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# Five Reasons Why The Korean Startup Ecosystem Is Booming

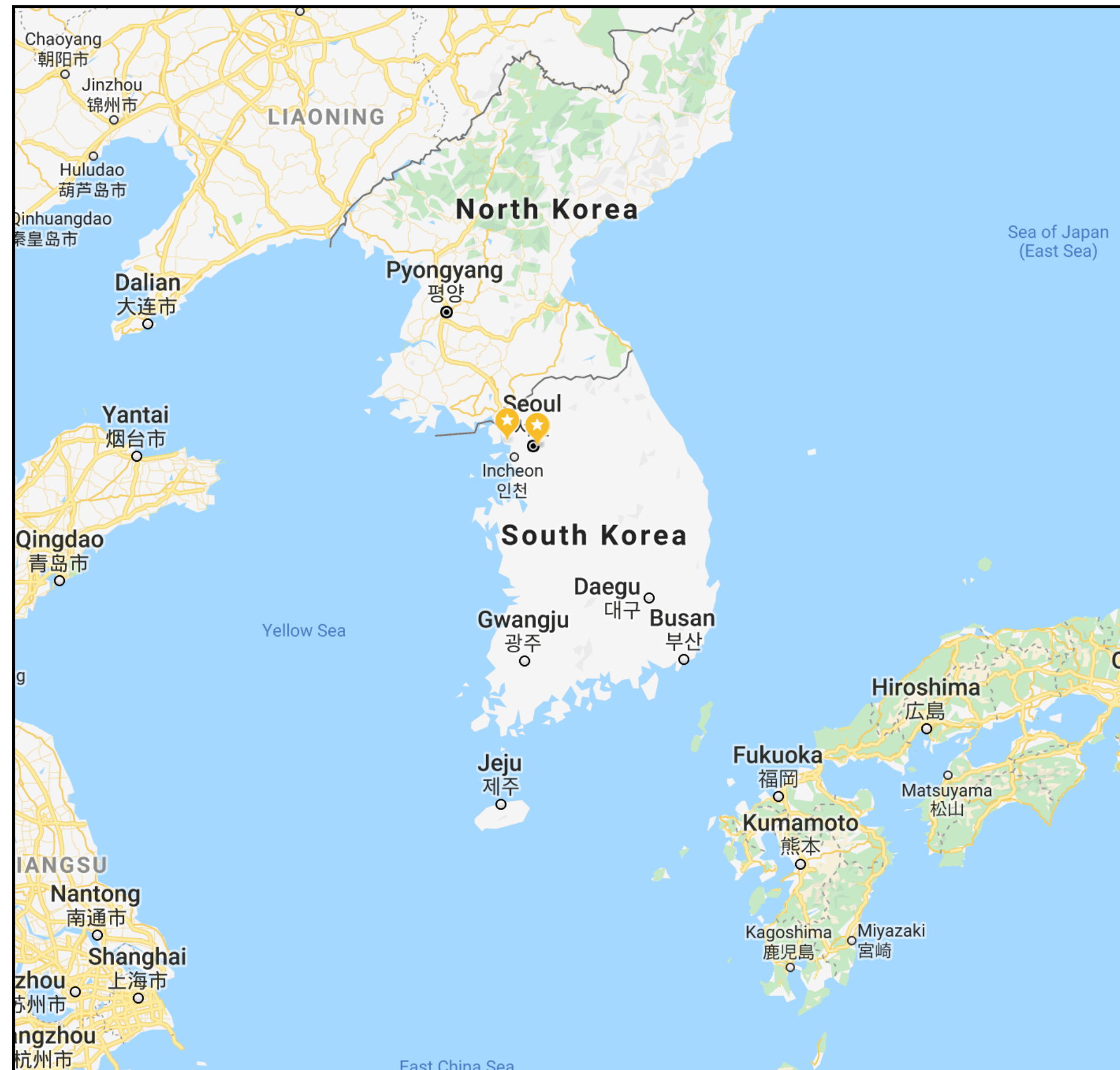


**STARTUP  
ALLIANCE**

Nari Shin Startup Alliance



# Republic of Korea



- 51M Population (9x)
- Population density 517 per square km (30x)
- GDP 1,619,424 M USD (11th in the world)





