VISION Hub for Regional Economic Growth Through Start-up

Character-driven Creative Talents

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An Introduction to Hannam University's Start-up Support

as a Start-up Centric University

Wednesday, November 8, 2023

HAN NAM 한남대학교 Hannam University

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한남대학교
Hannam University

Hannam University's Innovation Campus Park

한남대학교
HAN NAM 창업지원단

Hannam University: A Leading Institution in Start-up Education Nationwide

Start-up Overview at Hannam University

Ranked Among the Best Nationwide for Start-up Education and Support

2019: Ranked 4th nationwide, 1st in the Chungcheong region

2020: Ranked 3rd nationwide, 1st in the Chungcheong region

2021: **Ranked 2nd nationwide** 1st in the Chungcheong region

* Based on university public disclosures and Maeil Business Newspaper's University Start-up Index

2022 **Recipient of the Minister of SMEs and Startups Award** (Venture Startup Advancement)

2022 **Recipient of the Minister of Education Award for Excellence** (Start-up Education)

Active local government support for the vision of a Start-up Centric University

- (Infrastructure Development) Collaboration in establishing Knowledge Industry Center at Daejeon Industrial Complex, Youth Start-up Zone, and University Start-up Spaces
  - Working with local authorities to facilitate entrepreneurial events and optimize the use of venues
- (Talent Development:) Promote Local Creator training initiatives to boost the fostering of university-based (and prospective) entrepreneurs and raise Start-up awareness
- (Administrative Support) Commitment of 1.25 billion KRW over a span of 5 years

Strengthened entrepreneurial collaboration between Daejeon City and Hannam University

Systematic Start-up Education and Strengthened Local Entrepreneurial Innovation

Results driven by the continuous mentoring of student, faculty, and general public entrepreneurial efforts

Year	2021	2020	2019
Courses offered in Start-up (45% practical courses)	147	167	156
Start-up-focused clubs (teams)	111	96	167
Student entrepreneurs (persons)	40	33	42
Faculty entrepreneurs (persons)	9	2	8

* Based on university public disclosures

Year	2022 (1st half)	2021	2020
Startups launched (business)	111	124	118
Revenue (hundred million KRW)	12.4	49.5	54.6
Employed (persons)	249	407	477
Investment (hundred million KRW)	8	80.4	141.1

* Based on Start-up-focused universities' performance metrics

- (Comprehensive Entrepreneurial Framework) **13 academic and 4 HR systems**
- (Specialized Programs) **K-MOOC, Micro Degree, and DFGN Capstone Design (CPD, IPD)**
  * DFGN: Design Factory Global Network
- (Start-up Course) **Entrepreneurial Spirit Course - Compulsory for All Students**

