

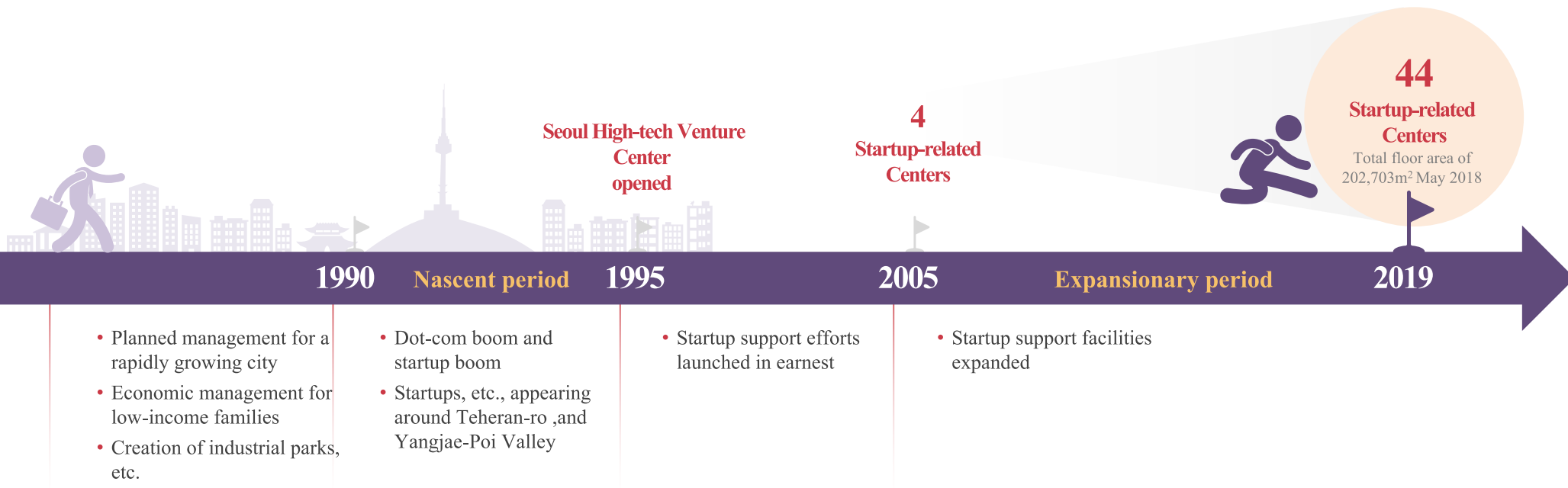
# Startup Policy

## - Seoul Metropolitan Government

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# Intro

# SMG's Startup Support Policies

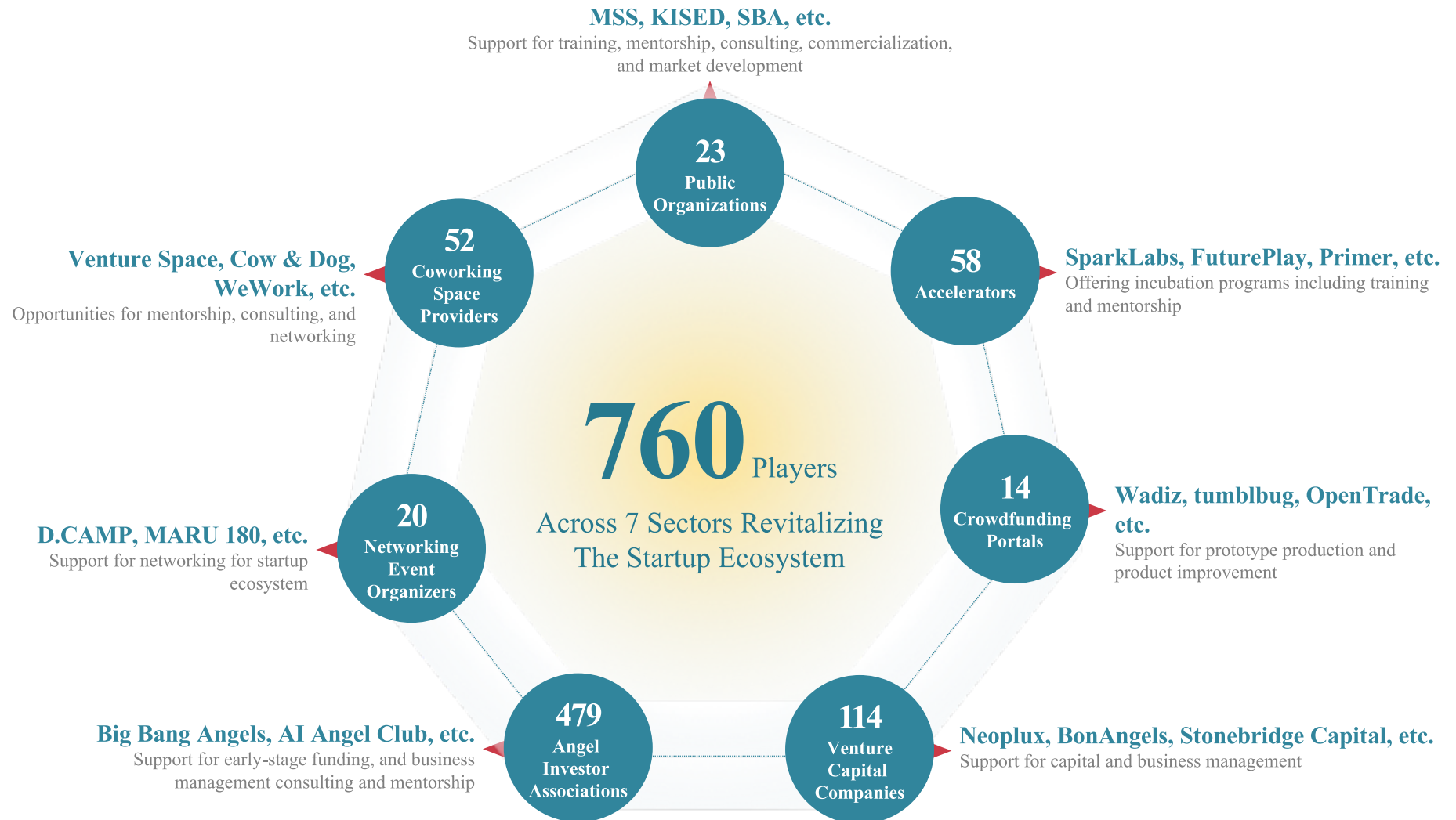


# Players

## II. Seoul's Startup Ecosystem

Source

SMG survey and data on SMEs and startups  
(October, 2017)