**Seoul, Capital of Korea**



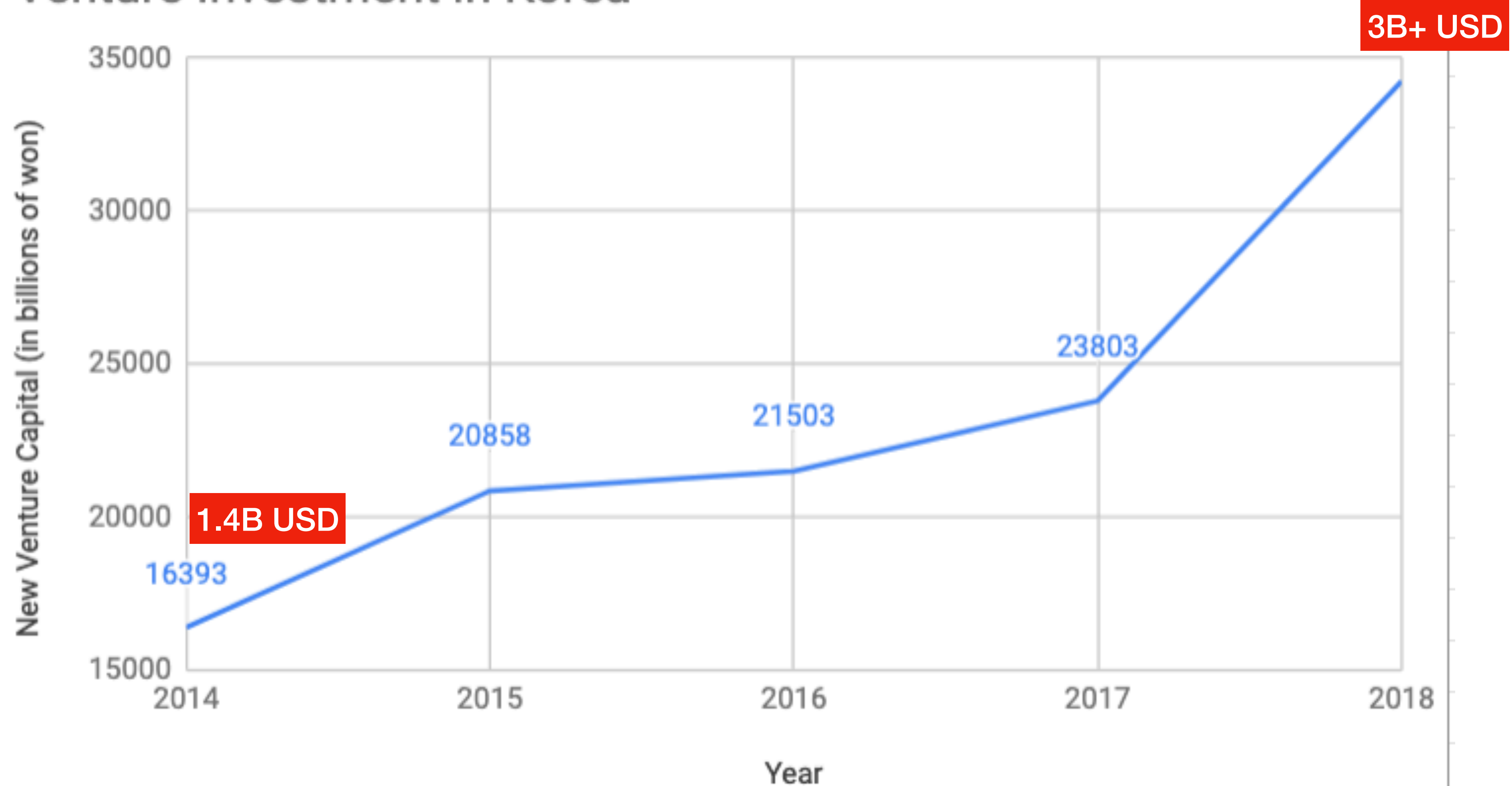


<http://1smatchic.com>

**Korean startup  
ecosystem is  
Thriving**

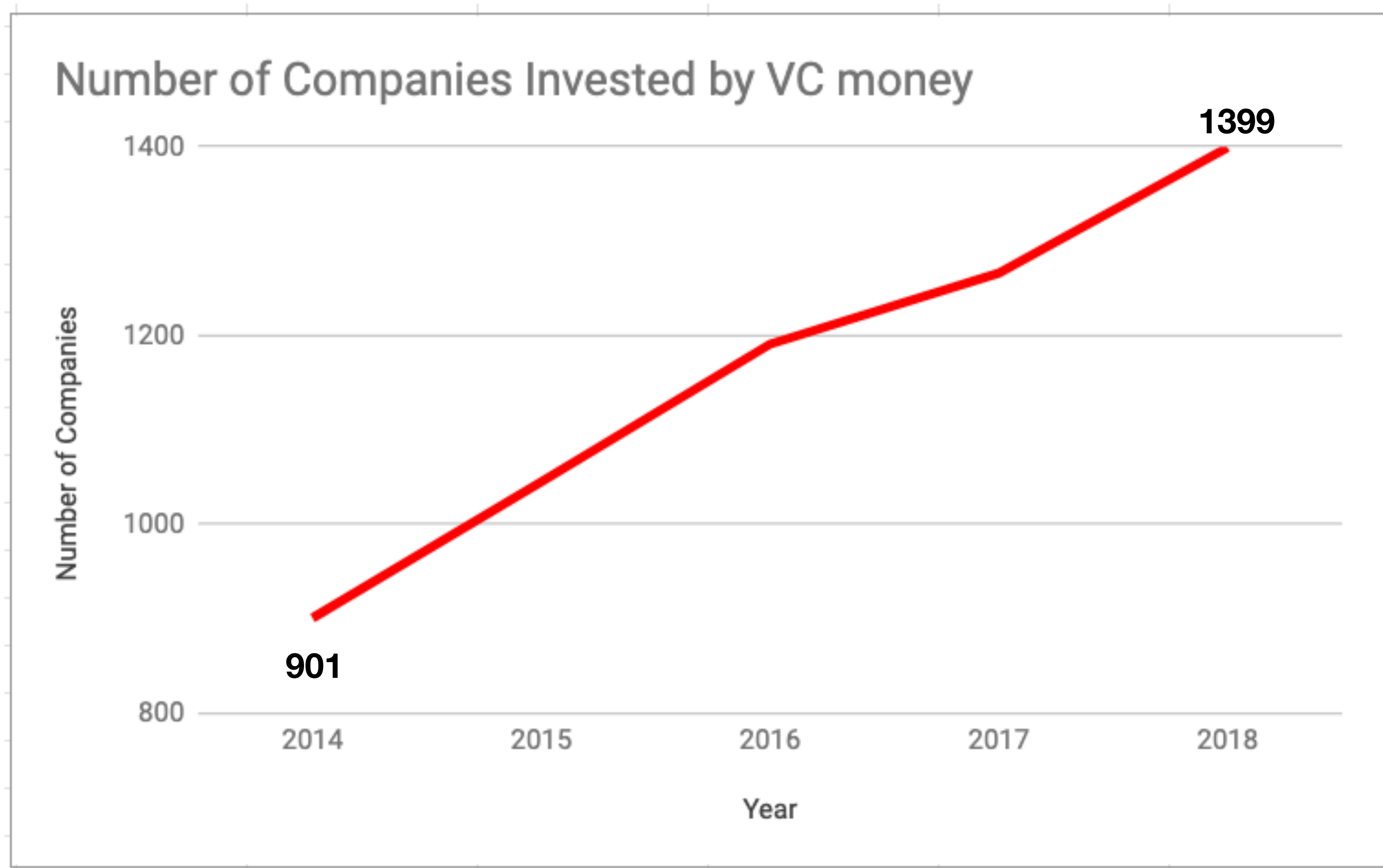


## Venture Investment in Korea



For the last 5 years, venture investment doubled to over 3B USD





Number of venture backed companies each year increased to 1,400 last year



## E-Commerce



## Foodtech



## Fintech



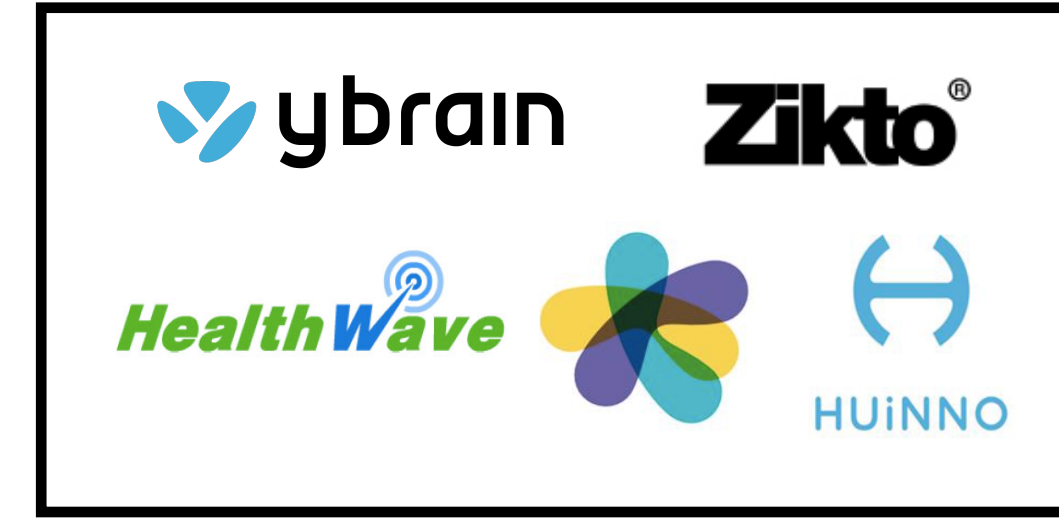
