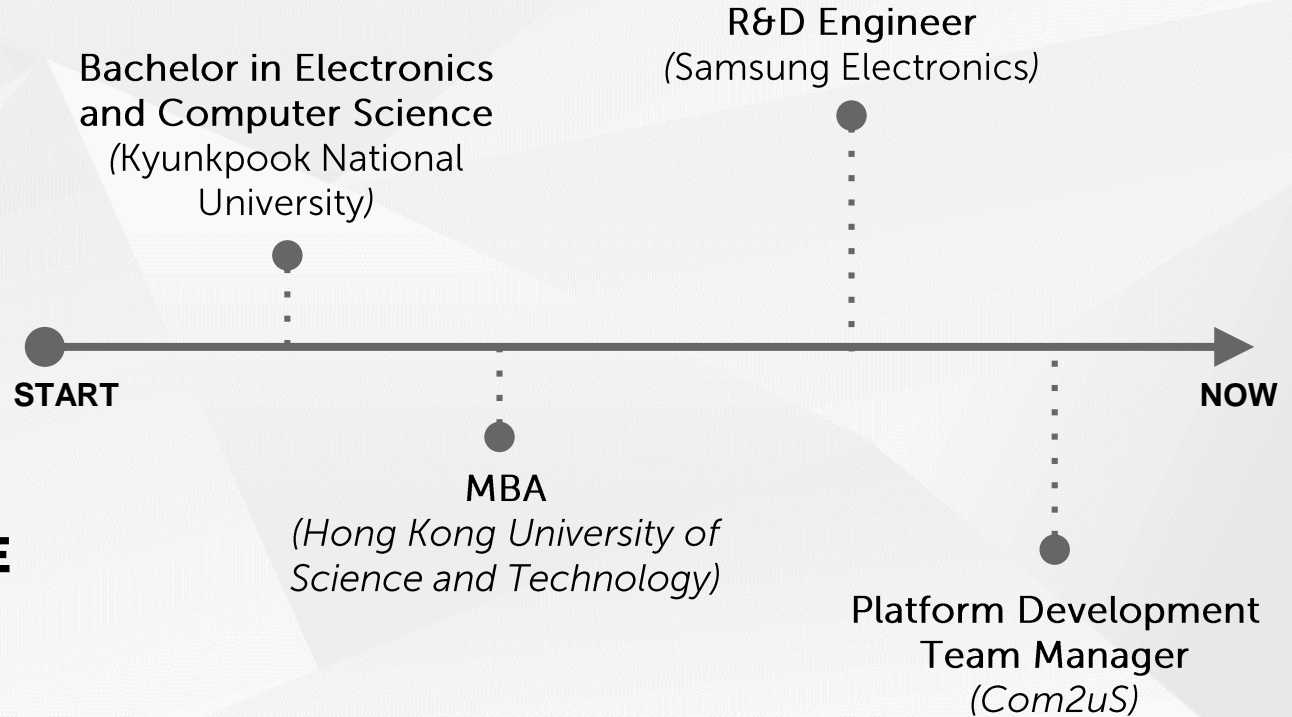


THE TEAM

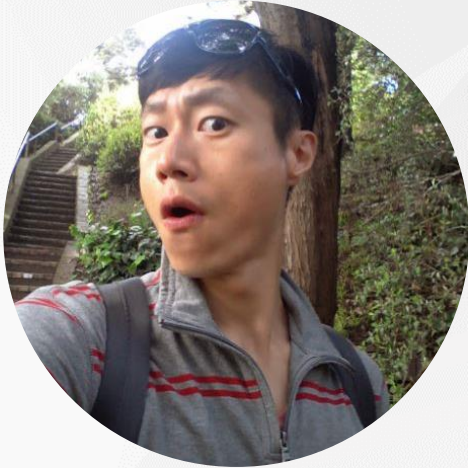


BOKYUNG (JUNE) LEE

Senior Manager

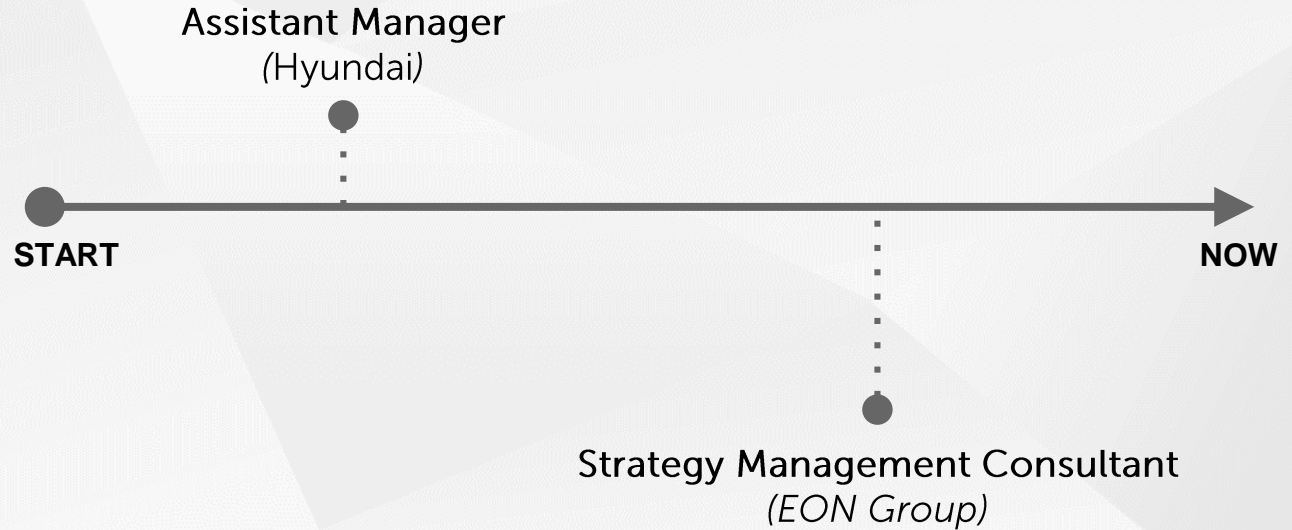


THE TEAM

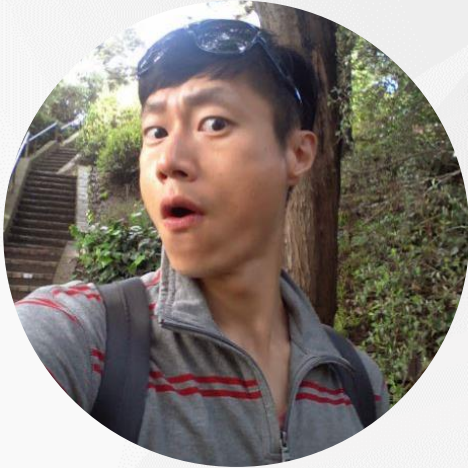


JUNE HYUCK LEE