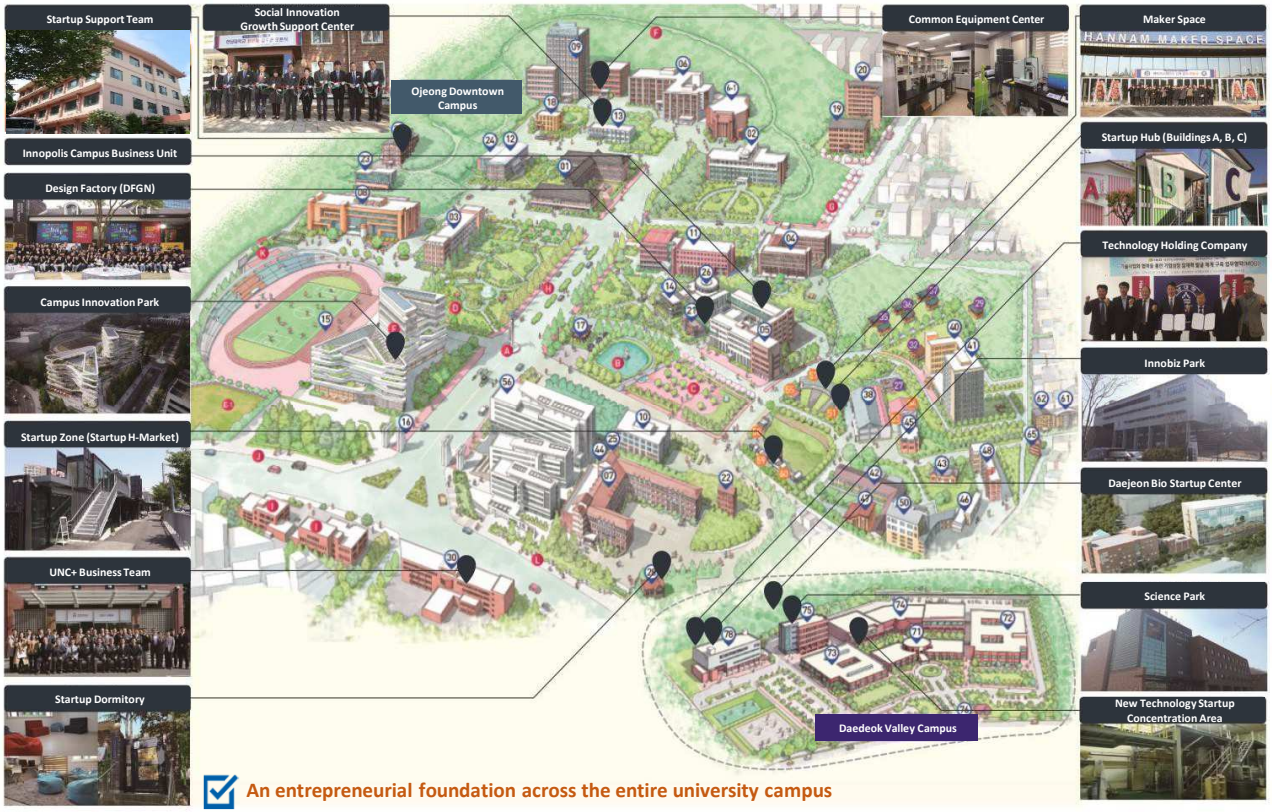
Commitment to fostering Start-up with specialized support personnel

Support for startup incubation centers	A University Leading the Way in Start-up Development Program	Initial Startup Package	Campus Innovation Park	Laboratories Specialized Start-up-leading University	Start-up Centric University
1998 to present Ministry of SMEs and Startups	2012 to 2018 Ministry of SMEs and Startups	2019 to present Ministry of SMEs and Startups	2020 to present Ministry of SMEs and Startups, Ministry of Land, Infrastructure and Transport, Ministry of Education	2021 to present Ministry of SMEs and Startups, Ministry of Science and ICT, Ministry of Education	2023 to 2028 Ministry of SMEs and Startups (42 B won – 31M $)

Hannam University's Infrastructure for the Local Entrepreneurial Ecosystem

Infrastructure at Hannam University

Start-up Support Infrastructure for Establishment of Local Entrepreneurial Ecosystem: A total area of 41,522 ㎡ (or 12,561 pyeong)



An entrepreneurial foundation across the entire university campus

Design Factory

Maker Space

- Shared startup space
- Prototype manufacturing space

H-Startup Hub, Building A

- Unearthing startup ideas
- Providing space for startup club activities
- 4 in total

H-Startup Hub, Building B

- Materialization of the startup team's idea
- Mentoring phase for business execution
- 6 in total

Startup Incubation Center

Campus Innovation Park

Startup Dormitory

- Residential space for startups
- Provided for selected companies (free of charge)
- 250 in total (number of resident companies)

H-Startup Market

- Practical startup shops for students and faculty
- Road shops, office shops
- 24 in total

H-Startup Hub, Building C

- Independent office space for startup teams
- Practical startup education support phase
- 14 in total

Hub for Regional Economic Growth Through Start-up

Vision

Startup-Centric University Business Unit

Infrastructure

- Campus Innovation Park
- Startup Support Team
- Hannam Startup Camp
- Hannam Startup Market
- Maker Space
- Design Factory
- Ojeong/Daedeok Startup Incubation Center
- Startup Dormitory
- Public Technology Center

Support Programs

- Start-up Centric University
- Startup Incubation Center
- Campus Innovation Park
- Leaders in INdustry-university Cooperation 3.0
- Training Project for Local Creators
- Cultivating Social Entrepreneurs

VISION

Central Organization for Regional Economic Growth Through Start-up

Core Objective

Realizing a Start-up Centric University that leads the innovative growth of the regional economy by building a regional Start-up support and nurturing ecosystem