## SNS/Communication



## Sharing Economy



## Healthcare



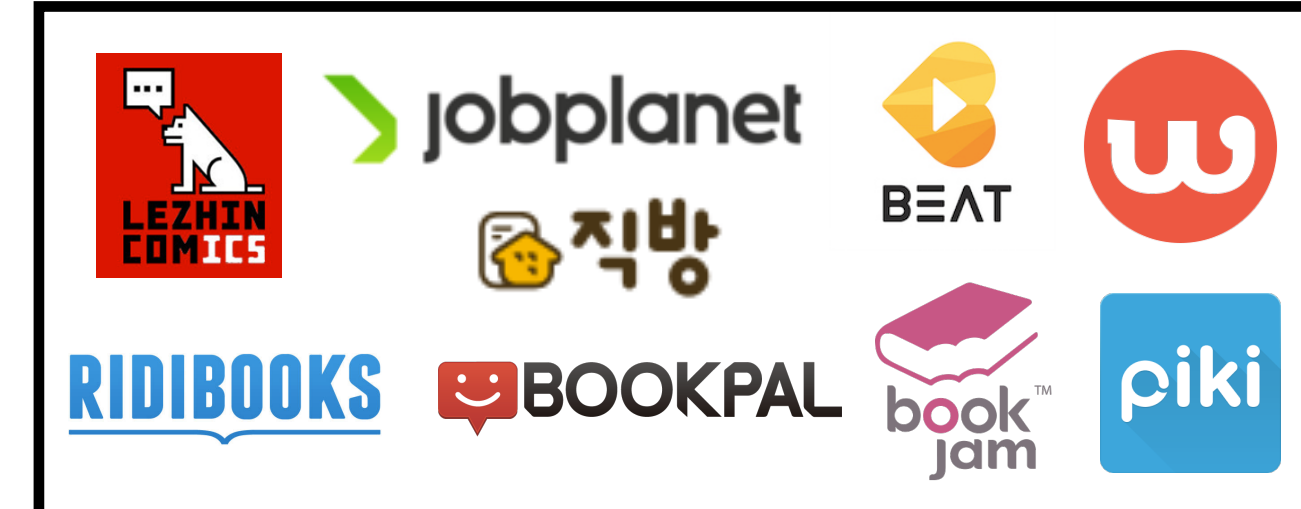
## Education



## Utility



## Contents



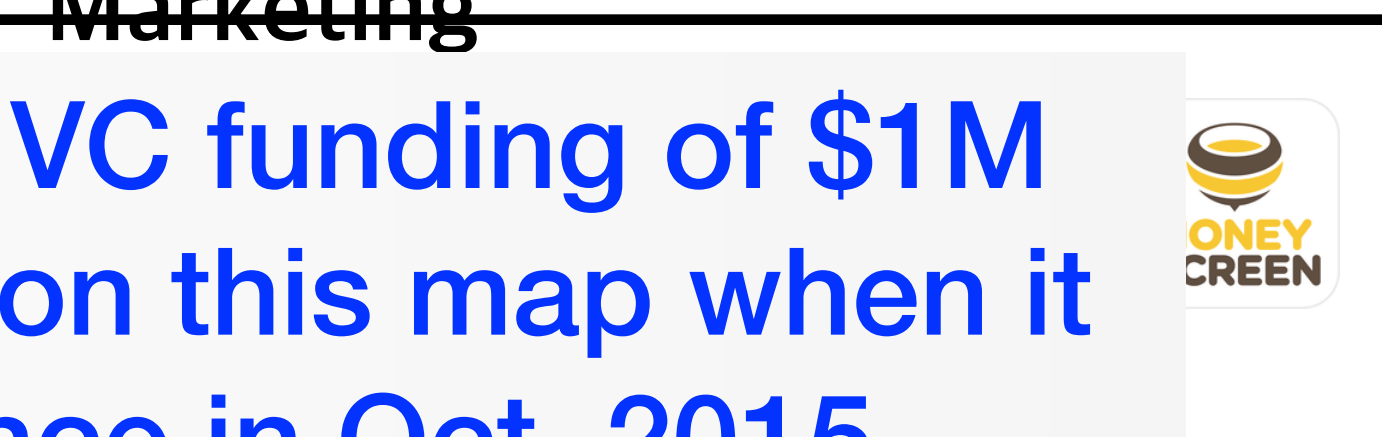
## Game



## Analytics



## AD/ Marketing



A map of startups that received a VC funding of \$1M USD or more. There were 76 firms on this map when it was first made by Startup Alliance in Oct. 2015.



