

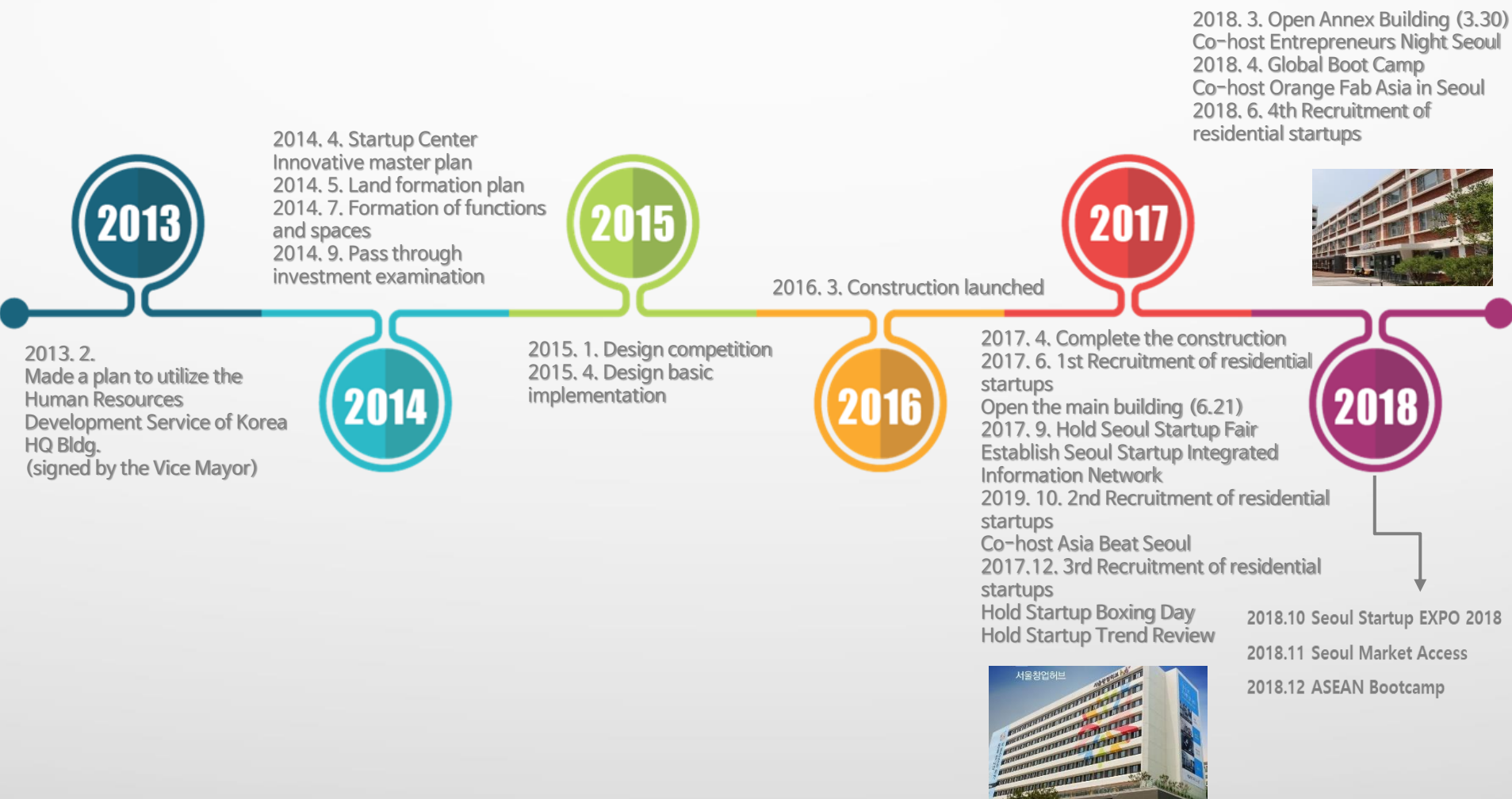
Seoul, **a startup-centered city**,
creating jobs and producing unicorn startups

SEOULSTARTUP  

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History of Seoul Startup Hub