# Map of Seoul's Startup Infrastructure

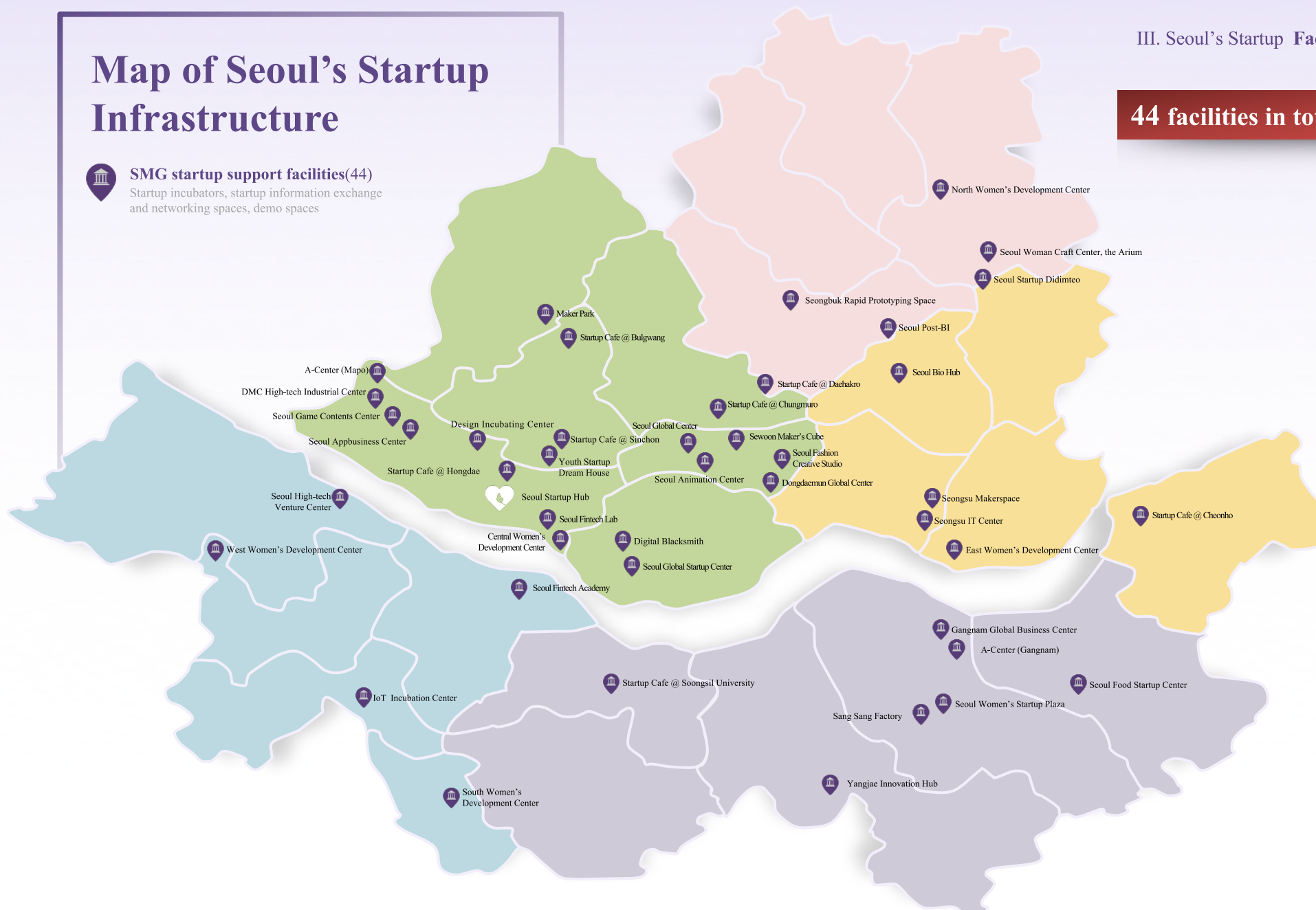


## SMG startup support facilities(44)

Startup incubators, startup information exchange and networking spaces, demo spaces

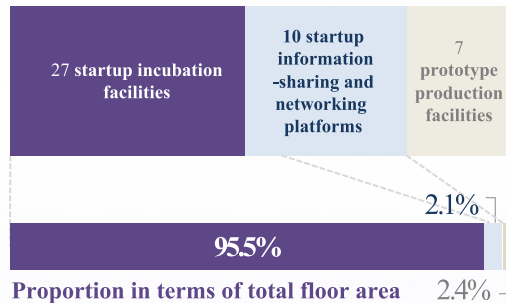
## III. Seoul's Startup Facilities

44 facilities in total



# Current Status of Facilities : Region

SMG startup  
support facilities at  
**44 locations**



**Northwest 13 facilities | 29.5%**  
Eunpyeong, Seodaemun, Mapo

**Northeast 9 facilities | 20.5%**  
Seongdong, Gwangjin, Dongdaemun, Jungnang,  
Seongbuk, Gangbuk, Dobong, Nowon

**Central 9 facilities | 16.7%**  
Jongno, Jung-gu, Yongsan

**Southwest 6 facilities | 13.6%**  
Yangcheon, Gangseo, Guro, Geumchon, Yeongdeungpo,  
Dongjak, Gwanak

**Southeast 7 facilities | 15.9%**  
Seocho, Gangnam, Songpa, Gangdong

		Startup incubation facilities		Startup information-exchange facilities		Prototype production facilities	
Representative facility		Seoul Startup Hub		Seoul Startup Café @ Soongsil		Digital Blacksmith	
By region	Central	4	14.8%	3	30.0%	2	28.6%
	Northeast	7	25.9%	0	-	2	28.6%
	Northwest	9	33.3%	3	30.0%	1	14.3%
	Southwest	2	7.4%	3	30.0%	1	14.3%
	Southeast	5	18.5%	1	10.0%	1	14.3%

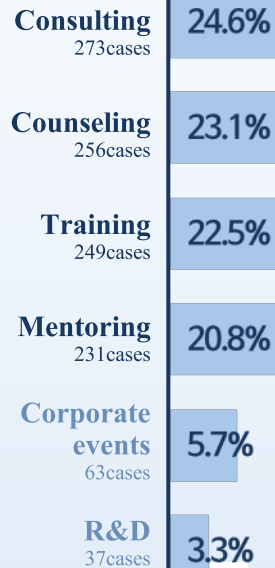
# Current Status of SMG Startup Support Programs

Source

Analysis of current status of SMG startup support policy  
(Mar, 2019)