## E-Commerce



## Fintech



## Education



## Fashion/Beauty



## Hardware



## Contents



## Healthcare



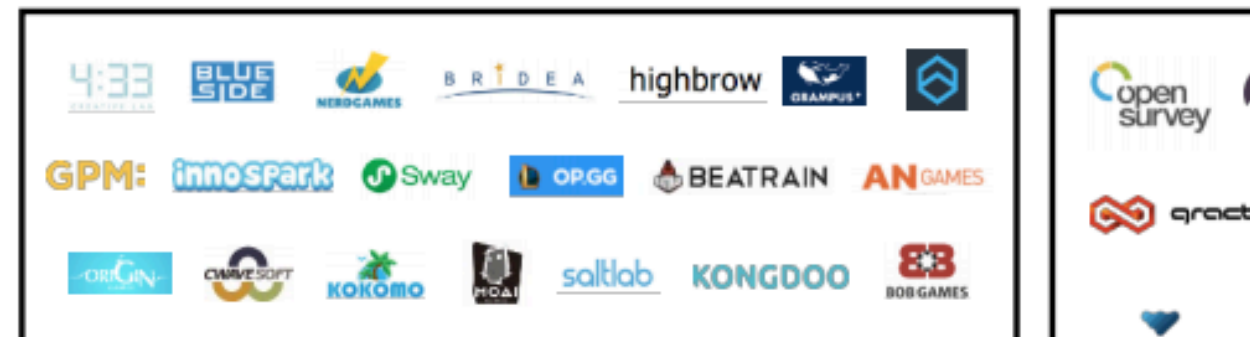
## Food



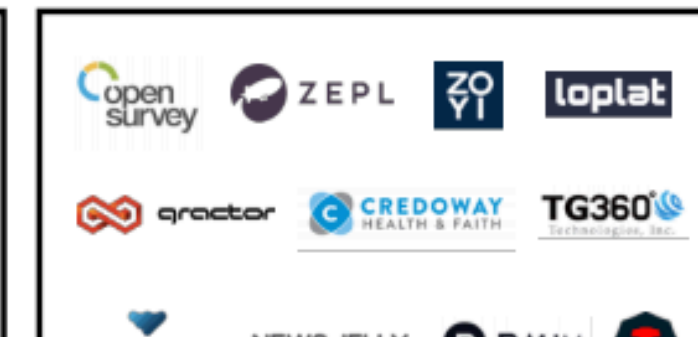
## Leisure



## Game



## Analytics



## SW/Utility



## AD/Marketing



## Home service



## Sharing Economy



Now, Over 530



# KOREAN STARTUP OVER \$10M

Total 134 startups  
Last Updated on May 3, 2019



## E-Commerce



## Contents



## Fintech



## AD/Marketing



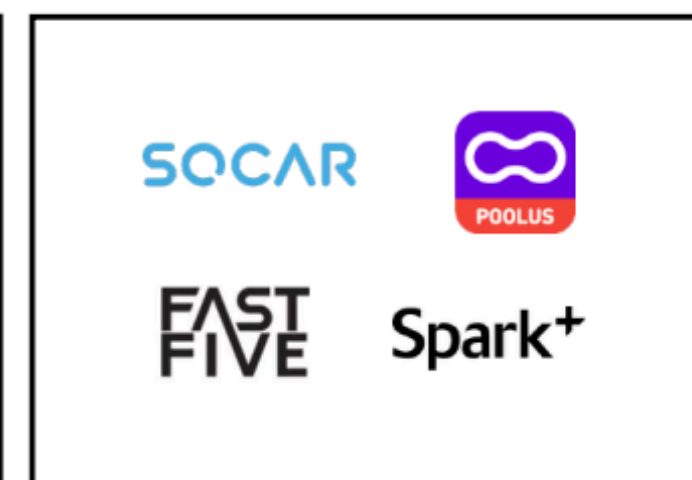
## Food



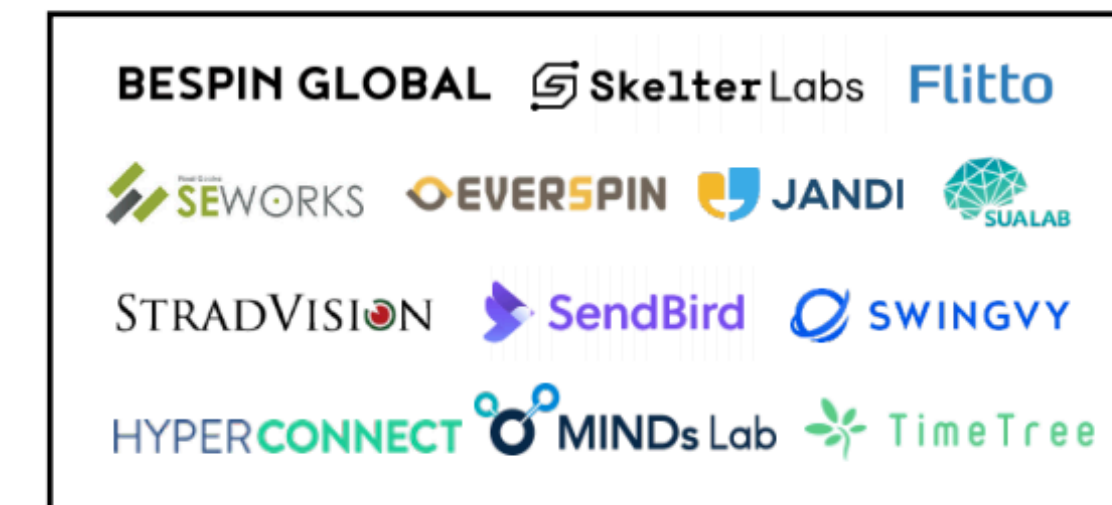
## Healthcare



## Sharing Economy



## SW/Utility



## Hardware



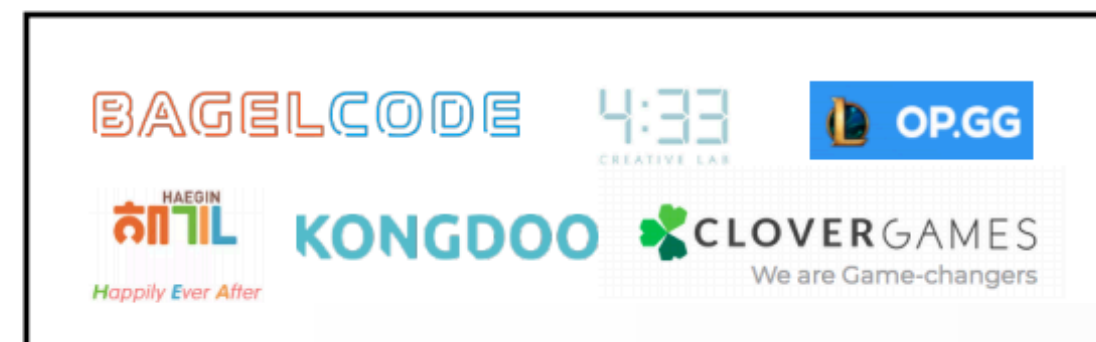
## Fashion/Beauty



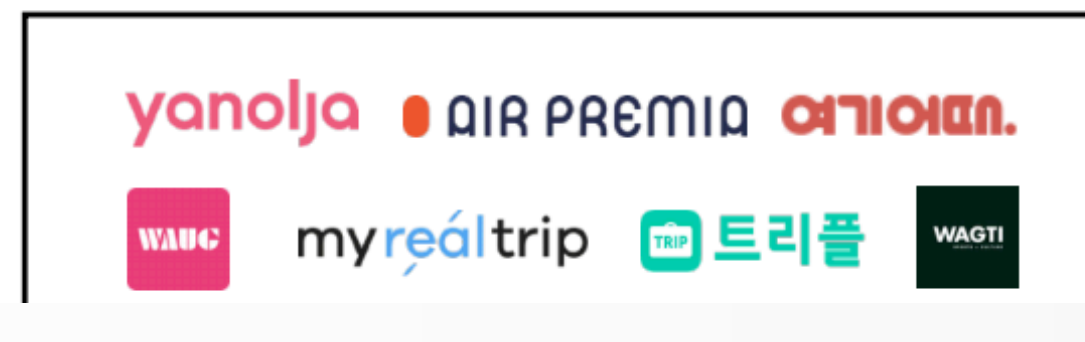
## Education



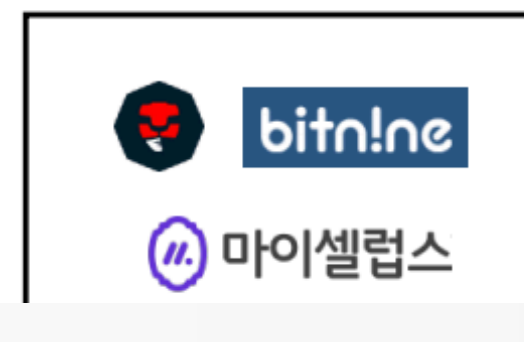
## Game



## Leisure



## Analytics



## Home service



Startups that received investment of \$10M  
USD or more = about 150





# GLOBAL UNICORN CLUB: 309 PRIVATE COMPANIES VALUED AT \$1B+

(as of 01/22/2019)



## CYBERSECURITY



## MEDIA



## TRAVEL TECH



## AUTO TECH



## DATA ANALYTICS



## SOCIAL



## HARDWARE



## ON-DEMAND



## HEALTHCARE



## FINTECH



## E-COMMERCE



## OTHER



## INTERNET SOFTWARE SERVICES



Among the 350+ Unicorn Startups in the world...





L&P Cosmetic



There are 8 Korean Unicorn Startups



**BESPIN GLOBAL**

**SOCAR**

Tap. Unlock. Drive.

MARKET  
*Kurly*

Hyperconnect



**There are so many next unicorn candidates**





**But Why?**



# 5 reasons why the Korean startup eco-system is booming

1. Strong support from the **government**
2. Emergence of **startup communities**
3. Influx of capable **entrepreneurial talents** into startup world
4. Growing number of aggressive **venture investors**
5. **Korean millennials** love to use startup services





# **1. Strong Support From the Government**





**Presidential agenda :  
"Growth on innovation"**



About MSS

Korean SMEs

Major Policies

MSS Newsroom



Welcome to  
Ministry of SMEs and **Startups**



### Minister

Minister of MSS has not been appointed yet.

