



# TECHNOPRENUERSHIP STUDY MISSION 2014 (SEOUL/TOKYO) COMPANY P PRESENTATION

TEAM: AG (AGURZ | GLEN)

COMPANY: *Slitto*

IDEABOVE (TRANSFERRED OUT)

- ONLINE CROWDSOURCING TRANSLATION MOBILE APPLICATION
- >2.5 MILLION REGISTERED USERS, 170 COUNTRIES, \$0 MARKETING EFFORT (MARCH 2014)
- READ SOCIAL MEDIA IN YOUR NATIVE LANGUAGE
- TRANSLATE LANGUAGES IN IMAGES, AUDIO, TEXT

**EMPLOYEE SIZE: 11-50**  
**LANGUAGE: KOREA, ENGLISH**



**THE TEAM** | *Slitto*

CEO, FOUNDER || SIMON LEE



THE TEAM || *Slitto*

# CTO, CO-FOUNDER || DANKANG



THE TEAM || *litto*

# GLOBAL SALES DIRECTOR || MINHEE SONG



THE TEAM || *flitto*

ADVISOR || JON BRADFORD



CONNECTIONS || *flitto*

1. SEEDSTARS WORLD SEOUL **WINNER** 2013
2. START TEL AVIV KOREAN COMPETITION 2012 **WINNER**
3. BGLOBAL K (STARTUP) **WINNER**
4. SUPERSTAR **WINNER**
5. IN GOLDEN **WINNER**



ACHIEVEMENTS & AWARDS | *flitto*

@KOISRA Seed Partners



- **“THE TOP 7 THINGS YOU MISSED AT SXSW”**
- **“7 DIGITAL TOOLS DISCOVERED AT SXSW TO MAKE YOUR STARTUP ROCK”**
- **“SXSW: INTERNATIONAL COMPANIES TO KEEP AN EYE, EAR, AND BRAIN ON”**
- **“FLITTO, THE KOREAN STARTUP THAT USES CROWDSOURCING TO DESTROY GOOGLE TRANSLATE”**
- **“CEO EXPERIMENTS CROWD-SOURCED TRANSLATION”**

1. **USER TYPES IN WORDS OR PHRASES THAT IS NEEDED FOR TRANSLATION ON FLITTO AND OTHER USERS AROUND THE WORLD RESPOND. (APPROX. 1MIN)**
2. **USERS WHO WITH THE MOST ACCURATE TRANSLATIONS RECEIVE POINTS, WHICH ARE USED AS VIRTUAL CURRENCY ON THE COMPANY'S SEPARATE ONLINE SHOPPING SERVICE.**
3. **HELP MERCHANTS TO BRING PRODUCT TO THE GLOBAL MARKET**
4. **FASTER IN HELPING BUSINESS TO TRANSLATE**

**PROVIDE ACCURATE TRANSLATION THAT EVEN BUSINESSES CAN USE.**

**REALIZING DREAMS AND CREATING VALUE FOR PEOPLE**

**MOTIVATIONS** | *fitto*

THE END || *slitto*