Manager



THE TEAM



JUNE HYUCK LEE

Manager

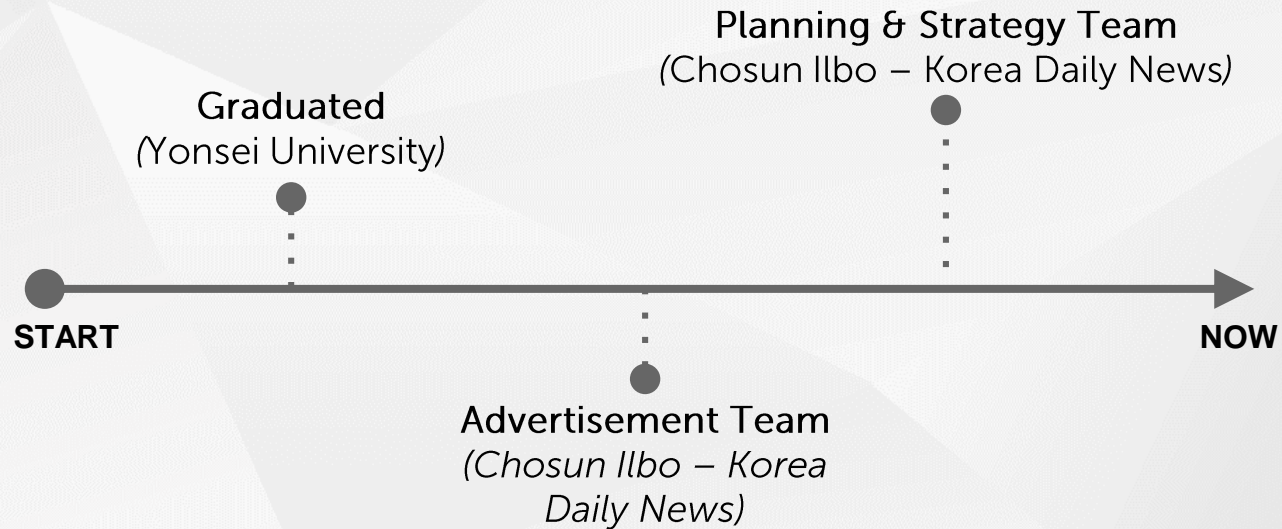
- 1** Point of Contact
- 2** Connect us to D.Camp and DaumKakao – Kakao Talk
- 3** Deep interest in B2B businesses/product
- 4** Interested in mobile application