Core Values	Implementation Strategy	Strategic Tasks
Creativity	1. Cultivating Entrepreneurial Professional Talent	1-1 Fostering entrepreneurial professionals via creating an entrepreneurial ecosystem
		1-2 Implementing the best educational environment where ideas are linked to Start-up
Excellence	2. Creating Innovative Growth for Each Entrepreneurial Stage	2-1 Expanding the entrepreneurial ecosystem by strengthening collaborative networks
		2-2 Implementing a central base for maximizing entrepreneurial outcomes
Respons-ibility	3. Maximization of Corporate Performance and Value	3-1 Enhancing capabilities by supporting the growth ladder throughout the startup lifecycle
		3-2 Prompt market entry and Scale-Up driven by innovative growth

Academic System

- Start-up Leave of Absence
- Start-up Credit Recognition System
- Special Admissions for Entrepreneurs (Entrepreneurial Talent Selection)
- Start-up Scholarships (7 Types)
- Mandatory Start-up Courses
- Start-up Lab System (replacement for Master's Thesis)
- Creative Convergence Department
- DFGN Courses

Human Resources System

- Faculty-Start-up Concurrent Position System
- Faculty-Start-up Leave-of-Absence System
- Start-up Research-Year System
- Reflecting Faculty Start-up Achievements (for both new and maintained)

Five-Year Performance Indicator and Goals

Period	Company	Revenue	Employment	Investment	Intellectual Property	IPO	Partner Organization	K-Unicorn
Five-Year	722	240B	2.3K	47.1B	370	15	400	1

Items and Performance Indicators		Performance Goals (2023-2027, over 5 years)			
		Baseline Value	Total (Over 5 years)	Basis for Setting the Baseline Value	Target Value
1. Start-up Centric University Performance Goal (Preparation · Initial · Launch)	Startups	117	722	Support Performance Averages for the First Half of 2020-2022	Annual growth of 7%
	Revenue (hundred million KRW)	388	2,390		
	Employed (persons)	378	2,324		
	Investment (hundred million KRW)	77	471		
	Intellectual Property Rights	60	370		
	IPO	-	15		Annual growth of 1
	Partner Organizations	50	400	Based on Partner Organizations in 2023	Annual growth of 10
	K-Unicorn Companies	-	1	-	1 by the conclusion of the project
2. Start-up Centric University University Data Disclosure Performance Targets	Start-up Courses	157	830	2019 to 2021 Average Support Performance	Annual growth of 3
	Start-up-focused clubs (teams)	125	839		Annual growth of 10%
	Extracurricular Programs	15	101		Annual growth of 3
	Student Entrepreneurs	39	300		Annual growth of 7
	Revenue from Student Startups (hundred million KRW)	2.2	14.6		Annual growth of 10%
	Employment through Student Startup	5	55		Annual growth of 2
	Faculty Entrepreneurs	7	140		Annual growth of 7
	Faculty Startup Revenue (hundred million KRW)	0.8	4.7		Annual growth of 10%
	Employment through Faculty Startups	2	40		Annual growth of 2