[About Minister](#)



Organization



Affiliated  
Organizations

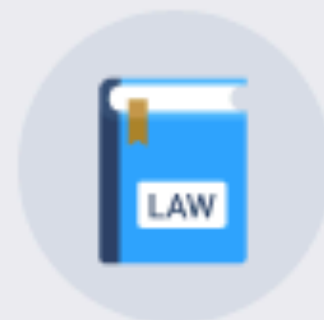


Photo News

### Korean SMEs



Status of Korean SMEs



Laws



Statistics



Policy Direction  
of the Year



MSS Policies

Small & Medium Business Agency upgraded to  
**Ministry of SMEs and Startups!**



# Increasing the budget of "Fund of funds" for startups



(From 2005)  
4B USD



(From 2013)  
7B USD

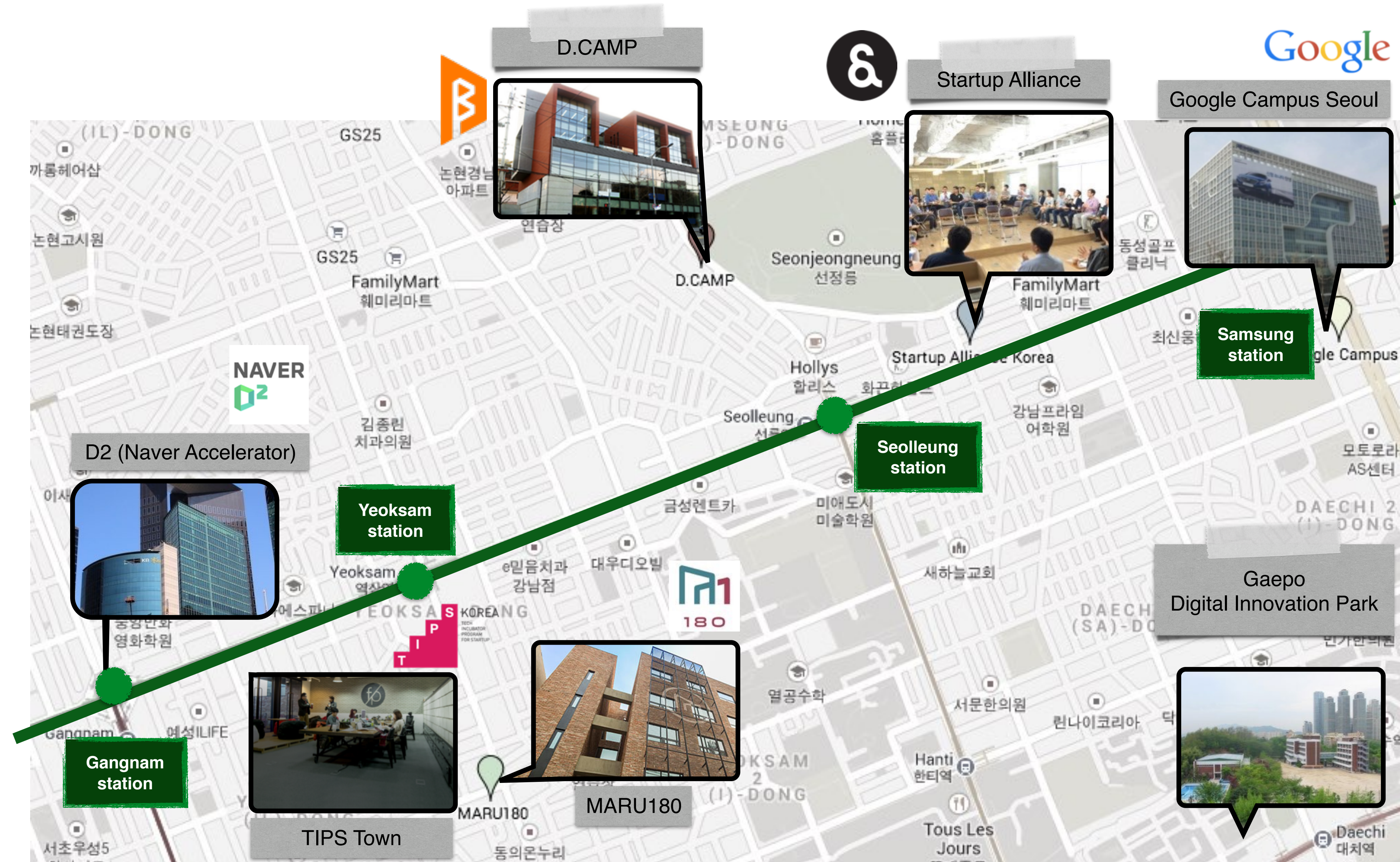
**Giving Birth to Hundreds of New VC Funds in Korea**