I·SEOUL·U



Main Building

I·SEOUL·U

9~10F

Open Space

Start-up · Citizens
Communication

4~8F

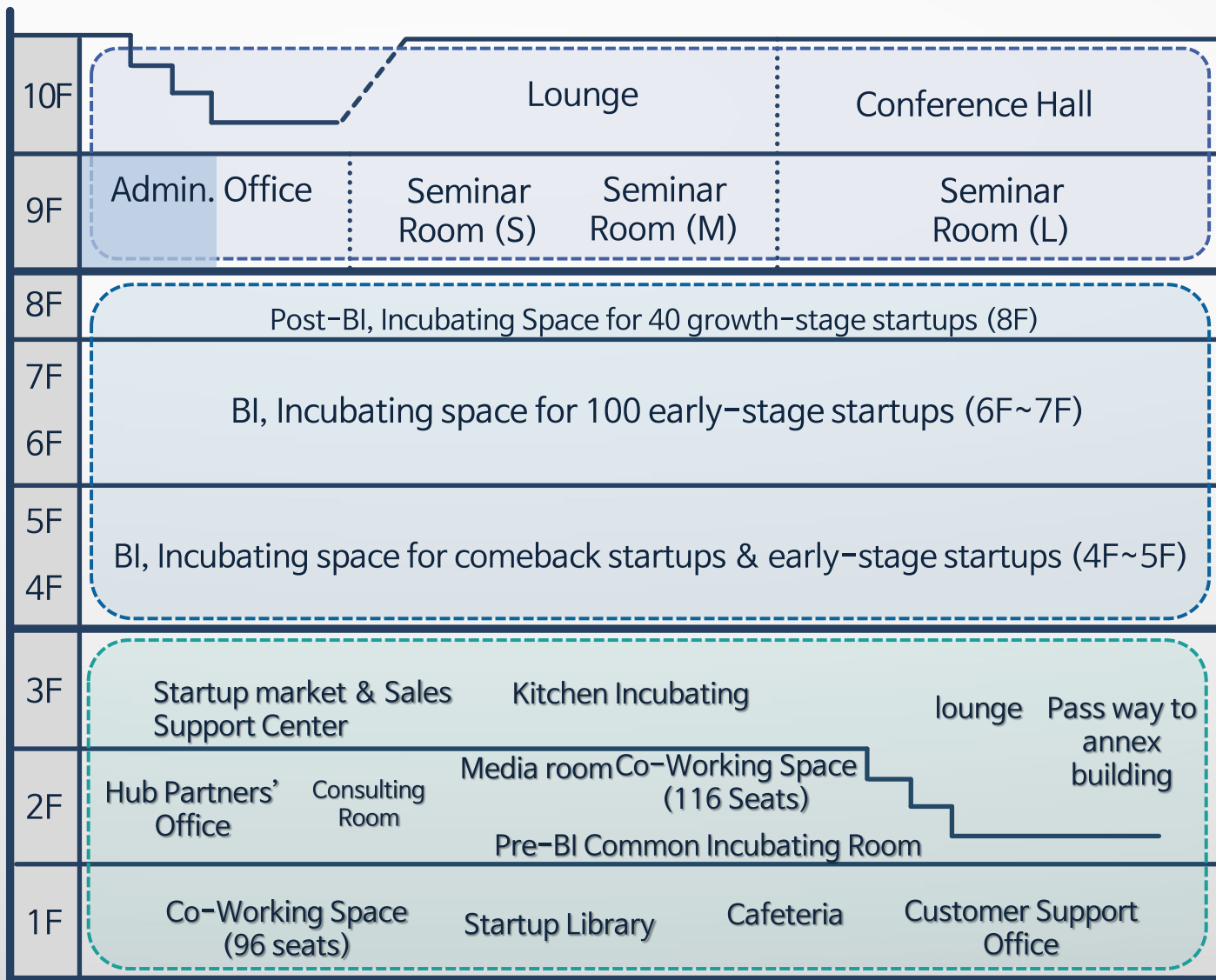
Incubation
Space

Systematic and phased
Incubation Space

1~3F

Citizen startup-
friendly space

Expanding the Base
of startups

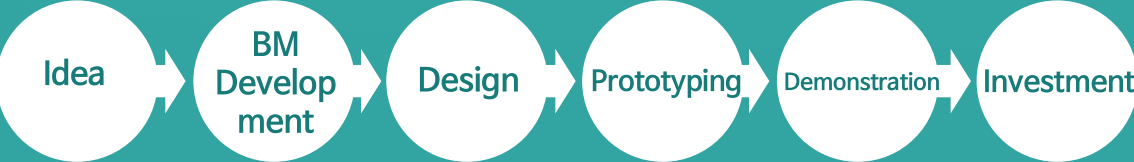


Annex building

I-SEOUL-U

		Size	Purpose	Function
<div>3~4F</div> <div>Startup Incubation Space</div>	4F	1,558.45m ²	Startup Incubation Space, Common Use Space	Provide customized incubating services
	3F	1,656.14m ²		
<div>1~2F</div> <div>Business Support Space</div>	2F	1,815.14m ²	Meeting Room, Prototyping Center, Fintech Lab	<ul style="list-style-type: none"> • Fintech Lab : Support organizations that provide finance-specialized startup incubating and services • Prototyping Center : Support manufacturing startups
	1F	627.20m ²	Business Center, Global partners' Office	

Design, Prototyping and Test in a single building

- 
 are made in this innovative space
- Link with AQS of U.S. (Production, Sales Support Service), DASSAULT SYSTEM of France (Idea 3D realization)

Life-Cycle Support for Startups

I-SEOUL-U

Pre-Business → Early-stage Business →
Growth-stage Business → Global Expansion

Pre-Business 300 Teams

4-month intensive
business feasibility
check-up program

- BM development workshops and coaching service
- Product/service design, & customer development
- Feasibility checkup & customers' responses inspection
- Provide co-working space on 2nd fl.
- Provide financial business support to 30 teams
- Provide working spaces to final 10 teams