**Total of 1,109 service cases**  
offered at 44 facilities  
throughout Seoul  
(25.2 services per facility)

## 6 service areas



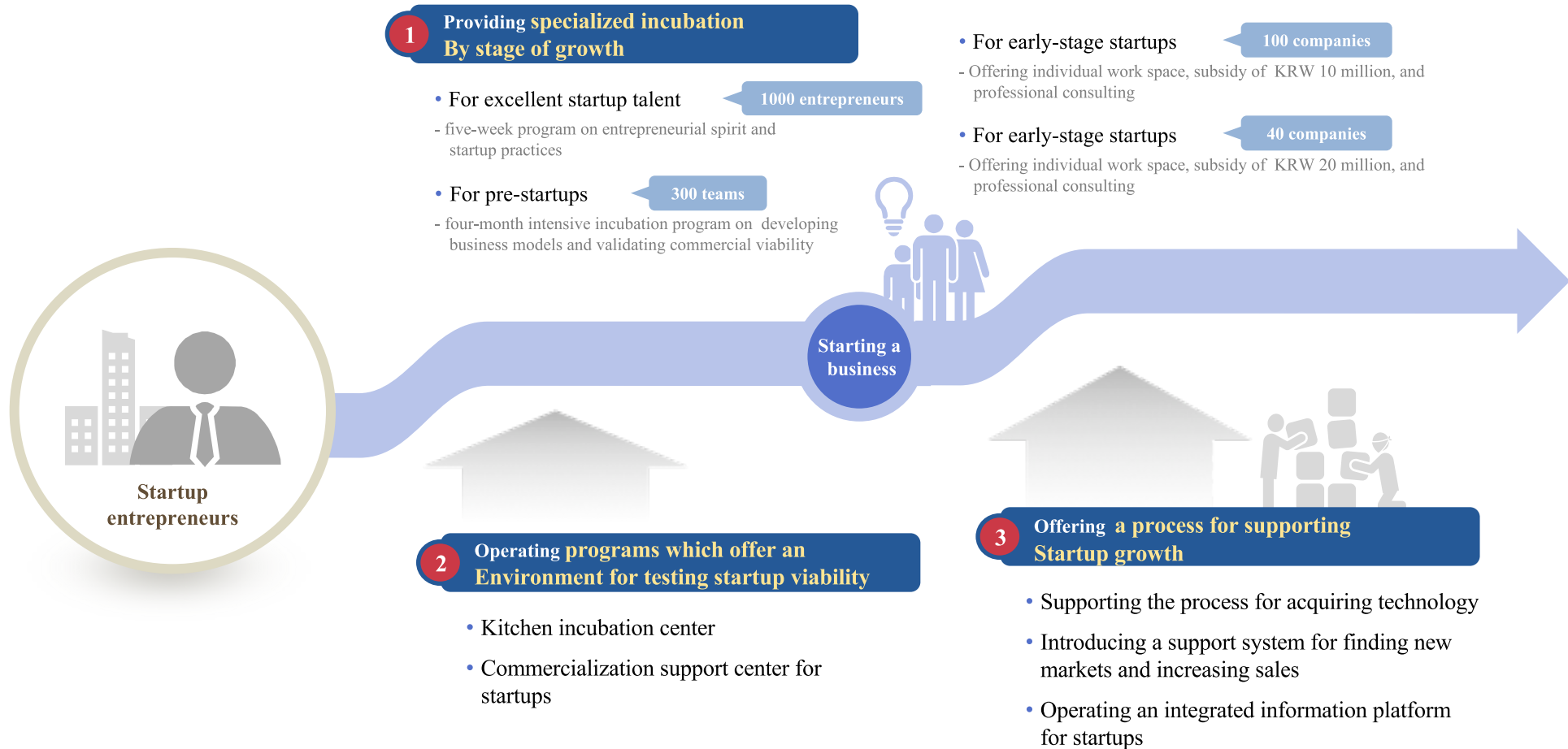
## 11 basic services offered for pre-startup entrepreneurs and startups