Programs Per Growth Stage at Start-up-Focus Universities

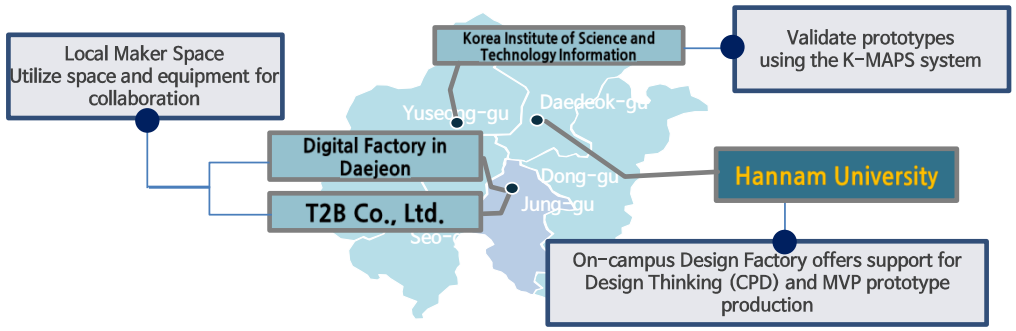
Programs Per Growth Stage

Category		Program	Program Details	Budget (thousand KRW)	Performance
Preparation Stage	Education	All About Prototype	Prototype Development, Advancement, Education	31,800	20 business registrations
		Play Start Up Awards	Mentoring and Start-up Idea Contest	52,000	Discovery of 20 startup ideas
Initial Stage	Investment attraction	Scaled-up investment invitation	Investment consulting and support	60,000	Investments from 3 companies
	Market expansion	Solid Patent, Solid Company	IP Start-up camp, IP roadmap, IP applications	90,000	31 IP applications
		Amazing Selling Marketing	Market expansion through marketing support	95,000	20 Marketing support cases
Launch Stage	Investment attraction	Pre-IPO investment support	Consulting and investment support for companies aiming for IPO	45,000	Secured investments based on two IPOs
	Global Launch	Global Business Contact	Support for global expansion by connecting with international buyers and corporate partners	65,000	3 globally launched startups
		Global Investment Meeting	Global acceleration initiatives for scaling up	80,000	1 global IR, and 3 MOUs
Community Engagement	Promoting the Start-up Culture	H-Meet up Day	Startup Festival, Entrepreneur's Night, One-Stop Startup Consultation Desk	130,000	Participation from 10,300 individuals, with 100 startup consultations provided
	Additional Initiatives	Entrepreneurial clubs	Dedicated to fostering university-based entrepreneurs	125,000	20 business registrations

Programs Per Growth Stage at Start-up-Focus Universities

[Education] All About Prototype

- Target: 20 emerging startups
- Goals: Develop 20 prototypes and register 10 businesses



Foster top-tier startup talents

- (In-house) Through our university's Design Factory network and tools, we provide budding entrepreneurs with online courses in Design Thinking (CPD) and MVP, along with hands-on support for prototype creation
- (Collaboration) Leveraging local maker spaces and equipment, we support startups by helping them craft prototypes and connecting them to accelerator programs
- (Validation) With KISTI's K-MAPS, which offers detailed industry and market insights, we provide validation for prototypes and expert consultations for further enhancement
- (Achievements) Over the last three years, we have completed 44 prototypes and filed 42 patents

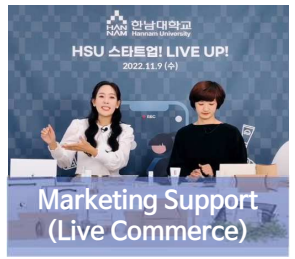
CPD Operation

[Market expansion] Amazing Selling Marketing

- Target: 20 emerging startups
- Goals: 20 Market analysis, Expert consulting and Marketing support

Developing marketing channels for sales

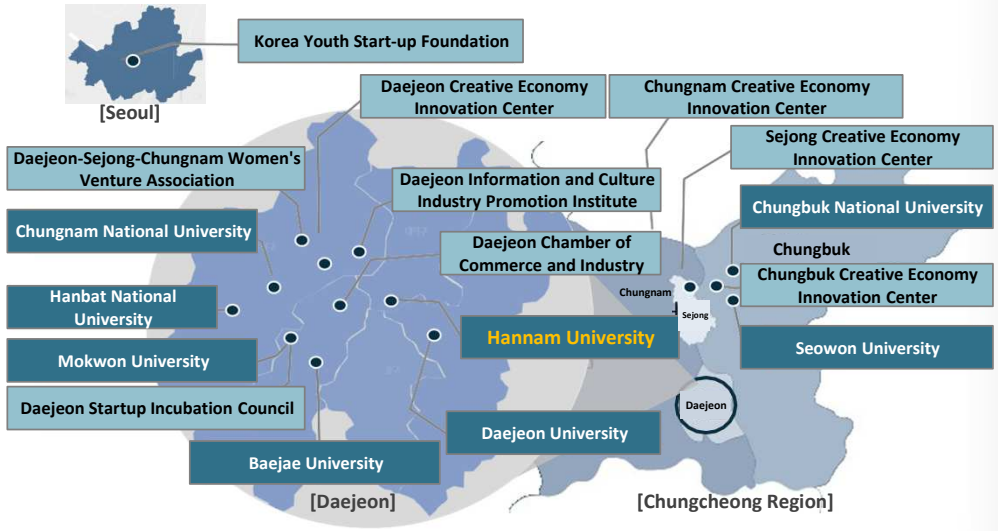
- (Market analysis) Utilizing the K-MAPS system for education and industry-specific market analysis, as well as one-on-one expert matching by field.
- (Marketing Support) Customized marketing support for businesses, including website development based on product types, catalog creation, advertising, promotions, and contactless solutions (such as live commerce).
- (Achievements) Revenue of 1.74 billion achieved among 26 companies in the last 2 years.