THE TEAM



JAEHO (LEE) KIM

Manager



THE TEAM



EUNJIN PARK

Manager

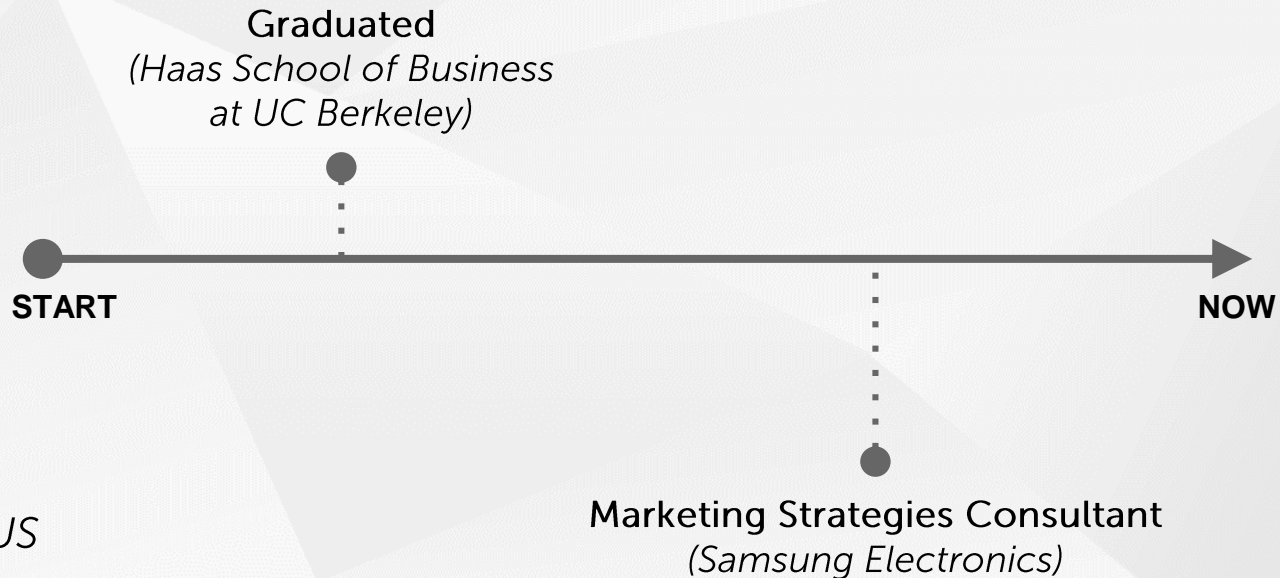


THE TEAM



SEI KYU SONG

Foreign Correspondent in US



WHAT THEY DO



Seminar & Conferences

Targeted to allow entrepreneurs to share their knowledge and experience



Networking

- *Help entrepreneurs to stay connected*
- *Provided additional means for collaboration and problem-solving*



Going Global

- *Hub for startups and incubators to meet international startups*
- *Exchange ideas and innovation*

WHY STARTUP ALLIANCE



Conglomerate of Companies

Consist of more than 52 startups, investors and incubators



Numerous Recommendation

Assisted countless public and private startups in both domestic and international expansion



Competitive Industry

- *Drum up international support for local startups*
- *Keep the dream of entrepreneur in South Korea*