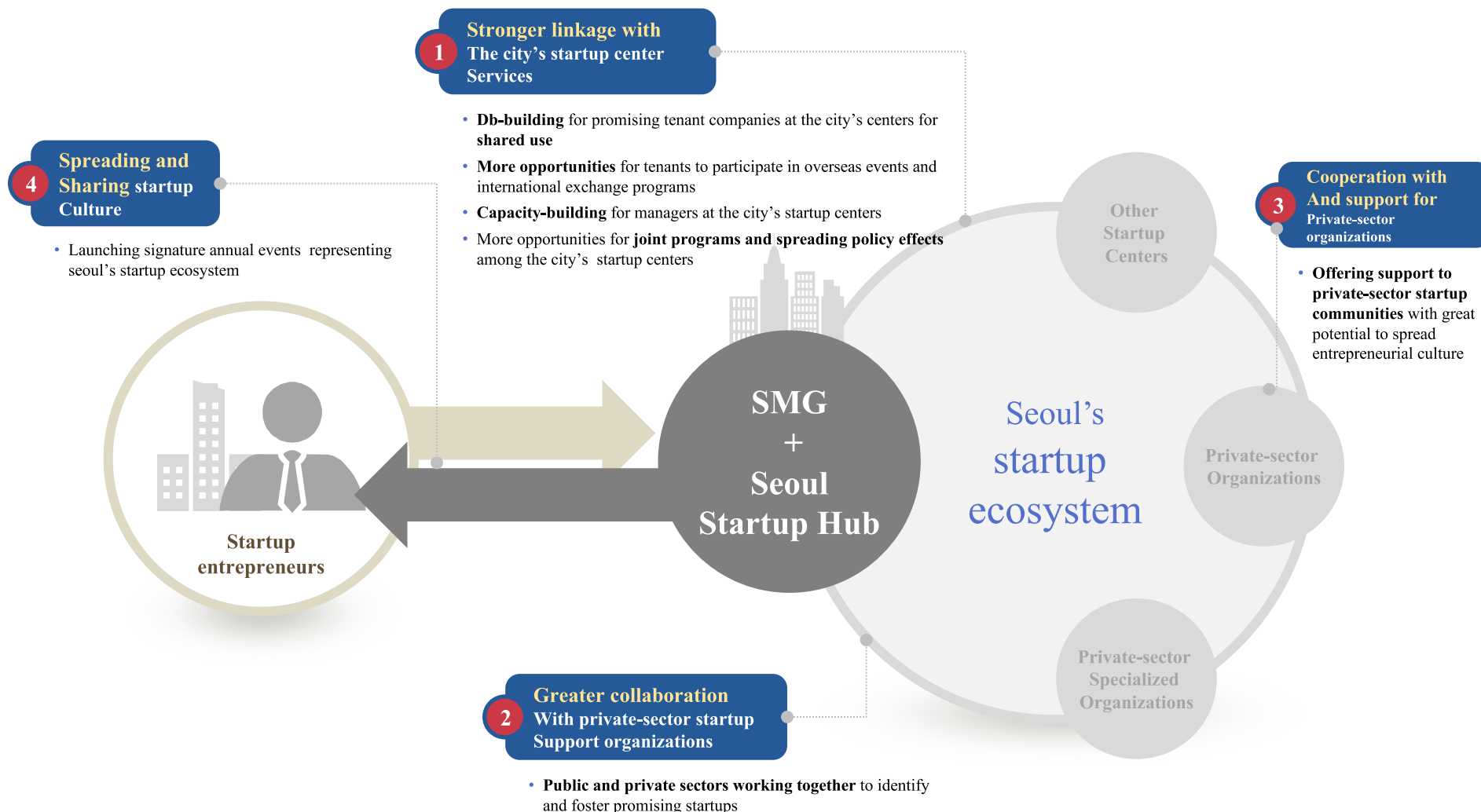
1 Change of job/role	2 Domestic process of starting a business	3 Overseas process of starting a business	4 Business plan	5 BM development	6 Technology / Certification	7 IPR	8 Accounting	9 Design	10 Marketing	11 HR
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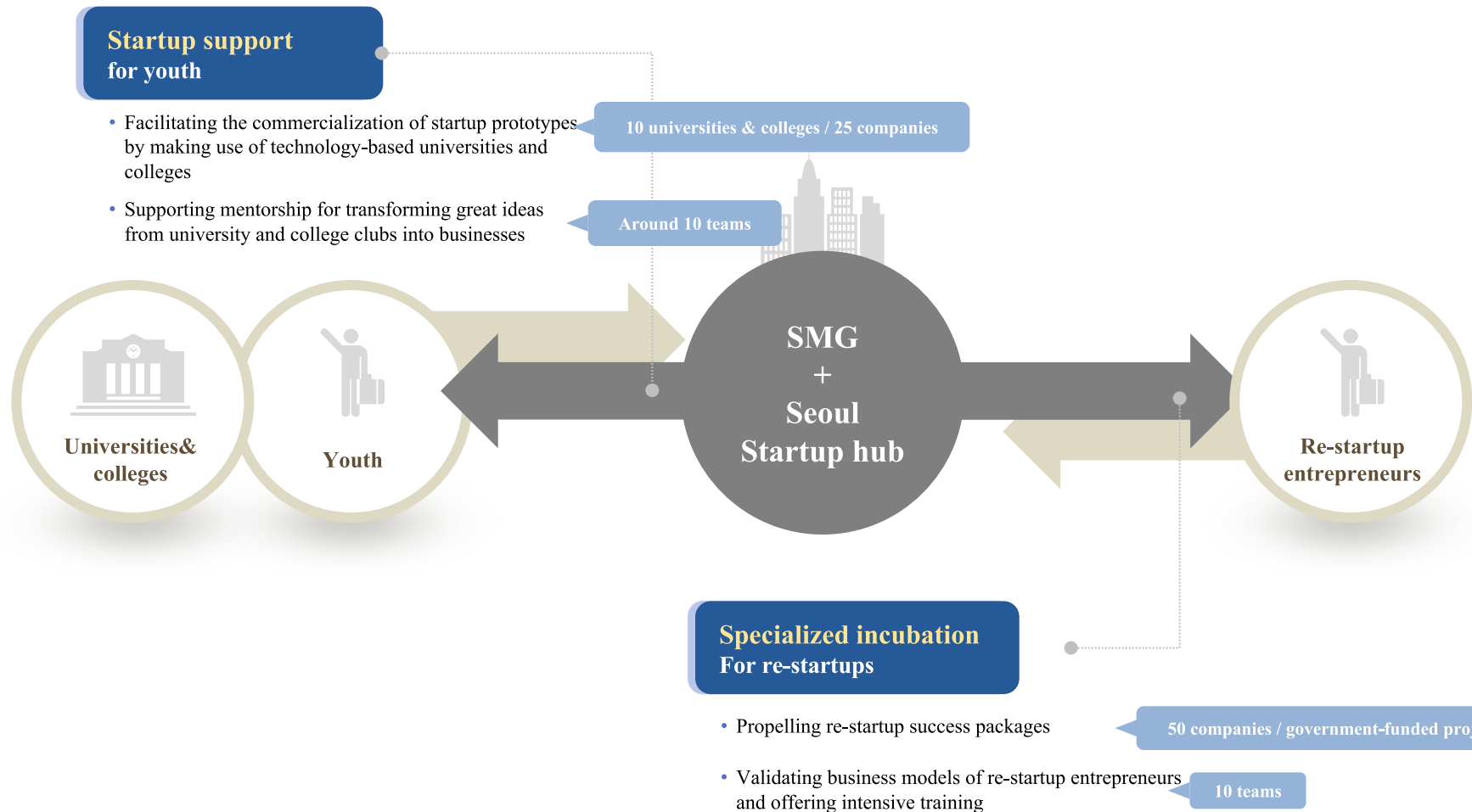
<b>Training</b> Basic competencies and professional skills related to starting a business	11 basic programs +	12. IR practice, 13. Entrepreneurial spirit, 14. Pitching
<b>Counseling</b> General knowledge and information by specific issue from counselors	11 basic programs +	12. Startup support system, 13. Investment information 14. Trend information, 15. Healing
<b>Mentoring</b> Specialized and individualized advice from successful entrepreneurs	11 basic programs +	12. Investment mentoring
<b>Consulting</b> Analysis and solutions from field-specific experts	11 basic programs +	12. Global market exploration support, 13. Investment consulting, 14. Market exploration support
<b>R&amp;D</b> Support for technical skills and product commercialization process for startups	01. IP prosecution support, 02. Prototype production support, 03. Test evaluation support	
<b>Corporate events</b> Growth opportunities for startups by increasing positive exposure	01. Competition, 02. Contest, 03. Networking day, 04. Demo day	