Marketing Support (Live Commerce)

Status of Collaborative and Investment Institutions for the Start-up Centric University

Institution Discovering Youth Startups in the Region



Roles of Collaborative Institutions

Discovery of local startups	Discovery of university-based startups	Company development	Investment	IP Support	Financial support	Incubation	Global reach	K-Unicorn
9	7	6	5	4	3	4	2	6

☑ **(Formation of Cooperative Alliance)** Formed a cooperative alliance with universities in the region for collective initiatives and progress

Programs Per Growth Stage

Operation System of Start-up-Centered University Collaborative Institutions

Educational Support

[All About Prototype]
- T2B Co., Ltd.
- DID Technology Convergence Workshop
- Korea Institute of Science and Technology Information

[Play Start up Awards]
- Daejeon Creative Economy Innovation Center
- Sejong Creative Economy Innovation Center
- Chungnam Creative Economy Innovation Center
- Chungbuk Creative Economy Innovation Center

Exploring Collaboration with Universities
- Daejeon University
- Mokwon University
- Baejae University
- Chungnam National University
- Hanbat National University
- Seowon University
- Chungbuk National University

Exploring Collaboration with Organizations
- Daejeon Information & Culture Industry Promotion Agency
- Daejeon Chamber of Commerce and Industry
- Korea Youth Start-up Foundation
- Daejeon Startup Incubation Council
- Daejeon, Sejong, Chungnam Venture Business Women's Association

K-Unicorn Cultivation
- Pusan National University
- Jeonbuk National University
- Hanyang University
- Daedeok Innopolis Venture Association
- Bio Health Care Association
- Research Company Association

Investment attraction

[Scale-Up Investment Attraction]
- Daejeon Creative Economy Innovation Center
- JNP Global Co., Ltd.
- iBilt Co., Ltd.
- IPS Ventures Co., Ltd.
- Company A Ltd.
- Hannam University Technology Holdings Co., Ltd.
- Korea Accelerator Association

[Pre-IPO Investment Support]
- Daejeon Creative Economy Innovation Center
- JNP Global Co., Ltd.
- iBilt Co., Ltd.
- IPS Ventures Co., Ltd.
- Company A Ltd.
- Hannam University Technology Holdings Co., Ltd.
- Korea Accelerator Association
- Korea PCP Co., Ltd.

Flagship University as a Driving Force for Regional Economic Growth
- Cultivating Entrepreneurial Professional Talent
- Creating Innovative Growth for Each Entrepreneurial Stage
- Maximization of Corporate Performance and Value

Market Expansion

[Solid Patent, Solid Company]
- Daejeon Intellectual Property Center
- IPS Patent Law & Firm

[Amazing Selling Marketing]
- Korea Institute of Science and Technology Information

Innovative Startup Ecosystem Development
- Daejeon Techno Park
- Daejeon Employment and Economic Promotion Agency
- Technology Guarantee Fund (Chungcheong Regional Headquarters)
- Credit Guarantee Fund (Daejeon Startup Branch)
- MG Daejeon Jeil Saemaul Bank
- Shinyoungil Accounting Firm
- Planin Co., Ltd.
- Daewoo Dang Healthcare Co., Ltd.
- Daejeon-Sejong BizCool Teachers Association
- KCB Patent Law & Firm