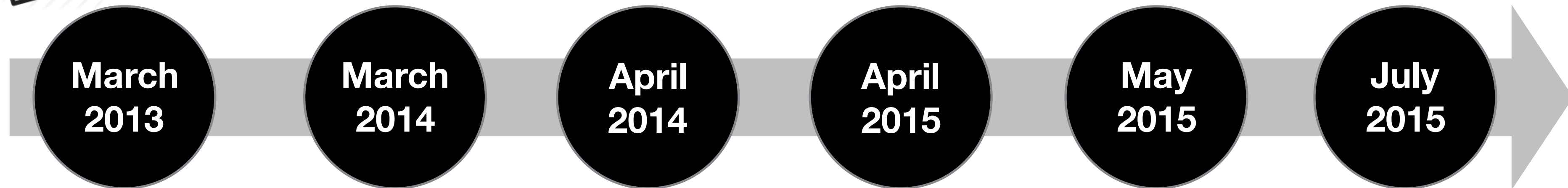
## 2. Emergence of Startup Communities





# Gangnam Startup Belt





D.CAMP



STARTUP  
ALLIANCE



MARU 180



GOOGLE  
CAMPUS  
SEOUL

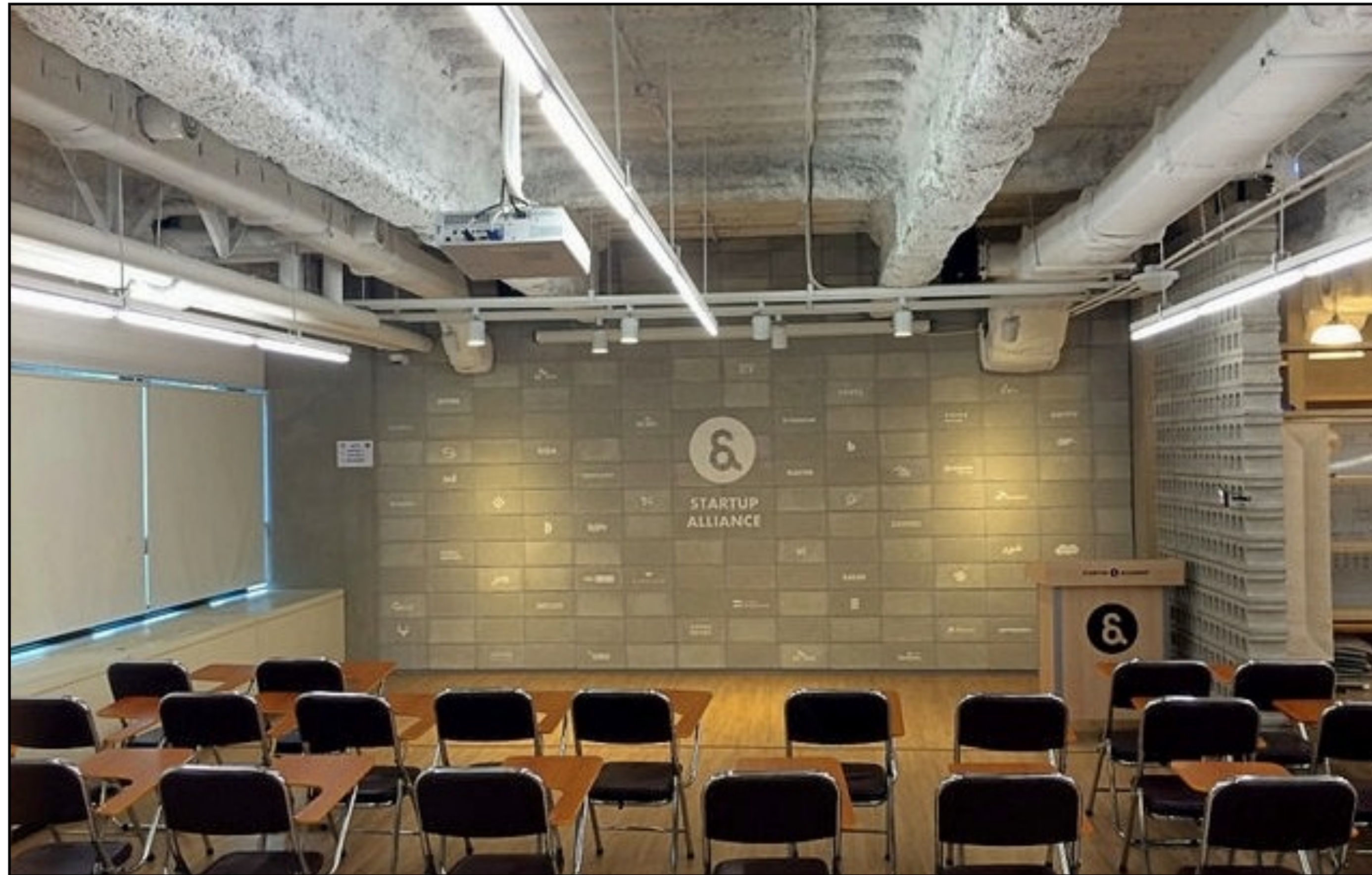


NAVER D2  
STARTUP  
FACTORY



TIPS  
TOWN





**Event Venue, Co-working Space, Free Office Spaces  
for Entrepreneurs and Investors**





Startup Alliance





### **3. Influx of Capable Entrepreneurial Talents Into the Startup World**





## **4. Growing number of Agressive Venture Investors**

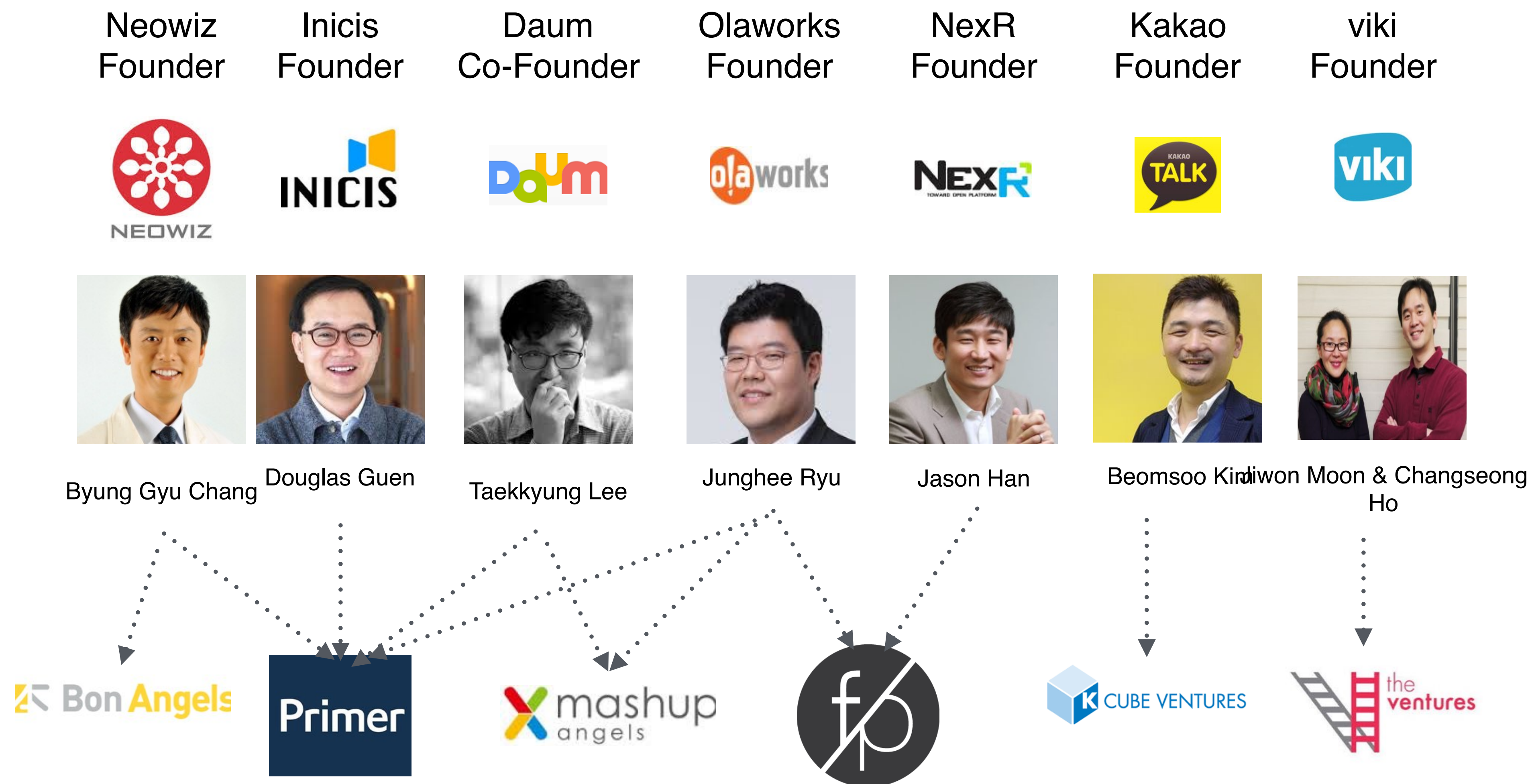