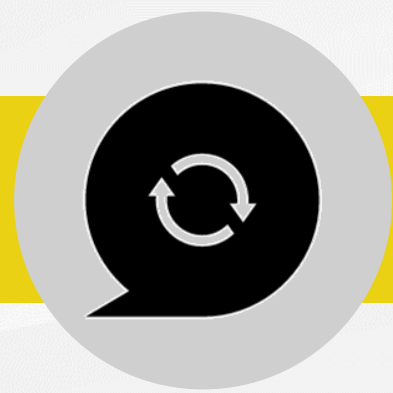
CLOSING THOUGHTS

- 1** How the growth of Startup Alliance came about
- 2** What is the Korea government doing to help startup in Korea, and why are they doing it
- 3** Challenges that Startup Alliance face in their day to day operation and how they overcome it
- 4** Challenges that Startup Alliance face in the future and how are they different from now
- 5** Future of South Korea startup ecosystem



D.CAMP

OUR PROGRESS UPDATES



Date	Action
02 Feb 2015	Provided connection to D.Camp by Startup Alliance
04 Feb 2015	D.Camp accepted to host us on 29 April (Wednesday), 1:30pm – 2:30pm

ABOUT D.CAMP

1

Non-profit organization/incubator

To simulate youth entrepreneurship

2

Funded by 20 banks, consists of 1317 core members, 2579 general members and hosted 180 startup event in less than half a year

3

1 of the largest foundation to support startup activities, with an asset base of approx. USD 470 million

4

A local startup hub for most talented and passionate startup entrepreneurs and professionals

5

Provides various tools, programs and support system

ABOUT D.CAMP

“Banks Foundation for Young Entrepreneurs is the networking hub of South Korea’s startup industry. It brings talented entrepreneurs and successful investors together so everyone can take part in the startup community activities.”

— YoungHa Ko, Chairman of Korea Business Angel Association

VISION & MISSION

1

Foster entrepreneurship among young generations in both Korea and Asia

2

Lay strong foundation to become the central venture hub of Asia, and eventually be Asia's Silicon Valley



D.CAMP TIMELINE



23 May 2012

*Open of Banks
Foundation for Young
Entrepreneurs*



08 Mar 2013

*Brought 7 Korean startups to
SXSW to showcase their product
and service, under the name of
"Geeks from Gangnam"*

28 Jun 2013

First D.DAY



27 Sep 2013

"Startup Korea" was launched

START

07 Jul 2012

First Investment



27 Mar 2013

D.CAMP Overview



09 Aug 2013

*Fruition camp –
D.CISION was founded*



01 Jan 2014

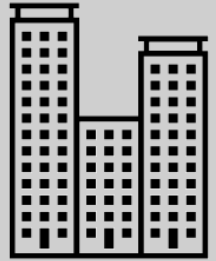
*Business Center
D.OFFICE open*



NOW



WHAT FACILITIES DO THEY HAVE



MULTIPURPOSE HALL (6F)

1

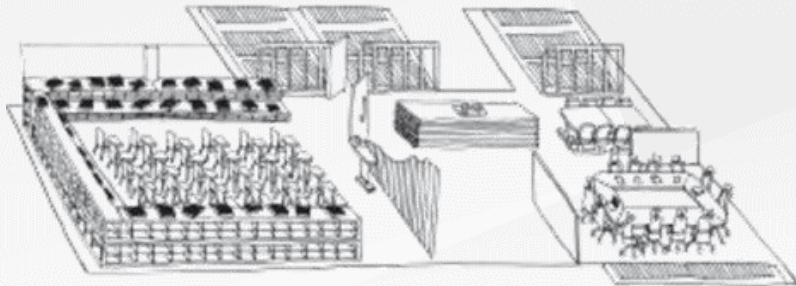
Seating capacity of 150 – 200 people, for workshop and large scale talks

2

Includes 2 conference rooms and catering space

3

Overlooking spectacular scenery of Seonjeongneung



NURSERY & SEMINAR ROOMS (5F)