# Startup Support Services at Seoul Startup Hub

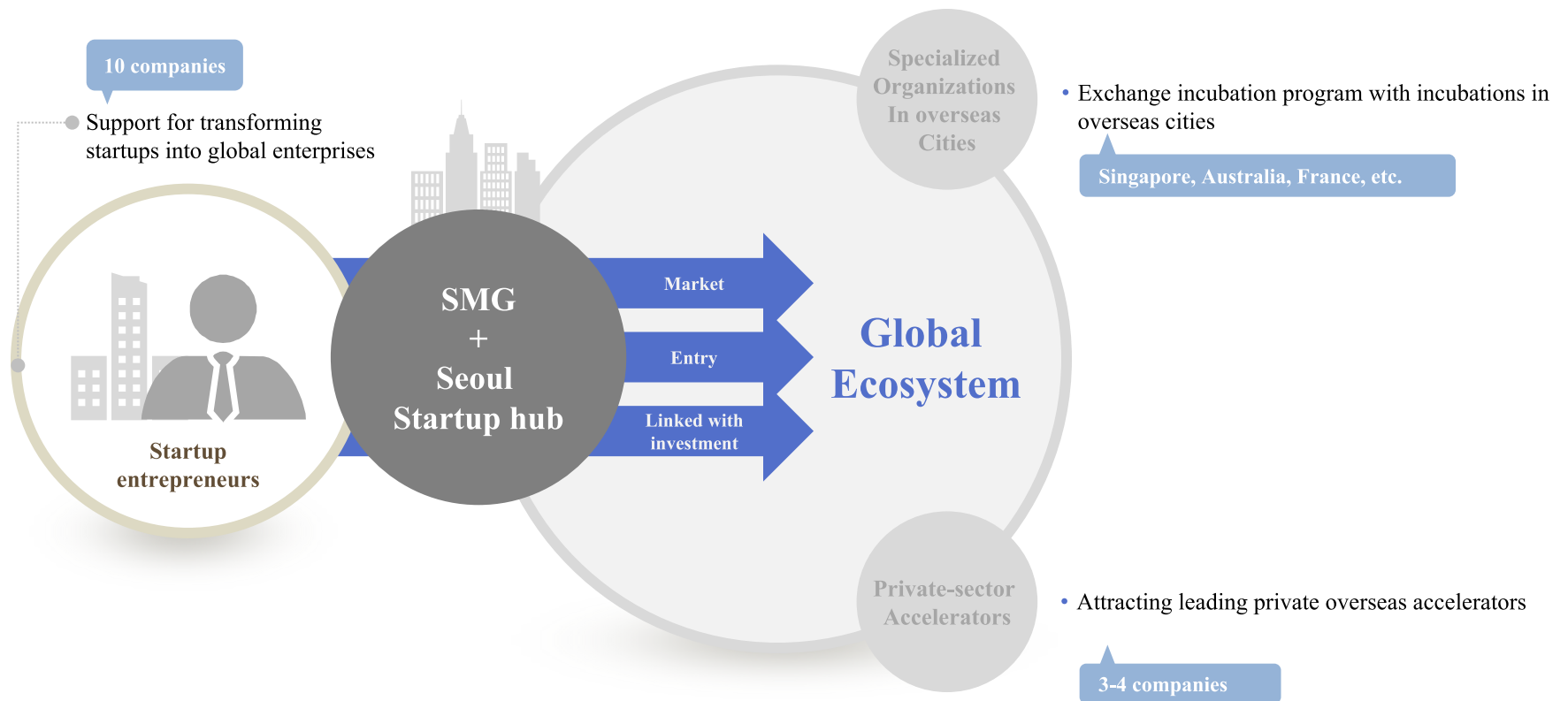
# Incubation System for the Entire Life Cycle