Early Stage 110 Startups

2-year intensive incubating
for early-stage businesses

- Targeting 1- to 3- year-old startups
- Provide working spaces that accommodate 4 to 6 people
- Provide business support money (KRW 10 mil.)
- Support marketing and investment
- Provide mentoring & Hub Partners-linked support

Growth Stage

40 Startups

Produce unicorn startups
Through sales increase and
growth support

- Targeting 3 to 7-year-old businesses
- Provide working spaces that accommodate 6 to 15 people
- Provide business support money (KRW 50 mil.)
- Help startups upgrade products and services
- Provide investment-linked support
- SR(Sales Relation):
Large/Medium/Small-scale business-linked
- Support global expansion
- Provide Hub Partners-linked support

Performance of hosted start-ups

I·SEOUL·U

Produce unicorn startups
through sales increase and growth support

Startups



839 Startups

Pre-BI
505 Teams

BI
189 Startups

Post-BI
47 Startups

Global
10 Startups

Sales



42.2bil
(KRW)

Newly hired employees



949
person

Investment



28.8bil
(KRW)

IPRs



338
(IPRs)

Select and incubate qualified BM-owned startups

Startups that went through the city-run startup incubation center / Startups from Seoul-based public BI

Collaboration with Professional Partners

I-SEOUL-U

Strengthening the startup ecosystem through collaboration with private professional partners

Global Reach

- Overseas Incubation
- Overseas Demoday/IR Participation

AWESOME
VENTURES

Shift.
beyond the border

Investment

- Investors meeting
- Mock-IR
(Media Room at 2F)