**There are almost 200 local venture capitals and CVCs in Korea**



# Prominent Entrepreneurs Turn into Angels & VCs







## 5. Korean Millennials Love to Use Startup Services



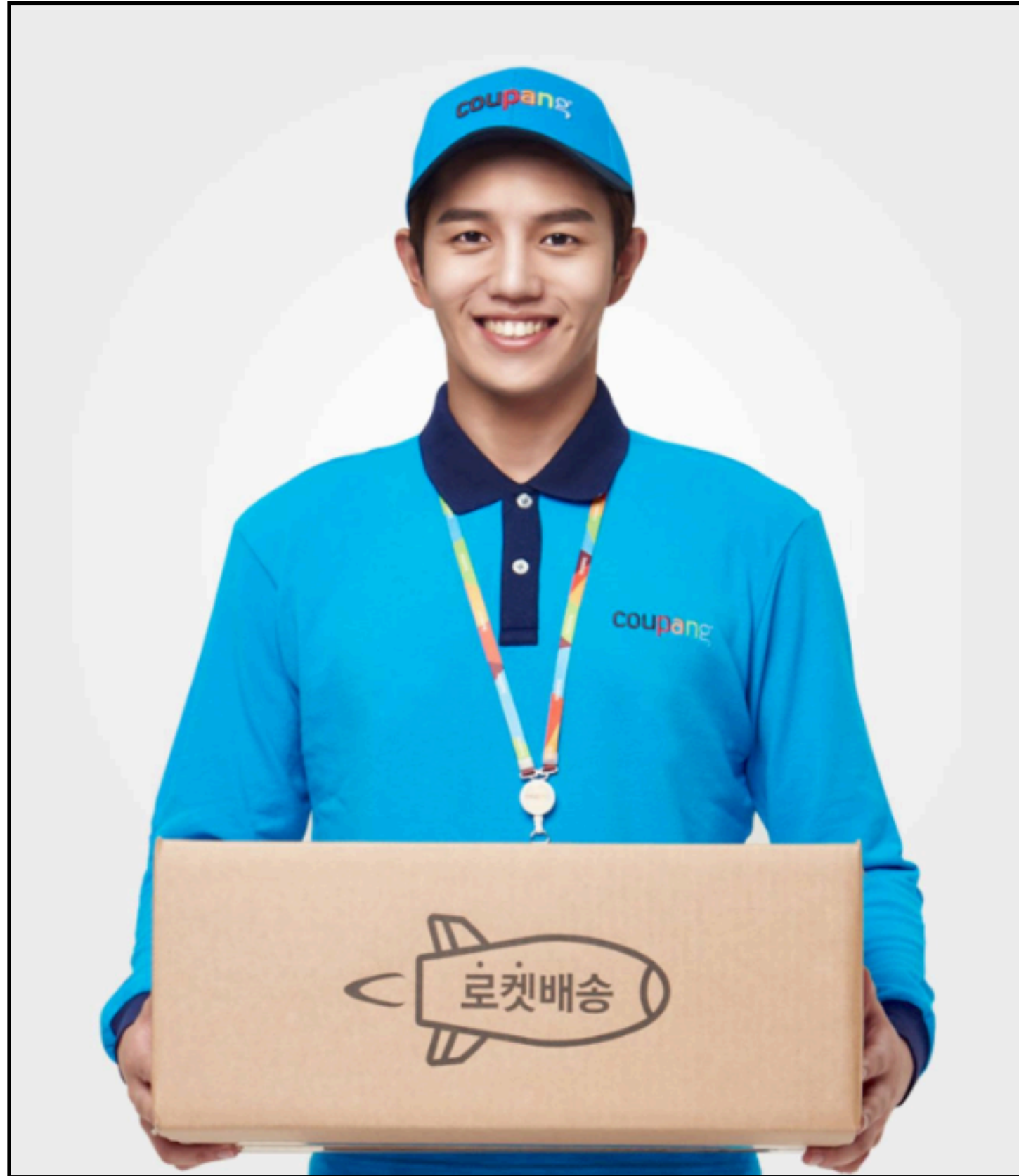


**Order food with Woowa Brothers**



**Send money with Toss app**





Order anything you need  
with Coupang



Order grocery with  
Market Kurly





Go anywhere using Tada



Book hotel or activities using Yanolja



# 5 reasons why the Korean startup eco-system is booming

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# Challenges

Strict Regulations

Lack of diversity

Fear of failure

Low entrepreneurship

Lack of exits

Too much Gov funding

Lack of B2B, Tech startups



**Thank you!**  
**감사합니다!**