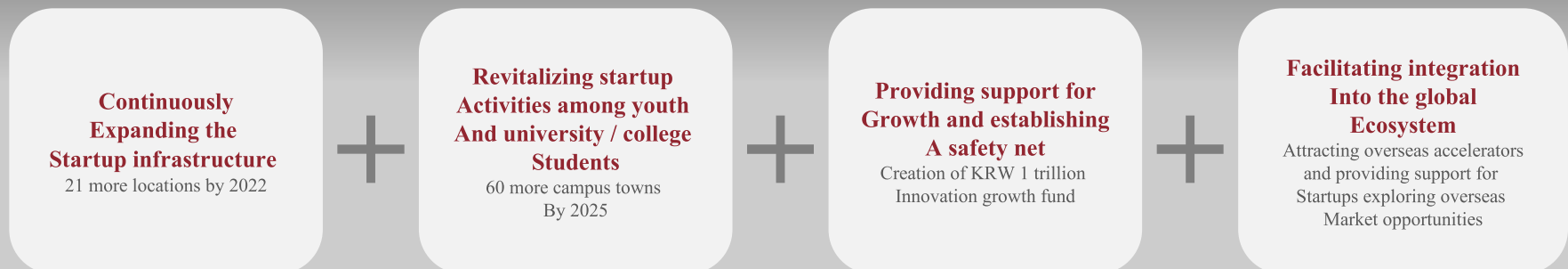
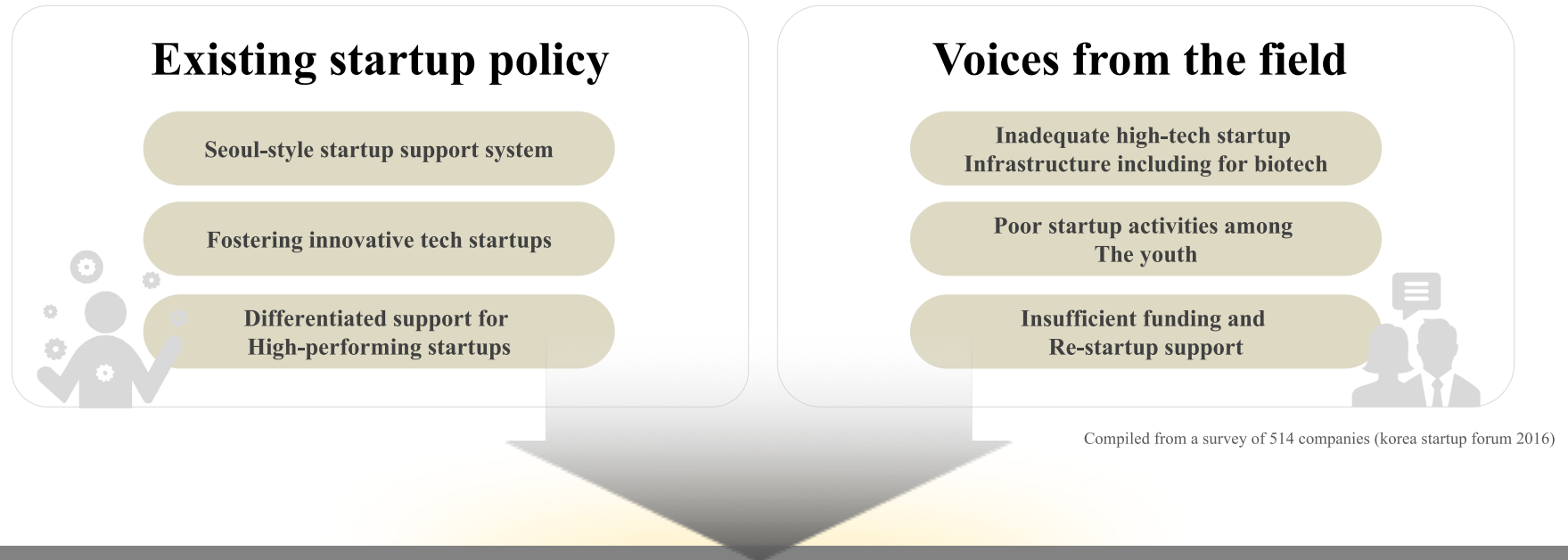
## Facilitating startups' integration into the global ecosystem