KRYPTON

CRÖWDY

FKI partners



BIGBANG
ANGELS



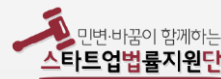
INTER VALUE
PARTNERS



WISE PLANET
COMPANY

Law and Accounting

- Legal Consulting
- Business Consulting on Tax and Accounting



회 계 법 인 창 천



IDEA
AUDITION

beginmate

Accelerators

- Media partner in residence
- Private Accelerators in residence



VENTURE SQUARE

ENSL



VENTURE PORT
www.ventureport.co.kr

COMPANY B.
whoNwho

Patents

- IPR application support
- IPR protection consulting



사단법인 한국인공지능협회



F&P PARTNERS
(주)에프엔피파트너스

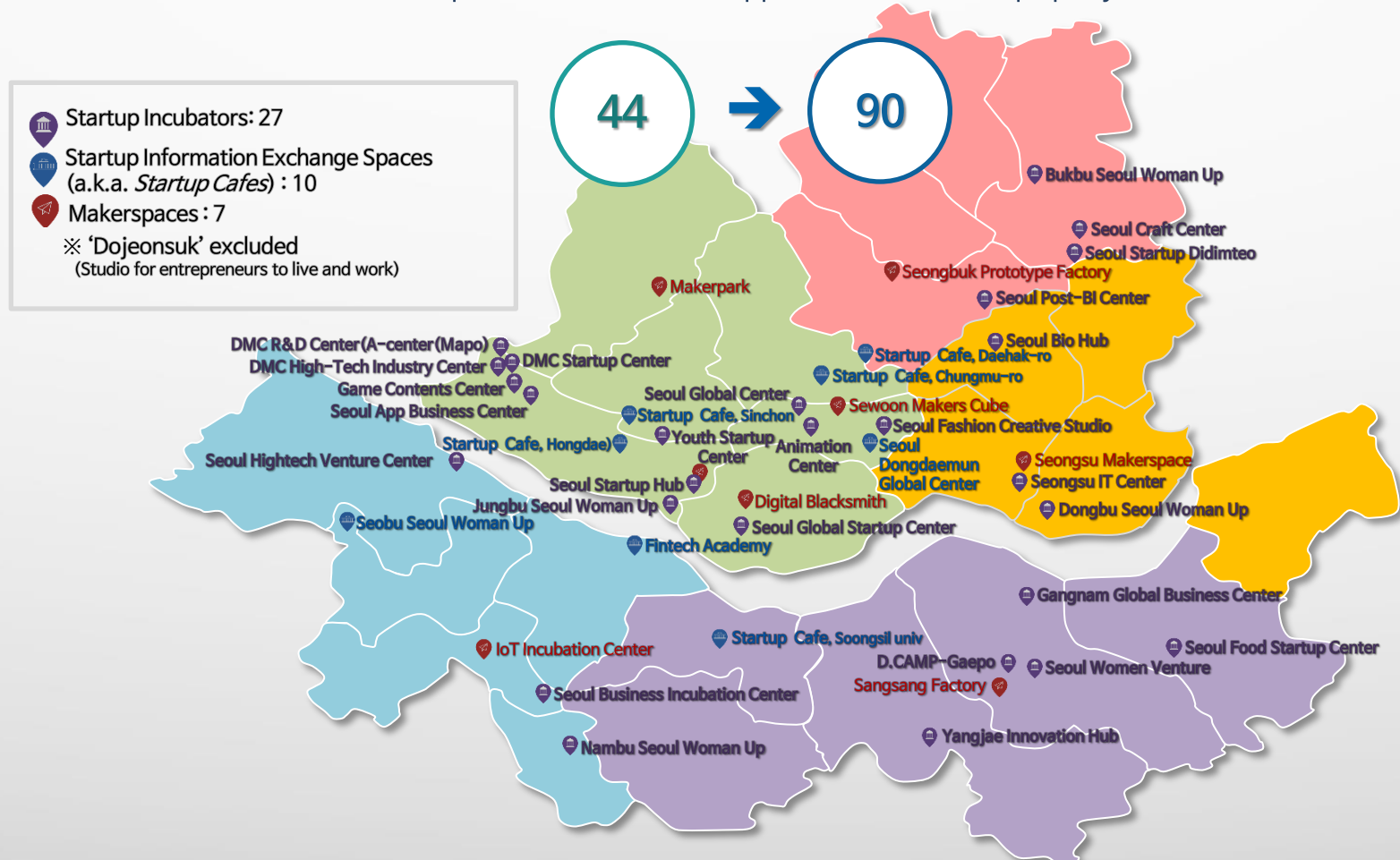
Seoul, a startup-centered city

I·SEOUL·U

Expanding infrastructure for innovative startup ecosystem

GOALS

To double up the number of startup support facilities by 2022, and
To provide customized support to 1,600 startups per year



Gateway for Global Expansion

I·SEOUL·U

Collaboration with global accelerators, investors, and public startup organizations

GOAL

To co-operate with global partners, and
To support overseas expansion for 10 startups per year