Global Expansion

[Global Business Contact]
- Korea Business and Technology Valuation Association

[Global Investment Meeting]
- Korea Accelerator Association
- BMI

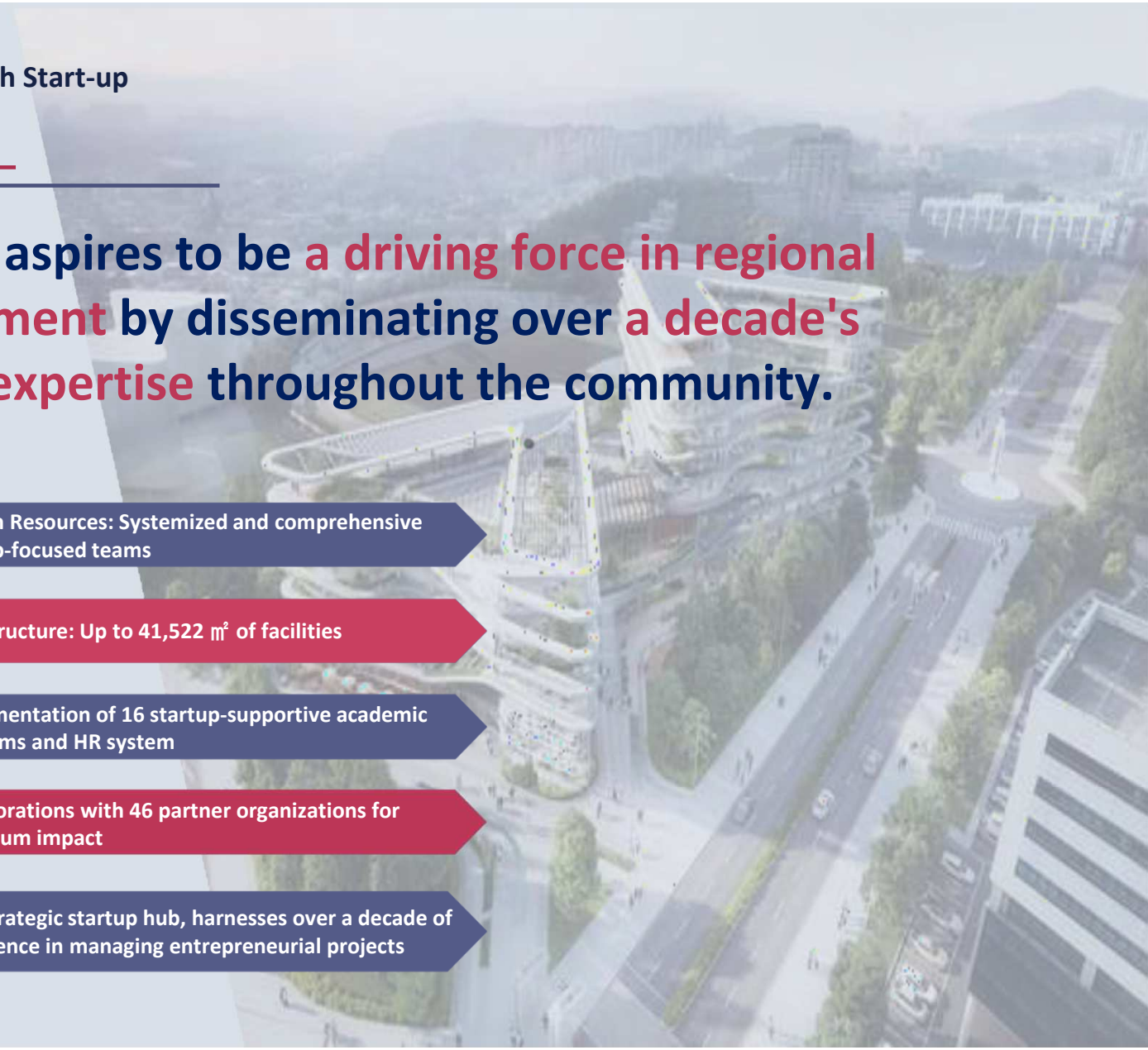
Collaboration with 46 Partner Organizations +
Secured investment resources totaling 1.8 billion KRW

VISION Hub for Regional Economic Growth Through Start-up

Start-Up First! Embracing a Start-up Philosophy!

Hannam University aspires to be a driving force in regional economic development by disseminating over a decade's worth of startup expertise throughout the community.

- Human Resources: Systemized and comprehensive startup-focused teams
- Infrastructure: Up to 41,522 ㎡ of facilities
- Implementation of 16 startup-supportive academic programs and HR system
- Collaborations with 46 partner organizations for maximum impact
- As a strategic startup hub, harnesses over a decade of experience in managing entrepreneurial projects



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