# Seoul M. Government Policy Innovation Directions

# Seoul M.Government Policy Directions



# Expanding the Startup Infrastructure

Increasing the no. of startup support facilities  
from the current 44 to 65 by 2022

Aiming to support  
1,600 startups annually

Strengthening consulting and  
training programs for  
pre-startup entrepreneurs

Increasing information-exchange  
and networking spaces  
(e.g. Startup Cafes)

## Creating 21 more startup support facilities

- **6 startup incubation centers** (for 200 companies)  
Hongneung IT-BT center, Northeast area startup center, etc.
- **15 information-exchange and networking spaces** including Startup Cafes



# Fostering Excellent Startup Talents and Revitalizing the Local Community

**Creating campus towns around universities** (in 60 locations by 2025) to help university startup resources stimulate and integrate into the startup ecosystem

**Helping good ideas from universities and research institutes turn into viable businesses**



## Korea university Campus town

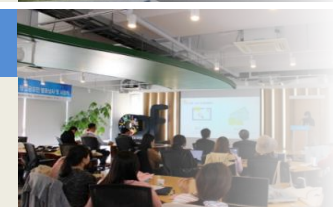
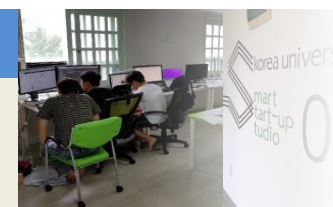
- Creating startup space in 10 vacant locations in the university area
- Startup competition

## Chung-ang-kwangwoon-sejong universities campus town

- Campus town for culture and startups
- Social venture acceleration, customized consulting for startups

## Sookmyung women's university campus town (yongsan electronics shopping center)

- 3d-printed robots, drones
- Startup consulting, education/training



**Revitalizing the local economy** through fostering university student startups and promoting cooperation with the local community

Creating jobs  
For youth

Addressing social  
And local issues

Revitalizing  
The city



# Supporting Growth and Establishing a Safety Net

Achieving stable financing for startups  
Through creating the KRW 1.2 trillion innovation growth fund by 2018

Aiming to produce 8 teams of potential global  
unicorns over 4 years

## Creation of the KRW 1.2 trillion innovation growth fund

Investment over 4 years | recovery over 4 years



### 4th industrial revolution fund

For startups related to  
AI, IoT, and big data



### Startup fund

For startups and new companies  
less than  
7years old



### Re-starting fund

For re-startups

# Facilitating Integration into the Global Startup Ecosystem

Acquiring an adequate localization strategy and knowledge at home

**Enhancing global competitiveness**

Globalizing the domestic startup ecosystem

**Attracting competitive global companies to seoul**



## Support for foreign startups

### Expanded operation of global startup centers

#### No. 1 | Yongsan

- Hosting 42 teams of 150 entrepreneurs from 28 countries

#### No.2 | Mapo('2018)

- Expanded Seoul Startup Hub's global startup support
- Incubating exchange startups from foreign cities

#### No.3 | Yangjae (2020)

- AI
- More space secured for Yangjae Innovation Hub



## Housing conveniences For foreigners

### Real-time housing information

From 2019

### Creation of housing spaces exclusively for foreign entrepreneurs in the mapo and yongsan areas

2022



## Incentives for attracting Global talent

### Subsidies for foreign investors when hiring foreign professionals

From 2019



Thank You!

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