Global Partners: 8
(MOU signed, as of June 2018)



50 partners expected by 2022

• Sprint Academy
• International Accelerator
• Plug&Play
(USA)

• Dublin GEC
(Ireland)

• Society 3
(Switzerland)

• Creative Valley
(France)

• Qatar Innovation Center
(Qatar)

• Z-INNOWAY
• Rocket Space
• 大公坊 Korea
• AQS
(China)

• ACEIC
(Singapore)

• Sydney Startup Hub
• The Actuator
(Australia)

- Nanjing Municipal Government (China)
- Chengdu Tianan Cyber Park
- Invest Lisboa (Portugal)
- Hong Kong Startup Council
- Enterprise Singapore
- Wellington City Council (New Zealand)

- Government of Nepal
- Government of Bangladesh
- Government of New South Wales (Australia)
- Ministry of Social Development and Human Security (Thailand)
- Da Nang Hi-tech Park (Vietnam)
- Agency for Strategic Initiative (Rus)

① Inbound : Seoul Market Access Program

② Outbound : Overseas Business (10 startups per year)

③ Global accelerator Invitation in Seoul Startup Hub

Events for entrepreneurs

Goal 100,000 participants per year

Hub-Sharing

Meeting with Entrepreneurs and other players in Korean startup ecosystem

Hub-Link

Grant for Nurturing entrepreneurial culture (5 events per year)

SR Festival

- Discovering Investors and customers
- Collaboration with Big and small corporations

Entrepreneurs' Night

Year-End Event for Summing up the experiences of the year

Global Conference

- Discussion on tech- and business trend
- International collaboration

Mentoring

- More than 300 Mentors in 13 specialized fields

Network programs which startups gather, enjoy and interact through

Goal

100,000 participants per year

Networking

2017

Seoul Startup Fair

192 companies participation
3,000 visitors
[Exhibition, IR, Startup Center]

AsiaBeat Seoul

105 companies participation
50 global investors
[IR, global Accelerators]

Startup Boxing Day

80 companies participation
2,200 visitors
[Product sales, Exhibition]

Startup Trend Review

170 companies participation
[policy proposal,
Trend research and analysis]

2018

Global "Bootcamp"

29 companies participation
130 visitors
[Global accelerating]

Entrepreneurs Night Seoul

20 companies participation
51 visitors
[IR, global collaboration]

Orange Fab Asia in Seoul

80 companies participation
143 visitors
[Asia+France IR]

GSC in HUB

800 visitors
[Blockchain seminar, Demoday]

1st anniversary ceremony

Expecting 1,000 visitors
[Recruiting, Distribution-link
First anniversary party, "Cul-two Show"]

Seoul Startup EXPO 2018

120 Startups, 4,500 Visitors
20 Countries
[EXPO, Seminar, Forum, MOU]

Seoul Market Access

4 Countries 5 Startups
[Global Inbound, Field Trip, Demoday]

System builder for Seoul startup ecosystem

I·SEOUL·U

All-stage support

Provide facilities and programs according to the stage of startups from pre-business to growth-stage



Hub of Seoul business centers

Provide comprehensive support to startups in Seoul in connection with 44 the city-run business centers
(Strengthening a capacity of incubating managers, global support, etc.)



Business Service by professional partners

Implement project cooperation with private institutions such as angels, investors, and accelerators (IR, joint accelerating, overseas expansion)

Global Gateway

Overseas expansion in cooperation with foreign investors and accelerators
(Attract Inbound/Outbound organizations)



Prototyping · Media center

(Prototyping)
Manufacturing Consulting & Mass Production Support
(Media) Distribution & PR Marketing Support



Research

Practical Research for enhancing performance of Seoul startup ecosystem

Establish startup DB
→ Provide investment information



Private+Public
Business
Information

News &
Features

Seoul Startup Integrated information Platform

Facility
reservation,
event
application,
etc.

Policy
report
Capacity
examination

Success
case,
Jobs,
Products

• List-up of domestic players (116 venture capitals, 115 angels, 22 Univ. BIs, etc.)



Seoul Startup Hub will be the base of startup ecosystem, and the foundation to leap into the Seoul “Startup” Metropolitan Government. We will do our best.

Thank you.