1

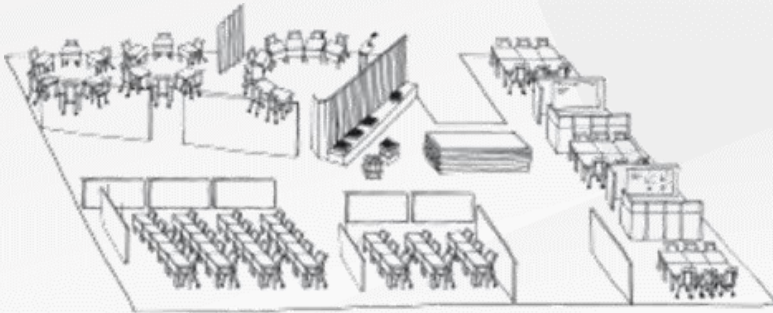
- 2 public office: capacity of 15 and 25 respectively
- 5 individual office: capacity of 6 – 8 people each

2

2 Seminar room catering up to 50 students for visits and lessons

3

Space for knowledge and innovation sharing, also a potential tenant space for big startups



COLLABORATION SPACE (4F)

1

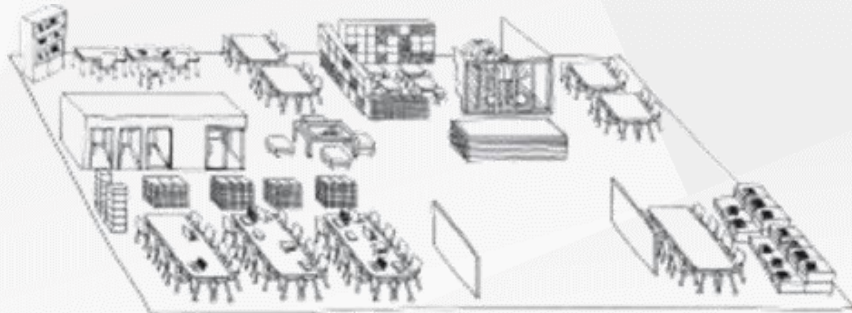
- Collaboration space: capacity of 80 people
- Presentation room: capacity of 20 people

2

Mobile Test Bed, cafeteria, smart table, etc

3

For brainstorming, preparation and collaborative sessions

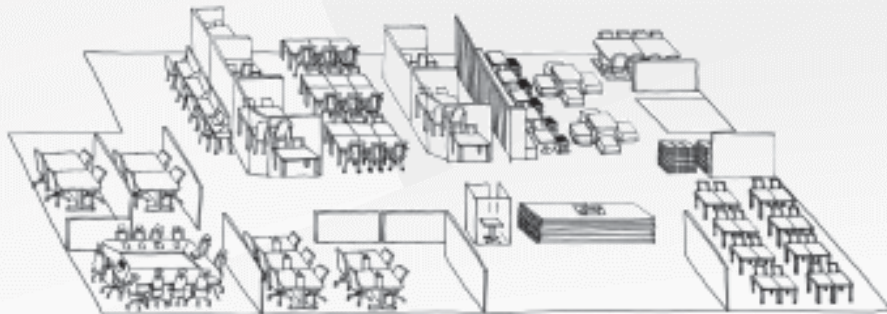


LOUNGE & BUSINESS CENTRE (2F)

1 Lounge, cafeteria, snack bar, networking area

- 2**
- Superintendent: capacity of 25 people
 - One room: capacity of 8 people

- 3**
- Paid single room: Capacity of 19
 - 5 Paid individual office: Capacity of 4-5 people each



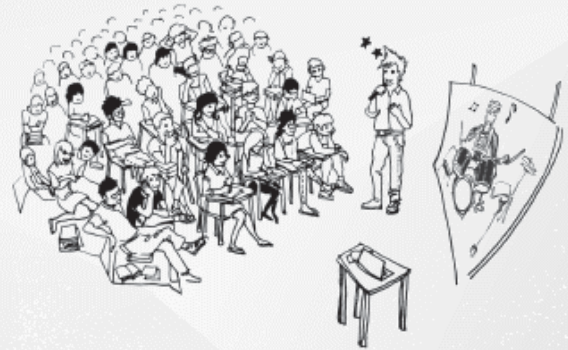


WHAT PROGRAMMES DO THEY HAVE



D.DAY

- 1** Debut every last Friday of the month for the startups
- 2** Showcase their products and make debut appearance *In front of expert panel & 200 audiences*
- 3** Provide opportunities for startups to meet potential partner/investors
- 4** Winner will be awarded with office space in D.CAMP for a period of time
- 5** Judging panels and feedback panels come from varies company, such as LG Electronics, K Cube Ventures



D.CISION

- 1** Overnight workshop to see if anyone has the cut to form a startup
- 2** Help potential entrepreneurs get out of their comfort zone
- 3** Workshop and lectures to help participant realize their inner motivations & creating concrete business solution
- 4** First D.CISION took place on 9 Aug with 35 participants
- 5** First D.CISION *mentors are Hongtak Kim (Executive Creative Director of Cheil Worldwide) & Jimmy Rim (CEO of K Cube Ventures)*



D.PARTY

- 1** Monthly networking party co-hosted with other organization
- 2** Has a different themed seminar followed by a networking session
- 3** A platform for discussion on economy & startup stories
- 4** Former co-hosts are Fast Track Asia (seed accelerator) & Seoul City Government



D.JUMP

1

D.CAMP Startup acceleration program
Partnering with Ministry of Culture, Sport & Tourism

2

Aims to incubate 10 startup during that period

3

Participating startups are pair with big corporate
To gain consulting opportunity & leverage on their network and market channels

4

Unique opportunity for startup to learn from the best in the industry

5

Shortlisted startups will get the chance to showcase in Korea and US

D.MENTOR

- 1** D.CAMP weekly bottom-up mentoring session
- 2** Hosts entrepreneurs and industry experts from different field and countries
Past speakers include CEOs/Directors from Uber, 5Rocks, BootstrapLabs
- 3** Speakers are selected based on D.CAMP's *members' request*
- 4** A platform for people to learn from others' experiences

D.GLOBAL

- 1** Global outreach program for startups
- 2** Allow Korea startups to meet, showcase, exchange and learn ideas from other countries
- 3** Serves as a jump-start for local startup to break into international market
- 4** SXSW2013 brought 7 Korean startup to SXSW (Austin Texas) to showcase their product

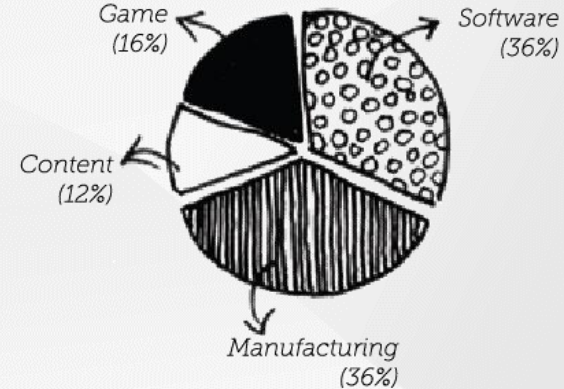


WHAT ABOUT INVESTMENT?



DIRECT FINANCING

- 1** Provided direct financing to 25 promising startup in collaboration with Korea Technology Finance Corporation & Korea Credit Guarantee Fund
- 2** Invested USD 5.2 million, startup receives USD 100K to 300K
- 3** Startup portfolio cover a variety of industries
From medical device to animation and game production
- 4** Startup given exclusion opportunity to participate in D.Programs to promote their services



CO-INVESTMENT

1

Provide help to entrepreneurs at the very early stage
Launching a startup is hard

2

Bring companies to co-invest on a promising startup

3

First co-investment is with SK Planet, in an accelerator program – Kstartup

4

Aims to explore more partnership opportunity for co-investment
Hope to get partnership with incubators, venture Incubators and accelerators

WHY D.CAMP



Awesome Facilities

First hand experience of the perks that Korea entrepreneurs have



Startup Culture

Platform to become aware of the various channels that are available in Korea for startup, and how is it different from Singapore



Reowned Company

One of the largest startup hub in South Korea

CLOSING THOUGHTS

1 Ideas and experience are to be shared

2 Resources are provided, just need passion

OUR CONCLUSION



After the research that we have done on both our companies, it seems to us that the startup environment in **Korea is way much better** than that of Singapore.

But what is the **extend** of it? What is the **justification** for these differences?

Perhaps, the only way to solve this question would be to ask the companies themselves when we are there.

And yes! we are as **excited** as u are!